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Move beyond cybersecurity to take protection of your digital business to the next level *Beyond Cybersecurity: Protecting Your Digital Business* arms your company against devastating online security breaches by providing you with the information and guidance you need to avoid catastrophic data compromise. Based upon highly-regarded risk assessment analysis, this critical text is founded upon proprietary research, client experience, and interviews with over 200 executives, regulators, and security experts, offering you a well-rounded, thoroughly researched resource that presents its findings in an organized, approachable style.

Members of the global economy have spent years and tens of billions of dollars fighting cyber threats—but attacks remain an immense concern in the world of online business. The threat of data compromise that can lead to the leak of important financial and personal details can make consumers suspicious of the digital economy, and cause a nosedive in their trust and confidence in online business models. Understand the critical issue of cyber-attacks, and how they are both a social and a business issue that could slow the pace of innovation while wreaking financial havoc Consider how step-change capability improvements can create more resilient organizations Discuss how increased collaboration within the cybersecurity industry could improve alignment on a broad range of policy issues Explore how the active engagement of top-level business and public leaders can achieve progress toward cyber-resiliency *Beyond Cybersecurity: Protecting Your Digital Business* is an essential resource for business leaders who want to protect their organizations against cyber-attacks.

BTEC First ICT Practitioners is a key new course book for the 2006 BTEC First ICT Practitioner schemes from Edexcel. Full coverage is given to the core units of the Certificate and Diploma (units 1 and 2) and to selected specialist units: * Using ICT to Present Information (Unit 1) * Introduction to Computer Systems (Unit 2) * Website Development (Unit 4) * Networking Essentials (Unit 6) * Database Software (Unit 9) * Spreadsheet Software (Unit 10) * ICT Graphics (Unit 18) Each chapter in the textbook corresponds to one of these units of the syllabus. Students of BTEC First ICT programmes will find this text essential reading for the duration of their study - all the core material they will be following throughout their course is included in this book. Each chapter includes numerous illustrations, learning outcome summaries, definitions, learner activities, test your knowledge quiz questions and exercises. The result is a clear, straightforward and easily accessible text, which encourages independent study and acts as a reference to various topics within the qualification. The choice of specialist units reflects the breadth of Information and Communication Technology, rather than focusing on specific computing areas such as hardware and programming, and puts the emphasis on practical rather than academic units. It provides students with an excellent portfolio of knowledge and skills that will enable them to progress onto higher qualifications, such as the BTEC National, AS and A2, or to suitable employment within the ICT sector. Sharon Yull is a Senior Lecturer at City College Norwich and a Senior Subject Examiner for Higher Nationals in Computing for Edexcel. Sharon also runs the Training and Education Company, an IT and education consultancy, and has written books for other BTEC IT qualifications.

In today's fast-paced, competitive environment, technology can no longer only be the province of engineers and R&D managers: it must become a central component of the strategy-making process. Accordingly, this book seeks to facilitate the integration of technological concerns into the business strategies of organizations. Richly illustrated with many case examples drawn from the authors' experiences, both in the US and Europe, the book takes a distinctly global perspective on the subject. It addresses the economic, organizational, as well as cultural implications of technology, . Of great value to lecturers and students of strategic management, business policy, engineering management and management of technology, as well as practitioners who require a broad global picture of the area, it blends European and American perspectives, provides comprehensive coverage, and provides an integrated perspective.

For more than 40 years, Computerworld has been the leading source of technology news and information for IT influencers worldwide. Computerworld's award-winning Web site (Computerworld.com), twice-monthly publication, focused conference series and custom research form the hub of the world's largest global IT media network.

This book combines extracts from major cases and secondary materials with critical commentary to provide a complete resource for undergraduate and postgraduate students of intellectual property law. All areas of intellectual property law in the UK are covered: copyright, trade marks and passing off, confidential information, industrial designs, patent, procedure and enforcement. This book also tackles topical areas, such as the application of intellectual property law to new technologies and character merchandising. While the focus of the book is on intellectual property law in a domestic context, it provides international, EU and comparative law perspectives on major issues. It also addresses the wider policy implications of legislative and judicial developments in the area.

In 2007, the Tianjin Binhai New Area (TBNA) and one of its administrative zones, the Tianjin Economic-Technological Development Area (TEDA), in northeast China commissioned the RAND Corporation to perform a technology-foresight study to help them develop and implement a strategic vision and plan for economic growth through technological innovation. The principal objectives were to identify the most-promising emerging technology applications for TBNA and TEDA to pursue as part of their plan for growth, to analyze the drivers and barriers they would face in each case, and to recommend action plans for each technology application (TA). Seven TAs should form a pivotal part of TBNA's comprehensive strategic plan: cheap solar energy; advanced mobile communications and radio-frequency identification; rapid bioassays; membranes, filters, and catalysts for water purification; molecular-scale drug design, development, and delivery; electric and hybrid vehicles; and green manufacturing. The specific action plans can be integrated into an overarching strategic plan that rests on three legs: building a state-of-the-art R & D program; updating and expanding TBNA and TEDA's manufacturing base; and positioning TBNA and TEDA for the global marketplace. The plan offers TBNA a wealth of opportunities that will position it for the future development it envisions, and each TA emerges from one or more of TEDA's current pillar industries, making for a fluid transition that builds on existing strengths.

Our intuition on how the world works could well be wrong. We are surprised when new competitors burst on the scene, or businesses protected by large and deep moats find their defenses easily breached, or vast new markets are conjured from nothing. Trend lines resemble saw-tooth mountain ridges. The world not only feels different. The data tell us it is different. Based on years of research by the directors of the McKinsey Global Institute, *No Ordinary Disruption: The Four Forces Breaking all the Trends* is a timely and important analysis of how we need to reset our intuition as a result of four forces colliding and transforming the global economy: the rise of emerging markets, the accelerating impact of technology on the natural forces of market competition, an aging world population, and accelerating flows of trade, capital and people. Our intuitions formed during a uniquely benign period for the world economy—often termed the Great Moderation. Asset

prices were rising, cost of capital was falling, labour and resources were abundant, and generation after generation was growing up more prosperous than their parents. But the Great Moderation has gone. The cost of capital may rise. The price of everything from grain to steel may become more volatile. The world's labor force could shrink. Individuals, particularly those with low job skills, are at risk of growing up poorer than their parents. What sets No Ordinary Disruption apart is depth of analysis combined with lively writing informed by surprising, memorable insights that enable us to quickly grasp the disruptive forces at work. For evidence of the shift to emerging markets, consider the startling fact that, by 2025, a single regional city in China—Tianjin—will have a GDP equal to that of the Sweden, of that, in the decades ahead, half of the world's economic growth will come from 440 cities including Kumasi in Ghana or Santa Carina in Brazil that most executives today would be hard-pressed to locate on a map. What we are now seeing is no ordinary disruption but the new facts of business life— facts that require executives and leaders at all levels to reset their operating assumptions and management intuition.

Forest tree improvement has mainly been implemented to enhance the productivity of artificial forests. However, given the drastically changing global environment, improvement of various traits related to environmental adaptability is more essential than ever. This book focuses on genetic information, including trait heritability and the physiological mechanisms thereof, which facilitate tree improvement. Nineteen papers are included, reporting genetic approaches to improving various species, including conifers, broad-leaf trees, and bamboo. All of the papers in this book provide cutting-edge genetic information on tree genetics and suggest research directions for future tree improvement.

Today's unprecedented growth of data and their ubiquity in our lives are signs that the data revolution is transforming the world. And yet much of the value of data remains untapped. Data collected for one purpose have the potential to generate economic and social value in applications far beyond those originally anticipated. But many barriers stand in the way, ranging from misaligned incentives and incompatible data systems to a fundamental lack of trust. World Development Report 2021: Data for Better Lives explores the tremendous potential of the changing data landscape to improve the lives of poor people, while also acknowledging its potential to open back doors that can harm individuals, businesses, and societies. To address this tension between the helpful and harmful potential of data, this Report calls for a new social contract that enables the use and reuse of data to create economic and social value, ensures equitable access to that value, and fosters trust that data will not be misused in harmful ways. This Report begins by assessing how better use and reuse of data can enhance the design of public policies, programs, and service delivery, as well as improve market efficiency and job creation through private sector growth. Because better data governance is key to realizing this value, the Report then looks at how infrastructure policy, data regulation, economic policies, and institutional capabilities enable the sharing of data for their economic and social benefits, while safeguarding against harmful outcomes. The Report concludes by pulling together the pieces and offering an aspirational vision of an integrated national data system that would deliver on the promise of producing high-quality data and making them accessible in a way that promotes their safe use and reuse. By examining these opportunities and challenges, the Report shows how data can benefit the lives of all people, particularly poor people in low- and middle-income countries. .

Digitalization is changing nearly everything. This compendium highlights a comprehensive understanding of the concepts and technologies about digitalization in industrial environments, using the Industrial Internet of Things, Digital Twins and data-driven decision-making approaches including Artificial Intelligence. The overview of industrial enterprise platforms and the consideration of future trends gives a fundamental idea of concepts and strategies, how to get started and about the required changes of business models.

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