Blueworks Live User Guide

This IBM® Redbooks® Solution Guide describes how the IBM Business Process Management (IBM BPM) solutions can help your organization run efficiently by streamlining and automating your processes. The IBM Coach Framework is a key element of the IBM BPM platform. Process authors use the IBM Coach Framework to create and maintain custom web-based user interfaces (UIs) that are embedded within their business process solutions. Having custom UIs is crucial to successful deployment of a business process solution.

LNBIP 99 and LNBIP 100 together constitute the thoroughly refereed proceedings of 12 international workshops held in Clermont-Ferrand, France, in conjunction with the 9th International Conference on Business Process Management, BPM 2011, in August 2011. The 12 workshops focused on Business Process Design (BPD 2011), Business Process Intelligence (BPI 2011), Business Process Management and Social Software (BPMS2 2011), Cross-Enterprise Collaboration (CEC 2011), Empirical Research in Business Process Management (ER-BPM 2011), Event-Driven Business Process Management (edBPM 2011), Process Model Collections (PMC 2011), Process-Aware Logistics Systems (PALS 2011), Process-Oriented Systems in Healthcare (ProHealth 2011), Reuse in Business Process Management (rBPM 2011), Traceability and Compliance of Semi-Structured Processes (TC4SP 2011), and Workflow Security Audit and Certification (WfSAC 2011). In addition, the proceedings also include the Process Mining Manifesto (as an Open Access Paper), which has been jointly developed by more than 70 scientists, consultants, software vendors, and end-users. LNBIP 99 contains the revised and extended papers from BPD 2011, BPI 2011 (including the Process Mining Manifesto), BPMS2 2011, CEC 2011, ER-BPM 2011, and edBPM 2011.

Business Process Change: A Business Process Management Guide for Managers and Process Professionals, Fourth Edition, provides a balanced view of the field of business process change. Bestselling author and renowned expert in the field Paul Harmon offers concepts, methods, cases for all aspects, and phases of successful business process improvement. Students and professionals alike will benefit from the comprehensive coverage and customizable, integrated approach to broad business process management that focuses on improving efficiency and productivity. In this updated Edition, particular attention is paid to the impact of disruptive technology on business and the need for agile transformation. Covers Business Process Management Systems and the integration of process redesign and Six Sigma Explores how different process elements fit together, including the human aspects of process redesign Presents best-practice methodologies that can be applied and tailored to an organization's specific needs Offers invaluable, detailed case studies demonstrating how these key methods are implemented

A brand-new edition of the classic guide on low-speed wind tunnel testing While great advances in theoretical and computational methods have been made in recent years, low-speed wind tunnel testing remains essential for obtaining the full range of data needed to guide detailed design decisions for many practical engineering problems. This long-awaited Third Edition of William H. Rae, Jr.'s landmark reference brings together essential information on all aspects of low-speed wind tunnel design, analysis, testing, and instrumentation in one easy-to-use resource. Written by authors who are among the most respected wind tunnel engineers in the world, this edition has been updated to address current topics and applications, and includes coverage of digital electronics, new instrumentation, video and photographic methods, pressure-sensitive paint, and liquid crystal-based measurement methods. The book is organized for quick access to topics of interest, and examines basic test techniques and objectives of modeling and testing aircraft designs in low-speed wind tunnels, as well as applications to fluid motion analysis, automobiles, marine vessels, buildings, bridges, and other structures subject to wind loading. Supplemented with real-world examples throughout, Low-Speed Wind Tunnel Testing, Third Edition is an indispensable resource for aerospace engineering students and professionals, engineers and researchers in the automotive industries, wind tunnel designers, architects, and others who need to get the most from low-speed wind tunnel technology and experiments in their work.

"A dazzling journey across the sciences and humanities in search of deep laws to unite them." --The Wall Street Journal One of our greatest living scientists--and the winner of two Pulitzer Prizes for On Human Nature and The Ants--gives us a work of visionary importance that may be the crowning achievement of his career. In Consilience (a word that originally meant "jumping together"), Edward O. Wilson renews the Enlightenment's search for a unified theory of knowledge in disciplines that range from physics to biology, the social sciences and the humanities. Using the natural sciences as his model, Wilson forges dramatic links between fields. He explores the chemistry of the mind and the genetic bases of culture. He postulates the biological principles underlying works of art from cave-drawings to Lolita. Presenting the latest findings in prose of wonderful clarity and oratorical eloquence, and synthesizing it into a dazzling whole, Consilience is science in the path-clearing traditions of Newton, Einstein, and Richard Feynman.

How do you intend to use the product and share information? Understand the reason: Why you are modelling the process? Will a participant complete multiple activities in a row? What are the organizations integrity risks and exposures? Which processes require significant manual intervention? Defining, designing, creating, and implementing a process to solve a challenge or meet an objective is the most valuable role... In EVERY group, company, organization and department. Unless you are talking a one-time, single-use project, there should be a process. Whether that process is managed and implemented by humans, AI, or a combination of the two, it needs to be designed by someone with a complex enough perspective to ask the right questions. Someone capable of asking the right questions and step back and say, 'What are you really trying to accomplish here? And is there a different way to look at it?' This Self-Assessment empowers people to do just that - whether their title is entrepreneur, manager, consultant, (Vice-)President, CxO etc... - they are the people who rule the future. They are the person who asks the right questions to make IBM Blueworks Live investments work better. This IBM Blueworks Live All-Inclusive Self-Assessment enables You to be that person. All the tools you need to an in-depth IBM Blueworks Live Self-Assessment. Featuring 874 new and updated case-based questions, organized into seven core areas of process design, this Self-Assessment will help you identify areas in which IBM Blueworks Live improvements can be made. In using the questions you will be better able to: - diagnose IBM Blueworks Live projects, initiatives, organizations, businesses and processes using accepted diagnostic standards and practices - implement evidence-based best practice strategies aligned with overall goals - integrate recent advances in IBM Blueworks Live and process design strategies into practice according to best practice guidelines Using a Self-Assessment tool known as the IBM Blueworks Live Scorecard, you will develop a clear picture of which IBM Blueworks Live areas need attention. Your purchase includes access details to the IBM Blueworks Live self-assessment dashboard download which gives

you your dynamically prioritized projects-ready tool and shows your organization exactly what to do next. You will receive the following contents with New and Updated specific criteria: - The latest quick edition of the book in PDF - The latest complete edition of the book in PDF, which criteria correspond to the criteria in... - The Self-Assessment Excel Dashboard - Example pre-filled Self-Assessment Excel Dashboard to get familiar with results generation - In-depth and specific IBM Blueworks Live Checklists - Project management checklists and templates to assist with implementation INCLUDES LIFETIME SELF ASSESSMENT UPDATES Every self assessment comes with Lifetime Updates and Lifetime Free Updated Books. Lifetime Updates is an industry-first feature which allows you to receive verified self assessment updates, ensuring you always have the most accurate information at your fingertips.

Offers tips on writing an essay for admission to graduate school, provides an explanation of the admissions process, gives advice on securing letters of recommendation, and features resources for locating scholarships.

Wall Street Journal Bestseller From the acclaimed author of Turn the Ship Around!, former US Navy Captain David Marquet, comes a radical new playbook for empowering your team to make better decisions and take greater ownership. You might imagine that an effective leader is someone who makes quick, intelligent decisions, gives inspiring speeches, and issues clear orders to their team so they can execute a plan to achieve your organization's goals. Unfortunately, David Marquet argues, that's an outdated model of leadership that just doesn't work anymore. As a leader in today's networked, information-dense business climate, you don't have full visibility into your organization or the ground reality of your operating environment. In order to harness the eyes, ears, and minds of your people, you need to foster a climate of collaborative experimentation that encourages people to speak up when they notice problems and work together to identify and test solutions. Too many leaders fall in love with the sound of their own voice, and wind up dictating plans and digging in their heels when problems begin to emerge. Even when you want to be a more collaborative leader, you can undermine your own efforts by defaulting to command-and-control language we've inherited from the industrial era. It's time to ditch the industrial age playbook of leadership. In Leadership is Language, you'll learn how choosing your words can dramatically improve decision-making and execution on your team. Marquet outlines six plays for all leaders, anchored in how you use language: • Control the clock, don't obey the clock: Pre-plan decision points and give your people the tools they need to hit pause on a plan of action if they notice something wrong. • Collaborate, don't coerce: As the leader, you should be the last one to offer your opinion. Rather than locking your team into binary responses ("Is this a good plan?"), allow them to answer on a scale ("How confident are you about this plan?") • Commit, don't comply: Rather than expect your team to comply with specific directions, explain your overall goals, and get their commitment to achieving it one piece at a time. • Complete, not continue: If every day feels like a repetition of the last, you're doing something wrong. Articulate concrete plans with a start and end date to align your team. • Improve, don't prove: Ask your people to improve on plans and processes, rather than prove that they can meet fixed goals or deadlines. You'll face fewer cut corners and better long-term results. • Connect, don't conform: Flatten hierarchies in your organization and connect with your people to encourage them to contribute to decision-making. In his last book, Turn the Ship Around!, Marquet told the incredible story of abandoning command-and-control leadership on his submarine and empowering his crew to turn the worst performing submarine to the best performer in the fleet. Now, with Leadership is Language he gives businesspeople the tools they need to achieve such transformational leadership in their organizations.

If you want to get started with PHP, this book is essential. Author David Sklar (PHP Cookbook) guides you through aspects of the language you need to build dynamic server-side websites. By exploring features of PHP 5.x and the exciting enhancements in the latest release, PHP 7, you'll learn how to work with web servers, browsers, databases, and web services. End-of-chapter exercises help you make the lessons stick. Whether you're a hobbyist looking to build dynamic websites, a frontend developer ready to add server-side programs, or an experienced programmer who wants to get up to speed with this language, this gentle introduction also covers aspects of modern PHP, such as internationalization, using PHP from the command line, and package management. Learn how PHP interacts with browsers and servers Understand data types, variables, logic, looping, and other language basics Explore how to use arrays, functions, and objects Build and validate web forms Work with databases and session management Access APIs to interact with web services and other websites Jumpstart your project with popular PHP web application frameworks

We live in a wireless society, one where convenience and accessibility determine the efficacy of the latest electronic gadgets and mobile devices. Making the most of these technologies—and ensuring their security against potential attackers—requires increased diligence in mobile technology research and development. Mobile Computing and Wireless Networks: Concepts, Methodologies, Tools, and Applications brings together a comprehensive range of voices and research in the area of mobile and wireless technologies, exploring the successes and failures, advantages and drawbacks, and benefits and limitations of the technology. With applications in a plethora of different research and topic areas, this multi-volume reference work benefits researchers, service providers, end-users, and information technology professionals. This four-volume reference work includes a diverse array of chapters and authors covering topics such as m-commerce, network ethics, mobile agent systems, mobile learning, communications infrastructure, and applications in fields such as business, healthcare, government, tourism, and more.

This textbook covers the entire Business Process Management (BPM) lifecycle, from process identification to process monitoring, covering along the way process modelling, analysis, redesign and automation. Concepts, methods and tools from business management, computer science and industrial engineering are blended into one comprehensive and inter-disciplinary approach. The presentation is illustrated using the BPMN industry standard defined by the Object Management Group and widely endorsed by practitioners and vendors worldwide. In addition to explaining the relevant conceptual background, the book provides dozens of examples, more than 230 exercises – many with solutions – and numerous suggestions for further reading. This second edition includes extended and completely revised chapters on process identification, process discovery, qualitative process analysis, process redesign, process automation and process monitoring. A new chapter on BPM as an enterprise capability has been added, which expands the scope of the book to encompass topics such as the strategic alignment and governance of BPM initiatives. The textbook is the result of many years of combined teaching experience of the authors, both at the undergraduate and graduate levels as well as in the context of professional training. Students and professionals from both business management and computer science will benefit from the step-by-step style of the textbook and its focus on fundamental concepts and proven methods. Lecturers will appreciate the class-tested format and the additional teaching material available on the accompanying website.

The BPI Blueprint: A Step-By-Step Guide to Make Your Business Process Improvement Projects Simple, Structured and Successful The BPI Blueprint provides you with a detailed plan of action to create results the first time, inspire leaders of business processes, and build invigorated skilled teams. So if you're looking for a simple, no nonsense, guide to help you develop and manage effective Business Process Improvement projects, regardless of your experience-level, you've got the right book. This practical guide tells you exactly what's required at each phase, such as: Chartering and Staffing, Process

Discovery, Process Analysis, Process Design, and Implementation Plan. Plus, modeling, analytical and redesign tools and techniques are explained so you can replicate them. And client examples provide guideposts; demonstrating what works, what doesn't, and why. All of this enables you to keep your BPI Projects simple, structured and successful. The methodology for The BPI Blueprint is based on action learning, which calls out for the best type of action - learning and working on your real project with opportunities for feedback and discovery. Done right, BPI projects engage the minds and hearts of leaders and teams, which can lead to amazing outcomes and fun! So let The BPI Blueprint guide you to great results! When you use The BPI Blueprint as the guide for your own BPI project you will: (1) see better business results faster; (2) identify techniques that lead to solutions; (3) develop team synergy before execution; (4) build leaders who sustain operational excellence; (5) inspire employees to make ongoing improvements; (6) learn where to simplify quickly; (7) keep moving projects forward effectively. Shelley Sweet, the Founder and President of I4 Process, is a highly respected BPM Practitioner with over 20 years of experience. She provides consultation, workshops and training programs for clients ranging from start-ups to Fortune 500 companies, educational institutions, and government organizations. Her programs are based on a unique 3-PEAT method of modeling processes and analyzing data that accelerates operational improvements, and builds leaders and employees who sustain operational excellence.

In the context of daily business, ad hoc processes are those activities and events that occur within an organization's operations that typically are undocumented or unmonitored. At times, these ad hoc processes can seem chaotic and unpredictable. In many cases, these "off the platform" processes represent an opportunity for you to realize visibility into your organization operations. By taking advantage of the benefits of business process management (BPM) and IBM® Business Process Manager solutions, you can bring order and stability to these business processes and improve the organization's agility in order to stay adaptive and competitive. This IBM RedpaperTM publication presents examples and a case study that illustrate how having a choice of where on the ad hoc spectrum you operate your business is both necessary and vital to producing better outcomes and achieving agility. You need agility to stay relevant and to survive. The intent of the prescriptive framework in this paper is to give you the confidence and motivation to choose how much business agility you want and to begin achieving it. This paper is intended for Executive Sponsors, Team Leaders, Lead Architects, and anyone interested in adding business agility and ad hoc processes to their enterprise.

This book starts with an introduction to process modeling and process paradigms, then explains how to query and analyze process models, and how to analyze the process execution data. In this way, readers receive a comprehensive overview of what is needed to identify, understand and improve business processes. The book chiefly focuses on concepts, techniques and methods. It covers a large body of knowledge on process analytics – including process data querying, analysis, matching and correlating process data and models – to help practitioners and researchers understand the underlying concepts, problems, methods, tools and techniques involved in modern process analytics. Following an introduction to basic business process and process analytics concepts, it describes the state of the art in this area before examining different analytics techniques in detail. In this regard, the book covers analytics over different levels of process abstractions, from process execution data and methods for linking and correlating process execution data, to inferring process models, querying process execution data and process models, and scalable process data analytics methods. In addition, it provides a review of commercial process analytics tools and their practical applications. The book is intended for a broad readership interested in business process management and process analytics. It provides researchers with an introduction to these fields by comprehensively classifying the current state of research, by describing in-depth techniques and methods, and by highlighting future research directions. Lecturers will find a wealth of material to choose from for a variety of courses, ranging from undergraduate courses in business process management to graduate courses in business process analytics. Lastly, it offers professionals a reference guide to the state of the art in commercial tools and techniques, complemented by many real-world use case scenarios.

While Robotic Process Automation (RPA) has been around for about 20 years, it has hit an inflection point because of the convergence of cloud computing, big data and AI. This book shows you how to leverage RPA effectively in your company to automate repetitive and rules-based processes, such as scheduling, inputting/transferring data, cut and paste, filling out forms, and search. Using practical aspects of implementing the technology (based on case studies and industry best practices), you'll see how companies have been able to realize substantial ROI (Return On Investment) with their implementations, such as by lessening the need for hiring or outsourcing. By understanding the core concepts of RPA, you'll also see that the technology significantly increases compliance – leading to fewer issues with regulations – and minimizes costly errors. RPA software revenues have recently soared by over 60 percent, which is the fastest ramp in the tech industry, and they are expected to exceed $1 billion by the end of 2019. It is generally seamless with legacy IT environments, making it easier for companies to pursue a strategy of digital transformation and can even be a gateway to AI. The Robotic Process Automation Handbook puts everything you need to know into one place to be a part of this wave. What You'll Learn Develop the right strategy and plan Deal with resistance and fears from employees Take an in-depth look at the leading RPA systems, including where they are most effective, the risks and the costs Evaluate an RPA system Who This Book Is For IT specialists and managers at mid-to-large companies

The present work is a fine contribution to the broad field of environmental security in the context of risk assessment and management of obsolete pesticides for the region of Southeast Europe. The purpose of this book is to evaluate the existing knowledge of improper disposal of obsolete pesticides in the region, to estimate the associated impact on environmental health, and to develop recommendations to mitigate or eliminate threats posed to the environment, biodiversity and human life. The issues discussed in the book include: reviews of the transport and fate of pesticides and associated contaminated materials in different environmental media and identification of the principal sources, emission routes and patterns of environmental pollution with pesticides; a recognition of the most suitable methods for environmental sampling analysis and sample preparation; an evaluation of the current methods and techniques for chemical and mass analysis of environmental and biological samples and discussion of the metrological and quality aspects of trace analyses; a characterization of the environmental and human health impacts of pesticide pollution, the health effects associated with acute and chronic exposure and the use of epidemiological data for risk assessment; a revision of the existing chemical safety regulations and strategies for protection and management of obsolete pesticide stocks; a survey of the international conventions, directives and standards concerning pesticide use.

What if you want someone to have read access? Which processes require significant manual intervention? Limited process scalability? Unstructured or non-value activities? Is there a shortage of knowledge workers? Defining, designing, creating, and implementing a process to solve a challenge or meet an objective is the most valuable role... In EVERY group, company, organization and department. Unless you are talking a one-time, single-use project, there should be a process. Whether that process is managed and implemented by humans, AI, or a combination of the two, it needs to be designed by someone with a complex enough perspective to ask the right questions. Someone capable of asking the right questions and step back and say, 'What are we really trying to accomplish here? And is there a different way to look at it?' This Self-Assessment empowers people to do just that - whether their title is entrepreneur, manager, consultant, (Vice-)President, CxO etc... - they are the people who rule the future. They are the person who asks the right questions to make IBM Blueworks Live investments work

better. This IBM Blueworks Live All-Inclusive Self-Assessment enables You to be that person. All the tools you need to an in-depth IBM Blueworks Live Self-Assessment. Featuring 940 new and updated case-based questions, organized into seven core areas of process design, this Self-Assessment will help you identify areas in which IBM Blueworks Live improvements can be made. In using the questions you will be better able to: - diagnose IBM Blueworks Live projects, initiatives, organizations, businesses and processes using accepted diagnostic standards and practices - implement evidence-based best practice strategies aligned with overall goals - integrate recent advances in IBM Blueworks Live and process design strategies into practice according to best practice guidelines Using a Self-Assessment tool known as the IBM Blueworks Live Scorecard, you will develop a clear picture of which IBM Blueworks Live areas need attention. Your purchase includes access details to the IBM Blueworks Live self-assessment dashboard download which gives you your dynamically prioritized projects-ready tool and shows your organization exactly what to do next. You will receive the following contents with New and Updated specific criteria: - The latest quick edition of the book in PDF - The latest complete edition of the book in PDF, which criteria correspond to the criteria in... - The Self-Assessment Excel Dashboard - Example pre-filled Self-Assessment Excel Dashboard to get familiar with results generation - In-depth and specific IBM Blueworks Live Checklists - Project management checklists and templates to assist with implementation INCLUDES LIFETIME SELF ASSESSMENT UPDATES Every self assessment comes with Lifetime Updates and Lifetime Free Updated Books. Lifetime Updates is an industry-first feature which allows you to receive verified self assessment updates, ensuring you always have the most accurate information at your fingertips.

Simple Heuristics That Make Us Smart invites readers to embark on a new journey into a land of rationality that differs from the familiar territory of cognitive science and economics. Traditional views of rationality tend to see decision makers as possessing superhuman powers of reason, limitless knowledge, and all of eternity in which to ponder choices. To understand decisions in the real world, we need a different, more psychologically plausible notion of rationality, and this book provides it. It is about fast and frugal heuristics--simple rules for making decisions when time is pressing and deep thought an unaffordable luxury. These heuristics can enable both living organisms and artificial systems to make smart choices, classifications, and predictions by employing bounded rationality. But when and how can such fast and frugal heuristics work? Can judgments based simply on one good reason be as accurate as those based on many reasons? Could less knowledge even lead to systematically better predictions than more knowledge? Simple Heuristics explores these questions, developing computational models of heuristics and testing them through experiments and analyses. It shows how fast and frugal heuristics can produce adaptive decisions in situations as varied as choosing a mate, dividing resources among offspring, predicting high school drop out rates, and playing the stock market. As an interdisciplinary work that is both useful and engaging, this book will appeal to a wide audience. It is ideal for researchers in cognitive psychology, evolutionary psychology, and cognitive science, as well as in economics and artificial intelligence. It will also inspire anyone interested in simply making good decisions.

Between 300 and 600, Christianity experienced a momentous change from persecuted cult to state religion. One of the consequences of this shift was the evolution of the role of the bishop—as the highest Church official in his city—from model Christian to model citizen. Claudia Rapp's exceptionally learned, innovative, and groundbreaking work traces this transition with a twofold aim: to deemphasize the reign of the emperor Constantine, which has traditionally been regarded as a watershed in the development of the Church as an institution, and to bring to the fore the continued importance of the religious underpinnings of the bishop's role as civic leader. Rapp rejects Max Weber's categories of "charismatic" versus "institutional" authority that have traditionally been used to distinguish the nature of episcopal authority from that of the ascetic and holy man. Instead she proposes a model of spiritual authority, ascetic authority and pragmatic authority, in which a bishop's visible asceticism is taken as evidence of his spiritual powers and at the same time provides the justification for his public role. In clear and graceful prose, Rapp provides a wholly fresh analysis of the changing dynamics of social mobility as played out in episcopal appointments.

IBM® Business Process Manager (IBM BPM) is a comprehensive business process management (BPM) suite that provides visibility and management of your business processes. IBM BPM supports the whole BPM lifecycle approach: Discover and document Plan Implement Deploy Manage Optimize Process owners and business owners can use this solution to engage directly in the improvement of their business processes. IBM BPM excels in integrating role-based process design, and provides a social BPM experience. It enables asset sharing and creating versions through its Process Center. The Process Center acts as a unified repository, making it possible to manage changes to the business processes with confidence. IBM BPM supports a wide range of standards for process modeling and exchange. Built-in analytics and search capabilities help to further improve and optimize the business processes. This IBM Redbooks® publication provides valuable information for project teams and business people that are involved in projects using IBM BPM. It describes the important design decisions that you face as a team. These decisions invariably have an effect on the success of your project. These decisions range from the more business-centric decisions, such as which should be your first process, to the more technical decisions, such as solution analysis and architectural considerations.

Virtual and augmented reality is the next frontier of technological innovation. As technology exponentially evolves, so do the ways in which humans interact and depend upon it. Virtual and Augmented Reality: Concepts, Methodologies, Tools, and Applications is a comprehensive reference source for the latest scholarly material on the trends, techniques, and uses of virtual and augmented reality in various fields, and examines the benefits and challenges of these developments. Highlighting a range of pertinent topics, such as human-computer interaction, digital self-identity, and virtual reconstruction, this multi-volume book is ideally designed for researchers, academics, professionals, theorists, students, and practitioners interested in emerging technology applications across the digital plane.

Your first Business Process Management (BPM) project is a crucial first step on your BPM journey. It is important to begin this journey with a philosophy of change that allows you to avoid common pitfalls that lead to failed BPM projects, and ultimately, poor BPM adoption. This IBM® Redbooks® publication describes the methodology and best practices that lead to a successful project and how to use that success to scale to enterprise-wide BPM adoption. This updated edition contains a new chapter on planning a BPM project. The intended audience for this book includes all people who participate in the discovery, planning, delivery, deployment, and continuous improvement activities for a business process. These roles include process owners, process participants, subject matter experts (SMEs) from the operational business, and technologists responsible for delivery, including BPM analysts, BPM solution architects, BPM

administrators, and BPM developers.

How can a start-up become in less than five years a niche market leader that employs over one hundred employees in offices in three countries, laying the groundwork for a thousand employees and over one hundred million dollars in sales? It can be done by having a unique company culture in the industry. That company culture is the Beecker Way.

Consumer interaction and engagement are vital components to help marketers maintain a lasting relationship with their customers. To achieve this goal, companies must utilize current digital tools to create a strong online presence. Digital Marketing and Consumer Engagement: Concepts, Methodologies, Tools, and Applications is an innovative reference source for the latest academic material on emerging technologies, techniques, strategies, and theories in the promotion of brands through forms of digital media. Highlighting a range of topics, such as mobile commerce, brand communication, and social media, this multi-volume book is ideally designed for professionals, researchers, academics, students, managers, and practitioners actively involved in the marketing industry.

NATIONAL BESTSELLER • PEN/HEMINGWAY AWARD WINNER • One of The New York Times 10 Best Books of the Year • A wondrous and shattering novel that follows twelve characters from Native communities: all traveling to the Big Oakland Powwow, all connected to one another in ways they may not yet realize. Among them is Jacquie Red Feather, newly sober and trying to make it back to the family she left behind. Dene Oxendene, pulling his life together after his uncle's death and working at the powwow to honor his memory. Fourteen-year-old Orvil, coming to perform traditional dance for the very first time. Together, this chorus of voices tells of the plight of the urban Native American—grappling with a complex and painful history, with an inheritance of beauty and spirituality, with communion and sacrifice and heroism. Hailed as an instant classic, There There is at once poignant and unflinching, utterly contemporary and truly unforgettable.

Digital Marketing: A Practical Approach 2nd Edition is a step-by-step guide to marketing using the Internet. Concentrating on the operational and functional aspects of this dynamic subject, the book is packed with tactical advice and real-life examples from those leading the field to help you succeed. Written as an accessible guide to equip you for the digital element of any contemporary marketing role, Digital Marketing covers all the key topics including search engine optimization and social media marketing. With real-world case studies to illustrate digital marketing in practice and exercises to help you analyse, plan and execute effective strategies within the workplace, this practical resource will prepare you to undertake digital marketing across a variety of organizations. More than just a book, this complete package features an associated website at AlanCharlesworth.eu/DigitalMarketing which hosts the case studies for the book, offers further tips and advice and provides access to a wealth of extra material such as up-to-date references and web links. This new, second edition builds on the first edition's success by addressing the key recent developments in digital marketing including an expanded section on social media marketing and an appreciation of the impact of mobile devices. Moreover, it's been thoroughly updated throughout, with brand new cases and examples with an international range, all of which encourage the reader to quickly learn the practical applicability of the theory and practice of emarketing.

Creating business process models that can be shared effectively across the business - and between business and IT - demands more than a digest of BPMN shapes and symbols. It requires a step-by-step methodology for going from a blank page to a complete process diagram. It also requires consistent application of a modeling style, so that the modeler's meaning is clear from the diagram itself. Author Bruce Silver explains not only the meaning and proper usage of the entire BPMN 2.0 palette, but calls out the working subset that you really need to know. He also reveals the hidden assumptions of core concepts left unexplained in the spec, the key to BPMN's deeper meaning. The book addresses BPMN at three levels, with primary focus on the first two. Level 1, or descriptive BPMN, uses a basic working set of shapes and symbols to meet the needs of business users doing process mapping. Level 2, or analytical BPMN, is aimed at business analysts and architects. It takes advantage of BPMN's expressiveness for detailing event and exception handling, key to analyzing and improving process performance and quality. Level 3, or executable BPMN, is brand new in BPMN 2.0. Here the XML underneath the diagram shapes becomes an executable design can be deployed to a process engine to automate the process. The method and style detailed in the book aligns these three levels, facilitating business-IT collaboration throughout the process lifecycle. Inside the book you'll find discussions, illustrated with over 100 examples, about: The questions BPMN asks, and does not ask The meaning of basic concepts like starting and completing, sending and receiving, waiting and listening Subprocesses and hierarchical modeling style The five basic steps in creating Level 1 models Event and exception-handling patterns Branching and merging patterns Level 2 modeling method Elements of BPMN style: element usage and diagram composition

In today's competitive, always-on global marketplace, businesses need to be able to make better decisions more quickly. And they need to be able to change those decisions immediately in order to adapt to this increasingly dynamic business environment. Whether it is a regulatory change in your industry, a new product introduction by a competitor that your organization needs to react to, or a new market opportunity that you want to quickly capture by changing your product pricing. Decisions like these lie at the heart of your organization's key business processes. In this IBM® RedpaperTM publication, we explore the benefits of identifying and documenting decisions within the context of your business processes. We describe a straightforward approach for doing this by using a business process and decision discovery tool called IBM Blueworks LiveTM, and we apply these techniques to a fictitious example from the auto insurance industry to help you better understand the concepts. This paper was written with a non-technical audience in mind. It is intended to help business users, subject matter experts, business analysts, and business managers get started discovering and documenting the decisions that are key to their company's business operations.

Your first business process management (BPM) projects, although radically different in the tooling and the methodology for those people who are directly involved in the project, will be chartered, funded, measured, and managed as with any other IT project. However, for an enterprise to accelerate the radical value that a BPM project proves, the enterprise must transform. Change must occur around projects. Funding, staffing, governance, infrastructure, and virtually every aspect of how BPM solutions are implemented, must change before the enterprise can mature to meet those strategic goals that accelerate the value of BPM beyond a handful of projects. This change is the BPM transformation. Unlike the challenges of the first few BPM projects, this transformation represents an unprecedented challenge to those enterprises that are midway through the pursuit of BPM excellence. This IBM® RedpaperTM publication seeks to eliminate

the uncertainty that organizations face in this next generation of BPM, maturing beyond the success of BPM projects. The goals and concepts of dozens of mature BPM organizations are consolidated here and categorized to provide you with clear mandates, with hope that this clarity will provide purpose, and that this purpose will drive excellence. The audience for this IBM Redpaper includes Executive Sponsors, Team Leaders, Lead Architects, Infrastructure Owners, and in general, anyone interested in transforming the enterprise around BPM principles to create a Center of Excellence (CoE).

The IBM® Coach Framework is a key element of the IBM Business Process Manager (BPM) product suite. With the Coach Framework, process authors can create and maintain custom web-based user interfaces that are embedded within their business process solutions. This ability to create and maintain custom user interfaces is a key factor in the successful deployment of business process solutions. Coaches have proven to be an extremely powerful element of IBM BPM solutions, and with the release of IBM BPM version 8.0 they were rejuvenated to incorporate the recent advances in browser-based user interfaces. This IBM Redbooks® publication focuses on the capabilities that Coach Framework delivers with IBM BPM version 8.5, but much of what is shared in these pages continues to be of value as IBM evolves coaches in the future. This book has been produced to help you fully benefit from the power of the Coach Framework.

Why are IBM Blueworks Live skills important? What are the success criteria that will indicate that IBM Blueworks Live objectives have been met and the benefits delivered? What key business process output measure(s) does IBM Blueworks Live leverage and how? How to deal with IBM Blueworks Live Changes? What are the long-term IBM Blueworks Live goals? This extraordinary IBM Blueworks Live self-assessment will make you the trusted IBM Blueworks Live domain assessor by revealing just what you need to know to be fluent and ready for any IBM Blueworks Live challenge. How do I reduce the effort in the IBM Blueworks Live work to be done to get problems solved? How can I ensure that plans of action include every IBM Blueworks Live task and that every IBM Blueworks Live outcome is in place? How will I save time investigating strategic and tactical options and ensuring IBM Blueworks Live costs are low? How can I deliver tailored IBM Blueworks Live advice instantly with structured going-forward plans? There's no better guide through these mind-expanding questions than acclaimed best-selling author Gerard Blokdyk. Blokdyk ensures all IBM Blueworks Live essentials are covered, from every angle: the IBM Blueworks Live self-assessment shows succinctly and clearly that what needs to be clarified to organize the required activities and processes so that IBM Blueworks Live outcomes are achieved. Contains extensive criteria grounded in past and current successful projects and activities by experienced IBM Blueworks Live practitioners. Their mastery, combined with the easy elegance of the self-assessment, provides its superior value to you in knowing how to ensure the outcome of any efforts in IBM Blueworks Live are maximized with professional results. Your purchase includes access details to the IBM Blueworks Live self-assessment dashboard download which gives you your dynamically prioritized projects-ready tool and shows you exactly what to do next. Your exclusive instant access details can be found in your book.

NATIONAL BESTSELLER • The acclaimed Nobel Prize winner powerfully examines our obsession with beauty and conformity—and asks questions about race, class, and gender with her characteristic subtly and grace. In Morrison's bestselling first novel, Pecola Breedlove—an 11-year-old Black girl in an America whose love for its blond, blue-eyed children can devastate all others—prays for her eyes to turn blue: so that she will be beautiful, so that people will look at her, so that her world will be different. This is the story of the nightmare at the heart of her yearning, and the tragedy of its fulfillment. Here, Morrison's writing is "so precise, so faithful to speech and so charged with pain and wonder that the novel becomes poetry" (The New York Times).

Process Discovery Best Practices Using IBM Blueworks LiveIBM Redbooks

Business processes and decisions are the backbone of every company, from the small to the Fortune 50; it is how the business runs. It is these processes and decisions that can create competitive advantage, help a company react more quickly to changing trends, or drag them down because the processes do not serve the business and allow agility. The first step in building business agility is to understand how the business works today; What are my processes? What are the decisions we are making and how do we make them? Understanding these processes and decisions can allow a company to improve, streamline, and increase efficiency. Capturing business processes can be a daunting task. Adding to that burden is learning the tool of choice for capturing those processes. This book helps the audience ramp up more quickly to a fully functional process analyst by explaining all of the features of IBM Blueworks LiveTM and how best to use them. This IBM® RedpaperTM was written with a non-technical audience in mind. It is intended to help business users, subject matter experts, business analysts, and business managers get started with discovering, documenting, and analyzing the processes and decisions that are key to their company's business operations.

This IBM RedguideTM publication looks back on the key decisions that made the data lake successful and looks forward to the future. It proposes that the metadata management and governance approaches developed for the data lake can be adopted more broadly to increase the value that an organization gets from its data. Delivering this broader vision, however, requires a new generation of data catalogs and governance tools built on open standards that are adopted by a multi-vendor ecosystem of data platforms and tools. Work is already underway to define and deliver this capability, and there are multiple ways to engage. This guide covers the reasons why this new capability is critical for modern businesses and how you can get value from it.

In this charming and poignant novel that "oozes charm and wit and speaks beautifully about friendship and love, and the differences between the two" (Laura Pearson, author of I Wanted You to Know), teenager Emmie Blue releases a balloon with her email address and a big secret into the sky, only to fall head-over-heels for the boy who finds it. But fourteen years later, everything Emmie has planned is up in the air. At sixteen, Emmie Blue stood in the fields of her school and released a red balloon into the sky. Attached was her name, her email address…and a secret she desperately wanted to be free of. Weeks later, on a beach in France, Lucas Moreau discovered the balloon and immediately emailed the attached address, sparking an intense friendship between the two teens. Now, fourteen years later, Emmie is hiding the fact that she's desperately in love with Lucas. She has pinned all her hopes on him and waits patiently for him to finally admit that she's the one for him. So dedicated to her love for Lucas, Emmie has all but neglected her life outside of this relationship—she's given up the search for her absentee father, no longer tries to build bridges with her distant mother, and lives as a lodger to an old lady she barely knows after being laid off. And when Lucas tells Emmie he has a big question to ask her,

she's convinced this is the moment he'll reveal his feelings for her. But nothing in life ever quite goes as planned, does it? Filled with heart and humor, Dear Emmie Blue "beautifully captures the heartache and frustrations of carrying our teenaged selves with us wherever we go" (Anstey Harris, author of Goodbye Paris) that is perfect for fans of Eleanor Oliphant Is Completely Fine and Evvie Drake Starts Over.

The continuous growth and expansion of the travel sector has brought about a greater need to understand and improve its various promotional tactics. Effectively employing these methods will benefit all manner of travel destinations and attract a larger number of tourists to these locations. Emerging Innovative Marketing Strategies in the Tourism Industry is an authoritative title comprised of the latest scholarly research on effective promotional tools and practices within the tourism sector. Featuring expansive coverage on a variety of topics from the use of information technology and digital tools to tourist motivation and economic considerations, this publication is an essential reference source for students, researchers, and practitioners seeking research on the latest applications, models, and approaches for promotion in the travel industry. This publication features valuable, research-based chapters across a broad range of relevant topics including, but not limited to, consumer search behavior, customer relationship management, smart technologies, experiential tourist products, leisure services, national brand images, and employment generation.

This book constitutes the refereed proceedings of the 13th International Symposium on Music Technology with Swing, CMMR 2017, held in Matosinhos, Portugal, in September 2017. The 44 full papers presented were selected from 64 submissions. The papers are grouped in eight sections: music information retrieval, automatic recognition, estimation and classification, electronic dance music and rhythm, computational musicology, sound in practice: auditory guidance and feedback in the context of motor learning and motor adaptation, human perception in multimodal context, cooperative music networks and musical HCIs, virtual and augmented reality, research and creation: spaces and modalities.

This IBM® Redbooks® publication provides information about security concerning an organization's business process management (BPM) program, about common security holes that often occur in this field, and describes techniques for rectifying these holes. This book documents preferred practices and common security hardening exercises that you can use to achieve a reasonably well-secured BPM installation. Many of the practices described in this book apply equally to generic Java Platform and Enterprise Edition (J2EE) applications, as well as to BPM. However, it focuses on aspects that typically do not receive adequate consideration in actual practice. Also, it addresses equally the BPM Standard and BPM Advanced Editions, although there are topics inherent in BPM Advanced that we considered to be out of scope for this book. This book is not meant as a technical deep-dive into any one topic, technology, or philosophy. IBM offers a variety of training and consulting services that can help you to understand and evaluate the implications of this book's topic in your own organization.

Machine learning has become an integral part of many commercial applications and research projects, but this field is not exclusive to large companies with extensive research teams. If you use Python, even as a beginner, this book will teach you practical ways to build your own machine learning solutions. With all the data available today, machine learning applications are limited only by your imagination. You'll learn the steps necessary to create a successful machine-learning application with Python and the scikit-learn library. Authors Andreas Müller and Sarah Guido focus on the practical aspects of using machine learning algorithms, rather than the math behind them. Familiarity with the NumPy and matplotlib libraries will help you get even more from this book. With this book, you'll learn: Fundamental concepts and applications of machine learning Advantages and shortcomings of widely used machine learning algorithms How to represent data processed by machine learning, including which data aspects to focus on Advanced methods for model evaluation and parameter tuning The concept of pipelines for chaining models and encapsulating your workflow Methods for working with text data, including text-specific processing techniques Suggestions for improving your machine learning and data science skills