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Artificial Intelligence for Marketing Management - Park Thaichon 2022-11-10 Artificial intelligence (AI) has driven businesses to adopt new business practices rapidly, enhance product development and services, has helped to power AI-based market intelligence and customer insights, and improve customer relationship management. This timely book addresses the use of AI in marketing. This book also explores the dark side of AI in marketing management and discusses ethics and transparency of automated decision-making in AI applications, data privacy, cyber security issues, and biases in various facets of marketing. Emerging applications of AI such as DeepFakes which use deep learning technology could increase risks of manipulation and deception. Hence, apart from leveraging AI capabilities and advantages, the book cautions the need for prevention strategies to deal with potential issues that could arise from the adoption of AI in marketing management. This book will provide practical insights into the role of AI in marketing management. It will be a useful reference for those researching marketing and marketing professionals.
Sports Ethics for Sports Management

Professionals - Walter T. Champion Jr. 2019-02-20 Sports Ethics for Sports Management Professionals provides students with the necessary tools to make ethical decisions in the sports management field. It presents several ethical models that the sports management professional can use as a guide to making ethical decisions. The text contains numerous case studies which allow students to apply the ethical decision-making process to a sports-related ethical dispute.
I-Bytes Healthcare Industry - ITShades.com 2020-12-29 This document brings together a set of latest data points and publicly available information relevant for Healthcare Industry. We are very excited to share this content and believe that readers will benefit from this periodic publication immensely.
Apple Watch Series 2 Nike+: An Overview of Features - Gack Davidson 2017-01-22 Apple Watch Series 2 Nike+ is the result of longstanding partnership between Nike and Apple. This is a pairing of Nike's exclusive sports bands with latest Apple Watch Series 2 for an ultimate sporty experience. Apple Watch Series

2 Nike+ is your perfect running partner because of its powerful yet very easy to use features. With Nike's exclusive watch face and new Nike+ Run Club app deeply integrated into Apple Watch Series 2 Nike+, you don't need to look farther to fulfil your passion for running.

Brand, Meet Story - Heather Pemberton Levy 2016-10-04
Think of the last great article you read or the last great speech you heard. Chances are, if you remember one key message, you also remember one compelling story. That's because the best content starts with a story. When it comes to marketing, the best business content starts with a story the audience cares about, not the brand's message about what it wants to sell them. In Brand, Meet Story, Heather Pemberton Levy describes the Story Comes First method, a practical approach that combines techniques from journalism and fiction writing to help brands tell stories that put the readers' interests first. Whereas most brand marketers create content to sell their product, service or technology, the Story Comes First method turns this approach on its head to create content with the "human moments" that truly engage an audience. Filled with examples from Levy's experience creating content marketing programs, trade books, and hundreds of articles for a variety of B2B and B2C brands, the book shows readers a step-by-step approach to create content designed to deliver business results. Brand, Meet Story explains the key ways to uncover what your audience cares about and how to turn brand messaging into stories that matter. Levy inspires readers to develop a compelling voice that will carry the brand tone and values across all channels, and helps them turn their ideas into engaging, story-driven content their audiences will read, love, and share.

Envisioning the Future of Health Professional Education - National Academies of Sciences, Engineering, and Medicine 2016-04-18
In April 2015, the Institute of Medicine convened a public workshop to explore recent shifts in the health and health care industry and their implications for health professional education (HPE) and workforce learning. This study serves as a follow-up to the 2009 Lancet Commission report on health professions education for the 21st century and seeks to expand the report's messages beyond medicine, nursing, and public health. Envisioning the Future of Health Professional Education discusses opportunities for new platforms of communication and learning, continuous education of the health workforce, opportunities for team-based care and other types of collaborations, and social accountability of the health professions. This study explores the implications that shifts in health, policy, and the health care industry could have on HPE and workforce learning, identifies learning platforms that could facilitate effective knowledge transfer with improved quality and efficiency, and discusses opportunities for building a global health workforce that understands the role of culture and health literacy in perceptions and approaches to health and disease.

A Career as a Mobile App Developer - Jason Porterfield 2017-12-15
As smartphones and other mobile devices have become a fixture in our daily lives, more and more innovative and useful apps are developed for them. This informative book examines the steps needed to launch a career in the field of mobile app development, including the skills readers will need and education and training requirements. Readers will learn about potential careers within the programming, marketing, payment, and distribution processes behind mobile apps. A sample résumé demonstrates how readers might present their skills to land an exciting new job.

A New History of Modern Computing - Thomas Haigh 2021-09-14
How the computer became universal. Over the past fifty years, the computer has been transformed from a hulking scientific supertool and data processing workhorse, remote from the experiences of ordinary people, to a diverse family of devices that billions rely on to play games, shop, stream music and movies, communicate, and count their steps. In A New History of Modern Computing, Thomas Haigh and Paul Ceruzzi trace these changes. A comprehensive reimagining of Ceruzzi's A History of Modern Computing, this new volume uses each chapter to recount one such transformation, describing how a particular

community of users and producers remade the computer into something new. Haigh and Ceruzzi ground their accounts of these computing revolutions in the longer and deeper history of computing technology. They begin with the story of the 1945 ENIAC computer, which introduced the vocabulary of "programs" and "programming," and proceed through email, pocket calculators, personal computers, the World Wide Web, videogames, smart phones, and our current world of computers everywhere--in phones, cars, appliances, watches, and more. Finally, they consider the Tesla Model S as an object that simultaneously embodies many strands of computing.

Apple Watch Series 6 Simple User Guide for Amateurs and Professionals - Bob Martin
2021-01-07
Would you truly like to have a deep understanding of your Apple watch series 6 Device? This article explore most if not all of the beginner and advance tricks and tips to enhance your experience on Watch series 6. It will help you get started and also master many productive tips and tricks in the gadget. Irrespective of the fact that you are new to the Apple watch series world or have been an old user or a professional, there are numerous tips and tricks that so many individuals overlook and which can make your connection with the gadget much more beneficial but unfortunately, many new and old users are not aware of the features, tips and tricks. Have you ever seen someone using the S6 watch adeptly and you'd be wondering how they managed to know how to operate it proficiently? This book provides LOADS of essential Apple Watch Series 6 tips, tricks and reviews that will help you get familiar with your device within a very short period of time. Also, do you know that there are tips and tricks on your Apple watch that can have effect on your iPhone in so many ways and even streamline your activities? Well, over the years, Apple has built dozens of tips, tricks and shortcuts to make your experience with your smart watch smooth and enjoyable. This User Guide will help you get started quickly and also contribute immensely by helping you to get the most out of your gadget. This book contains: Watch series 6 tips, tricks and shortcuts Important health features and functions Apple Watch 6 features/reviews

Specifications of Apple Watch 6 and many more.
What Customers Crave - Nicholas Webb
2016-10-12
Think you know your customers? You better be more assured than just thinking you do, because your success depends on it! The best companies in the world first research exhaustively what their customers desire, and then they deliver it in memorable and deeply human experiences--resulting in success previously believed to be unachievable. So once again, how well do you know your customers?In a hyperconnected economy that is radically changing consumer expectations, this vital expectation for any successful business is not always easy. But in What Customers Crave, author and business strategist Nicholas Webb simplifies this critical task into being able to confidently answer two questions: What do your customers love? What do they hate?Jam-packed with tools and examples, this must-have resource helps businesses reinvent how they engage with customers (both physical and virtual). Learn how to:• Gain invaluable insights into who your customers are and what they care about• Use listening posts and Contact Point Innovation to refine customer types• Engineer experiences for each micromarket that are not only exceptional, but insanely relevant• Connect across the five most important touchpoints• Co-create with your customers• And more!It's time to reinvent the ways you engage with your customers. Because when you learn to provide for them exactly what they want, they not only bring along their wallets but those belong to their friends as well!

macOS Big Sur For Dummies - Bob LeVitus
2020-10-12
Your "get-started" guide to the world of macOS Big Sur Wherever you like to Mac—at home in front of your trusty iMac or over a coffee with your portable MacBook Air—macOS provides you with the seamless, efficient, and reliable user experience that makes these devices so famously a pleasure to use. macOS Big Sur For Dummies is here to heighten the experience for new users and upgraders alike by providing the very latest on the ways macOS Big Sur can enhance how you work and play. Written in a no-jargon style by Bob LeVitus—the Houston Chronicle's much-loved "Dr. Mac" since

1996—this guide starts with the basics, like getting set up, and explains more advanced uses, like making music and movies, exploring the expanding universe of apps and giving tips on how to save time and enhance productivity along the way. With this book, you'll learn to Set up and connect your Mac Get friendly with Siri Enhance your world with apps Work better and faster Use the comprehensive capabilities of macOS Big Sur to do anything and everything you would like to do—and do it even better. For beginners and experts alike, macOS Big Sur For Dummies is the best way to step into the magical world of getting things done with Mac.

Apple Watch Series 7 Beginners Guide - Alan Thompson 2022-03-11
Apple Watch has a lot of technology built into it. It can save your life and be a big convenience. There are numerous instances where the Apple Watch has saved people, whether due to a cardiac condition, a vehicle accident, or something else. So you've just bought your first Apple Watch or want to brush up on the basics, well, you've come to the right spot! This book covered everything you need to know about getting started with your new Apple Watch. There are many hidden and other dope features found on the newest Apple Watch Series 7 you need to uncover, and this book did justice to that. Also, I talked about WhatsApp for Apple Watch. Topics include: 1. How to install WhatsApp on the Apple Watch Series 7. 2. How to send messages. 3. How to send voice messages Even though iMessage is popular, people find WhatsApp essential, so make your Apple Watch 7 even more useful by installing WhatsApp for your pleasure. With this Apple Watch Series 7 book, learn how to: 1. Setup the Apple Watch Series 7 with iPhone 11, 12, 13 or any iPhone 6s or later. 2. Set up and use Apple Pay to make purchases in stores, restaurants, taxis, and more 3. Use the Digital Crown, side button, and gestures to respond to messages 4. Use Find Devices and Find Items features on your Apple Watch to help locate your lost iPhone, iPad, items with an AirTag attached. 5. Use the Find People feature to share your location with friends and family. 6. Work out with your Apple Watch when you're running, hiking, doing yoga, and more. 7. Give yourself a better chance of not being late for appointments.

8. Essential settings to change on your Apple Watch as well as on your iPhone to boost battery life 9. Clear notifications in one simple gesture and quickly switch between two open apps. 10. Use the Camera Remote app and customize your watch face. 11. Reply quickly to messages and try out new watch faces on your Apple Watch. This series 7 Apple Watch user guide will also work on older generation Apple Watches. The setup process carefully outlined is easy to follow, and your device will run smoothly afterwards. Also, get a physical tour of the watch and ways to add and remove the watch bands. What are you waiting for? Get your copy right now!

Engineering Your Future: An Australasian Guide, 4th Edition - David Dowling 2020-01-21
Dowling's Engineering Your Future: An Australasian Guide, Fourth Edition is used for first year, core subjects across all Engineering disciplines. Building on the previous editions, this text has been updated with new references, while still maintaining a strong and practical emphasis on skills that are essential for problem solving and design. Numerous topical and locally focused examples of projects across engineering disciplines help demonstrate the role and responsibilities of a professional engineer. Themes of sustainability, ethical practice and effective communication are a constant throughout the text. This full-coloured print with interactive e-text resource has a variety of digital media embedded at the point of learning such as videos and knowledge-check questions to engage students and to help consolidate their learning.

Apple Watch For Seniors For Dummies - Dwight Spivey 2021-11-19
Hey, Siri! How do I get up to speed with this amazing watch? If you're a proud owner of an Apple Watch, you're in luck. These handy little devices can change the way you keep track of your health, stay in touch with friends and family, and even get around. It's got apps for just about everything you can think of! But how do you go about getting acquainted with such a powerful tool? With Apple Watch For Seniors For Dummies, of course. This book will walk you through the aspects of owning and using an Apple Watch you'll apply in your daily life, from taking it out of the box for the very first time to counting the calories you burned on your latest

walk. This super-simple guide shows you how to: Connect your Apple Watch to your other devices, like a Mac computer or an iPhone Send messages to—and receive messages from—friends and relatives by email, text, or voice Make your watch look exactly the way you want it to with custom Apple Watch faces Whether you just got an Apple Watch as a gift or you've had one for a while and you're looking to unlock even more cool features and capabilities, Apple Watch For Seniors For Dummies is your from-scratch guide to getting the most out of one of the most functional smartwatches on the market today.

Goliath's Revenge - Todd Hewlin 2019-01-04 Harness your company's incumbent advantages to win the digital disruption game Goliath's Revenge is the practical guide for how executives and aspiring leaders of established companies can run the Silicon Valley playbook for themselves and capitalize on digital disruption. Technologies like artificial intelligence, robotics, internet of things, blockchain, and immersive experiences are changing the basis of competition in every industry. New competitors are emerging while traditional ones are falling behind. Periods of intense change provide remarkable opportunities. Goliath's Revenge delivers an insider's view of how industry leaders like General Motors, NASA, The Weather Channel, Hitachi, Mastercard, Proctor & Gamble, Penn Medicine, Discovery, and Cisco are accelerating innovation, building new skills, and disrupting themselves to come out stronger in this post-digital age. Learn how to leverage your company's scale, reach, data, and expertise to launch breakthrough offerings that fend off attackers and secure your position as a future industry leader. Using real success cases and recommendations, this invaluable resource shows how to realign your business model, reset your talent development priorities, and retake market share lost to digital-ready competitors. Drawing from extensive experience in digital transformation, leadership development, and strategic planning, the authors show how established companies can switch from defense to offense to thrive in this new digital environment. Learn the six new rules that separate winners from losers in the age of digital

disruption Prioritize your innovation investments to rebuild your competitive moat Employ smart cannibalization to defend your core business Deliver step-change customer outcomes to grow into adjacent markets Reframe your purpose and make talent the centerpiece of your digital innovation strategy Goliath's Revenge is a must-read for business leaders and innovators in small, mid-sized, and large organizations trying to win the digital disruption game. This book helps you reset both your company strategy and professional development priorities for long-term success.

Apple Watch ECG: The Ultimate ECG Interpretation Guide; How to Analyze Apple Watch ECG Like a Professional - Philip Knoll 2019-01-20
Apple Watch ECG What you are about to read in this book may be good for your health and it can even save your life. The Apple watch ECG, the ultimate ECG Interpretation Guide, How to analyze Apple watch ECG like a Professional Would arm you with knowledge like a professional using Apple watch for arrhythmias detection. Apple sponsored a bilateral multicenter study to evaluate and validate the ability of the ECG app to generate an ECG waveform like a lead 1 ECG from the standard 12 lead ECG and utilize a rhythm classification algorithm to use the single lead ECG that would classify heart rhythm into normal sinus rhythm and atrial fibrillation. With watch OS 5.1.2, Apple watch series 1 and later version are capable of identifying period of irregular pulse suggestive of atrial fibrillation using photoplethysmograph (PPG) signals combined algorithm. In addition to this PPG-based identification algorithm, Apple watch series 4 has electrical heart sensor that. When using the ECG app, enable the generation and analysis of an ECG similar to lead 1 of the standard ECG. The truth is, there are a lot of secrets that you need to know about yourApple Watch ECG app. And how to do it, it's quite easy and simple. But, how do you use it? What's the best way to get the most out of this? How do you use this on your watch? Well, you're about to find out. Everything that you need to know about the Apple watch ECG functions are included in this; along with simplified tips and tricks to better help you understand how to use this. By the end

of this, you'll know exactly how to use the Apple Watch ECG perfectly. Here is a preview of what you'll learn: The Doctor on Your Wrist How Apple watch is saving Lives What you need to know about the ECG General functions of ECG How the ECG App Works Is It Accurate? Apple Watch for heart disease detection Preclinical development test Clinical Validation from Apple Heart Study Apple watch ECG Description ECG determination on Apple Watch And much more..! With the Apple Watch, it might seem like a newer system that you don't understand how to use. That's fine, it's totally okay. But, with this book, you'll be able to learn everything that you need to know about the Apple Watch ECG app, and how to better master it. You'll be able to use this App watch in a successful way and know how to not just do all of the basic functions, but also how to master other cool tips and tricks as well. With new generations of this coming out, it's worth learning more about, so that you&

macOS Catalina For Dummies - Bob LeVitus 2019-10-14
Get a handle on macOS Catalina It doesn't matter if you're doing your computing on an old reliable Macbook or a brand-new Mac desktop, both rely on macOS to help you get things done. It helps to have an equally reliable guidebook to steer you through the tasks and steps that make macOS run efficiently. This fun and friendly guide provides the direction you need to easily navigate the classic and brand new features in macOS Catalina. Longtime expert Bob "Dr. Mac" LeVitus shares his years of experience to help you better understand Catalina and make it a timesaving tool in your life. Take a tour of the macOS Catalina interface Get organized and save time with macOS applications Find pro tips on speeding up your Mac Back up your data macOS Catalina For Dummies is perfect for new and inexperienced macOS users looking to grasp the fundamentals of the operating system.

iOS Security - Matthew Sacks 2018-01-10
Immediately secure your iPhone, regardless of who you are—IT professional dealing with corporate devices or average user. This book covers how to deal with various types of attacks, use secure networking practices, and stay legal while hacking the hackers. Securing your iPhone is not easy. While iOS is a very secure operating system, this book takes the most advanced

cybersecurity and operational security standpoints and codifies them into a reference guide that will help all users securely use their iPhones on home and corporate networks of all types and locations. Not only are end users addressed, but this book also helps developers and IT professionals send iPhones and apps out the door already secured and ready to face the dangers of the cyberworld. Both end users and professionals are given information on the different types of popular attacks from software to social engineering and how to effectively deal with threats while trying to avoid them to begin with. What You'll Learn Secure your iPhone immediately Use a proper VPN and select a good VPN provider while keeping in mind all technical and communications laws Run a pen test on your iPhone to find new bugs and submit them to Apple Protect against the finest social engineers in the world Who This Book Is For divEveryone who uses an iPhone, watchOS, or Apple TV Device in their home, office, or both.

Apple Watch - Dwight Spivey 2015-11-03
Combining in-depth information and easy-to-understand full-color instructions, Idiot's Guides: Apple Watch will be just as integral to an Apple Watch user's experience as the iPhone, which must be used in conjunction with Apple Watch. This helpful book covers the brand new Watch OS user interface and clearly shows you how to: connect your iPhone to your Apple Watch and Apple TV; customize your Watch to suit your needs; monitor your calendar and schedule; access iTunes from your wrist via Bluetooth; incorporate your Watch into your health and fitness regimen; use Siri to help you with tasks, messaging, and more; work with third-party apps to enhance your experience; and much more!

Teach Yourself VISUALLY Apple Watch - Hart-Davis 2015-07-27
Step-by-step screen shots show you how to tackle more than 100 Apple Watch tasks. Each task-based spread covers a single technique, sure to help you get up and running on Apple Watch in no time.

Building Apple Watch Projects - Stuart Grimshaw 2016-02-29
Discover exciting and fun projects by building brilliant applications for the Apple Watch About This Book Explore the opportunities opened up

to developers by Apple's latest device: the Apple Watch Be a crackerjack at developing software across a broad range of watch app categories From an eminent author, master all stages of development, from the first stage through to a completed project Who This Book Is For If you have some basic knowledge of programming in Swift and are looking for the best way to get started with Apple Watch development, this book is just the right one for you! What You Will Learn Understand the concept of the Apple Watch as an autonomous device as well as it being paired with the iPhone Get your app up and running Design exciting, inspiring, and attractive layouts for your apps Make your user interface more engaging using images and animation Enable your Watch and iPhone apps to transport and share data Leverage the feature-rich set of WatchKit technologies provided by Apple Connect your apps to the Internet Submit your app to the App Store In Detail With Apple's eagerly anticipated entry into the wearable arena, the field is wide open for a new era of app development. The Apple Watch is one of the most important technologies of our time. This easy-to-understand book takes beginners on a delightful journey of discovering the features available to the developer, right up to the completion of medium-level projects ready for App Store submission. It provides the fastest way to develop real-world apps for the Apple Watch by teaching you the concepts of Watch UI, visual haptic and audio, message and data exchange between watch and phone, Web communication, and finally Visual, haptic as well as audio feedback for users. By the end of this book, you will have developed at least four fully functioning apps for deployment on watchOS 2. Style and approach This is a step-by-step guide to developing apps for the Apple Watch with the help of screenshots and fully coded working examples.

New Media and Digital Pedagogy - Michael G. Strawser 2017-07-05
New Media and Digital Pedagogy: Enhancing the Twenty-First-Century Classroom addresses the influence of new media on instruction, higher education, and pedagogy. The contributors specifically examine the practical and theoretical implications of new media and the influence of new media on education. This book emphasizes

the changing landscape of education and technology and creates a foundational lens and framework for thinking through and navigating higher education in a digital and new media driven context.

101 Apple Watch: Apps for Productivity, Athletes, and Professionals - Steve Markelo 2015-06-18
The Apple Watch is an amazing device that offers great functionality to persons in different spheres of daily life. The watch was released in April 2015 and introduced amazing technology to the market in the form of wearable technology. The device is a great choice for athletes and professionals, essentially persons who love productivity and efficiency. It is made to operate closely with the iPhone device to share common tasks and increase the efficiency between devices. For persons on the go, the balance of functions between the watch and the phone helps to increase their output as there is minimal time wasting to get something accomplished quickly. This is mainly due to the ease of having an effective device convenient on your wrist. This eBook will cover 101 of the top Apple Watch applications that speaks to true productivity relating to professionals and athletes.

Apple Watch and iPhone Fitness Tips and Tricks (includes Content Update Program) - Jason R. Rich 2015-09-09
Book + Content Update Program Apple Watch and iPhone Fitness Tips and Tricks contains hundreds of tips and tricks you can use with the new Apple Watch and your iPhone to create a powerful personal health and fitness system that can help you get fit, and stay fit. You'll learn how to use Apple's new technologies to track your performance, strengthen your motivation, reduce your stress, and improve your diet. You'll learn how to use the Apple Watch and iPhone with everything from Bluetooth-compatible workout equipment to third-party exercise and nutrition apps. Easy to understand and nontechnical, this book is ideal for beginners, as well as more experienced Apple Watch and iPhone users who are fitness-, health-, or nutrition-minded and want to reduce their stress, lose weight, sleep better, build muscle, and live a healthier lifestyle. In addition, this book is part of Que's Content Update Program.

As Apple updates features of the Apple Watch and iPhone, sections of this book will be updated or new sections will be added to match the updates to the software. The updates will be delivered to you via a FREE Web Edition of this book, which can be accessed with any Internet connection. How to access the free Web Edition: Follow the instructions within the book to learn how to register your book to get the FREE Web Edition. Author Jason Rich is the best-selling author of more than 55 books. Rich will help you learn to: • Through in-depth and exclusive interviews with world-renowned health and fitness experts, learn how to succeed in your fitness, diet, and health goals • Define achievable goals, and use your iPhone and Apple Watch to work toward them • Use the built-in Health app to collect, view, analyze, store, or share health and fitness data • Customize your Apple Watch to display fitness information whenever you want it • Wirelessly link a scale, treadmill, fitness tracker, and medical devices to your iPhone • Discover great tracking and performance tools for cyclists, runners, and walkers • Track what you eat, and become more mindful about nutrition • Discover mind/body tools for improving focus and reducing stress • Monitor your sleep patterns, sleep better, and consistently wake up more rested • Reinforce your motivation with apps, accessories, and music • Set up Medical ID to provide life-saving medical information in an emergency • Make the most of Apple's Activity and Workout apps

Intellectual Property, Valuation, Exploitation, and Infringement Damages - Russell L. Parr 2021-04-20

My Apple Watch (updated for Watch OS 2.0) - Craig James Johnston 2015-10-15
Step-by-step instructions with callouts to Apple Watch screenshots that show you exactly what to do. Help when you run into problems or limitations. Tips and Notes to help you get the most from your Apple Watch. Full-color, step-by-step tasks walk you through everything you want to do with your Apple Watch. Learn how to Reply to emails with your voice Navigate using public transit, walking, or driving directions Use your Watch as a nightstand clock Create new watch faces and customize existing ones Customize what apps appear in Glances, what notifications

you receive, and how your Apple Watch interacts with your iPhone Set up and use Apple Pay Use Siri to take actions on your behalf Send Digital Touch sketches, taps, or your own heartbeat Install and manage Apple Watch apps Connect your Apple Watch to a Bluetooth headset or speaker Play music from your Apple Watch, or just control the music on your iPhone Control your iPhone's camera from your Apple Watch Keep track of your workouts, exercise, and calorie usage Register Your Book at quepublishing.com/register and save 35% off your next purchase.

Digital Health - Alan Godfrey 2021-07-06
Digital Health: Exploring Use and Integration of Wearables is the first book to show how and why engineering theory is used to solve real-world clinical applications, considering the knowledge and lessons gathered during many international projects. This book provides a pragmatic A to Z guide on the design, deployment and use of wearable technologies for laboratory and remote patient assessment, aligning the shared interests of diverse professions to meet with a common goal of translating engineering theory to modern clinical practice. It offers multidisciplinary experiences to guide engineers where no clinically advice and expertise may be available. Entering the domain of wearables in healthcare is notoriously difficult as projects and ideas often fail to deliver due to the lack of clinical understanding, i.e., what do healthcare professionals and patients really need? This book provides engineers and computer scientists with the clinical guidance to ensure their novel work successfully translates to inform real-world clinical diagnosis, treatment and management. Presents the first guide for wearable technologies in a multidisciplinary and translational manner Helps engineers design real-world applications to help them better understand theory and drive pragmatic clinical solutions Combines the expertise of engineers and clinicians in one go-to guide, accessible to all

Learning WatchKit Programming - Wei-Meng Lee 2015-11-23
Create Breakthrough Apple Watch Apps with the New watchOS 2 and the Updated WatchKit Framework! Apple Watch is improving quickly: Using Apple's new watchOS 2 operating system

and the updated WatchKit framework, you can create tomorrow's hottest wearable apps. Learning WatchKit Programming, Second Edition, will help you master these technologies and gain the same "early mover" advantage that early iPhone developers enjoyed. Leading iOS development trainer and author Wei-Meng Lee guides you step by step through architecting, designing, and building cutting-edge Apple Watch apps. You'll learn how to make the most of the newest platform improvements, including direct programmatic access to key hardware features; support for new Watch Connectivity Framework APIs; and new ways to use location, consume web services, and persist data.

Swift Development for the Apple Watch - Jon Manning 2016-05-30
Apple Watch is the sort of science-fiction gadget that people used to dream about as kids. What kinds of apps do you envision for this new device? If you're comfortable using OS X, Xcode, and iOS—and familiar with Swift—this concise book shows you the basics of building your own apps for this wrist-mounted computer with Apple's WatchKit framework. You'll learn what an Apple Watch is, what it isn't, and how and why people might interact with apps you build for it. This practical guide also examines the type of apps most suitable for this device, and shows you how to be a good citizen in the iOS/Watch ecosystem. Learn the Watch app lifecycle, and understand how these apps interact with the user's iPhone Build a Watch app and its iOS counterpart by adding controls, working with multiple screens, and sharing data Design a simple glance, the non-interactive Watch component that provides quick-look information Add functionality to the notification system, including actionable items, and display them on the Watch face Design and build complications, Watch-face gadgets that can display quick snapshots of information, including future events with Time Travel

An Introduction to Online Platforms and Their Role in the Digital Transformation - OECD 2019-05-13
This report contains detailed profiles of twelve of the world's leading platform companies and derives insights from those profiles about what platforms actually do, how they do it, and why they succeed financially.

Apple Watch Nike+: For Beginners - J. Davidson 2019-02-11
Apple is one of the major runners in the industry of advancing technology and how we can use it in our everyday lives. While Nike is ranked among the leaders in the Sports industry. These two companies have collaborated in the past for the creation of super authentic sports watches. The latest collaboration between these two companies resulted in the production of the Apple Watch Nike+. The Apple Watch Nike+ will come in very handy for the athletic folk as this gadget will be able to operate as your assistant in a wide variety of ways. There are some new and useful features that have been in since the previous Apple-Nike collaboration. Most of these new features, as you will come to find out, seems to have taken place mostly on the Apple side of things. The real-life value of the watch, however, is undeniable as it is equipped with the systems that help you to not only navigate your course but also the keep track of your progress.

Take Control of Apple Watch, 3rd Edition - Jeff Carlson 2022-10-21
Explore everything your Apple Watch can do in watchOS 9! Version 3.0, updated October 21, 2022 This book helps you pick out an Apple Watch, discusses what the watch is good for, covers the controls and navigation, and describes how to use the core apps.n The Apple Watch has become the world's best-selling watch, as well as the most popular wearable digital device. Since the device's introduction in 2015, Apple has developed numerous new watch product lines, vastly expanded the device's capabilities, and enabled developers to create entirely new apps and tools. The Apple Watch hides an enormous amount of technical complexity behind that unassuming touch screen, and with help from author Jeff Carlson, you'll unlock every last bit of its power. Take Control of Apple Watch covers all Apple Watch models through Series 8, the Apple Watch SE (2022), and Apple Watch Ultra, as well as all the new features introduced in watchOS 9. Jeff walks you through getting to know the Apple Watch (including how to pick one out if you haven't already), along with topics that teach you how to navigate among the watch's screens with the physical controls, taps on the screen, and Siri. You'll also find advice on customizing

watch faces and sharing them with others; taking advantage of the electrocardiogram (ECG) capability and blood oxygen sensor, plus the temperature sensors introduced in the Series 8 and Ultra; getting the notifications you want; handling text and voice communications; using Apple's core apps; and monitoring your heart rate, hearing, and monthly cycle to improve your overall health. A final chapter discusses taking care of your Apple Watch, including recharging, restarting, resetting, and restoring. Among the many topics covered in the book are: • Picking out and setting up your own Apple Watch—covers models up through Series 8, Apple Watch SE (2022), and Apple Watch Ultra • Making watch face complications work for you • Using the Control Center and Dock • Understanding how the watch interacts with your iPhone (including how to control your watch with your iPhone) • Staying connected using a cellular-enabled Apple Watch model • Using Siri on your watch for a wide variety of tasks • Tracking your exercise, even when you leave your iPhone at home • Using your watch to monitor sleep data • Placing and receiving phone calls on the watch • Getting navigation directions (and using the redesigned Compass app, including waypoints and the Backtrack feature introduced in watchOS 9) • Using the Walkie-Talkie feature to chat with other Apple Watch owners • Sending default (and customized) text messages—and even sending money via Messages • Seeing email from only certain people • Adding calendar events and reminders • Loading your watch with photos and using them to create new watch faces • Doing workouts with Apple Fitness+ • Finding people, devices, and items • Controlling your home with HomeKit-compatible devices • Triggering the iPhone's camera remotely using the watch • Paying at contactless terminals using Apple Pay • Putting tickets on your watch • Using health-related features such as the blood oxygen sensor and medication reminders, plus the ECG, Cycle Tracking, and Noise apps • Detecting falls and (with newer watch models) car crashes, and automatically calling for help • Controlling an Apple TV, or Music on a Mac with the Remote app • Unlocking a Mac (and authenticating certain actions) with your watch • Adding apps to the watch via your iPhone or the watch's built-in App Store • Resetting a messed-up Apple Watch and force-quitting an app

Apple Watch For Dummies - Marc Saltzman 2020-12-09
Explore the vast yet compact world on your wrist! So you've bought an Apple Watch and you've been having a really great time talking to your wrist, but now you're wondering what other sorts of fun trouble you can find. For that, the updated edition of Apple Watch For Dummies is your perfect guide, providing a friendly overview of the latest series of Apple Watches on the new OS. Whatever you want to achieve—peak health via sleep-tracking and an app-based fitness plan, the ability to navigate your way out of a scary forest at night using the GPS and torch functions, or just a convenient method of finding your iPhone—everything you need to know about the amazing device on your wrist is right here at your fingertips. Marc Saltzman—journalist, lecturer, TV personality, and host of "Gear Guide," a tech-focused video that reaches 60 million viewers a year—expertly guides you through the wrist-based virtual world opened up by Apple's compact wonder-gadget, taking you from the basics of the interface and buttons, through to practical applications like Apple Pay, and then on to the nifty stuff, like chatting to friends on Walkie Talkie, checking your blood oxygen levels, or unlocking your hotel room door with a casual flick of your wrist. Get au fait with display and buttons Keep in touch via calls, texts, and more Manage your media, finances, health, work, and more Dive into the wonderful world of apps Whatever it is you think you'll use your Apple Watch for, you'll end up doing much, much more.

Developing for Apple Watch - Jeff Kelley 2016-05-11
You've got a great idea for an Apple Watch app. But how do you get your app from idea to wrist? This book shows you how to make native watchOS apps for Apple's most personal device yet. You'll learn how to display beautiful interfaces to the user, how to use the watch's heart rate monitor and other hardware features, and the best way to keep everything in sync across your users' devices. New in this edition is coverage of native apps for watchOS 2. With the new version of the WatchKit SDK in Xcode 7, your apps run directly on the watch. On Apple

Watch, your app is right on your users' wrists, making your code closer than ever before. Create native watchOS apps by extending your iPhone app with a WatchKit Extension, giving your users quick access to your app's most important features and an intimate user experience that's always within arm's reach. You won't just be creating apps - with Glances to provide timely information, notifications to inform your users of the latest updates, and watch face complications to show your users data as soon as they raise their wrists, your watchOS apps will be the best the App Store has to offer. Any book can teach you how to make a watch app. This book will help focus your efforts and refine your app's feature set. Which features make sense on the watch? How should you organize them? You'll learn what to consider when judging watch app features, allowing you to come up with the best strategy for your app. You'll test your apps on real Apple Watch hardware, and by the end of this book, you'll be ready to ship to the App Store. What You Need: You'll need a Mac running OS X Yosemite capable of running Xcode 7 or later. To build your apps for your Apple Watch, you'll need to be running watchOS 2 or later, connected to a compatible iPhone.

WatchOS with SwiftUI by Tutorials (First Edition) - raywenderlich Tutorial Team 2021-12 Learn & Master watchOS with SwiftUI!watchOS with SwiftUI by Tutorials is here to help you learn all you need to know about Apple Watch development using the new declarative SwiftUI framework for building modern and engaging user interfaces. Learn all the main concepts by building different watchOS apps that implement all all of these functionalities. In this book, you will cover most of the concepts required to master watchOS development.Who This Book is ForThis book is for beginner and intermediate developers who wish to know how to develop watchOS apps in a declarative and modern way by implementing SwiftUI.Topics Covered in watchOS With SwiftUI by Tutorials:watchOS app project structure: Apple Watch has a slightly different project structure compared to iOS. So you will learn those differences. Use the Digital Crown in your apps: Build the famous Pong videogame but for watchOS and learn how the Digital Crown can enhance your users

experience. Watch Connectivity: The Watch Connectivity framework will show you the different ways you can transfer data between iOS and watchOS apps. Snapshots: Snapshots provide a way for users to quickly view the state of an app showing updated and relevant information. Notifications: watchOS offers support for several different types of notifications and allows you to customize them to the individual needs of your watch app. watchOS app Lifecycle: Find out about the Apple Watch Lifecycles and how it transitions between states while extending current runtime sessions. Complications: Complications are small elements that appear on the user's selected watch face and provide quick access to frequently used data from within your app. Watch Face sharing: You can easily share your own custom Watch Faces through your iOS device or via web. Signing in with Apple Watch: Sign in with Apple to allow simple and straight-forward registration and authentication. HealthKit: Implement HealthKit in your WatchOS app to track health-related information and take advantage of Apple Health capabilities.One thing you can count on: after reading this book, you'll be prepared to develop professional Apple Watch apps with SwiftUI.
Television News - Teresa Keller 2019-04-18 Television News is a comprehensive resource for newswriting, reporting, shooting and editing video, and producing a newscast. This book provides instruction in the basic steps of telling video stories, and is perfectly suited for preparing young professionals for entry-level positions as television or multimedia journalists. Moreover, the text goes to the heart of storytelling with guidance appropriate for advancement in an industry that is challenged more than ever to retain the public trust. The reporting and video storytelling skills found in this book can also be applied in non-traditional video communication jobs in both businesses and nonprofits. Conversational and easy to understand, this book grounds readers in the ethical and legal consideration necessary to do the job right. New to the fourth edition is coverage of social media, shooting and broadcasting with cell phones, and a discussion of "fake news." This book can be used in standalone introductory broadcast courses or across multiple, specialized modules. It features

a website with ancillary material that helps students learn to write, shoot, and edit video with practical activities.

Digital Destiny - Shawn DuBravac 2015-01-12 Our world is about to change. In Digital Destiny: How the New Age of Data Will Change the Way We Live, Work, and Communicate, Shawn DuBravac, chief economist and senior director of research at the Consumer Electronics Association (CEA), argues that the groundswell of digital ownership unfolding in our lives signals the beginning of a new era for humanity. Beyond just hardware acquisition, the next decade will be defined by an all-digital lifestyle and the "Internet of Everything"—where everything, from the dishwasher to the wristwatch, is not only online, but acquiring, analyzing, and utilizing the data that surrounds us. But what does this mean in practice? It means that some of mankind's most pressing problems, such as hunger, disease, and security, will finally have a solution. It means that the rise of driverless cars could save thousands of American lives each year, and perhaps hundreds of thousands more around the planet. It means a departure from millennia-old practices, such as the need for urban centers. It means that massive inefficiencies, such as the supply chains in Africa allowing food to rot before it can be fed to the hungry, can be overcome. It means that individuals will have more freedom in action, work, health, and pursuits than ever before.

My Apple Watch - Craig James Johnston 2015-07-28 Step-by-step instructions with callouts to Apple Watch screenshots that show you exactly what to do. Help when you run into problems or limitations. Tips and Notes to help you get the most from your Apple Watch. Full-color, step-by-step tasks walk you through everything you want to do with your Apple Watch. Learn how to Create new watch faces and customize existing ones Customize what apps appear in Glances, what notifications you receive, and how your Apple Watch interacts with your iPhone Set up and use Apple Pay Use Siri to take actions on your behalf Quickly communicate with your friends Send Digital Touch sketches, taps, or your own heartbeat Install and manage Apple Watch apps Connect your Apple Watch to a Bluetooth headset or speaker Play music from your Apple Watch, or just control the music on your iPhone Control your iPhone's camera from your Apple Watch Keep track of your workouts, exercise, and calorie usage

Visual Experiences - Carla Viviana Coleman 2017-07-31 Visual Experiences: A Concise Guide to Digital Interface Design provides step-by-step examples to enable readers to create an interface, guiding them from sketching an idea to creating an interactive prototype. This creation of a visual experience is achieved in three steps: thought, design, and interaction. This book focuses on the visual experience of digital interface design from the initial idea to end-user prototype.

Introduction to Computers for Health Care Professionals - Irene Joos 2019-12-01 Introduction to Computers for Health Care Professionals, Seventh Edition is a contemporary computer literacy text geared toward nurses and other healthcare students.