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Marketing Communications Lynne Eagle 2014-08-27 With the proliferation of digital and social media, there has never been a more dynamic time to engage with marketing communications - and never has the integration of marketing communications (marcoms) principles into a strategic marketing plan been more challenging. Even the best product in the world won't sell without the right reach to your potential customers and the right message to engage them. This textbook applies a uniquely practical approach to the topic so that, whilst a structured overview of planning, development, implementation and evaluation of marketing communications is in place, the detailed cases made available by the Institute for Practitioners in Advertising (IPA) show how actual challenges faced by professionals in the field were addressed. This book will help you to develop the skills you need to turn theory into the right integrated communication plan, in order to succeed in an increasingly competitive environment. Aided by a veritable wealth of pedagogical features, Marketing Communications will be essential reading for both students and professionals in marketing, communications and public relations. This textbook also benefits from a companion website, which includes a comprehensive instructor's guide with PowerPoint slides, testbank questions and answer checklists.

Java EE 8 Development with Eclipse Ram Kulkarni 2018-06-29 Develop and deploy fully functional applications and microservices utilising Tomcat, Glassfish servers, Cloud and docker in Java EE 8 Key Features Explore the complete workflow of developing enterprise Java applications Develop microservices with Docker Container and deploy it in cloud Simplify Java EE application development Book Description Java EE is one of the most popular tools for enterprise application design and development. With recent changes to Java EE 8 specifications, Java EE application development has become a lot simpler with the new specifications, some of which compete with the existing specifications. This guide provides a complete overview of developing highly performant, robust and secure enterprise applications with Java EE with Eclipse. The book begins by exploring different Java EE technologies and how to use them (JSP, JSF, JPA, JDBC, EJB, and more), along with suitable technologies for different scenarios. You will learn how to set up the development environment for Java EE applications and understand Java EE specifications in detail, with an emphasis on examples. The book takes you through deployment of an application in Tomcat, GlassFish Servers, and also in the cloud. It goes beyond the basics and covers topics like debugging, testing, deployment, and securing your Java EE applications. You'll also get to know techniques to develop cloud-ready microservices in Java EE. What you will learn Set up Eclipse, Tomcat, and Glassfish servers for Java EE application development Use JSP, Servlet, JSF, and EJBs to create a user interface and write business logic Create Java EE database applications using JDBC and JPA Handle asynchronous messages using MDBs for better scalability Deploy and debug Java EE applications and create SOAP and REST web services Write unit tests and calculate code coverage Use Eclipse MAT (Memory Analysis Tool) to debug memory issues Create and deploy microservices Who this book is for If you are a Java developer with little or no experience in Java EE application development, or if you have experience in Java EE technology but are looking for tips to simplify and accelerate your development process, then this book is for you.

Shortening the Distance between Government and Public in China I Liu Xiaoyan 2020-12-16 The concept of Distance, in its traditional sense, connotes "estrangement" and "division", but in the context of modern political studies, it denotes a controllable resource which can be manipulated to change the relationship between the government and the public. Drawing on this key concept from western political science, the author explores the law and mechanisms of China's political communication. In this volume, the author introduces a creative theoretical framework of distance, a dynamic system comprised of physical and psychological distance, ideal distance and real distance, as well as natural distance and consequent distance. Psychological distance is paramount, because it not only signifies whether there is trust between a government and the public, but also whether the political community can maintain a high degree of harmony, stability, unity, and vitality. Recent events in the China of Xi Jinping are used as cases to illustrate the point. Students and scholars who are interested in political science and political communication, especially Chinese politics, will find this title an essential reference.

Talk Radio, the Mainstream Press, and Public Opinion in Hong Kong Francis L. F. Lee 2014-07-01 Phone-in programs on public and commercial radio channels have been a staple of popular Hong Kong politics since the 1990s. In the absence of a fully democratic system, they have played an influential role in channeling and mediating public opinion. This work examines the phenomenon of talk radio in Hong Kong, using as its analytical framework the idea of remediation. It argues that the circulation and re-circulation of talk radio content through the mainstream media is crucial in explaining the medium's social prominence and influence. The process has not only widened the dissemination of talk radio content, but also established talk radio as a channel as well as a symbol for free political expression, giving it a role in shaping serious debate not seen in many other societies. Drawing on interviews with radio personnel, analysis of radio and newspaper content, and audience surveys, Talk Radio explores the vital and influential world of Hong Kong's phone-in programs. The book will be of interest to scholars of politics, media studies, and cultural studies both in Hong Kong and overseas. "This is the first comprehensive study on political radio phone-in talk shows that integrates analyses of the historical transformations of the genre, the conversational dynamics and the remediations of citizens' voices. Exceptionally rich in data, rigorous, and written in an accessible style, it contributes significantly to the fields of media studies, discourse analyses, public opinion and political communication." —Mats Ekström, Professor, Department of Journalism, Media and Communication, University of Gothenburg, Sweden "One of the most exciting developments in Hong Kong is the rise of talk radio as an interface between the political and public spheres. As this new volume demonstrates, no one is more qualified to discuss this process than Francis L. F. Lee, one of the most original analysts of modern Hong Kong and its media landscape." —Gary Rawnsley, author of Political Communications and Democracy and editor ofRoutledge Handbook of Chinese Media "A fascinating and extensively researched study of political opinion, the general public, and the mass media in Hong Kong." —Jan Servaes, editor of Sustainable Development and Green Communication: African and Asian Perspectives and author of Communication for Development: One World, Multiple Cultures

The "M" in CITAMS@30 Casey Brienza 2018-12-14 Volume 18 of Emerald Studies in Media and Communications celebrates the thirty year anniversary of the Communications, Information Technology, and Media Sociology Section of the American Sociological Association.

Java EE 8 Microservices Kamalmeet Singh 2018-12-28 Build microservices-based enterprise applications with the latest version of Java EE Key FeaturesCreate microservices in Spring and deploy them with Docker and Mesos Examine a number of real-world use cases and hands-on code examplesDevelop distributed applications based on microservices architectureBook Description Cloud-based applications have been

increasingly in demand, and this has caused a shift from monolithic to microservice applications. With the help of Java EE 8 Microservices, you'll get to grips with the components of Java EE 8 and understand how they are used to implement microservices. This book explains how a monolithic application is transformed into a microservice application, then helps you connect it in a traditional way and use advanced approaches for asynchronous communication. Once you have learned the basics, you'll explore advanced topics to make your microservices robust, scalable, and secure. Microservices form distributed applications, and by the end of this book you'll have discovered how to develop, pack, ship, and support distributed applications using Java EE. What you will learnBuild microservices from the ground up with Java EE 8Implement and deploy microservices with Spring BootDevelop reactive pipelines for asynchronous communicationUse caching mechanisms and JSON Web Token (JWT) to create scalable and secure microservicesEmpower microservices with the Micro Profile effort and implement health checks, fault tolerance, and monitoring mechanismsUse containers to build and deploy microservicesCreate contract-first documentation with Swagger and API BlueprintWho this book is for Java EE 8 Microservices is for Java EE developers keen to build microservice-based enterprise applications.

REST in Practice Jim Webber 2010-09-15 Why don't typical enterprise projects go as smoothly as projects you develop for the Web? Does the REST architectural style really present a viable alternative for building distributed systems and enterprise-class applications? In this insightful book, three SOA experts provide a down-to-earth explanation of REST and demonstrate how you can develop simple and elegant distributed hypermedia systems by applying the Web's guiding principles to common enterprise computing problems. You'll learn techniques for implementing specific Web technologies and patterns to solve the needs of a typical company as it grows from modest beginnings to become a global enterprise. Learn basic Web techniques for application integration Use HTTP and the Web's infrastructure to build scalable, fault-tolerant enterprise applications Discover the Create, Read, Update, Delete (CRUD) pattern for manipulating resources Build RESTful services that use hypermedia to model state transitions and describe business protocols Learn how to make Web-based solutions secure and interoperable Extend integration patterns for event-driven computing with the Atom Syndication Format and implement multi-party interactions in AtomPub Understand how the Semantic Web will impact systems design

iOS Apps for Masterminds 3rd Edition J.D Gauchat 2017-11-21

Kubernetes Native Microservices with Quarkus and MicroProfile John Clingan 2022-03-01 Build fast, efficient Kubernetes-based Java applications using the Quarkus framework, MicroProfile, and Java standards. In Kubernetes Native Microservices with Quarkus and MicroProfile you'll learn how to: Deploy enterprise Java applications on Kubernetes Develop applications using the Quarkus runtime Compile natively using GraalVM for blazing speed Create efficient microservices applications Take advantage of MicroProfile specifications Popular Java frameworks like Spring were designed long before Kubernetes and the microservices revolution. Kubernetes Native Microservices with Quarkus and MicroProfile introduces next generation tools that have been cloud-native and Kubernetes-aware right from the beginning. Written by veteran Java developers John Clingan and Ken Finnigan, this book shares expert insight into Quarkus and MicroProfile directly from contributors at Red Hat. You'll learn how to utilize these modern tools to create efficient enterprise Java applications that are easy to deploy, maintain, and expand. About the technology Build microservices efficiently with modern Kubernetes-first tools! Quarkus works naturally with containers and Kubernetes, radically simplifying the development and deployment of microservices. This powerful framework minimizes startup time and memory use, accelerating performance and reducing hosting cost. And because it's Java from the ground up, it integrates seamlessly with your existing JVM codebase. About the book Kubernetes Native Microservices with Quarkus and MicroProfile teaches you to build microservices using containers, Kubernetes, and the Quarkus framework. You'll immediately start developing a deployable application using Quarkus and the MicroProfile APIs. Then, you'll explore the startup and runtime gains Quarkus delivers out of the box and also learn how to supercharge performance by compiling natively using GraalVM. Along the way, you'll see how to integrate a Quarkus application with Spring and pick up pro tips for monitoring and managing your microservices. What's inside Deploy enterprise Java applications on Kubernetes Develop applications using the Quarkus runtime framework Compile natively using GraalVM for blazing speed Take advantage of MicroProfile specifications About the

reader For intermediate Java developers comfortable with Java EE, Jakarta EE, or Spring. Some experience with Docker and Kubernetes required. About the author John Clingan is a senior principal product manager at Red Hat, where he works on enterprise Java standards and Quarkus. Ken Finnigan is a senior principal software engineer at Workday, previously at Red Hat working on Quarkus. Table of Contents PART 1 INTRODUCTION 1 Introduction to Quarkus, MicroProfile, and Kubernetes 2 Your first Quarkus application PART 2 DEVELOPING MICROSERVICES 3 Configuring microservices 4 Database access with Panache 5 Clients for consuming other microservices 6 Application health 7 Resilience strategies 8 Reactive in an imperative world 9 Developing Spring microservices with Quarkus PART 3 OBSERVABILITY, API DEFINITION, AND SECURITY OF MICROSERVICES 10 Capturing metrics 11 Tracing microservices 12 API visualization 13 Securing a microservice

Synthetic Biology Christina Smolke 2018-02-28 A review of the interdisciplinary field of synthetic biology, from genome design to spatial engineering. Written by an international panel of experts, Synthetic Biology draws from various areas of research in biology and engineering and explores the current applications to provide an authoritative overview of this burgeoning field. The text reviews the synthesis of DNA and genome engineering and offers a discussion of the parts and devices that control protein expression and activity. The authors include information on the devices that support spatial engineering, RNA switches and explore the early applications of synthetic biology in protein synthesis, generation of pathway libraries, and immunotherapy. Filled with the most recent research, compelling discussions, and unique perspectives, Synthetic Biology offers an important resource for understanding how this new branch of science can improve on applications for industry or biological research.

Social Media Management Amy Van Looy 2015-09-14 This undergraduate textbook adopts the perspective of organizations - not individuals - and clarifies the impact of social media on their different departments or disciplines, while also exploring how organizations use social media to create business value. To do so, the book pursues a uniquely multi-disciplinary approach, embracing IT, marketing, HR and many other fields. Readers will benefit from a comprehensive selection of current topics, including: tools, tactics and strategies for social media, internal and external communication, viral marketing campaigns, social CRM, employer branding, e-recruiting, search engine optimization, social mining, sentiment analysis, crowdfunding, and legal and ethical issues.

Beginning Java EE 6 with GlassFish 3 Antonio Goncalves 2010-09-20 Java Enterprise Edition (Java EE) continues to be one of the leading Java technologies and platforms from Oracle (previously Sun). Beginning Java EE 6 Platform with GlassFish 3, Second Edition is this first tutorial book on the final version of the Java EE 6 Platform. Step by step and easy to follow, this book describes many of the Java EE 6 specifications and reference implementations, and shows them in action using practical examples. This book uses the new version of GlassFish 3 to deploy and administer the code examples. Written by an expert member of the Java EE 6 specification request and review board in the Java Community Process (JCP), this book contains the best information possible, from an expert's perspective on enterprise Java technologies.

Political Communication in Direct Democratic Campaigns H. Kriesi 2011-12-02 Analyzes the communication processes in direct democratic campaigns and their effect on the opinion formation of the voters. Based on a detailed analysis of the politicians' strategies, media coverage and the opinion formation of the public in three campaigns, this book argues that the campaigns are more enlightening than manipulating.

Android for Programmers Paul Deitel 2011-10-24 The professional programmer's Deitel® guide to Android™ smartphone and tablet app development and the Eclipse IDE with the Android Development Tools (ADT) plug-in Billions of apps have been downloaded from Android Market! This book gives you everything you'll need to start developing great Android apps quickly and getting them published on Android Market. The book uses an app-driven approach—each new technology is discussed in the context of 16 fully tested Android apps, complete with syntax coloring, code walkthroughs and sample outputs. Apps you'll develop include: SpotOn Game Slideshow Flag Quiz Route Tracker Favorite Twitter® Searches Address Book Tip Calculator Doodlz Weather Viewer Cannon Game Voice Recorder Pizza Ordering Practical, example-rich coverage of: Smartphone and Tablet Apps, Android Development Tools (ADT) Plug-In for Eclipse Activities, Intents, Content Providers GUI Components, Menus, Toasts, Resource Files, Touch

and Gesture Processing Tablet Apps, ActionBar and AppWidgets Tweened Animations, Property Animations Camera, Audio, Video, Graphics, OpenGL ES Gallery and Media Library Access SharedPreferences, Serialization, SQLite Handlers and Multithreading, Games Google Maps, GPS, Location Services, Sensors Internet-Enabled Apps, Web Services, Telephony, Bluetooth® Speech Synthesis and Recognition Android Market, Pricing, Monetization And more... PLUS: Register your product at www.informit.com/register for additional online chapters that cover Android Ice Cream Sandwich (Android 4), including a complete, working Ice Cream Sandwich app! VISIT WWW.DEITEL.COM For information on Deitel's Dive Into® Series instructor-led programming language training courses offered at customer sites worldwide visit www.deitel.com/training or write to deitel@deitel.com Download code examples Check out the growing list of programming Resource Centers Join the Deitel Twitter (@deitel) and Facebook (www.facebook.com/DeitelFan) communities To receive updates for this book, subscribe to the free Deitel ® Buzz Online e-mail newsletter at www.deitel.com/newsletter/subscribe.html

Department of Veterans Affairs Publications Index United States. Department of Veterans Affairs. Publications Service 1949 Index is composed of 3 sections: Basic classifications subject, Current VA directives, and Rescinded VA directives.

Distributed Computing in Java 9 Raja Malleswara Rao Pattamsetti 2017-06-30 Explore the power of distributed computing to write concurrent, scalable applications in Java About This Book Make the best of Java 9 features to write succinct code Handle large amounts of data using HPC Make use of AWS and Google App Engine along with Java to establish a powerful remote computation system Who This Book Is For This book is for basic to intermediate level Java developers who is aware of object-oriented programming and Java basic concepts. What You Will Learn Understand the basic concepts of parallel and distributed computing/programming Achieve performance improvement using parallel processing, multithreading, concurrency, memory sharing, and hpc cluster computing Get an in-depth understanding of Enterprise Messaging concepts with Java Messaging Service and Web Services in the context of Enterprise Integration Patterns Work with Distributed Database technologies Understand how to develop and deploy a distributed application on different cloud platforms including Amazon Web Service and Docker CaaS Concepts Explore big data technologies Effectively test and debug distributed systems Gain thorough knowledge of security standards for distributed applications including two-way Secure Socket Layer In Detail Distributed computing is the concept with which a bigger computation process is accomplished by splitting it into multiple smaller logical activities and performed by diverse systems, resulting in maximized performance in lower infrastructure investment. This book will teach you how to improve the performance of traditional applications through the usage of parallelism and optimized resource utilization in Java 9. After a brief introduction to the fundamentals of distributed and parallel computing, the book moves on to explain different ways of communicating with remote systems/objects in a distributed architecture. You will learn about asynchronous messaging with enterprise integration and related patterns, and how to handle large amount of data using HPC and implement distributed computing for databases. Moving on, it explains how to deploy distributed applications on different cloud platforms and self-contained application development. You will also learn about big data technologies and understand how they contribute to distributed computing. The book concludes with the detailed coverage of testing, debugging, troubleshooting, and security aspects of distributed applications so the programs you build are robust, efficient, and secure. Style and approach This is a step-by-step practical guide with real-world examples.

ASP.NET Web API 2 Recipes Filip Wojcieszyn 2014-08-07 ASP.NET Web API 2 Recipes provides you with the code to solve a full range of Web API problems and question marks that you might face when developing line-of-business applications. ASP.NET Web API 2 Recipes gives you an in-depth explanation for each of these scenarios and shows you how to use Web API with a vast array of .NET application development tools and external libraries, to solve common business problems. Find out how you can build custom web services with ASP.NET Web API more efficiently than ever.

Spring Data Mark Pollack 2012-10-24 You can choose several data access frameworks when building Java enterprise applications that work with relational databases. But what about big data? This hands-on introduction shows you how Spring Data makes it relatively easy to build applications across a wide range of new data access technologies such as NoSQL and Hadoop. Through several sample projects, you'll learn how Spring Data provides a consistent programming model that retains NoSQL-specific features and capabilities, and helps you develop Hadoop applications across a wide range of use-cases such as data analysis, event stream processing, and workflow. You'll also discover the features Spring Data adds to Spring's existing JPA and JDBC support for writing RDBMS-based data access layers. Learn about Spring's template helper classes to simplify the use of database-specific functionality Explore Spring Data's repository abstraction and advanced query functionality Use Spring Data with Redis (key/value store), HBase (column-family), MongoDB (document database), and Neo4j (graph database) Discover the GemFire distributed data grid solution Export Spring Data JPA-managed entities to the Web as RESTful web services Simplify the development of HBase applications, using a lightweight object-mapping framework Build example big-data pipelines with Spring Batch and Spring Integration

Understanding Media Marshall McLuhan 2016-09-04 When first published, Marshall McLuhan's Understanding Media made history with its radical view of the effects of electronic communications upon man and life in the twentieth century.

The PR Agency Handbook Regina M. Luttrell 2018-03-26 A Practical and Concise Introduction to Agency Life The PR Agency Handbook guides you through the day-to-day operations of a professional PR firm and offers best practices for creating a successful career in the industry. Authors Regina Luttrell and Luke Capizzo highlight real-world examples from the field as well as interviews with PR experts to help you bridge the critical gap between college and professional life. Throughout the book, you are introduced to many of the sub-fields of integrated communication practice, including traditional public relations and corporate communication, marketing, social media, creative production (print, digital, video, audio), web and user experience design, and search engine optimization (SEO). You will not develop a fundamental understanding of the different components found within an agency, but you will also gain an appreciation for the positive impact that excellent agency work can have on organizations. Key Features: Real-world examples from the field ensure that the practical concepts presented become concrete for you. Numerous interviews with industry professionals from across the country and around the world are included at the end of each chapter to provide you with snapshots of the agency experience. A chapter dedicated to social media (Chapter 6) offers you a comprehensive look at how companies utilize these important platforms An introduction to the PESO and ROSTIR models shows you how to adapt your campaigns to meet the needs of today's integrated agency environment. A chapter dedicated to tools and templates gives you exposure to real documents you will need in your career.

Spring 5.0 Cookbook Sherwin John Calleja Tragura 2017-09-27 Over 100 hands-on recipes to build web applications easily and efficiently IN Spring 5.0 About This Book Solve real-world problems using the latest features of the Spring framework like Reactive Streams and the Functional Web Framework. Learn how to use dependency injection and aspect-oriented programming to write compartmentalized and testable code. Understand when to choose between Spring MVC and Spring Web Reactive for your projects Who This Book Is For Java developers who would like to gain in-depth knowledge of how to overcome problems that they face while developing great Spring applications. It will also cater to Spring enthusiasts, users and experts who need an arena for comparative analysis, new ideas and inquiries on some details regarding Spring 5.0 and its previous releases. A basic knowledge of Spring development is essential What You Will Learn Understand how functional programming and concurrency in JDK 1.9 works, and how it will affect Spring 5.0 Learn the importance and application of reactive programming in creating services, and also the process of creating asynchronous MVC applications Implement different Spring Data modules Integrate Spring Security to the container Create applications and deploy using Spring Boot Conceptualize the architecture behind Microservices and learn the details of its implementation Create different test cases for the components of Spring 5.0 components In Detail The Spring framework has been the go-to framework for Java developers for quite some time. It enhances modularity, provides more readable code, and enables the developer to focus on developing the application while the underlying framework takes care of transaction APIs, remote APIs, JMX APIs, and JMS APIs. The upcoming version of the Spring Framework has a lot to offer, above and beyond the platform upgrade to Java 9, and this book will show you all you need to know to overcome common to advanced problems you might face. Each recipe will showcase some old and new issues and solutions, right from configuring Spring 5.0 container to testing its components.

Most importantly, the book will highlight concurrent processes, asynchronous MVC and reactive programming using Reactor Core APIs. Aside from the core components, this book will also include integration of third-party technologies that are mostly needed in building enterprise applications. By the end of the book, the reader will not only be well versed with the essential concepts of Spring, but will also have mastered its latest features in a solution-oriented manner. Style and Approach This book follows a cookbook style approach, presenting a problem and showing you how to overcome it with useful recipes. The examples provided will help you code along as you learn.

Building Hypermedia APIs with HTML5 and Node Mike Amundsen 2011-11-23 With this concise book, you'll learn the art of building hypermedia APIs that don't simply run on the Web, but that actually exist in the Web. You'll start with the general principles and technologies behind this architectural approach, and then dive hands-on into three fully-functional API examples. Too many APIs rely on concepts rooted in desktop and local area network patterns that don't scale well—costly solutions that are difficult to maintain over time. This book shows system architects and web developers how to design and implement human- and machine-readable web services that remain stable and flexible as they scale. Learn the H-Factors for representing application metadata across all media types and formats Understand the four basic design elements for authoring hypermedia types Convert a simple read-only XML-based media type into a successful API design Examine the challenges and advantages of designing a hypermedia type with JSON Use HTML5's rich set of hypermedia controls in the API design process Learn the details of documenting, publishing, and registering media type designs and link-relation types

Spring REST Balaji Varanasi 2015-06-19 Spring REST is a practical guide for designing and developing RESTful APIs using the Spring Framework. This book walks you through the process of designing and building a REST application while taking a deep dive into design principles and best practices for versioning, security, documentation, error handling, paging, and sorting. This book provides a brief introduction to REST, HTTP, and web infrastructure. You will learn about several Spring projects such as Spring Boot, Spring MVC, Spring Data JPA, and Spring Security and the role they play in simplifying REST application development. You will learn how to build clients that consume REST services. Finally, you will learn how to use the Spring MVC test framework to unit test and integration test your REST API. After reading this book, you will come away with all the skills to build sophisticated REST applications using Spring technologies.

Oregon Coastal Management Program 1977

RESTful Java with JAX-RS 2.0 Bill Burke 2013-11-12 Learn how to design and develop distributed web services in Java, using RESTful architectural principles and the JAX-RS 2.0 specification in Java EE 7. By focusing on implementation rather than theory, this hands-on reference demonstrates how easy it is to get started with services based on the REST architecture. With the book's technical guide, you'll learn how REST and JAX-RS work and when to use them. The RESTEasy workbook that follows provides step-by-step instructions for installing, configuring, and running several working JAX-RS examples, using the JBoss RESTEasy implementation of JAX-RS 2.0. Learn JAX-RS 2.0 features, including a client API, server-side asynchronous HTTP, and filters and interceptors Examine the design of a distributed RESTful interface for an e-commerce order entry system Use the JAX-RS Response object to return complex responses to your client (ResponseBuilder) Increase the performance of your services by leveraging HTTP caching protocols Deploy and integrate web services within Java EE7, servlet containers, EJB, Spring, and JPA Learn popular mechanisms to perform authentication on the Web, including client-side SSL and OAuth 2.0

Entity Framework 4.0 Recipes Larry Tenny 2010-07-30 Entity Framework 4.0 Recipes provides an exhaustive collection of ready-to-use code solutions for Entity Framework, Microsoft's vision for the future of data access. Entity Framework is a model-centric data access platform with an ocean of new concepts and patterns for developers to learn. With this book, you will learn the core concepts of Entity Framework through a broad range of clear and concise solutions to everyday data access tasks. Armed with this experience, you will be ready to dive deep into Entity Framework, experiment with new approaches, and develop ways to solve even the most difficult data access challenges. If you are a developer who likes to learn by example, then this is the right book for you. Gives ready-to-use, real-world recipes to help you with everyday tasks Provides guideposts for learning core concepts Maps out key landmarks for experimenting

with your own solutions

Mass Media Effects Research Raymond W. Preiss 2007 Offers a set of meta-analyses, covering the breadth of media effects research. Organized by theories, outcomes, and mass media campaigns, the chapters included offer important insights on what social science research reveals about effects. This volume is useful for students, researchers, and graduate students in media effects and media psychology.

Professional SharePoint 2007 Development John Holliday 2007-06-12 A guide for computer professionals offers a background of the Microsoft Application Platform and SharePoint's relationship to ASP.Net, describes tools needed to build a development environment, and provides tips for enhancing collaboration between programs.

Digital Foundations xtine burrough 2008-12-11 Fuses design fundamentals and software training into one cohesive book ! The only book to teach Bauhaus design principles alongside basic digital tools of Adobe's Creative Suite, including the recently released Adobe CS4 Addresses the growing trend of compressing design fundamentals and design software into the same course in universities and design trade schools. Lessons are timed to be used in 50-minute class sessions. Digital Foundations uses formal exercises of the Bauhaus to teach the Adobe Creative Suite. All students of digital design and production—whether learning in a classroom or on their own—need to understand the basic principles of design in order to implement them using current software. Far too often design is left out of books that teach software. Consequently, the design software training exercise is often a lost opportunity for visual learning. Digital Foundations reinvigorates software training by integrating Bauhaus design exercises into tutorials fusing design fundamentals and core Adobe Creative Suite methodologies. The result is a cohesive learning experience. Design topics and principles include: Composition; Symmetry and Asymmetry; Gestalt; Appropriation; The Bauhaus Basic Course Approach; Color Theory; The Grid; Scale, Hierarchy and Collage; Tonal Range; Elements of Motion. Digital Foundations is an AIGA Design Press book, published under Peachpit's New Riders imprint in partnership with AIGA, the professional association for design.

Jakarta EE for Java Developers Rhuan Rocha 2021-12-16 Develop Enterprise Systems on Cloud Infrastructure Using a Rich Java Ecosystem. KEY FEATURES ● Every chapter and concept is illustrated through the use of the Jakarta Project. ● Extensive hands-on demonstration of Jakarta EE specifications and capabilities. ● Practical examples of securing Java applications with Jakarta Security are provided. DESCRIPTION This book provides a practical introduction to Enterprise Java Edition, Jakarta EE, including detailed features and capabilities. Equipped with numerous projects, each chapter demonstrates Jakarta EE capabilities with clean coding. The book starts with an introduction to Jakarta EE and its architecture. This will help to create a project using the Jakarta Servlet and exposure of an HTTP endpoint. The CDI is then used to inject dependencies, work with events asynchronously, and interact with CDI interceptors. Then, in the RESTful style, it can help to create a Jakarta RESTful resource to expose HTTP endpoints. We then investigate the Jakarta Enterprise Bean, which teaches us how to manage transactions and schedule tasks. The Jakarta Persistence is then used to integrate an application into a relational database, and the Jakarta Message is used to create an application using the Message Oriented Middleware (MOM). In terms of security, we use Jakarta Security to secure the endpoint of a Jakarta application. By the end of this book, the reader will be able to set up a Jakarta project and write applications that expose HTTP endpoints, integrate with a database, and deal with authentication and authorization. WHAT YOU WILL LEARN ● Create and use Servlets to build applications. ● Get to know CDI and practice how to create the CDI Interceptor and Decorator. ● Learn to build RESTful services and make use of Jakarta Enterprise Bean in your application. ● Use Jakarta Servlet and Jakarta RESTful to expose HTTP endpoints. ● Create a relational database-integrated application. ● Use authentication and authorization to build a secure application. WHO THIS BOOK IS FOR This book is for Java developers who want to learn how to create a Jakarta project, work with the Jakarta EE specifications, and use it in best practices. AUTHOR BIO Rhuan Rocha is Principal Software Engineer at DigiBee, a Jakarta EE specialist, and Co-founder of Cloud Conference Day. Throughout your career, he has developed many Enterprise Java applications for private companies and governments in Brazil, using Java EE/Jakarta EE and technologies of its ecosystem. Rhuan Rocha is an Open Source contributor and contributed to JNoSQL, RestEasy, TomEE, Quarkus, and others.

Beginning Java EE 7 Antonio Goncalves 2013-08-19 Java Enterprise Edition (Java EE) continues to be one of

the leading Java technologies and platforms. Beginning Java EE 7 is the first tutorial book on Java EE 7. Step by step and easy to follow, this book describes many of the Java EE 7 specifications and reference implementations, and shows them in action using practical examples. This definitive book also uses the newest version of GlassFish to deploy and administer the code examples. Written by an expert member of the Java EE specification request and review board in the Java Community Process (JCP), this book contains the best information possible, from an expert's perspective on enterprise Java technologies.

New Directions in Public Opinion Adam J. Berinsky 2015-12-21 The field of public opinion is one of the most diverse in political science. Over the last 60 years, scholars have drawn upon the disciplines of psychology, economics, sociology, and even biology to learn how ordinary people come to understand the complicated business of politics. But much of the path-breaking research in the field of public opinion is published in journals, taking up fairly narrow questions one at a time and often requiring advanced statistical knowledge to understand these findings. As a result, the study of public opinion can seem confusing and incoherent to undergraduates. To engage undergraduate students in this area, a new type of textbook is required. The second edition of New Directions in Public Opinion brings together leading scholars to provide an accessible and coherent overview of the current state of the field of public opinion. Each chapter provides a general overview of topics that are at the cutting edge of study as well as well-established cornerstones of the field. Each contributor has made substantive revisions to their chapters, and three chapters have been added on genetics and biology, immigration, and political extremism and the Tea Party. Suitable for use as a main textbook or in tandem with a lengthier survey, this book comprehensively covers the topics of public opinion research and pushes students further to explore critical topics in contemporary politics.

Mass Media and Health Kim Walsh-Childers 2016-12-01 Mass Media and Health: Examining Media Impact on Individuals and the Health Environment covers media health influences from a variety of angles, including the impact on individual and public health, the intentionality of these effects, and the nature of the outcomes. Author Kim Walsh-Childers helps readers understand the influence that mass media has on an individual's health beliefs and, in turn, their behaviors. She explains how public health policy can be affected, altering the environment in which a community's members make choices, and discusses the unintentional health effects of mass media, examining them through the strategic lens of news framing and advocacy campaigns. Written for students across a variety of disciplines, Mass Media and Health will serve as primary reading for courses examining the broader view of mass media and health impacts, as well as providing supplemental reading for courses on health communication, public health campaigns, health journalism, and media effects.

A Practical Introduction to Human-in-the-Loop Cyber-Physical Systems David Nunes 2018-02-05 The first book focusing on one of the hottest new topics in Internet of Things systems research and development Studies estimate that by 2020 we will have a vast Internet of Things (IoT) network comprising 26 billion connected devices, including everything from light bulbs to refrigerators, coffee makers to cars. From the beginning, the concept of cyber-physical systems (CPS), or the sensing and control of physical phenomena through networks of devices that work together to achieve common goals, has been implicit in the IoT enterprise. This book focuses on the increasingly hot topic of Human-in-the-loop Cyber-Physical Systems (HiTLCPS)—CPSs that incorporate human responses in IoT equation. Why have we not yet integrated the human component into CPSs? What are the major challenges to achieving HiTLCPS? How can we take advantage of ubiquitous sensing platforms, such as smartphones and personal devices to achieve that goal? While mature HiTLCPS designs have yet to be achieved, or a general consensus reached on underlying HiTLCPS requirements, principles, and theory, researchers and developers worldwide are on the cusp of realizing them. With contributions from researchers at the cutting edge of HiTLCPS R&D, this book addresses many of these questions from the theoretical and practical points of view. An essential primer on a rapidly emerging Internet-of-Things concept, focusing on human-centric applications Discusses new topics which, until now, have only been available in research papers scattered throughout the world literature Addressed fundamental concepts in depth while providing practical insights into the development of complete HiTLCPS systems Includes a companion website containing full source-code for all of the applications described This book is an indispensable resource for researchers and app developers eager to explore HiTL concepts and include them into their designs. It is also an excellent primer for advanced undergraduates and graduate students studying IoT, CPS, and HiTLCPS.

Encyclopedia of Portal Technologies and Applications Tatnall, Arthur 2007-04-30 [Informatique].

A Handbook of Media and Communication Research Klaus Bruhn Jensen 2013-04-15 A Handbook of Media and Communications Research presents qualitative as well as quantitative approaches to the analysis and interpretation of media, covering perspectives from both the social sciences and the humanities. The Handbook offers a comprehensive review of earlier research and a set of guidelines for how to think about, plan, and carry out studies of media in different social and cultural contexts. Divided into sections on the history, systematics and pragmatics of research, and written by internationally acknowledged specialists in each area, the Handbook will be a standard reference work for students and researchers.

Media and Public Attitudes Toward Migration in Europe Jesper Strömbäck 2021-07-07 This comparative volume provides a comprehensive cross-national account of media coverage and public attitudes toward migration both within and into the European Union. Using empirical research from across Germany, Hunary, Poland, Spain, Sweden, and the United Kingdom, Media and Public Attitudes Toward Migration in Europe offers an in-depth exploration of one of the most prominent social and political topics of the decade in Europe. Drawing on a large scale, cross-national panel survey, experiments, and media content analysis of migration discourse in both traditional news media and social media, expert contributors from across the continent investigate topics such as the linguistic features of migration coverage, the public perception of migrants, and the effects of journalistic communication strategies. Other topics addressed include a discussion of news framing effects on migration coverage and politicians' postings on social media coverage about the issue. This is a valuable resource for academics, students, and policymakers interested in media coverage of migration, news framing effects, and public attitudes to migration generally. .

Java EE 8: Only What's New Alex Theedom 2018-04-01 This book covers all new and updated Java EE 8 APIs with plenty of code examples to demonstrate each feature: JSON Binding 1.0, Security 1.0, Servlet 4.0, Bean Validation 2.0, CDI 2.0, JAX-RS 2.1, JSF 2.3, JSON Processing 1.1 and JPA 2.2. Only what's new is included, so you won't spend time reading what you already know, only what you don't.

Beginning Spring Boot 2 K. Siva Prasad Reddy 2017-09-27 Learn Spring Boot and how to build Java-based enterprise, web, and microservice applications with it. In this book, you'll see how to work with relational and NoSQL databases, build your first microservice, enterprise, or web application, and enhance that application with REST APIs. You'll also learn how to build reactive web applications using Spring Boot along with Spring Web Reactive. Then you'll secure your Spring Boot-created application or service before testing and deploying it. After reading and learning with Beginning Spring Boot 2, you'll have the skills and techniques to start building your first Spring Boot applications and microservices with confidence to take the next steps in your career journey. What You'll Learn Use Spring Boot autoconfiguration Work with relational and NoSQL databases Build web applications with Spring Boot Apply REST APIs using Spring Boot Create reactive web applications using Spring Web Reactive Secure your Spring Boot applications or web services Test and deploy your Spring Boot applications Who This Book Is For Experienced Java and Spring Framework developers who are new to the new Spring Boot micro-framework.

Practical Microservices Architectural Patterns Binildas Christudas 2019-06-25 Take your distributed applications to the next level and see what the reference architectures associated with microservices can do for you. This book begins by showing you the distributed computing architecture landscape and provides an in-depth view of microservices architecture. Following this, you will work with CQRS, an essential pattern for microservices, and get a view of how distributed messaging works. Moving on, you will take a deep dive into Spring Boot and Spring Cloud. Coming back to CQRS, you will learn how event-driven microservices work with this pattern, using the Axon 2 framework. This takes you on to how transactions work with microservices followed by advanced architectures to address non-functional aspects such as high availability and scalability. In the concluding part of the book you develop your own enterprise-grade microservices application using the Axon framework and true BASE transactions, while making it as secure as possible. What You Will Learn Shift from monolith architecture to microservices Work with distributed and ACID transactionsBuild solid architectures without two-phase commit transactions Discover the high availability principles in microservices Who This Book Is For Java developers with basic knowledge of

distributed and multi-threaded application architecture, and no knowledge of Spring Boot or Spring Cloud.   Knowledge of CQRS and event-driven architecture is not mandatory as this book will cover these in depth.