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Companies Reach Consumers including resistance to biotic and abiotic stresses, fruit quality improvement, and domestication are highlighted.

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Companies Reach Consumers exploding. Growing at a compound annual rate near 20 per cent, it is now the second-largest advertising channel in the United States.

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The Nasdaq Longitude technology gives sports betting and racetrack operators the ability to offer a wider range of bet types, a richer display of odds data, and

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Nowadays, we fast-forward through commercials and we only pick up magazines at the doctor's office (and even then only if our phone's battery power is low!). But the one place of advertising we cannot avoid for longer than a few minutes is online--the vast and shifting Internet universe filled with pop-ups and our own personalized cookies. In fact, an advertising avenue that barely existed 20 years ago is now the second-largest advertising channel in the United States--and is still growing! Part history book, part

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guidebook, part prediction for the future, Targeted tells the story of the companies, individuals, and innovations driving this revolution. This one-of-a-kind resource takes readers behind the scenes--examining the growth of digital advertising, its enormous potential, and the technologies that are changing the game forever. Author and COO Mike Smith, a proven authority on how using real-time bidding systems with finesse can dramatically promote online advertising and branding, has provided an essential resource for anyone interested in finding and connecting with customers in the astronomically large universe we call the Internet that is only growing more aware and specialized for each of its millions of users.

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A comprehensive resource describing innovative technologies and digital health tools that can revolutionize the delivery of health care in low- to middle-income countries, particularly in remote rural impoverished communities Revolutionizing Tropical Medicine offers an up-to-date guide for healthcare and other professionals working in low-resource countries where access to health care facilities for diagnosis and treatment is challenging. Rather than suggesting the expensive solution of building new bricks and mortar clinics and hospitals and increasing the number of doctors and nurses in these deprived areas, the authors propose a complete change of

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mindset. They outline a number of ideas for improving healthcare including rapid diagnostic testing for infectious and non-infectious diseases at a point-of-care facility, together with low cost portable imaging devices. In addition, the authors recommend a change in the way in which health care is delivered. This approach requires task-shifting within the healthcare provision system so that nurses, laboratory technicians, pharmacists and others are trained in the newly available technologies, thus enabling faster and more appropriate triage for people requiring medical treatment. This text: Describes the current burden of communicable and non-communicable diseases in low- to middle-income

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Countries throughout the world Describes the major advances in healthcare outcomes in low-to middle-income countries derived from implementation of the United Nations/World Health Organisation's 2000 Millennium Development Goals Provides a review of inexpensive rapid diagnostic point-of-care tests for infectious diseases in low-resource countries, particularly for people living in remote rural areas Provides a review of other rapid point-of-care services for assessing hematological function, biochemical function, renal function, hepatic function and status including hepatitis, acid-base balance, sickle cell disease, severe acute malnutrition and spirometry Explores the use of low-cost portable imaging devices

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for use in remote rural areas including a novel method of examining the optic fundus using a smartphone and the extensive value of portable ultrasound scanning when x-ray facilities are not available Describes the use of telemedicine in the clinical management of both children and adults in remote rural settings Looks to the future of clinical management in remote impoverished rural settings using nucleic acid identification of pathogens, the use of nanoparticles for water purification, the use of drones, the use of pulse oximetry and the use of near-infrared spectroscopy Finally, it assesses the potential for future healthcare improvement in impoverished areas and how the United Nations/World Health

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Organization 2015 Sustainable Development Goals are approaching this. Written for physicians, infectious disease specialists, pathologists, radiologists, nurses, pharmacists and other health care workers, as well as government healthcare managers, *Revolutionizing Tropical Medicine* is a new up-to-date essential and realistic guide to treating and diagnosing patients in low-resource tropical countries based on new technologies.

Understand the marketing revelation that commercialized the Internet. Ad Serving provides a commercial infrastructure to the internet, spanning all sites, and touching all users, all the time. Ad Serving

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gives marketers the ability to deliver and measure their ads for exceptionally low cost, revealing the true value of the ad space they pay for. Utilizing cookie and page-level analysis, marketers can build vast pools of pseudonymous data about websites, ads and the users that encounter them. This data, and the trusted publisher-independent methodology for measurement, secures investment for Publishers. The counting, tracking and the delivery of ads to enable this data takes place at massive scale. The processes and systems behind data collection are complex, and marketers are expected to learn how to use them as the industry grows; applying this knowledge to their new roles in Digital Advertising. Many undertake this

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Challenge, unaware of the complexity that lies ahead. The learning resources are few and far between. This book satisfies an intermediate-level of tuition to Ad Serving Technology, illustrating how and why Advertisers continue to grow their ad spend in the planet's favorite new media channel. Topics covered includes: Introduction to Digital Advertising, Introduction to Ad Serving technologies, Campaign Setup in the Ad Server by Channel - Standard Display, Rich Media, Instream Video, SEO, Paid Search, Affiliate, Email and Social. This book also covers Conversions, Attribution, Retargeting, Optimization Strategies, Adserver Reporting, Adserver Analytics, Privacy technology and an Introduction to

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Programmatic including DSPs, SSPs, DMPs, ATD's, ITD's and RTB.

With 75 percent of screen time being spent on connected devices, digital strategies have moved front and center of most marketing plans. But what if that's not enough? How often does consumer engagement actually go further than the "like" button? With the average American receiving close to 50 phone notifications a day, do the company messages get read or just tossed aside? The truth is, a sobering reality is beginning to hit marketers: Technology hasn't just reshaped mass media; it's altering behavior as well. Truly getting a message

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Companies Reach Consumers through to customers, and not just in front of their eyes for a split second before being fed to the trash bin, will take some radical rethinking. Disruptive Marketing challenges you to toss the linear plan, strip away conventions, and open your mind as it takes you on a provocative, fast-paced tour of our changing world, where you'll find that: □ Selling is dead, but ongoing conversation thrives □ Consumers generate the best content about brands □ People tune out noise and listen to feelings □ Curiosity leads the marketing team □ Growth depends on merging analytics with boundless creativity Packed with trends, predictions, interviews with big-think marketers, and stories from a career spent pushing boundaries, Disruptive

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Marketing is the solution you've been looking for to boost your brand into new territory!

Programmatic advertising is the most exciting thing that happened in marketing in a long time- perhaps since the advent of mass advertising itself. This book offers the first comprehensive introduction to the world of programmatic advertising. If you are new to this revolutionary technology, it will help you get quickly up to speed. The book is intentionally relatively short and dense, so it can be read over a weekend - and then kept on your desk for reference. Here's a quick overview: Chapter one outlines the basic technologies enabling programmatic advertising

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Companies Reach Consumers - such as cookies, pixels, banner ads, or ad exchanges. Chapter two introduces the programmatic ecosystem and its various players, including publishers, advertisers, SSPs, DSPs, DMPs, agency trading desks, and the most important industry bodies. Chapter three is dedicated to programmatic ad trading, with special attention given to the real-time bidding (RTB) auction, role of the Deal ID, and publisher prioritization including header bidding. Chapter four is all about data and ad targeting. Retargeting and various prospecting tactics are covered, including contextual targeting, behavioral targeting, and look-a-like modeling. Chapter five expands the scope of this book into mobile. Mobile

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cookies, cross-device identification solutions, or location data are covered here. Chapter six offers an overview of the current issues discussed across the digital ad industry - including fraud, viewability, attribution, ad blocking, or privacy. Chapter seven is about new formats available programmatically, such as rich media, video, or native. It also covers new programmatic channels including TV, audio or print."

A professor of medicine reveals how technology like wireless internet, individual data, and personal genomics can be used to save lives.

Discover the dramatic changes that are affecting all

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learners Web-based technology has opened up education around the world to the point where anyone can learn anything from anyone else at any time. To help educators and others understand what's possible, Curt Bonk employs his groundbreaking "WE-ALL-LEARN" model to outline ten key technology and learning trends, demonstrating how technology has transformed educational opportunities for learners of every age in every corner of the globe. The book is filled with inspiring stories of ordinary learners as well as interviews with technology and education leaders that reveal the power of this new way of learning. Captures the global nature of open education from those who are creating and using new learning

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Companies Reach Consumers technologies Includes a new Preface and Postscript with the latest updates A free companion web site provides additional stories and information Using the dynamic "WE-ALL-LEARN" model, learners, educators, executives, administrators, instructors, and parents can discover how to tap into the power of Web technology and unleash a world of information.

This book serves as an introduction to targeted genome editing, beginning with the background of this rapidly developing field and methods for generation of engineered nucleases. Applications of genome editing tools are then described in detail, in iPS cells and diverse organisms such as mice, rats, marine

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invertebrates, fish, frogs, and plants. Tools that are mentioned include zinc finger nucleases (ZFNs), transcription activator-like effector nucleases (TALENs), and CRISPR/Cas9, all of which have received much attention in recent years as breakthrough technologies. Genome editing with engineered nucleases allows us to precisely change the target genome of living cells and is a powerful way to control functional genes. It is feasible in almost all organisms ranging from bacteria to plants and animals, as well as in cultured cells such as ES and iPS cells. Various genome modifications have proven successful, including gene knockout and knock-in experiments with targeting vectors and chromosomal

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Genome editing technologies hold great promise for the future, for example in biomedical research, clinical medicine, and generation of crops and livestock with desirable traits. A wide range of readers will find this book interesting, and with its focus on applications in a variety of organisms and cells, the book will be valuable for life scientists in all fields.

The overflow of information generated during disasters can be as paralyzing to humanitarian response as the lack of information. This flash flood of information'social media, satellite imagery and more is often referred to as Big Data. Making sense of this

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data deluge during disasters is proving an impossible challenge for traditional humanitarian

Biomedical advances have made it possible to identify and manipulate features of living organisms in useful ways--leading to improvements in public health, agriculture, and other areas. The globalization of scientific and technical expertise also means that many scientists and other individuals around the world are generating breakthroughs in the life sciences and related technologies. The risks posed by bioterrorism and the proliferation of biological weapons capabilities have increased concern about how the rapid advances in genetic engineering and

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biotechnology could enable the production of biological weapons with unique and unpredictable characteristics. Globalization, Biosecurity, and the Future of Life Sciences examines current trends and future objectives of research in public health, life sciences, and biomedical science that contain applications relevant to developments in biological weapons 5 to 10 years into the future and ways to anticipate, identify, and mitigate these dangers.

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