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Annotated Leading Trademark Cases in Major Asian Jurisdictions Kung-Chung Liu 2019-10-14 There has been little or no study on trademark laws in Asia on a cross-jurisdictional level. This book aims at filling the existing gap and provides a comprehensive overview of trademark laws of eight major Asian jurisdictions and their most-updated trademark case law. The book analyses six of the principal issues that best reflect Asian features in trademark law and trademark development. The cases in the book are principally the most authoritative decisions, usually the first to deal with certain new emerging issues, or the first to apply particular statutory provisions in the respective jurisdiction. Also included are a small number of direction-changing, outlying or even controversial decisions. Each case report is divided into six sections: summary, legal context, facts, reasoning of the court, legal analysis, and commercial or industrial significance. Readers will find this book useful in both its overview of the legal context and how those cases are to be interpreted legally and commercially.

Handbook of Research on Instructional Systems and Technology Terry T. Kidd 2008 "This book provides information on different styles of instructional design methodologies, tips, and strategies on how to use technology to facilitate active learning and techniques to help faculty and researchers develop online instructional and teaching materials. It enables libraries to provide a foundational reference for researchers, educators, administrators, and others in the context of instructional systems and technology"--Provided by publisher.

Research Report University of Tasmania 2004

Business Law: Text & Cases - The First Course Roger LeRoy Miller 2016-12-05 Comprehensive, authoritative, and reader-friendly, market-leader BUSINESS LAW: TEXT AND CASES -- The First Course, 14E delivers an ideal blend of classic black letter law and cutting-edge coverage of contemporary issues and cases. Today, BUSINESS LAW - The First Course continues to set the standard for excellence. The text offers a strong student orientation that makes the law accessible, interesting, and relevant. The cases, content, and features are thoroughly updated to represent the latest developments in business law. Cases range from precedent-setting landmarks to important recent decisions. Ethical, global, e-commerce, digital, and corporate themes are integrated throughout this edition with new features, such as new Digital Updates that demonstrate how digital progress is affecting the law. Specific text features that students will find particularly helpful include: NUMBERED EXAMPLES and CASE IN POINTS, SAMPLE ANSWERS, NEW STUDENT-FRIENDLY CONCEPT SUMMARY DESIGN, and EXHIBITS. Important

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Business Law: Text & Cases - An Accelerated Course Roger LeRoy Miller 2016-12-05 Based on the longtime market-leader BUSINESS LAW: TEXT AND CASES by Clarkson/Miller/Cross, this paperback text offers an affordable solution for those looking for a concise one-semester text that offers in-depth treatment of today's business law topics. Designed for the contemporary one-semester course, BUSINESS LAW: TEXT AND CASES--AN ACCELERATED COURSE provides the rigor and seriousness of a classic black-letter law text with a brief nineteen-chapter table of contents. The text combines the benefits of a black-letter law approach with a strong student orientation, making the law accessible, interesting, and relevant for readers. An excellent assortment of included cases range from precedent-setting landmarks to important recent decisions, and ethical, global, e-commerce, digital, and corporate themes are integrated throughout this edition. In addition, numerous critical-thinking exercises challenge students to apply what they have learned to real-world issues. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Handbook of Research on Counterfeiting and Illicit Trade Peggy E. Chaudhry 2017-07-28 This unique Handbook provides multiple perspectives on the growth of illicit trade, primarily exploring counterfeits and internet piracy. It includes expert opinion on a wide range of topics including the evaluation of key global enforcement issues, government and private-sector agency initiatives to stifle illicit trade, and the evolution of piracy on the internet. The authors also assess the efficacy of anti-counterfeiting strategies such as targeted consumer campaigns, working with intermediaries in the supply chain, authentication technology, and online brand protection.

A Systematic Guide to Write a Research Paper

MLA Made Easy: Citation Basics for Beginners Marilyn Heath 2009-12-30 A concise, handy guidebook for teaching correct MLA-style citation to middle and high school researchers.

Handbook of Research on International Consumer Law Geraint G. Howells 2010 This is a truly international effort, and one with a strong commitment to human rights by the highly reputable authors coming from different jurisdictions! The many facets of today s consumer law are presented to the reader, including developing countries a fascinating effort in a dynamically emerging field of law! We are comprehensively informed about such bread and butter areas as advertising, unfair terms, consumer guarantees, product safety and liability, consumer credit, and redress. But traditional consumer law concepts and remedies are facing challenges in more complex areas, like services of general internet where consumers and private users should enjoy equal

access to universal services , with the internet where speed must not be a pretext to eliminate standards of fair dealing, with risky investment services under the problematic paradigm shift from investor protection to investor confidence . A book to read, to think about, to work with for everybody interested in the future of consumer markets and law in a time of economic crisis! Norbert Reich, University of Bremen, Germany This is a richly interesting collection of essays, written by leading names in the field. It offers a thoroughly reliable survey of key tensions and challenges in modern consumer law and brilliantly combines thematic overview with detailed analysis. It will stimulate comparative thinking, it will provide a source of information and it will be welcomed by consumer law scholars all over the world. Stephen Weatherill, University of Oxford, UK Consumer law and policy has emerged in the last half-century as a major policy concern for all nations. This Handbook of original contributions provides an international and comparative analysis of central issues in consumer law and policy in developed and developing economies. The Handbook encompasses questions of both social policy and effective business regulation. Many of the issues are common to all countries and are becoming increasingly globalised due to the growth in international trade and technological developments such as the Internet. The authors provide a broad coverage of both substantive topics and institutional questions concerning optimal approaches to enforcement and the role of class actions in consumer policy. It also includes comparative insights into the influential EU and US models of consumer law and relates consumer law to contemporary trends in human rights law. Written by a carefully selected group of international experts, this text represents an authoritative resource for understanding contemporary and future developments in consumer law. This Handbook will provide students, researchers and policymakers with an insight to the main policy debates in each context and provide models of legal regulation to assist in the evaluation of laws and the development of consumer law and policy.

LISS 2013 Runtong Zhang 2014-10-20 Information and communication technology has helped to provide a more effective network infrastructure and development platform for logistics and service operations. In order to meet the needs of consumers and particularly to promote low-carbon development processes, new types of services will also emerge. LISS 2013 is a prime international forum for both researchers and industry practitioners to exchange the latest fundamental advances in the state of the art and practice of logistics, informatics, service operations and service science. Experts and researchers from related fields will discuss current issues and future development opportunities discuss and analyze developing trends and exchange the latest research and academic thought. The theme of the conference is Logistics and Service Science based on the Internet of Things.

New Research on Street Drugs Spencer M. Cole 2006 The word "substance" can refer to a drug of abuse, a medication or a toxin. "Polysubstance" Abuse/Dependence means that a person abuses or depends upon more than one substance, with one usually being that person's favorite or "drug of choice." It is important to note that we are not only referring to illegal drugs; over the counter or prescription drugs are often abused as well. The more commonly abused drugs today are cocaine, marijuana, inhalants and heroin. Substance exposure that can cause substance related disorders include heavy metals (e.g., lead, rat poison containing strychnine, certain pesticides, nerve gas, antifreeze, carbon dioxide and carbon monoxide). The medications, both prescriptive and over the counter, that may cause substance related disorders include anesthetics, analgesics, anticonvulsants, antihistamines, blood pressure and heart medication and muscle relaxants. This new and important book presents state-of-the-art research in this field.

International Conference on STARTUPS & POST COVID 19 INDIAN ECONOMY Prof.N.Rajalingam The buzz word USD 5 Trillion size of Indian economy in the next five years is more than the current size of the economy of Japan & Germany. It is both ambitious and inspiring. Achieving this dream, as a country, particularly in the Post COVID 19 Pandemic season demands a high degree of creativity in addition to the hard and smart works. It requires accelerating the current pace of innovation and development in addition to the up-gradation of the systems and infrastructure so as to provide a better eco-system than now. The intent to achieve this mission definitely requires quite a good number of passionate entrepreneurs venturing their startups in plethora of fields and industries thereby requires the widening of the startup highway. To make this happen, it requires changes, right from policy level to that of grass root. It also requires to lift the spirit of young and old citizens living both in rural and urban areas of the country. This virtual conference, in its endeavour, is attempting to provide space for the think tanks from the industry and the academia to share their creative insights. This would turn the challenges thrown by this global epidemic and inspire the participants to prompt and be instrumental in taking the mission of initiating start-up for achieving the USD 5 Trillion economy of India in the Post COVID 19 world.

Advances in Taxation John Hasseldine 2020-12-09 This volume explores the latest issues in tax and taxation theory, including empirical studies using research methods from different institutional settings and contexts. It is essential reading for anyone interested in tax policy and its impact in practice.

Advanced Research on Electronic Commerce, Web Application, and Communication Gang Shen 2011-04-04 The two-volume set CCIS 143 and CCIS 144 constitutes the refereed proceedings of the International Conference on Electronic Commerce, Web Application, and Communication, ECWAC 2011, held in Guangzhou, China, in April 2011. The 148 revised full papers presented in both volumes were carefully reviewed and selected from a large number of submissions. Providing a forum for engineers, scientists, researchers in electronic commerce, Web application, and communication fields, the conference will put special focus also on aspects such as e-business, e-learning, and e-security, intelligent information applications, database and system security, image and video signal processing, pattern recognition, information science, industrial automation, process control, user/machine systems, security, integrity, and protection, as well as mobile and multimedia communications.

International Conference on Industrial Engineering and Management Science-2013 Dr. X. Chen, 2013-10-16 ICIEMS 2013 is to provide a platform for researchers, engineers, academicians as well as industrial professionals from all over the world to present their research results and development activities in Industrial Engineering and Management Science. This conference provides opportunities for the delegates to exchange new ideas and experiences face to face, to establish business or research relations and to find global partners for future collaboration.

Handbook of Research on Consumerism and Buying Behavior in Developing Nations Gbadamosi, Ayantunji 2016-05-31 Having a grasp on what appeals to consumers and how consumers are making purchasing decisions is essential to the success of any organization that thrives by offering a product or service. Despite the importance of consumer knowledge and understanding, research-based insight into the buying patterns and consumption habits of individuals in emerging nations remains limited. The Handbook of Research on Consumerism and Buying Behavior in Developing Nations takes a critical look at the often overlooked opportunities available for driving consumer demand and interest in developing countries. Emphasizing the power of the consumer market in emerging economies and their overall role in the global market system, this edited volume features research-based perspectives on consumer perception, behavior, and relationship

management across industries. This timely publication is an essential resource for marketing professionals, consumer researchers, international business strategists, scholars, and graduate-level students.

Enhanced Microsoft Office 2013: Introductory Misty E. Vermaat 2015-03-10 Introduce your students to the new generation of Microsoft Office with the new generation of Shelly Cashman Series books! For the past three decades, the Shelly Cashman Series has effectively introduced computer skills to millions of students. With Office 2013, we're continuing our history of innovation by enhancing our proven pedagogy to reflect the learning styles of today's students In Microsoft Office 2007: Introductory Concepts and Techniques, Premium Video Edition you'll find exciting videos, which correlate to the Table of Contents and mirror the step-by-step pedagogy of the Microsoft Office 2013 text to reinforce the skills taught in each chapter. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Official Gazette of the United States Patent and Trademark Office 2002

Writing, Reading, and Research Richard Veit 2013-08-23 Broadening the traditional notion of undergraduate research, WRITING, READING, AND RESEARCH thoroughly covers the essential skills for developing a research paper: analytical reading, synthesizing, paraphrasing, and summarizing. Presenting the process of research in a practical sequence, including separate chapters on finding, analyzing, and integrating sources, the authors illustrate each stage of the process with examples of student and professional writing. Using a flexible and goal-oriented approach, the authors have created a text that blends the best features of a theoretically informed rhetoric, an interdisciplinary reading anthology, and a research guide. WRITING, READING, AND RESEARCH, Ninth Edition, provides helpful and engaging exercises, frequent opportunities to write, and many occasions for discussion and critical response. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Business Law: Text and Cases Kenneth W. Clarkson 2016-10-17 Comprehensive, authoritative, and reader-friendly, market-leader BUSINESS LAW: TEXT AND CASES delivers an ideal blend of classic black letter law and cutting-edge coverage of contemporary issues and cases. Today, BUSINESS LAW, 14E continues to set the standard for excellence. The text offers a strong student orientation that makes the law accessible, interesting, and relevant. The cases, content, and features are thoroughly updated to represent the latest developments in business law. Cases range from precedent-setting landmarks to important recent decisions. Ethical, global, e-commerce, digital, and corporate themes are integrated throughout this edition with new features, such as new Digital Updates that demonstrate how digital progress is affecting the law. Specific text features that students will find particularly helpful include: NUMBERED EXAMPLES and CASE IN POINTS, SAMPLE ANSWERS, NEW STUDENT-FRIENDLY CONCEPT SUMMARY DESIGN, and EXHIBITS. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Handbook of Information Security, Information Warfare, Social, Legal, and International Issues and Security Foundations Hossein Bidgoli 2006-03-10 The Handbook of Information Security is a definitive 3-volume handbook that offers coverage of both established and cutting-edge theories and developments on information and computer security. The text contains 180 articles from over 200 leading experts, providing the benchmark resource for information security, network security, information privacy, and information warfare.

Research Anthology on Strategies for Using Social Media as a Service and Tool in Business Management Association, Information Resources 2021-05-28 Social media has become an integral part of society as social networking has become a main form of communication and human interaction. To stay relevant, businesses have adopted social media tactics to interact with consumers, conduct business, and remain competitive. Social technologies have reached a vital point in the business world, being essential in strategic decision-making processes, building relationships with consumers, marketing and branding efforts, and other important areas. While social media continues to gain importance in modern society, it is essential to determine how it functions in contemporary business. The Research Anthology on Strategies for Using Social Media as a Service and Tool in Business provides updated information on how businesses are strategically using social media and explores the role of social media in keeping businesses competitive in the global economy. The chapters will discuss how social tools work, what services businesses are utilizing, both the benefits and challenges to how social media is changing the modern business atmosphere, and more. This book is essential for researchers, instructors, social media managers, business managers, students, executives, practitioners, industry professionals, social media analysts, and all audiences interested in how social media is being used in modern businesses as both a service and integral tool.

Handbook of Research on Agricultural Policy, Rural Development, and Entrepreneurship in Contemporary Economies Jean Vasile, Andrei 2019-11-29 Promoting rural entrepreneurship is a necessary step to limit the negative effects of classical agricultural policy based on a linear process and attracting secondary resources to the economic process. The analysis of agricultural policy and rural development in conjunction to entrepreneurship in terms of production may represent a further step in understanding the role and importance of diversifying the rural potentials in contemporary economies. The Handbook of Research on Agricultural Policy, Rural Development, and Entrepreneurship in Contemporary Economies is an essential publication of academic research that examines agricultural policy and its impact on shaping future resilient economy in rural areas and identifies green business models and new business patterns in rural communities. Covering a range of topics such as entrepreneurship, product management, and marketing, this book is ideal for researchers, policymakers, academicians, economists, agriculture professionals, rural developers, business investors, and students.

Catalog of Federal Domestic Assistance 1985 Identifies and describes specific government assistance opportunities such as loans, grants, counseling, and procurement contracts available under many agencies and programs.

The Legal Environment of Business: Text and Cases Frank B. Cross 2016-10-10 THE LEGAL ENVIRONMENT OF BUSINESS is the #1 text for this course--setting the standard by delivering comprehensive, authoritative, and cutting-edge coverage in an interesting and accessible format. Its recipe for success includes the same black letter law flavor as its market-leading counterpart, BUSINESS LAW by Clarkson, Miller, and Cross, but with a specific focus on current topics such as ethics, government regulation, and administrative law. The cases, content, and features of the exciting new Tenth Edition have been thoroughly updated to represent the latest developments in the business law environment. An excellent assortment of cases ranges from precedent-setting landmarks to important recent decisions, and ethical, global, e-commerce, digital, and corporate themes are integrated throughout. In addition, numerous critical-thinking exercises challenge

students to apply what they have learned to real-world issues. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Sales Management for Improved Organizational Competitiveness and Performance Santos, José Duarte 2022-05-27 With the recent digital developments within marketing, the alignment between sales and marketing has become increasingly important as it has the potential to improve sales, customer relations, and customer satisfaction. The evolution of technology has also been promoting changes in the sales process, which provides new opportunities and challenges for enterprises at various levels. Sales Management for Improved Organizational Competitiveness and Performance highlights the influences of management, marketing, and technology on sales and presents trends in sales, namely the digital transformation that is taking place in organizations. The book also considers innovative concepts, techniques, and tools in the sales area. Covering a wide range of topics such as digital transformation, sales communication, and social media marketing, this reference work is ideal for managers, marketers, researchers, scholars, practitioners, academicians, instructors, and students.

Exploring Services Science Theodor Borangiu 2016-05-18 This book contains the refereed proceedings of the 7th International Conference on Exploring Service Science (IESS), held in Bucharest, Romania, in May 2016. Service science constitutes an interdisciplinary approach to systematic innovation in service systems, integrating managerial, social, legal, and engineering aspects to address the theoretical and practical challenges of the service industry and its economy. The 45 full papers and 13 short papers accepted for IESS were selected from 119 submissions. The papers consider the topics service exploration theories and processes; modeling service requirements and management of business processes; value co-creation through knowledge management and user-centric services; service design methodologies and patterns; service innovation and strategy; IT-based service engineering; servitization in sustainable manufacturing; product-service systems; business software services and data-driven service design; web service design and service-oriented agents; IoT and mobile apps for public transport service management; e-health services and medical data interoperability; and service and IT-oriented learning and education systems.

Cengage Advantage Books: Fundamentals of Business Law Today: Summarized Cases Roger LeRoy Miller 2015-01-01 Packed with 2013 and 2014 cases, FUNDAMENTALS OF BUSINESS LAW TODAY: SUMMARIZED CASES, 10e covers core business law topics like contracts and sales in a concise paperback. Summarized cases integrated throughout the text illustrate key points of law without unnecessary detail. Intended for the one-term course focused primarily on contracts and sales, the text condenses the latest legal topics--including cyberlaw, health-care, financial reform, and more--for quick comprehension. An entire chapter is devoted to Internet Law, Social Media, and Privacy. Current, abbreviated, and affordable, FUNDAMENTALS OF BUSINESS LAW TODAY: SUMMARIZED CASES, 10e provides an easy-to-understand alternative to traditional Business Law texts. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Handbook of Research on Strategic Supply Chain Management in the Retail Industry Kamath, Narasimha 2016-02-09 Customer satisfaction is a pivotal component to any business that provides goods or services to the public. By effectively managing the flow of products, business can adapt to the growing demands of consumers and deliver successful customer service. The Handbook of Research on Strategic Supply Chain Management in the Retail Industry is an authoritative reference source for the latest scholarly research on properly managing business processes in order to satisfy end-user requirements and increase competitive advantage in the retail marketplace. Highlighting concepts relating to field applications, customer relationships, and current trends in logistics management, this book is ideally designed for business professionals, managers, upper-level students, and researchers interested in innovative strategies and best practices in modern supply chains.

Microsoft Office 2013: Introductory Misty E. Vermaat 2013-05-28 Introduce your students to the latest that Microsoft Office has to offer with the new generation of Shelly Cashman Series books! For the past three decades, the Shelly Cashman Series has effectively introduced computer skills to millions of students. With Microsoft Office 2013, we're continuing our history of innovation by enhancing our proven pedagogy to reflect the learning styles of today's students. In this text you'll find features that are specifically designed to engage students, improve retention, and prepare them for future success. Our trademark step-by-step, screen-by-screen approach now encourages students to expand their understanding of Microsoft Office 2013 software through experimentation, critical thought, and personalization. With these enhancements and more, the Shelly Cashman Series continues to deliver the most effective educational materials for you and your students. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

The Future of the Commercial Contract in Scholarship and Law Reform Maren Heidemann 2018-11-02 This book explores commercial contract law in scholarship and legal practice, suggests new research agendas and provides a forum for debate of typical issues that might benefit from further attention by scholarship and legislatures. The authors from over ten different jurisdictions take an international and comparative approach. Not confined to EU law it re-opens the debate internationally and seeks to reclaim the wider meaning of European law as rooted in geography and cultural legal heritage. There is a need to focus on commercial contracts in more detail in research and legislation. The transactional approach, the role of recent law reform, including the new French Civil Code, cross-border dealings, substantive contract law in public international law and ICSID arbitration as well as current contractual practices like OEM, CSR, contractual co-operation, sustainability and intra-corporate arbitration contribute to a wider regulatory outlook for commercial transactions.

Art Markets and Digital Histories Claartje Rasterhoff 2020-03-16 This Special Issue of Arts investigates the use of digital methods in the study of art markets and their histories. As historical and contemporary data is rapidly becoming more available, and digital technologies are becoming integral to research in the humanities and social sciences, we sought to bring together contributions that reflect on the different strategies that art market scholars employ to navigate and negotiate digital techniques and resources. The essays in this issue cover a wide range of topics and research questions. Taken together, the essays offer a reflection on what takes to research art markets, which includes addressing difficult topics such as the nature of the research questions and the data available to us, and the conceptual aspects of art markets, in order to define and operationalize variables and to interpret visual and statistical patterns for scholarship. In our view, this discussion is enriched when also taking into account how to use shared or interoperable ontologies and vocabularies to define concepts and relationships that facilitate the use and exchange of linked (open) data for cultural heritage and historical research.

Modeling, Dynamics, Optimization and Bioeconomics IV Alberto Pinto 2021 This book, following the three published volumes of the book, provides the main purpose to collect research papers

and review papers to provide an overview of the main issues, results, and open questions in the cutting-edge research on the fields of modeling, optimization, and dynamics and their applications to biology, economy, energy, industry, physics, psychology and finance. Assuming the scientific relevance of the presenting innovative applications as well as merging issues in these areas, the purpose of this book is to collect papers of the world experts in mathematics, economics, and other applied sciences that is seminal to the future research developments. The majority of the papers presented in this book is authored by the participants in The Joint Meeting 6th International Conference on Dynamics, Games, and Science DGSVI JOLATE and in the 21st ICABR Conference. The scientific scope of the conferences is focused on the fields of modeling, optimization, and dynamics and their applications to biology, economy, energy, industry, physics, psychology, and finance. Assuming the scientific relevance of the presenting innovative applications as well as merging issues in these areas, the purpose of the conference is to bring together some of the world experts in mathematics, economics, and other applied sciences that reinforce ongoing projects and establish future works and collaborations.

Research Handbook on Intellectual Property Exhaustion and Parallel Imports Irene Calboli 2016-06-24 From the Americas to the European Union, Asia-Pacific and Africa, countries around the world are facing increased pressure to clarify the application of intellectual property exhaustion. This wide-ranging Research Handbook explores the questions that pose themselves as a result. Should exhaustion apply at the national, regional, or international level? Should parallel imports be considered lawful imports? Should copyright, patent, and trademark laws follow the same regime? Should countries attempt to harmonize their approaches? To what extent should living matters and self-replicating technologies be subject to the principle of exhaustion? To what extent have the rise of digital goods and the "Internet of things" redefined the concept of exhaustion in cyberspace? The Handbook offers insights to the challenges surrounding these questions and highlights how one answer does not fit all.

Global Perspectives In Information Security Hossein Bidgoli 2008-09-16 Global Perspectives in Information Security, compiled by renowned expert and professor Hossein Bidgoli, offers an expansive view of current issues in information security. Written by leading academics and practitioners from around the world, this thorough resource explores and examines a wide range of issues and perspectives in this rapidly expanding field. Perfect for students, researchers, and practitioners alike, Professor Bidgoli's book offers definitive coverage of established and cutting-edge theory and application in information security.

The Complete Guide to Writing Web-based Advertising Copy to Get the Sale Vickie Taylor 2008 Since the advent of the Internet and since more and more people are making purchases online, writers have had to adapt to composing copy for the Web. Contrary to what many people think, writing for the Web and writing for print are not the same and involve very different skill sets. Instead of struggling to find the right words, copywriters should read this new book from cover to cover to discover how to write sales-generating copy. The Complete Guide to Writing Web-based Advertising Copy to Get the Sale will teach you how to make your copy readable and compelling, how to reach your target audience, how to structure the copy, how to visually format the copy, how to forget everything you ever learned about writing, how to pull in visitors, how to convince visitors to buy, how to outline and achieve your goals, how to create a customer profile, how to create a unique selling position, how to include searchable keywords in the copy, how to convert prospects to paying customers, and how to compose eye-catching headlines. In addition, you will learn about the trends in Web-based advertising; the categories of advertising; the important information that needs to be included in your copy, such as what you are selling, what sets your product apart from the competition, where you are located, what makes your product affordable, and why you yourself would buy the product; writing in the inverted pyramid style; the do's and don'ts of Web-based advertising; and key phrases to incorporate in your copy. We will also provide you with some common mistakes to avoid and tips for writing, revising, and proofreading. By incorporating the principles in this book, you will take your Web-based advertising copy from boring to brilliant, while boosting your sales and increasing your customer traffic. Atlantic Publishing is a small, independent publishing company based in Ocala, Florida. Founded over twenty years ago in the company president's garage, Atlantic Publishing has grown to become a renowned resource for non-fiction books. Today, over 450 titles are in print covering subjects such as small business, healthy living, management, finance, careers, and real estate. Atlantic Publishing prides itself on producing award winning, high-quality manuals that give readers up-to-date, pertinent information, real-world examples, and case studies with expert advice. Every book has resources, contact information, and web sites of the products or companies discussed.

The European Union and Central Asia Alexander Warkotsch 2010-10-25 In June 2007, the Council of the European Union (EU) adopted The EU in Central Asia: Strategy for a New Partnership, highlighting the growing importance of Central Asia to the EU. This book examines the EU's policy towards the five Central Asian states of Kazakhstan, Kyrgyzstan, Tajikistan, Turkmenistan and Uzbekistan in light of this Strategy. The analysis focuses on the EU's Central Asia Strategy and provides an evaluation of the EU's performance in meeting its policy goals in the region. It starts by looking at the EU as an actor, and discusses the general framework of EU-Central Asia cooperation. The book goes on to focus on the Strategy's general strategic directions and, in particular, its set of concrete policy commitments and questions whether these are adequately designed and implemented so they are able to contribute to regional security and stability. The book contributes to a better understanding for the pitfalls of overall stability in Central Asia, as well as studies on European Union and International relations.

Cybercrime in Progress Thomas J Holt 2015-12-14 The emergence of the World Wide Web, smartphones, and computers has transformed the world and enabled individuals to engage in crimes in a multitude of new ways. Criminological scholarship on these issues has increased dramatically over the last decade, as have studies on ways to prevent and police these offenses. This book is one of the first texts to provide a comprehensive review of research regarding cybercrime, policing and enforcing these offenses, and the prevention of various offenses as global change and technology adoption increases the risk of victimization around the world. Drawing on a wide range of literature, Holt and Bossler offer an extensive synthesis of numerous contemporary topics such as theories used to account for cybercrime, policing in domestic and transnational contexts, cybercrime victimization and issues in cybercrime prevention. The findings provide a roadmap for future research in cybercrime, policing, and technology, and discuss key controversies in the existing research literature in a way that is otherwise absent from textbooks and general cybercrime readers. This book is an invaluable resource for academics, practitioners, and students interested in understanding the state of the art in social science research. It will be of particular interest to scholars and students interested in cybercrime, cyber-deviance, victimization, policing, criminological theory, and technology in general.

Business Law: Text & Cases - Commercial Law for Accountants Roger LeRoy Miller 2016-12-05 Comprehensive, authoritative, and reader-friendly, market-leader BUSINESS LAW: TEXT AND CASES - Commercial Law for Accountants delivers an ideal blend of classic black letter law and cutting-edge contemporary issues and cases. Today, BUSINESS LAW - Commercial Law for

Accountants, 14E continues to set the standard for excellence. The book's strong reader orientation makes the law accessible, interesting, and relevant. Intriguing cases, timely content, and effective learning features are thoroughly updated to represent the latest developments in business law. Cases range from precedent-setting landmarks to important recent decisions. Ethical, global, e-commerce, digital, and corporate themes are integrated throughout this edition with new features, such as new Digital Update that shows how digital progress is affecting the law. Numbered examples, Case in Points, sample answers, new reader-friendly Concept Summary Designs and helpful exhibits all work together to ensure reader comprehension. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

The New Republic Herbert David Croly 1998