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content are manifold. Software like Flash and PowerPoint will help you make your presentations slick and interesting, with high quality, graphically rich content.

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e-Publications@Marquette Marketing Faculty Research and Publications Marketing, Department of 7-1-2006 Marketing, Consumers and Technology: Perspectives for Enhancing Ethical Transactions Gene R. Laczniak Marquette University, eugene.laczniak@marquette.edu Patrick Murphy University of Notre Dame Accepted version.

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Michael Templeton discusses the translation of research into real-world impact in the water sector in this 'Editorial Perspective' for Environmental Science: Water Research & Technology. Editorial Perspectives in ESWRT

Technologies develop rapidly and reach hurricane levels of velocity but quality E-Content and innovative applications lag behind. This book addresses the question how content industries change within a

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digital environment and what role information and communication technologies play in transforming the competitive landscape. The authors argue that post-industrial societies tend to pay substantial amounts for equipment and gadgets but invest far too little in the quality of the content. As a result, much effort is and has to be spent on the enhancement of E-Content. The contributions give an elaborate overview of: - the specifics, challenges and prospects of content in the network economy; - market developments of digital media services; - paid content business models; - impacts on scientific publishing; - developments in the field of E-Learning; - the interplay between technology and content with the example of interactive digital TV; - the mobile games market; - emerging new cross media markets; - the need to enhance the usability of websites and mobile applications; - how digital applications might be used to capture and store our personal experiences. A final chapter shows the prospects of the European E-Content market and gives an overview of valuable initiatives and resources dealing with the topic of E-Content.

Activity Theory is a tool that can help make sense of the complex changes taking place in higher education because of the integration of technology. Unlike other theories, it allows for a focus that



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includes elements in the social, cultural, and historical setting in which the technology is used. In addition, it supports consideration of the practices of individual students and educators as well as practices at the institutional level. Activity Theory Perspectives on Technology in Higher Education presents a compelling theory that will be useful for researchers, academics, policy makers, administrators, and instructors interested in understanding and controlling the shifts that are occurring in education due to the integration of technology.

Children experience technology in both formal and informal settings as they grow and develop. Despite research indicating the benefits of technology in early childhood education, the gap between parents, teachers, and children continues to grow as our new generation of children enters early childhood classrooms. Child Development and the Use of Technology: Perspectives, Applications and Experiences addresses major issues regarding technology for young children, providing a holistic portrait of technology and early childhood education from the views of practitioners in early childhood education, instructional design technology, special education, and mathematics and science education. Consisting of fifteen chapters developed by multidisciplinary teams, this book includes information,

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advice, and resources from practitioners, professionals, and university faculty engaged in early childhood education and instructional design technology.

With advancements in technology continuing to influence all areas of society, students in current classrooms have a different understanding and perspective of learning than the educational system has been designed to teach. *Research Perspectives and Best Practices in Educational Technology Integration* highlights the emerging digital age, its complex transformation of the current educational system, and the integration of educational technologies into teaching strategies. This book offers best practices in the process of incorporating learning technologies into instruction and is an essential resource for academicians, professionals, educational researchers in education and educational-related fields.

Distance learning has existed in some form for centuries, but modern technologies have allowed students and teachers to connect directly, no matter what their location, using the internet and mobile devices. *Mobile Pedagogy and Perspectives on Teaching and Learning* explores the tools and techniques that enable educators to leverage wireless applications and social networks to improve learning outcomes and

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provide creative ways to increase access to educational resources. This publication is designed to help educators and students at every level optimize the use of mobile learning resources to enhance educational experience and improve the effectiveness of the learning process regardless of physical location.

The ability to effectively communicate with individuals from different linguistic and cultural backgrounds is an invaluable asset. Learning a second language proves useful as students navigate the culturally diverse world; however, studying a second language can be difficult for learners who are not immersed in the real and natural environment of the foreign language. Also, changes in education and advancements in information and communication technologies pose a number of challenges for implementing and maintaining sound practices within technology-enhanced language learning (TELL). Cross-Cultural Perspectives on Technology-Enhanced Language Learning provides information on educational technologies that enable language learners to have access to authentic and useful language resources. Readers will explore themes such as language pedagogy, how specific and universal cultural contexts influence audio-visual media used in technology-enhanced language learning (TELL), and the use of English video games to promote foreign language learning. This book is a

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valuable resource for academicians, education practitioners, advanced-level students, and school administrators seeking to improve language learning through technology-based resources.

"This book assesses the impact of e-business technologies on different organizations, which include higher education institutions, multinational automotive corporations, and health providers"--Provided by publisher.

The use of technology in music and education can no longer be described as a recent development. Music learners actively engage with technology in their music making, regardless of the opportunities afforded to them in formal settings. This volume draws together critical perspectives in three overarching areas in which technology is used to support music education: music production; game technology; musical creation, experience and understanding. The fourteen chapters reflect the emerging field of the study of technology in music from a pedagogical perspective. Contributions come not only from music pedagogues but also from musicologists, composers and performers working at the forefront of the domain. The authors examine pedagogical practice in the recording studio, how game technology relates to musical creation and expression, the use

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of technology to create and assess musical compositions, and how technology can foster learning within the field of Special Educational Needs (SEN). In addition, the use of technology in musical performance is examined, with a particular focus on the current trends and the ways it might be reshaped for use within performance practice. This book will be of value to educators, practitioners, musicologists, composers and performers, as well as to scholars with an interest in the critical study of how technology is used effectively in music and music education.

Standardization has the potential to shape, expand, and create markets. Information technology has undergone a rapid transformation in the application of standards in practice, and recent developments have augmented the need for the divulgence of supplementary research. Standardization Research in Information Technology: New Perspectives amasses cutting-edge research on the application of standards in the market, covering topics such as corporate standardization, linguistic qualities of international standards, the role of individuals in standardization, and the development, use, application, and influence of information technology in standardization techniques.

"This book brings together scholars with significantly different

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backgrounds who share interests in the interplay between trust and technology, presenting novel theoretical perspectives on the topics of trust and technology, as well as some empirical investigations into the trust-building, trust-repairing, and trust-destroying practices in the context of technology"--Provided by publisher.

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