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WP4JLC - YULIANA NOEMI

Prepare for an uncertain future with a solid vision and innovative practices. Is your healthcare organization spending too much time on strategy--with too little to show for it? If you read nothing else on strategy, read these 10 articles. We've combed through hundreds of Harvard Business Review articles and selected the most important ones for healthcare professionals to help you catalyze your organization's strategy development and execution. Leading strategy experts, such as Michael E. Porter, Jim Collins, W. Chan Kim, and Renee Mauborgne, provide the insights and advice you need to: Understand how the rules of corporate competition

translate to the healthcare sector Craft a vision for an uncertain future Segment your market to better serve diverse patient populations Achieve the best health outcomes--at the lowest cost Learn what disruptive innovation means for healthcare Use the Balanced Scorecard to measure your progress This collection of articles includes "What Is Strategy?" by Michael E. Porter; "The Five Competitive Forces That Shape Strategy," by Michael E. Porter; "Health Care Needs Real Competition," by Leemore S. Dafny and Thomas H. Lee; "Building Your Company's Vision," by Jim Collins and Jerry I. Porras; "Reinventing Your Business Model," by Mark W. Johnson, Clayton M. Christensen, and Henning

Kagermann; "Will Disruptive Innovations Cure Health Care?" by Clayton M. Christensen, Richard Bohmer, and John Kenagy; "Blue Ocean Strategy," by W. Chan Kim and Renee Mauborgne; "Rediscovering Market Segmentation," by Daniel Yankelovich and David Meer; "The Office of Strategy Management," by Robert S. Kaplan and David P. Norton; and "The Strategy That Will Fix Health Care," by Michael E. Porter and Thomas H. Lee.

A series of twenty-one original triangular lithographs (with narrative captions) which may be displayed in a helical scroll of linked tetrahedra. They were executed during the years 1975 and 1976 under the guiding light of Tatyana Grosman (to

whom Fuller had been introduced by Edwin Schlossberg) at her ULAE print workshop in West Islip, Long Island. In something of a publishing innovation this trade book was brought out concurrently with a limited edition of the signed original lithographs. Michael Denny was the editorial impresario at St. Martin's and Ronald Feldman Fine Arts handled the exhibition of the lithographs. Fuller composed the Tetrascroll between the publication of Synergetics in 1975 and Synergetics 2 in 1979. He had been frustrated by the rigid structure of the synergetics books which, despite certain advantages, he felt robbed the work of spontaneity and narrative force. To compensate for this Fuller worked feverishly on the Tetrascroll as a free-form obbligato to the synergetics books. He explained to me at the time, "The empirical, the scientific way to present the argument of synergetics is the way I am doing it in Goldilocks. Description by Ed Applewhite, courtesy of The Estate of Buckminster Fuller

Drucker on Asia is written in two parts (Times of Challenge & Time to Reinvent) which is the result of a dialogue between Peter Drucker and Isao Nakauchi on inter-

national themes. Drucker On Asia is the result of extensive dialogue between two of the world's leading business figures, Peter F Drucker and Isao Nakauchi. Their dialogue considers the changes occurring in the economic world today and identifies the challenges that free markets and free enterprises now face with specific reference to China and Japan. * What do these economic changes mean for an individual country and its economy? * What do these changes mean to Japan? * What do these changes mean to society; the individual company; the individual professional and executive? These are the questions that Drucker and Nakauchi address in their brilliant insight into the future economic role of Asia.

The Age of Discontinuity: Guidelines to Our Changing Society describes the discontinuities that are changing the structure and the meaning of economy, politics, and society. Major discontinuities exist in four areas: the knowledge technologies; changes in the world's economy; a society of organizations; and the knowledge society. This book is organized into four parts encompassing 17 chapters. Each part represents the four areas of discontinuities. Part I high-

lights the growth in major industries and businesses, along with economic policies related to tax incentives. Part II looks into the status of the global economy, the disparity between the rich and poor countries, and the concepts and application of the economic theory demonstrating a closed economy controlled from within by national, monetary, credit, and tax policies. Part III examines the changes in the political matrix of social and economic life. This part deals particularly with the theory of pluralism and organizations, as well as the creation of socio-political reality. Part IV focuses on the changes in the cost center and the crucial resource of the economy. Knowledge changes involve changes in labor forces and work. This book will prove useful to economists, public servants, sociologists, and researchers.

* Our summary is short, simple and pragmatic. It allows you to have the essential ideas of a big book in less than 30 minutes. As you read this summary, you will learn that success is not synonymous with specialization in a single field, but with building a diverse range of knowledge. You will also learn : that specialization is essen-

tial in some trades, but that it has its limits; that early specialization prevents open-mindedness; that generalization makes the transfer of knowledge in any field possible; that it is recommended to generalize in order to be able to specialize later; that mistakes must be part of the path to success. Specialization in the world of work, sports or the arts has become the norm. Competition is fierce and it is common to seek to stand out from others through specific knowledge or techniques. To do so, it is recommended that you begin your specialization as early as possible: the more time you spend practicing in a particular field, the more successful you will be. Because of this pressure, you are probably afraid to change your professional path completely. However, generalizing your knowledge could be extremely beneficial! Why are generalists increasingly important in today's world? *Buy now the summary of this book for the modest price of a cup of coffee!

Financial Accounting for BBA has been written to meet the requirements of undergraduate students, particularly at the BBA level. This book covers the syllabi of major universities across the country, providing

basic knowledge of accounting principles and practices in a systematic manner. The topics have been dealt with in a lucid manner to enable better understanding, especially for those students who do not have an accounting background. The text is examination-oriented and is supplemented with relevant solved illustrations for all the topics.

E-Learning offers many opportunities for individuals and institutions all over the world. Individuals can access to education they need almost anytime and anywhere they are ready to. Institutions are able to provide more cost-effective training to their employees. E-learning context is very important. It is common to find educators who perceive e-learning as internet-only education that encourages a static and content-focused series of text pages on screen. Others envisage the shallow and random online messages that are typical of a social real-time chat session, and wonder how that type of communication could add any value to academic discourse. Some may have experienced e-learning done poorly, and extrapolate their experience into a negative impression of all e-learning. The book will examine the emer-

gence and growth of e-learning. The use of the "e" prefix indicates the application of information and communication technology (ICT) in government, finance, and all forms of socio-economic and community development. This eBook is designed and presented in two volumes. The first volume consists of the country cases of Algeria, Belarus, Bulgaria, Egypt, Estonia, Finland, Greece, Jordan, Hungary, Iraq, Iran, Israel, Kazakhstan, Kyrgyzstan, Latvia, Lithuania, Macedonia, Moldova, and Morocco. The second volume gives a place to the country cases of Norway, Oman, Palestine, Poland, Romania, Russia, Saudi Arabia, Serbia, Slovakia, Slovenia, Sweden, Syria, Tajikistan, Tunisia, Turkey, Ukraine, United Arab Emirates and Uzbekistan. So, the book consists of more than 70 authors from 39 different countries and from 42 universities and 14 institutions with company for all 42 chapters. (Individual chapters contain references.) ["Cases on Challenges Facing E-Learning and National Development: Institutional Studies and Practices. Volume II" was co-edited by Leena Vainio, Mehmet Can Sahin, Gulsun Kurubacak, Petri T. Lounaskorpi, S. Raja Rao, and Carlos Machado. For Volume I, see

ED508217.].

This book constitutes the refereed proceedings of the 32nd International Conference on Advanced Information Systems Engineering, CAiSE 2020, held in Grenoble, France, in June 2020.* The 33 full papers presented in this volume were carefully reviewed and selected from 185 submissions. The book also contains one invited talk in full paper length. The papers were organized in topical sections named: distributed applications; AI and big data in IS; process mining and analysis; requirements and modeling; and information systems engineering. Abstracts on the CAiSE 2020 tutorials can be found in the back matter of the volume. *The conference was held virtually due to the COVID-19 pandemic.

The Charm of Confrontation shows how mastering the skill of confrontation—which is simply a situation of opposing parties—can open doors to your success in relationships and your career. Different than most self-help books, The Charm of Confrontation uses my spiritual journey and background in theater to give you tools as a framework for your confrontations. And you don't have to be an actor or a Chris-

tian to use these tools. Anyone who wants to get better at confrontation can use them! This is not an expert-telling-you-what-to-do kind of self-help book, but the kind where I'm helping myself by writing it. I'm reminding myself of what I've learned on the subject, sharing it and continuing to practice my own confrontations. For a free audio version go to www.TheCharmofConfrontation.com!

"The main objective of developing the UN/DESA Compendium of Innovative E-government Practices as an ongoing project is to create a venue for promoting innovative e-government solutions, services and products developed and yet to be developed by governments. The Compendium also enables South-South and North-South information-sharing of their respective experiences and innovative practices. In both cases, the focus is on hastening innovation and creating public value for the citizenry."--Provided by publisher.

In today's technology-crazed environment, distance learning is touted as a cost-effective option for delivering employee training and higher education programs, such as bachelor's, master's and even doctoral degrees. Distance Learning Technologies:

Issues, Trends and Opportunities provides readers with an in-depth understanding of distance learning and the technologies available for this innovative media of learning and instruction. It traces the development of distance learning from its history to suggestions of a solid strategic implementation plan to ensure its successful and effective deployment.

For undergraduate courses in investments. This comprehensive interface of traditional and modern approaches to securities analysis and portfolio management embraces a global approach and uses the unique feature of applying concepts to a continuous example, McDonald's Corporation.

The Future of Industrial Man is the only book by Peter Drucker in which he systematically develops a basic social theory. He presents the requirements for any society to be functioning and legitimate, and then applies these general concepts to the special case of the industrial society. In his new introduction, Drucker explains that his reference to mercantilism in The Future of Industrial Man can today be called neo-conservatism, which, he asserts, denies rather than affirms the reality of industrial

and postindustrial society. Drucker outlines the major shifts of previous centuries. He describes the move from an agrarian to an industrial economy, illustrates the structure and dynamics of this new industrial order, and warns of the abuses inherent in the system if attempts are made to maintain it under anachronistic social conventions. He emphasizes the fact that the new industrial order must operate under a "legitimate" system of political power supported by social authority. He discusses the particular roles of the owners, the workers, the managers—the corporation itself—as he pinpoints the problem that he considers the most central and the most critical: how to maintain the continuing freedom of the individual in an increasingly intricate, bureaucratized world. Following the initial publication of this work, Jacques Barzun wrote in *The New Republic*, "Here is a book which is so perfectly planned and so transparently written as to read with almost indecent ease. . . . Each page is the fruit of much learning and long reflection. It should accordingly be studied, pondered over, analyzed word by word." According to W. H. Chamberlain of *The Atlantic Monthly*,

"[Drucker] possesses a fund of historical and economic knowledge." *The Future of Industrial Man* is a landmark study by a noted analyst of the modern corporation. It is of continuing importance to economists, industrial studies scholars, and professional

* Our summary is short, simple and pragmatic. It allows you to have the essential ideas of a big book in less than 30 minutes. By reading this summary, you will discover how to learn everything you want to know in less than 20 hours. You will also discover : how to avoid the frustration of the beginning; why school learning is not suitable; techniques for learning more effectively; how to simplify everything that seems too complex; how to be more efficient and productive than ever. You never find time to learn meditation, paragliding or a foreign language? Why aren't you motivated when it's important to you? In reality, you are not a unique case. Most people don't either, for one simple reason: learning takes time and effort. The more you feel that your project requires time and investment, the less energy you find to carry it out. But this difficulty is easily overcome: you don't have to become an expert

to enjoy your new activity. Whatever discipline you are attracted to, you can acquire a correct level very quickly - in less than 20 hours - by following the advice of "The First 20 Hours". You will no longer have excuses for not accessing the knowledge you've always dreamed of! *Buy now the summary of this book for the modest price of a cup of coffee!

A compendium of straightforward techniques on how to accentuate the positive and redirect the negative, increasing productivity at work and at home. What do your people at work and your spouse and kids at home have in common with a five-ton killer whale? Probably a whole lot more than you think, according to top business consultant and mega-bestselling author Ken Blanchard and his coauthors from SeaWorld. In this moving and inspirational new book, Blanchard explains that both whales and people perform better when you accentuate the positive. He shows how using the techniques of animal trainers -- specifically those responsible for the killer whales of SeaWorld -- can supercharge your effectiveness at work and at home. When gruff business manager and family man Wes Kingsley visited Sea-

World, he marveled at the ability of the trainers to get these huge killer whales, among the most feared predators in the ocean, to perform amazing acrobatic leaps and dives. Later, talking to the chief trainer, he learned their techniques of building trust, accentuating the positive, and redirecting negative behavior -- all of which make these extraordinary performances possible. Kingsley took a hard look at his own often accusatory management style and recognized how some of his shortcomings as a manager, spouse, and father actually diminish trust and damage relationships. He began to see the difference between "GOTcha" (catching people doing things wrong) and "Whale Done!" (catching people doing things right). In *Whale Done!*, Ken Blanchard shows how to make accentuating the positive and redirecting the negative the best tools to increase productivity, instead of creating situations that demoralize people. These techniques are remarkably easy to master and can be applied equally well at home, allowing readers to become better parents and more committed spouses in their happier and more successful personal lives. With forty well structured and easy to fol-

low topics to choose from, each workbook has a wide range of case studies, questions and activities to meet both an individual or organization's training needs. Whether studying for an ILM qualification or looking to enhance the skills of your employees, Super Series provides essential solutions, frameworks and techniques to support management and leadership development.

Social and behavioral science has for decades studied and recognized leadership as a social exchange between leaders and followers. But leadership is rather complex, and as such, it tends to lead to an increased interest within and across different disciplines. This book is an attempt to provide theoretical and empirical framework to better understand leadership challenges in various contexts. The authors cover an array of themes that span from an individual level to an organizational and societal level. In this volume, two sections are presented. The first section based on individual level focuses on different leadership styles and abilities, and the other section provides theories to understand leadership in public administration, in indus-

trial settings and in nonprofit organizations.

Addressing communication on a global scale, this text introduces a comprehensive system by which business can be conducted across cultures. The text's premise is that by following a framework for asking the right questions, students can develop the skills needed to communicate in international business. Using a system known as the LESCANT model, the book encourages the assessment of needs in any international business interaction by isolating and evaluating those aspects of culture most likely to affect communication.

In this book the authors for the first time study special type of Euclid squares in the real plane, complex plane, neutrosophic plane, dual number plane and their specializations. This study can be visualized as a blend of algebra, geometry and analysis.

Find the right words for the best job! It's not enough to have the talent and experience to land the right job—you have to be able to put that talent and experience into words. With just the right phrase, you can highlight your achievements in your resume, make the cover letter pitch that sets you apart from the crowd, and unders-

core your unique skill set in the interview that lands you the job. In *1,001 Phrases You Need to Get a Job*, employment gurus Nancy Schuman and Burton Jay Nadler show you how to walk the walk and talk the talk you need to win the job you want.

There is growing enthusiasm in the scientific community about the prospect of mapping and sequencing the human genome, a monumental project that will have far-reaching consequences for medicine, biology, technology, and other fields. But how will such an effort be organized and funded? How will we develop the new technologies that are needed? What new legal, social, and ethical questions will be raised? *Mapping and Sequencing the Human Genome* is a blueprint for this proposed project. The authors offer a highly readable explanation of the technical aspects of genetic mapping and sequencing, and they recommend specific interim and long-range research goals, organizational strategies, and funding levels. They also outline some of the legal and social questions that might arise and urge their early consideration by policymakers.

An informative and insightful source of

knowledge, analysis, and the latest data on internationalization of the Indian higher education system. Offering an in-depth analysis of internationalization of higher education in India, this book explains how the phenomenon plays itself out, how to put it into practice on the home turf, and to do it in a way that it is available to all instead of catering to a select few. It applies relevant theoretical contexts, presents an extensive range of facts and figures as substantiating evidence, and stacks up this knowledge against ground reality. With a sharp commentary on the state of affairs, the book argues that internationalization is the only way forward for India and policymakers, educationists, and academics must look towards other countries such as China and Brazil which have made a fruitful commitment to scale the global value chain by making internationalization of higher education a top agenda item.

Identifies 30 critical business-writing challenges while suggesting accessible solutions, from minimizing retaliation while editing a colleague's work to delivering bad news to a customer while preserving future business. Original.

The complete reference guide to the hot

technology of cloud computing Its potential for lowering IT costs makes cloud computing a major force for both IT vendors and users; it is expected to gain momentum rapidly with the launch of Office Web Apps later this year. Because cloud computing involves various technologies, protocols, platforms, and infrastructure elements, this comprehensive reference is just what you need if you'll be using or implementing cloud computing. Cloud computing offers significant cost savings by eliminating upfront expenses for hardware and software; its growing popularity is expected to skyrocket when Microsoft introduces Office Web Apps This comprehensive guide helps define what cloud computing is and thoroughly explores the technologies, protocols, platforms and infrastructure that make it so desirable Covers mobile cloud computing, a significant area due to ever-increasing cell phone and smartphone use Focuses on the platforms and technologies essential to cloud computing Anyone involved with planning, implementing, using, or maintaining a cloud computing project will rely on the information in *Cloud Computing Bible*.

An award-winning columnist and journalist describes how businesses that structure their teams into functional departments, or "silos," actually hinder work, cripple innovation, restrict thinking and force normally smart people to ignore risks and opportunities. --

This IBM® Redbooks® publication focuses on developing Web service applications in IBM CICS®. It takes the broad view of developing and modernizing CICS applications for XML, Web services, SOAP, and SOA support, and lays out a reference architecture for developing these kinds of applications. We start by discussing Web services in general, then review how CICS implements Web services. We offer an overview of different development approaches: bottom-up, top-down, and meet-in-the-middle. We then look at how you would go about exposing a CICS application as a Web service provider, again looking at the different approaches. The book then steps through the process of creating a CICS Web service requester. We follow this by looking at CICS application aggregation (including 3270 applications) with IBM Rational® Application Developer for IBM System z® and how to implement CICS

Web Services using CICS Cloud technology. The first part is concluded with hints and tips to help you when implementing this technology. Part two of this publication provides performance figures for a basic Web service. We investigate some common variables and examine their effects on the performance of CICS as both a requester and provider of Web services.

How do you run your warehouse with SAP S/4HANA? This comprehensive guide has the answers! Begin by setting up your embedded Extended Warehouse Management (EWM) system using organizational structures and master data. Then master your essential processes such as goods issue and receipt, putaway, picking, and taking inventory. Bring everything together with information on advanced tasks like cross-docking, value-added services, kitting, and integration with SAP TM and SAP GTS!--

Online Statistics: An Interactive Multimedia Course of Study is a resource for learning and teaching introductory statistics. It contains material presented in textbook format and as video presentations. This resource features interactive demonstrations and simulations, case studies, and an anal-

ysis lab. This print edition of the public domain textbook gives the student an opportunity to own a physical copy to help enhance their educational experience. This part I features the book Front Matter, Chapters 1-10, and the full Glossary. Chapters Include: I. Introduction, II. Graphing Distributions, III. Summarizing Distributions, IV. Describing Bivariate Data, V. Probability, VI. Research Design, VII. Normal Distributions, VIII. Advanced Graphs, IX. Sampling Distributions, and X. Estimation. Online Statistics Education: A Multimedia Course of Study (<http://onlinestatbook.com/>). Project Leader: David M. Lane, Rice University.

In his best-selling book Japanese Manufacturing Techniques, Richard J. Schonberger revolutionized American manufacturing theory and, more important, practice. In that breakthrough book, he revealed that Japanese manufacturing excellence was not culturally bound. Offering the first demystified explanation of the simple techniques that fueled Japan's industrial success, he demonstrated how the same methods could be put to work as effectively in U.S. plants.

This book over the years has proved to be a great architect in shaping student's ability to master Logical Reasoning and Data Interpretation for CAT examination. The fifth edition covers all the fundamental and advanced topics, supported by ample number of worked out examples, caselets, and exercises . It also provides clarity and knowledge of the concepts and questions that are asked in various MBA entrance examinations such as XAT, SNAP, IIFT, IRMA, MAT, NMAT, etc.

Cutting edge thinking and best practice from the best brains at four of the world's top business schools. Everyone in business is involved in strategy. Whether it be formulating it or implementing it. Every business from Fortune 500 companies to internet start-ups is reliant on strategy for survival and success. Mastering Strategy brings you the latest thinking from the world's top international business schools. This rich mix of thought leadership covers all the top strategy issues, from mergers & acquisitions, risk, technology, and alliances, to knowledge, governance, globalization, and leadership. With contributors from among the world's top strategists, including C.K. Prahalad, Henry Mintzberg, John

Kay, Noel Tichy, and W. Chan Kim, this book combines definitive new thinking with examples of leading corporate strategies. Strategy is everybody's business. Become a master of yours. SAID The Said Business School is the business school of the University of Oxford, and the newest department in one of the world's oldest universities. The school was established in 1998 through an initial £20m benefaction from Mr Wafic Said and matching funding from the University. It specializes in high level research into international business topics, including strategy, finance and corporate governance. The school also offers MBA, undergraduate and research degrees to an international student body. INSEAD In just 40 years, INSEAD has grown from a modest European educational start-up to one of the world's leading business schools, with more than 650 MBAs, 5,500 executives and 40 PhDs from over 75 countries passing through its programs every year. Participants are taught by an internationally recognized faculty of 124 professors from 26 countries. The institute's extensive alumni network is present in 122 countries and represents more than 20,200 MBA and executive alumni. CHICA-

GO The University of Chicago Graduate School of Business is at the forefront of bringing a discipline-based approach to the study of business. Chicago GSB is known for its world renowned faculty, which includes more Nobel Prize winners than any other business school. Chicago GSB is also known for its strength in a number of areas including strategy, finance, entrepreneurship, international business, general management, economics, accounting, marketing and its innovative MBA program, which has campuses in Barcelona, Singapore and Chicago. MICHIGAN In Business Week magazine's bi-annual survey of corporate executives, the University of Michigan Business School (UMBS) was rated the most innovative business schools in the United States. UMBS's MBA and undergraduate programs blend the school's unusual across-the-board academic prowess with intensive development of applied skills and capabilities for results-producing leadership. In addition to degree programs, the Executive Education Center at UMBS offers a wide range of public and customized programs for working executives. More than 5,000 people participate in these programs each year,

both on the school's campus in Ann Arbor, Michigan, and in overseas locations.

Features sugar-free and gluten-free recipes made with natural substitute ingredients such as quinoa, arrow root, agave, and yacon.

Does it seem like you never have enough time to get everything done? Keeping on top of your tasks, deadlines, and work schedule can be daunting. *Managing Time* quickly walks you through the basics. You'll learn to: Assess how you spend your time now Prioritize your tasks Plan the right time to work on each one Avoid procrastination and interruptions About HBR's 20-Minute Manager Series: Don't have much time? Get up to speed fast on the most essential business skills with HBR's 20-Minute Manager series. Whether you need a crash course or a brief refresher, each book in the series is a concise, practical primer that will help you brush up on a key management topic. Advice you can quickly read and apply, for ambitious professionals and aspiring executives from the most trusted source in business. Also available as an ebook.

The *Frontiers of Management* offers stimu-

lating and profitable reading for both existing Drucker disciples and those new to his writing. This collection of thirty-five finely balanced articles and essays, plus an interview and afterword, was planned by the author from the beginning to be published eventually in one volume and as variations on one unifying theme - the challenges of tomorrow that face the executive today. What kind of tomorrow it will be depends heavily on the knowledge, insight, foresight and competence of the decision makers of today. The future is in the hands of executives who are already fully occupied with the daily crisis, and for whom the daily crisis is the one absolutely predictable event in their working day. It is to these people that this Drucker volume is addressed, to enable them to see and to understand the long-range implications and impacts of their immediate, everyday, urgent actions and decisions.

Four novellas from Stephen King bound together by the changing of seasons, each taking on the theme of a journey with strikingly different tones and characters. This gripping collection begins with "Rita Hayworth and the Shawshank Redemption," in which an unjustly imprisoned convict

seeks a strange and startling revenge--the basis for the Best Picture Academy Award-nominee *The Shawshank Redemption*. Next is "Apt Pupil," the inspiration for the film of the same name about top high school student Todd Bowden and his obsession with the dark and deadly past of an older man in town. In "The Body," four rambunctious young boys plunge through the facade of a small town and come face-to-face with life, death, and intimations of their own mortality. This novella became the movie *Stand By Me*. Finally, a disgraced woman is determined to triumph over death in "The Breathing Method."

Provided by publisher. *The Dark Side of Social Media* takes a consumer psychology perspective to online consumer behavior in the context of social media, focusing on concerns for consumers, organizations, and brands. Using the concepts of digital drama and digital over-engagement, established as well as emerging scholars in marketing, advertising, and communications present research on some unintended consequences of social media including body shaming, online fraud, cyberbullying, online brand protests, social media addiction, privacy,

and revenge pornography. It is a must-read for scholars, practitioners, and stu-

dents interested in consumer psychology, consumer behavior, social media, advertising, marketing, sociology, science and

technology management, public relations, and communication.