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Vicente Botti received the B.S. degree in Electrical Engineering and Ph.D. degree in Computer Science from the Polytechnic University of Valencia, Spain in 1982 and 1990 respectively. He is currently a Professor of Computer Engineering and Science at the Polytechnic University of Valencia. Since 1992 he has been the head of the Real-Time Artificial Intelligence group, leading several National ...

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(Also known as the Public Health Team.) Work on local public health is dealt with by Camden and Islington Public Health and are now part of both local authorities.

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"This book presents the emerging fields of service intelligence and service science, positioning them as the most promising directions for the evolution of service computing, demonstrating the critical role such areas play in supporting service computing processes"--Provided by publisher.

The first scholarly book to present an in-depth exploration of the historical relationships between covert intelligence work and information/computer science. The book first examines the pivotal strides made during World War II to utilize technology in the gathering and dissemination of government/military intelligence. Next, it traces the evolution of the relationship between spymasters, computers, and systems developers through the years of the Cold War-a period notable for the parallel development of high-tech spyware and powerful systems for encoding, decoding, storing, and manipulating intelligence data.

Dr. Jay Liebowitz Orkand Endowed Chair in Management and Technology University of Maryland University College Graduate School of Management & Technology 3501 University Boulevard East Adelphi, Maryland 20783-8030 USA jliebowitz@umuc.edu When I first heard the general topic of this book, Marketing Intelligent Systems or what I'll refer to as Marketing Intelligence, it sounded quite

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**Intriguing.** Certainly, the marketing field is laden with numeric and symbolic data, ripe for various types of mining—data, text, multimedia, and web mining. It's an open laboratory for applying numerous forms of intelligentsia—neural networks, data mining, expert systems, intelligent agents, genetic algorithms, support vector machines, hidden Markov models, fuzzy logic, hybrid intelligent systems, and other techniques. I always felt that the marketing and finance domains are wonderful application areas for intelligent systems, and this book demonstrates the synergy between marketing and intelligent systems, especially soft computing. Interactive advertising is a complementary field to marketing where intelligent systems can play a role. I had the pleasure of working on a summer faculty fellowship with R/GA in New York City—they have been ranked as the top interactive advertising agency worldwide. I quickly learned that interactive advertising also takes advantage of data visualization and intelligent systems technologies to help inform the Chief Marketing Officer of various companies. Having improved ways to present information for strategic decision making through use of these technologies is a great benefit.

This book constitutes the proceedings of the 10th International Conference on Exploring Service Science, IESS 2020, held in Porto, Portugal, in February 2020. The 28 papers presented in this volume were carefully reviewed and selected from 42 submissions. The book includes papers that extend the view on different concepts related to the development of the Service Science domain of study, applying them to frameworks, advanced technologies, and tools for the design of new, digitally-enabled service systems. This book is structured in six parts, based on the six main conference themes, as follows: Customer Experience, Data Analytics in Service, Emerging Service Technologies, Service Design and Innovation, Service Ecosystems, and Service Management.

Get the Right IT Services, on the Right terms, Without Hassles or Overpaying To gain the full benefits of technology--and avoid the staggering costs of technology failure--you must manage IT with vision, direction, and expertise. Only one set of methods is robust enough to do this: IT Service Management (ITSM). In Service Intelligence, ITSM pioneer Sharon Taylor shows business managers how to make the most of it. You'll learn how to ensure service quality, anticipate vulnerabilities, improve reliability, and link IT directly to business performance. Taylor explains ITSM from a true business point of view, cutting through jargon and helping you drive value without becoming overly technical. She gives you powerful tools for negotiating IT services more effectively, improving IT ROI, and escaping "captivity" to either internal or external IT providers. Coverage includes \* Recognizing what excellent IT service looks like and assessing what you're getting now \* Selecting the best IT service providers and services for your needs \* Spotting and rectifying trouble with internal or external supplier relationships \* Making sure you don't pay for services you don't need \* Negotiating services, requirements, levels, price, quality, and delivery \* Leveraging ITSM practices without losing focus on the business \* Creating business-focused service reports and scorecards that focus on what matters most

A service economy era is coming! As the basic discipline of service dominant era, service science mainly studies common rules of service activities, aiming to provide theoretical bases for creating service value in the new era. The book, which integrates knowledge of service management, operational management, logistics and supply chain management, constructs a research system for this emerging discipline. Service science research system constitutes service philosophy, resource allocation, operational management and service technology. Many cases about China's service enterprises are incorporated in the book, in the hope of providing readers an insight into not only service science but also the development of China's service economy.

"This multi-volume reference examines critical issues and emerging trends in global business, with topics ranging from managing new information technology in global business operations to ethics and communication strategies"--Provided by publisher.

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"This book provides solutions to these challenges, practices and understanding of contemporary theories and empirical analysis for systems engineering in a way that achieves service excellence"--Provided by publisher.

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