

Marketing Roi The Path To Campaign Customer And Corporate Profitability

Marketing ROI Tour du Mont Blanc Web-Age Information Management Advances in Computation and Intelligence Python Deep Learning Web and Wireless Geographical Information Systems Crowd Simulation Cancer Theranostics World Congress on Medical Physics and Biomedical Engineering May 26-31, 2012, Beijing, China ICBAE 2022 Modeling, Simulation and Visual Analysis of Crowds Multimodal Brain Image Analysis Robotics Technology and Science for the Ships of the Future 3D Parametric Intensity Models for the Localization of 3D Anatomical Point Landmarks and 3D Segmentation of Human Vessels Mathematical Morphology and Its Applications to Signal and Image Processing Robot Intelligence Technology and Applications 5 Motion in Games Brain Mapping Communications, Signal Processing, and Systems James Lenskold Kingsley Jones Bin Cui Xuesong Yan Ivan Vasilev Miguel R. Luaces Daniel Thalmann Xiaoyuan Chen Mian Long Bima Cinintya Pratama Saad Ali Pew-Thian Yap Nicholas Roy Alberto Marinò Stefan Wörz Bernhard Burgeth Jong-Hwan Kim Jan Allbeck Qilian Liang

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roi return on investment is today s key business tool for measuring how effectively money was spent yet few marketing managers receive any roi training at all marketing roichanges all that showing marketing pros at every level how to use roi and other financial metrics to support their strategic decision making this comprehensive book details how an accurate working knowledge of roi is essential for using the latest marketing measurements and provides insights for gaining the greatest competitive advantage from the skilled use and understanding of roi concepts

tour du mont blanc is the definitive guidebook for one of the most famous long distance treks in the world this trek circles the entire mont blanc massif passing through spectacular scenery in france italy and switzerland you ll traverse high mountain passes see stunning glaciers pass azure lakes wander through tranquil green valleys and alpine pastures with snow capped peaks visible above written by tour du mont blanc expert kingsley jones this guidebook includes unique customised timings to enable accurate itinerary planning for walkers trekkers fastpackers and trail runners allowing you to plan your tour du mont blanc at a pace to suit you you ll find everything that you need to plan and undertake your tour du mont blanc including travel information navigation accommodation options equipment and safety food and drink as well as useful extra information such as wild swimming locations and trekking tips together with amazing photography the route includes clear and comprehensive directions refreshments stops accommodation

and local points of interest and is accompanied by bespoke 1:40,000 scale maps route variations are also included

this two volume set Incs 9658 and 9659 constitutes the thoroughly refereed proceedings of the 17th international conference on age information management waim 2016 held in nanchang china in june 2016 the 80 full research papers presented together with 8 demonstrations were carefully reviewed and selected from 266 submissions the focus of the conference is on following topics data mining spatial and temporal databases recommender systems graph data management information retrieval privacy and trust query processing and optimization social media big data analytics and distributed and cloud computing

this book constitutes the refereed proceedings of the third international symposium on intelligence computation and applications isica 2008 held in wuhan china in december 2008 the 93 revised full papers were carefully reviewed and selected from about 700 submissions the papers are organized in topical sections on computational intelligence evolutionary computation evolutionary multi objective and dynamic optimization evolutionary learning systems neural networks classification and recognition bioinformatics and bioengineering evolutionary data mining and knowledge discovery intelligent gis and control theory of intelligent computation combinatorial and numerical optimization as well as real world applications

master effective navigation of neural networks including convolutions and transformers to tackle computer vision and nlp tasks using python key features understand the theory mathematical foundations and structure of deep neural networks become familiar with transformers large language models and convolutional networks learn how to apply them to various computer vision and natural language processing problems purchase of the print or kindle book includes a free pdf ebook book descriptionthe field of deep learning has developed rapidly recently and today covers a broad range of applications this makes it challenging to navigate and hard to understand without solid foundations this book will guide you from the basics of neural networks to the state of the art large language models in use today the first part of the book introduces the main machine learning concepts and paradigms it covers the mathematical foundations the structure and the training algorithms of neural networks and dives into the essence of deep learning the second part of the book introduces convolutional networks for computer vision we ll learn how to solve image classification object detection instance segmentation and image generation tasks the third part focuses on the attention mechanism and transformers the core network architecture of large language models we ll discuss new types of advanced tasks they can solve such as chatbots and text to image generation by the end of this book you ll have a thorough understanding of the inner workings of deep neural networks you ll have the ability to develop new models and adapt existing ones to solve your tasks you ll also have sufficient understanding to continue your research and stay up to date with the latest advancements in the field what you will learn establish theoretical foundations of deep neural networks understand convolutional networks and apply them in computer vision applications become well versed with natural language processing and recurrent networks explore the attention mechanism and transformers apply transformers and large language models for natural language and computer vision implement coding examples with pytorch keras and hugging face transformers use mlops to develop and deploy neural network models who this book is for this book is for software developers engineers students data scientists data analysts machine learning engineers statisticians and anyone interested in deep learning prior experience with python programming is a prerequisite

this book constitutes the refereed proceedings of the 16th international symposium on and wireless geographical information systems w2gis 2018 held in a coruña spain in may 2018 the 15 full papers included in the volume were carefully reviewed and selected from 20 submissions they deal with theoretical technical and practical issues in the field of wireless and internet technologies suited for the dissemination

usage and processing of geo referenced data

research into the methods and techniques used in simulating crowds has developed extensively within the last few years particularly in the areas of video games and film despite recent impressive results when simulating and rendering thousands of individuals many challenges still exist in this area the comparison of simulation with reality the realistic appearance of virtual humans and their behavior group structure and their motion and collision avoidance are just some examples of these challenges for most of the applications of crowds it is now a requirement to have real time simulations which is an additional challenge particularly when crowds are very large crowd simulation analyses these challenges in depth and suggests many possible solutions daniel thalmann and soraia musse share their experiences and expertise in the application of population modeling virtual human animation behavioral models for crowds the connection between virtual and real crowds path planning and navigation visual attention models geometric and populated semantic environments crowd rendering the second edition presents techniques and methods developed since the authors first covered the simulation of crowds in 2007 crowd simulation includes in depth discussions on the techniques of path planning including a new hybrid approach between navigation graphs and potential based methods the importance of gaze attention individuals appearing conscious of their environment and of others is introduced and a free of collision method for crowds is also discussed

aiding researchers seeking to eliminate multi step procedures reduce delays in treatment and ease patient care cancer theranostics reviews assesses and makes pertinent clinical recommendations on the integration of comprehensive in vitro diagnostics in vivo molecular imaging and individualized treatments towards the personalization of cancer treatment cancer theranostics describes the identification of novel biomarkers to advance molecular diagnostics of cancer the book encompasses new molecular imaging probes and techniques for early detection of cancer and describes molecular imaging guided cancer therapy discussion also includes nanoplatforms incorporating both cancer imaging and therapeutic components as well as clinical translation and future perspectives supports elimination of multi step approaches and reduces delays in treatments through combinatorial diagnosis and therapy fully assesses cancer theranostics across the emergent field with discussion of biomarkers molecular imaging imaging guided therapy nanotechnology and personalized medicine content bridges laboratory clinic and biotechnology industries to advance biomedical science and improve patient management

the congress s unique structure represents the two dimensions of technology and medicine 13 themes on science and medical technologies intersect with five challenging main topics of medicine to create a maximum of synergy and integration of aspects on research development and application each of the congress themes was chaired by two leading experts the themes address specific topics of medicine and technology that provide multiple and excellent opportunities for exchanges

the 3rd international conference of business accounting and economics icbae 2022 continued the agenda to bring together researchers academics experts and professionals in examining selected themes by applying multidisciplinary approaches this conference is the third intentional conference held by the faculty of economics and business universitas muhammadiyah purwokerto and it is a bi annual agenda of this faculty in 2022 this event will be held on 10 11 august at the faculty of economics and business universitas muhammadiyah purwokerto the theme of the 3rd icbae ump 2022 is innovation in economic finance business and entrepreneurship for sustainable economic development it is expected that this event may offer a contribution for both academics and practitioners to conduct research related to business accounting and economics related studies each contributed paper was refereed before being accepted for publication the double blind peer review was used in the paper selection

over the last several years there has been a growing interest in developing computational methodologies for modeling and analyzing movements and behaviors of crowds of people this interest spans several scientific areas that includes computer vision computer graphics and pedestrian evacuation dynamics despite the fact that these different scientific fields are trying to model the same physical entity i e a crowd of people research ideas have evolved independently as a result each discipline has developed techniques and perspectives that are characteristically their own the goal of this book is to provide the readers a comprehensive map towards the common goal of better analyzing and synthesizing the pedestrian movement in dense heterogeneous crowds the book is organized into different parts that consolidate various aspects of research towards this common goal namely the modeling simulation and visual analysis of crowds through this book readers will see the common ideas and vision as well as the different challenges and techniques that will stimulate novel approaches to fully grasping crowds

this book constitutes the refereed proceedings of the second international workshop on multimodal brain image analysis held in conjunction with miccai 2012 in nice france in october 2012 the 19 revised full papers presented were carefully reviewed and selected from numerous submissions the objective of this workshop is to forward the state of the art in analysis methodologies algorithms software systems validation approaches benchmark datasets neuroscience and clinical applications

robotics science and systems viii spans a wide spectrum of robotics bringing together contributions from researchers working on the mathematical foundations of robotics robotics applications and analysis of robotics systems

in 1974 a scientific conference covering marine automation group and large vessels issues was organized under the patronage of the technical naval studies centre cetena and the italian national research council cnr a later collaboration with the marine technical association atena led to the renaming of the conference as nav extending the topics covered to the technical field previously covered by atena national conferences the nav conference is now held every 3 years and attracts specialists from all over the world this book presents the proceedings of nav 2018 held in trieste italy in june 2018 the book contains 70 scientific papers 35 technical papers and 16 reviews and subjects covered include comfort on board conceptual and practical ship design deep sea mining and marine robotics protection of the environment renewable marine energy design and engineering of offshore vessels digitalization unmanned vehicles and cyber security yacht and pleasure craft design and inland waterway vessels with its comprehensive coverage of scientific and technical maritime issues the book will be of interest to all those involved in this important industry

this book contains the refereed proceedings of the 14th international symposium on mathematical morphology ismm 2019 held in saarbrücken germany in july 2019 the 40 revised full papers presented together with one invited talk were carefully reviewed and selected from 54 submissions the papers are organized in topical sections on theory discrete topology and tomography trees and hierarchies multivariate morphology computational morphology machine learning segmentation applications in engineering and applications in bio medical imaging

this book includes papers from the 5th international conference on robot intelligence technology and applications held at kaist daejeon korea on december 13 15 2017 it covers the following areas artificial intelligence autonomous robot navigation intelligent robot system design intelligent sensing and control and machine vision the topics included in this book are deep learning deep neural networks image understanding natural language processing speech voice text recognition reasoning inference sensor integration fusion perception multisensor data fusion navigation slam localization distributed intelligent algorithms and techniques ubiquitous computing digital creatures intelligent agents computer vision

virtual augmented reality surveillance pattern recognition gesture recognition fingerprint recognition animation and virtual characters and emerging applications this book is a valuable resource for robotics scientists computer scientists artificial intelligence researchers and professionals in universities research institutes and laboratories

this book constitutes the proceedings of the 4th international workshop on motion in games held in edinburgh uk in november 2011 the 30 revised full papers presented together with 8 revised poster papers in this volume were carefully reviewed and selected from numerous submissions the papers are organized in topical sections on character animation motion synthesis physically based character motion behavior animation animation systems crowd simulation as well as path planning and navigation

brain mapping a comprehensive reference three volume set offers foundational information for students and researchers across neuroscience with over 300 articles and a media rich environment this resource provides exhaustive coverage of the methods and systems involved in brain mapping fully links the data to disease presenting side by side maps of healthy and diseased brains for direct comparisons and offers data sets and fully annotated color images each entry is built on a layered approach of the content basic information for those new to the area and more detailed material for experienced readers edited and authored by the leading experts in the field this work offers the most reputable easily searchable content with cross referencing across articles a one stop reference for students researchers and teaching faculty broad overview of neuroimaging concepts with applications across the neurosciences and biomedical research fully annotated color images and videos for best comprehension of concepts layered content for readers of different levels of expertise easily searchable entries for quick access of reputable information live reference links to sciencedirect scopus and pubmed

this book brings together papers presented at the 2022 international conference on communications signal processing and systems online july 23 24 2022 which provides a venue to disseminate the latest developments and to discuss the interactions and links between these multidisciplinary fields spanning topics ranging from communications signal processing and systems this book is aimed at undergraduate and graduate students in electrical engineering computer science and mathematics researchers and engineers from academia and industry as well as government employees such as nsf dod and doe

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Introduction

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