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# Responsive Webdesign Konzepte Techniken Praxisbei

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Engineering Web Applications  
 Digital Methods  
 Realising Learning  
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 Bridging the Gaps  
 Biomimetics in Architecture  
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 The Employer Brand  
 Vocational Education and Training in Times of Economic Crisis

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## FINLEY ARROYO

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**Engineering Web Applications** Springer  
 Science & Business Media  
 Youth have always had higher unemployment rates – about twice or more than the average – as they are usually the last to be hired in an expansion and the first to be let go in a recession. In addition, young people engage in extensive job searching in their early years, and this can imply considerable job churning as both youth and employers look for a good match. This highlights the importance of facilitating the school-to-work transition and having early interventions to assist such youth before negative conditions set in. It also

highlights the potential importance of determining those young people most “at risk” of long-term unemployment, and of targeting or streaming them into programmes that will yield the largest incremental net benefits given their characteristics. Unemployed youth without previous work experience often are not eligible for unemployment insurance benefits when they first enter the labour market. When they do receive job search assistance, they often face a bewildering array of programmes that are available to assist them, often with little guidance to help them select the programs that best meet their needs. Consequently, ensuring that today’s youth do not become a “lost generation” is an urgent matter. George Bernard Shaw once said that it is too bad that “youth is wasted on the young”, implying that youth do not realize the

opportunities they have as youth and only see them as they get older. There is a danger, however, that many of today’s youth may be never have those opportunities and hence not even see them with hindsight. This book and others in the ADAPT Labour Studies Book-Series are intended to deal with these challenges, to make sure that youth is not wasted on the young.

**Digital Methods** Springer  
 Methodology is the field which is indisputably complex. In the academic world, it is often said to be important, yet in everyday academic practice, it is not always treated accordingly. In teaching, methodology is often a mandatory course. Usually, it consists of learning how to adopt several common approaches when doing research, and how to conceive a research design (often leading to a

survey). This usually leads to collecting data on a modest scale and – when the opportunity arises – analysing the data with the help of some statistics. Ask the students of their opinion at the end of such a course and they tend to heave a deep sigh of relief and say, “I have got through it.” Then their real courses start again, in which methodology often does not play a role at all. We are of the opinion that writing-off methodology in this way is a real pity. It ignores the valuable role that methodology should play in academic teaching as a whole. Here, methodology is presented as a form of thinking and acting that, while obviously entailing research work, can also include the design and change of organisations. This broad approach has been purposefully chosen, as it is almost obvious from research and graduation projects that the students do not really have a clue what methodology involves and, therefore, wasting their time by producing work that has a little quality.

*Realising Learning* Springer

What is the use of research in public debates and policy-making on immigration and integration? Why are there such large gaps between migration debates and migration realities, and how can they be reduced? *Bridging the Gaps: Linking Research to Public Debates and Policy Making on Migration and Integration* provides a unique set of testimonies and analyses of these questions by researchers and policy experts who have been deeply involved in attempts to link social science research to public policies. *Bridging the Gaps* argues that we must go beyond the prevailing focus on the research-policy nexus by considering how the media, public opinion, and other dimensions of public debates can interact with research and policy-processes. The chapters provide theoretical analyses and personal assessments of the successes and failures of past efforts to link research to public debates and policy-making on migration and integration in six different countries - Germany, the Netherlands, Norway, Sweden, the United Kingdom, and the United States - as well as in European and global governance debates. Contrary to common public perceptions and political demands, *Bridging the Gaps* argues that all actors contributing to research, public debates, and policy-making should recognize that migration, integration, and related decision-making are highly complex issues, and that there are no quick fixes to what are often enduring policy dilemmas. When the different actors understand and appreciate each other's primary aims and constraints, such common understandings can pave the way

for improved policy-making processes and better public policies that deal more effectively with the real challenges of migration and integration.

*The Advance of Knowledge* John Wiley & Sons

This book discusses the opportunities and conditions that digital technology provides to extend, innovate and differentiate the services offered by consulting companies. It introduces suitable artefacts like web-based consulting platforms, consulting applications, semantic technologies and tools for data mining and collaboration. Furthermore it examines concepts to evaluate the virtualization of consulting processes and showcases how solutions can be developed to blend traditional and digital consulting models. Presenting state-of-the-art research and providing a comprehensive overview of the methods and techniques needed for digital transformation in the consulting industry, the book serves as both a guide and a roadmap for innovative consulting companies.

*Bridging the Gaps* HSRC Press

Building on the path-breaking work *Multifunctionality: Towards an Analytical Framework*, this report takes the subject a step further. It attempts to guide policy-makers to the best possible decisions taking account of the multifunctional character of agriculture.

*Biomimetics in Architecture* Koenig Books  
Introducing readers to the art, the practice and the problems that consultants face, this book sheds light on the complex roles that consulting firms play in enhancing the effectiveness of their clients.

**Federalism** Salem Press

This book provides an overview of some fundamental topics of international Technical and Vocational Education and Training (TVET), e.g. genesis of TVET research, fields of TVET research, curriculum development, TVET planning and developing, methods of TVET research etc. The *International Handbook of Technical and Vocational Education and Training Research* (Rauner/Maclean), published in 2009 by Springer, was the first handbook to provide a comprehensive coverage of TVET research in an international context and with a special focus on research and research methods. Building upon the great success of this handbook and replying to the great demand expressed by researchers, (postgraduate) students and decision makers in VET, this new book “*Areas of Vocational Education Research*” focuses on providing an easier accessible overview of the fundamental topics of international TVET research.

## **Tackling Youth Unemployment**

Springer

The best professional development for teachers focuses on issues they encounter in the classroom. It is collaborative, school-based, learning-focused and supports teachers in solving problems of pedagogy in context. Through lesson study teachers are empowered to make decisions to improve pedagogy, curriculum and assessment based on evidence of the effect of design on learning. Being explicit about the theories of learning underpinning their teaching decisions allows teachers to develop a shared vocabulary for the diagnosis of learning problems, redesign and evaluation of learning situations. Learning study introduces a new Variation Theory of Learning. It provides a framework for teachers to make critical decisions about what is to be learnt and how. The fusion of lesson and learning study is changing the nature of professional development and providing teachers with a voice in the field of educational research. In *Realising Learning*, teachers, teacher educators and policy makers can share the progress achieved by teachers in Asia and Europe to improve teaching and learning.

*Drug Therapy for the Elderly* Springer  
Science & Business Media

Levels of 'employer brand awareness' are rising fast across Europe, North America and Asia-Pacific, as leading companies realise that skilled, motivated employees are as vital to their commercial success as profitable customers and apply the principles of branding to their own organization. Starting with a review of the pressures which have generated current interest in employer branding, this definitive book goes on to look at the historical roots of brand management and the practical steps necessary to achieve employer brand management success - including the business case, research, positioning, implementation, management and measurement. Case studies of big-name employer brand stories include Tesco, Wal-Mart, British Airways and Prêt à Manger.

*Issues in Education Research* Cambridge  
Scholars Publishing

This book brings together a broad range of approaches and methodologies relevant to international comparative vocational education and training (VET). Revealing how youth in transition is affected by economic crises, it provides essential insights into the strengths and weaknesses of the various systems and prospects of VET in contexts ranging from North America to Europe, (e.g. Spain, Germany or the UK) to Asia (such as

China, Thailand and India). Though each country examined in this volume is affected by the economic crisis in a different way, the effects are especially apparent for the young generation. In many countries the youth unemployment rate is still very high and the job perspectives for young people are often limited at best. The contributions in this volume demonstrate that VET alone cannot solve these problems, but can be used to support a smooth transition from school to work. If the quality of VET is high and the status and job expectations are good, VET can help to fill the skills gap, especially at the intermediate skill level. Furthermore, VET can also offer a realistic alternative to the university track for young people in many countries.

**Servitization in Industry** Prestel Publishing

In their groundbreaking book, authors Jeremy Hope and Robin Fraser show how organizations can break free from the annual budget trap once and for all. *Beyond Budgeting* is not a new financial-planning process - it is an alternative, coherent management model that enables companies to manage performance through processes specifically tailored to today's volatile marketplace. Hope and Fraser spent five years studying a wide range of international companies - from a global corporation to a small charity, from a bank to a ball-bearings manufacturer - that have already abandoned traditional budgeting to varying degrees. From these pioneering experiences, the authors have distilled a set of guiding principles that will take any company beyond budgeting to a whole new level of competitiveness. Based on the decision-making needs of front-line managers, *Beyond Budgeting* enables readers to take advantage of two major opportunities: 1) a set of adaptive management processes that replace centrally controlled, predetermined goals with self-regulating, relative competitive benchmarks, and 2) the transfer of power and decision-making authority from the center of the organization to the front line.

*Parallel Encyclopedia* Routledge

With people aged 65 years and older currently making up the fastest growing age group throughout the world, the demographic revolution of an aging society will inevitably lead to increased pressure to develop a rationalistic and age-tailored process of diagnosis and treatment among the elderly. As aging people often suffer from several chronic diseases and are being treated with multiple medications concurrently, unwanted drug interactions occur more frequently. Whereas recent approaches

have recommended to remove particular drugs from the medication regimen to avoid adverse effects, *Drug Therapy for the Elderly* underlines both indispensable and dispensable elements of drug treatment in order to provide an overall assessment of drugs suitable for the aged. In view of the multimorbidity and polypharmacy situations experienced by elderly patients, this book takes into account the special needs and requirements shown by this group, thus serving as a timely reference for physicians who treat the elderly.

*The Essence of Research Methodology* SAGE

Technical and vocational education and training (TVET) research has become a recognized and well-defined area of interdisciplinary research. This is the first handbook of its kind that specifically concentrates on research and research methods in TVET. The book's sections focus on particular aspects of the field, starting with a presentation of the genesis of TVET research. They further feature research in relation to policy, planning and practice. Various areas of TVET research are covered, including on the vocational disciplines and on TVET systems. Case studies illustrate different approaches to TVET research, and the final section of the book presents research methods, including interview and observation methods, as well as of experimentation and development. This handbook provides a comprehensive coverage of TVET research in an international context, and, with special focus on research and research methods, it is a cutting-edge resource and reference.

*From GATT to TRIPs* IOS Press

This book summarizes the "interim result" of the servitization activities in manufacturing industries. While the early literature on servitization tended to stress only its advantages, more recently, scholars have also started to refer to the challenges associated with servitization. This book attempts to give a balanced picture of servitization. The book is structured in four parts: Part I introduces the topic by presenting the most recent academic discussion about servitization and uses an empirical analysis to show the degree of servitization across Europe. The results of this analysis are then compared to the discussion in the literature. This comparison highlights the existing discrepancies between the rather euphoric literature and the more skeptical practical experience. The second and third parts attempt to explain these discrepancies by taking as a starting point the assumption that servitization recommendations have

to consider the heterogeneity of the manufacturing sector and the capabilities of the provider. Part II presents articles which analyze the specific characteristics of different sectors with their barriers and potentials and presents frameworks for a successful servitization of the core sectors in European manufacturing industries which include, e.g. aeronautics, automotive, ICT, chemical industries, pulp and paper industries and different engineering sectors. Part III focuses on companies' capabilities which are necessary for successful servitization. These include strategic management, marketing, organization, innovation, engineering, human resources, controlling, quality and networks. All the contributions in parts II and III add up to a detailed picture of servitization for sectors and functions and indicate the practical implications for enterprises in manufacturing industries. The fourth part concludes the book with a chapter summarizing the findings and giving an outlook of servitization in manufacturing industries, its challenges and future developments.

*Beyond Budgeting* Springer Science & Business Media

How can manufacturers of capital goods succeed in service business development? What are the potential network approaches for manufacturing companies planning on extending their service business? Over the last decade, the business environment of capital goods manufacturers has changed dramatically. Few capital goods manufacturers are able to outrun the competition with pure product-related technologies and innovation alone. For this reason they have added services to products as a way of responding to eroding margins and the loss of strategic differentiation through product innovation and technological superiority. Based on over twelve years of research, this book provides academics and business professionals with a thorough overview of the strategies available for value creation through service business development. It features case studies and covers a wide range of topics, including emerging issues such as service business in small and medium-sized companies, business innovation through services and the impact of rapidly growing Asian markets.

*Multifunctionality The Policy Implications* Springer Science & Business Media

This new resource introduces students and researchers to the fundamentals of information technology using easy-to-understand language that provides both a solid background and a deeper

understanding and appreciation of this important and evolving subject. As a broad field that encompasses many of the key technologies of the early twenty-first century, information technology is poised to remain a major field of study and professional practice for years to come. - Publisher.

Handbook of Technical and Vocational Education and Training Research MIT Press  
Based on the Job Definition Format (JDF) new workflow concepts are developed which will help create integrated workflows in the graphic arts industry. These developments create new business opportunities that will lead to a cost reduction but also will entail risks. Starting with a comprehensive explanation of the new standard, information is offered that enables business executives to make sound decisions on software investments in the graphic arts industry. Available architectures and products are highlighted and benefits are described. The steps relevant for the process integration are discussed.

**The SAGE Handbook of Coaching**

Springer Science & Business Media

The purpose of investigating the overlaps between architecture and biology is neither to draw borders or make further distinctions nor to declare architecture alive, but to clarify what is currently happening in the blurred fields, and to

investigate the emerging discipline of „biomimetics in architecture“ [Architekturbionik]. An overview of the present state of research in the relatively young scientific field of biomimetics shows the potential of the approach. The new discipline aims at innovation by making use of the subtle systems and solutions in nature having evolved within millions of years. Approaches that have been taken to transfer nature's principles to architecture have provided successful developments. The new approach presented in this book transfers the abstract concept of life onto built environment. Strategic search for life's criteria in architecture delivers a new view of architectural achievements and makes the innovative potential visible, which has not been exploited yet. A selection of case studies illustrates the diversity of starting points: from vernacular architecture to space exploration.

Digital Transformation of the Consulting Industry Cambridge University Press

The increasing use of mobile devices in work contexts has the potential to alter our work and learning practices. This is particularly true for knowledge workers. In addressing the implications of this transformation the book offers a multi-faceted collection of different concepts and cases of mobile learning in work environments from international contexts.

The contributions are centred on the question of how individual users and organisations can harness mobile devices for learning and education. The range of examples presented in this book demonstrates that mobile devices foster situated approaches to learning in and across work contexts. The book is targeted at both practitioners - trainers or managers in charge of in-company training - and researchers, who are interested in designing, implementing or evaluating work-based mobile learning. *Cybernetics* Jossey-Bass

The "Agreement on Trade-Related Aspects of Intellectual Property Rights" of 1994 constitutes a milestone in the international protection of these rights and the most far-reaching agreement to follow upon the venerable Paris and Berne Conventions. Under the aegis of the newly established World Trade Organization, international intellectual property protection has for the first time been linked to trade policy issues. The TRIPs Agreement also obliges its Members as regards the enforcement of rights and dispute settlement. This volume in the IIC Studies series undertakes a comprehensive analysis of all the fields of industrial and intellectual property law regulated and affected by TRIPs. It is an indispensable tool for lawyers, practitioners and scholars in this area.