

From Mascot To Agent And Everything In Between Career Guidance From 11 Sports Executives I Met During My Journey

It is now no longer necessary to argue the importance of agent technology. Besides numerous conferences and workshops on specific aspects of agent technology there are also many companies that are exploring its exploitation possibilities. In the light of these developments and in order to foster the transfer of agent technology from research labs to business, the EU has funded a "network of excellence" devoted to agent technology. This network of excellence, called AgentLink (<http://www.agentlink.org/>), aims at bringing together research groups from different countries and industrial developers. The ultimate goal is to create synergy among the different projects and groups to improve the competence of European industry and the excellence of academia. In order to achieve this goal, AgentLink organises educational activities (summer schools), builds agent-related literature repositories, and facilitates collaboration between member nodes. One of the main activities related to the last point are the regular meetings of "Social Interest Groups" (SIGs). At this moment six SIGs are functioning, focusing on topics ranging from agent based social simulation to intelligent agents for telecommunications applications and telematics. The current book combines two results from the activities of the SIG on "Agent Mediated Electronic Commerce". This SIG gathers the main research groups and industrial partners interested in the use of agent technology in electronic commerce. First and foremost the book contains a roadmap of research and current technological developments in the area of agent-mediated electronic commerce.

Readers who wish for a career in professional sports, but lack the athletic ability to go pro can consider a role as a sports agent. This extensive overview of this occupation includes dramatic examples of what sports agents do, as well as the personal skills and education required for the job. Readers also get tips on how to begin to prepare through classes and extracurricular activities they can participate in before they graduate from high school. This captivating guide gives readers a look at a potential career on the business side of spectator sports.

Tony the Tiger. The Pillsbury Doughboy. The Michelin Man. The Playboy bunny. The list of brand mascots, spokes-characters, totems and logos goes on and on and on. Mascots are one of the most widespread modes of marketing communication and one of the longest established. Yet, despite their ubiquity and utility, brand mascots seem to be held in comparatively low esteem by the corporate cognoscenti. This collection, the first of its kind, raises brand mascots' standing, both in an academic sense and from a managerial perspective. Featuring case studies and empirical analyses from around the world – here Hello Kitty, there Aleksandr Orlov, beyond that Angry Birds – the book presents the latest thinking on beast-based brands, broadly defined. Entirely qualitative in content, it represents a readable, reliable resource for marketing academics, marketing managers, marketing students and the consumer research community. It should also prove of interest to scholars in adjacent fields, such as cultural studies, media studies, organisation studies, anthropology, sociology, ethology and zoology.

This volume contains the 137 papers accepted for presentation at the 15th European Conference on Artificial Intelligence (ECAI '02), which is organized by the European Coordination Committee on Artificial Intelligence.

A full colour guide to British radiator and accessory mascots of 1896 to 1960 compiled by two leading experts in the field. Packed with information and stunning pictures, this comprehensive guide is a must for collectors and would-be collectors. As well as detailing the authors' collecting experiences, the book tells the reader how to get started, where to buy and - very importantly - how to spot fakes. 54 British marque mascots are covered, as are mascots produced by corporations such as ICI and the accessory mascots which owners could purchase to individualise their cars

"This book discusses the business and technical reasons for integrating supply chain systems"--Provided by publisher.

In order to keep up with the constant changes in technology, business have adopted supply chain management to improve competitive strategies on a strategic and operational level. Supply Chain Management: Concepts, Methodologies, Tools, and Applications is a reference collection which highlights the major concepts and issues in the application and advancement of supply chain management. Including research from leading scholars, this resource will be useful for academics, students, and practitioners interested in the continuous study of supply chain management and its influences.

This work discusses the issues among people creating computer communication technology, the people using computer communication, the people impacted by it, and the regulators responsible for balancing the interest of these multiple groups.

This edited volume presents an interdisciplinary collection of texts that examine the practice of gamification, the use of game design elements in non-game contexts, specifically as an organization and management research problem. As we travel deeper into the twenty-first century, it is becoming increasingly clear the late modernity is redefining its take on games and play. Following what has been termed a general ludification or playification of society, corporations are beginning to see games and play as resources rather than as a wasteful practice. We are witnessing the emergence of the practice of gamification with the intention of mobilizing play's motivational power for capitalist production. This book outlines both the essential "how tos" and also critically explores their links to diverse strands of organization theory such as institutionalism, business ethics, critical theory and organizational behavior. Gamification research has been mostly conducted within disciplines such as information studies, game studies and information systems science. This is a paradoxical state of affairs; whilst gamification aims at being a transformative intervention in work processes and practices and is being deployed as such by

practitioners. This book will be of value to researchers, academics and students interested in management and organization studies.

There is one sound that will always be loudest in sports. It isn't the squeak of sneakers or the crunch of helmets; it isn't the grunts or even the stadium music. It's the deafening roar of sports fans. For those few among us on the outside, sports fandom—with its war paint and pennants, its pricey cable TV packages and esoteric stats reeled off like code—looks highly irrational, entertainment gone overboard. But as Erin C. Tarver demonstrates in this book, sports fandom has become extraordinarily important to our psyche, a matter of the very essence of who we are. Why in the world, Tarver asks, would anyone care about how well a total stranger can throw a ball, or hit one with a bat, or toss one through a hoop? Because such activities and the massive public events that surround them form some of the most meaningful ritual identity practices we have today. They are a primary way we—as individuals and a collective—decide both who we are who we are not. And as such, they are also one of the key ways that various social structures—such as race and gender hierarchies—are sustained, lending a dark side to the joys of being a sports fan. Drawing on everything from philosophy to sociology to sports history, she offers a profound exploration of the significance of sports in contemporary life, showing us just how high the stakes of the game are.

Contemporary sport is big business. Major teams, leagues, franchises, merchandisers and retailers are in fierce competition in a dynamic global marketplace. Now in a fully revised and updated second edition, *International Cases in the Business of Sport* presents an unparalleled range of cutting-edge case studies that show how contemporary sport business is done and provides insight into commercial management practice. Written by a team of international experts, these case studies cover organisations and events as diverse as the NBA, the Americas Cup, the Tour de France, the PGA tour, FC Barcelona and the Australian Open tennis. They explore key contemporary themes in sport business and management, such as broadcast rights, social media, strategic development, ownership models, mega-events, sports retailing, globalisation, corruption and financial problems. Each case study also includes discussion questions, recommended reading and links to useful web resources. *International Cases in the Business of Sport* is an essential companion to any sport business or sport management course, and fascinating reading for any sport business professional looking to deepen their understanding of contemporary management.

The issue of Native American mascots in sports raises passions but also a raft of often-unasked questions. Which voices get a hearing in an argument? What meanings do we ascribe to mascots? Who do these Indians and warriors really represent? Andrew C. Billings and Jason Edward Black go beyond the media bluster to reassess the mascot controversy. Their multi-dimensional study delves into the textual, visual, and ritualistic and performative aspects of sports mascots. Their original research, meanwhile, surveys sports fans themselves on their thoughts when a specific mascot faces censure. The result is a book that merges critical-cultural analysis with qualitative data to offer an innovative approach to understanding the camps and fault lines on each side of the issue, the stakes in mascot debates, whether common ground can exist and, if so, how we might find it.

This book contains extended and revised versions of a set of selected papers from two workshops organized by the Euro Working Group on Decision Support Systems (EWG-DSS), which were held in Liverpool, UK, and Vilnius, Lithuania, in April and July 2012. From a total of 33 submissions, 9 papers were accepted for publication in this edition after being reviewed by at least three internationally known experts from the EWG-DSS Program Committee and external invited reviewers. The selected papers are representative of the current research activities in the area of decision support systems, focusing on topics such as decision analysis for enterprise systems and non-hierarchical networks, integrated solutions for decision support and knowledge management in distributed environments, decision support system evaluation and analysis through social networks, and e-learning and its application to real environments.

"This book is a compilation of advanced research results in architecture and modeling issues of multi-agent systems. It serves as a reference for research on system models, architectural design languages, methods and reasoning, module interface design, and design issues"--Provided by publisher.

Agent Technology, or Agent-Based Approaches, is a new paradigm for developing software applications. It has been hailed as 'the next significant breakthrough in software development', and 'the new revolution in software' after object technology or object-oriented programming. In this context, an agent is a computer system which is capable of act

This book constitutes the thoroughly refereed post-conference proceedings of the 9th International Workshop on Agent-Mediated Electronic Commerce, AMEC IX, co-located with the Sixth International Joint Conference on Autonomous Agents and Multiagent Systems, AAMAS 2007, held in Honolulu, Hawaii, in May 2007, and the 5th Workshop on Trading Agent Design and Analysis, TADA 2007, co-located with the Twenty-Second AAI Conference on Artificial Intelligence, AAI 2007, held in Vancouver, Canada, in July 2007. This volume presents 15 carefully revised and selected papers from these workshops. The primary and complementary goal of both workshops was to continue to bring together novel work from diverse fields on modeling, implementation and evaluation of computational trading institutions and/or agent strategies. The papers originating from AMEC focus on a large variety of issues on auctions, negotiation, and strategic behavior in electronic marketplaces. The papers originating from TADA reflect the effort of the community to design scenarios where trading agent designers and market designers can be pitched against one another.

"This 4-volume set provides a compendium of comprehensive advanced research articles written by an international collaboration of experts involved with the strategic use of information systems"--Provided by publisher.

This book constitutes the thoroughly refereed post-proceedings of the joint International Workshops on Trading Agent Design and Analysis, TADA 2006, and on Agent Mediated Electronic Commerce, AMEC VIII 2006, held in Hakodate, Japan. The papers address a mix of both theoretical and practical issues in trading agent design and technologies, theoretical and empirical evaluation of strategies in complex trading scenarios as well as mechanism design.

Provides a communication theory of identity. Shows how listening to communication in cultural scenes can help reveal how deeply identity is situated in various communicative practices.

Sports Law by Adam Epstein brings the multi-billion dollar business of sport to the classroom. Epstein's book delves into the world of interscholastic, intercollegiate and professional athletics by exploring various categories of law and its relationship to sport. In addition to providing an examination of the history of the NCAA, this textbook examines relevant NCAA cases along with excerpts from the most recent NCAA bylaws in chapters throughout the book. This aspect of the text is particularly helpful for those who have an interest in pursuing a career in college sports. The book begins with an examination of the most current cases and regulations governing sports agents and how such individuals have helped to shape the sport business. The author also provides the best discussion on the importance and role of contracts in the sports industry with an exploration of various sports contracts and special contract clauses. Along with the aforementioned topics, Sports Law dives into other important legal topics in the sports industry including torts, crimes, Title IX and gender issues, social media concerns, disability issues, antitrust and labor issues involving leagues and their player associations, an examination of international issues including the Olympic Movement and more. Epstein provides abridged cases involving Andy Oliver, Jeremy Bloom, Coach Jim O'Brien and others. Sports Law brings the dynamic and exciting world of sports law to the undergraduate and graduate student. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version. From Mascot to Agent and Everything in Between Career Guidance from 11 Sports Executives I Met During My Journey Into Sports

This book constitutes the thoroughly refereed post-conference proceedings of the 9th International ICST Conference on Mobile and Ubiquitous Systems: Computing, Networking, and Services, MobiQuitous 2012, held in Beijing, China, Denmark, in December 2012. The revised full papers presented were carefully reviewed and selected from numerous submissions. They cover a wide range of topics such as localization and tracking, search and discovery, classification and profiling, context awareness and architecture, location and activity recognition. The proceedings also include papers from the best paper session and the industry track, as well as poster and demo papers.

This volume, in conjunction with the two volumes CICS 0002 and LNAI 4682, constitutes the refereed proceedings of the Third International Conference on Intelligent Computing held in Qingdao, China, in August 2007. The 139 full papers published here were carefully reviewed and selected from among 2,875 submissions. Collectively, these papers represent some of the most important findings and insights into the field of intelligent computing.

"This book covers a wide range of topics involved in the outsourcing of information technology through state-of-the-art collaborations of international field experts"--Provided by publisher.

"This collection compiles research in all areas of the global information domain. It examines culture in information systems, IT in developing countries, global e-business, and the worldwide information society, providing critical knowledge to fuel the future work of researchers, academicians and practitioners in fields such as information science, political science, international relations, sociology, and many more"--Provided by publisher.

Artificial Intelligence Techniques for Networked Manufacturing Enterprises Management addresses prominent concepts and applications of AI technologies in the management of networked manufacturing enterprises. The aim of this book is to align latest practices, innovation and case studies with academic frameworks and theories, where AI techniques are used efficiently for networked manufacturing enterprises. More specifically, it includes the latest research results and projects at different levels addressing quick-response system, theoretical performance analysis, performance and capability demonstration. The role of emerging AI technologies in the modelling, evaluation and optimisation of networked enterprises' activities at different decision levels is also covered. Artificial Intelligence Techniques for Networked Manufacturing Enterprises Management is a valuable guide for postgraduates and researchers in industrial engineering, computer science, automation and operations research.

This book describes current advances and future directions in the theory and application of intelligent agents and multi-agent systems in the Architecture, Engineering and Construction (AEC) sector. It is the product of an international effort involving a network of construction IT and computing researchers, investigating different aspects of agent theory and applications. The contributed chapters cover different perspectives and application areas, and represent significant efforts to harness emerging technologies such as intelligent agents and multi-agent systems for improved business processes in the AEC sector. The first four chapters cover the theoretical foundations of agent technology whilst the remaining chapters deal with the application of agent-based systems in solving problems in the construction domain.

An examination of creative systems in structural and construction engineering taken from conference proceedings. Topics covered range from construction methods, safety and quality to seismic response of structural elements and soils and pavement analysis.

From Mascot To Agent documents a sports agent's journey into the business and highlights the careers of 11 high-level executives occupying very different roles in sports. This book will help students, young professionals, and sports fans understand the very different positions that exist and guide them to land their ideal role working in sports.

These are the proceedings of the 8th International Workshop on Cooperative Information Agents (CIA 2004), held at the Fair and Congress Center in -furt, Germany, September 27–29, 2004. It was part of the multi-conference Net. ObjectDays 2004, and, in particular, was co-located with the 2nd German Conference on Multiagent Systems Technologies (MATES 2004). In today's networked world of linked heterogeneous, pervasive computer systems, devices, and information landscapes, the intelligent coordination and provision of relevant added-value information at any time, anywhere, by means of cooperative information agents becomes increasingly important for a variety of applications. An information agent is a computational software entity that has access to one or multiple, heterogeneous, and geographically dispersed data and information sources. It proactively searches for and maintains information on behalf of its human users, or other agents, preferably just in time. In other words, it is managing and overcoming the difficulties associated with information overload in open, pervasive information and service landscapes. Cooperative information agents may collaborate with each other to accomplish both individual and shared joint goals depending on the actual preferences of their users, budgetary constraints, and resources available. One major challenge of developing agent-based intelligent information systems in open environments is to balance the autonomy of networked data, information, and knowledge sources with the potential payoff of leveraging them using information agents.

Interdisciplinary research and development of information agents requires expertise in relevant domains of information retrieval, artificial intelligence, database systems, human-computer interaction, and Internet and Web technology.

Our rapidly changing world has forced business practitioners, in corporation with academic researchers, to respond quickly and develop effective solution methodologies and techniques to handle new challenges in supply chain systems. Supply Chain Optimization, Management and Integration: Emerging Applications presents readers with a rich collection of ideas from researchers who are bridging the gap between the latest in information technology and supply chain management. This book includes theoretical, analytical, and empirical research, comprehensive reviews of relevant research, and case studies of effective applications in the field of SCM. The use of new technologies, methods, and techniques are emphasized by those who have worked with supply chain management across the world for those in the field of information systems.

This book constitutes the thoroughly refereed post-workshop proceedings of the 7th International Workshop on Agents and Data Mining Interaction, ADMI 2011, held in Taipei, Taiwan, in May 2011 in conjunction with AAMAS 2011, the 10th International Joint Conference on Autonomous Agents and Multiagent Systems. The 11 revised full papers presented were carefully reviewed and selected from 24 submissions. The papers are organized in topical sections on agents for data mining; data mining for agents; and agent mining applications.

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