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Performance simply matters. Technology may allow us to "go bigger", but maybe not necessarily be better when it comes to performance. Now is the time to utilize the amazing tools that are available to us for making websites and applications faster, and to learn how to improve user experience and satisfaction. This collection contains four books: **Front-end Performance** is a collection of practical articles on front-end website performance for front-end developers. It's packed with

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useful, real world hints and tips that you can use on your sites today. Back-end Performance is a collection of articles on back-end website performance for web developers. It outlines useful strategies and practical advice. Performance Tools contains tutorials on some of the most popular and powerful website performance tools available. Performance Project contains a series of practical, real-world tutorials, all based around a single project: a simple image gallery blog. We'll build the project, and then run through a series of

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performance optimization processes; by the time we're done, we'll have achieved very significant performance improvements. This collection is for developers who wish to build sites and apps that run faster. You'll need to be familiar with HTML and CSS and have a reasonable level of understanding of JavaScript in order to follow the discussion, and for book 2, *Back-end Performance*, you'll need some understanding of server-side development. While other books on the market provide limited coverage of advanced CDNs

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and streaming technologies, concentrating solely on the fundamentals, this book provides an up-to-date comprehensive coverage of the state-of-the-art advancements in CDNs, with a special focus on Cloud-based CDNs. The book includes CDN and media streaming basics, performance models, practical applications, and business analysis. It features industry case studies, CDN applications, and open research issues to aid practitioners and researchers, and a market analysis to provide a reference point for

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commercial entities. The book covers Adaptive Bitrate Streaming (ABR), Content Delivery Cloud (CDC), Web Acceleration, Front End Optimization (FEO), Transparent Caching, Next Generation CDNs, CDN Business Intelligence and more. Provides an in-depth look at Cloud-based CDNs Includes CDN and streaming media basics and tutorials Aimed to instruct systems architects, practitioners, product developers, and researchers Material is divided into introductory subjects, advanced content,

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and specialist areas

This book constitutes the refereed proceedings of the 21st International Symposium on Research in Attacks, Intrusions, and Defenses, RAID 2018, held in Heraklion, Crete, Greece, in September 2018. The 32 revised full papers were carefully reviewed and selected from 145 submissions. They are organized in the following topical sections: attacks; intrusion detection and prevention; DDoS attacks; passwords, accounts, and users; machine learning for computer security; hardware-

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assisted security; software security; malware; IoT/CPS security; security measurements; and defenses. The perimeter defenses guarding your network perhaps are not as secure as you think. Hosts behind the firewall have no defenses of their own, so when a host in the "trusted" zone is breached, access to your data center is not far behind. That's an all-too-familiar scenario today. With this practical book, you'll learn the principles behind zero trust architecture, along with details necessary to

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implement it. The Zero Trust Model treats all hosts as if they're internet-facing, and considers the entire network to be compromised and hostile. By taking this approach, you'll focus on building strong authentication, authorization, and encryption throughout, while providing compartmentalized access and better operational agility. Understand how perimeter-based defenses have evolved to become the broken model we use today Explore two case studies of zero trust in production networks on the client side (Google) and on the

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server side (PagerDuty) Get example configuration for open source tools that you can use to build a zero trust network Learn how to migrate from a perimeter-based network to a zero trust network in production

This book constitutes the proceedings of the 19th International Conference on Passive and Active Measurement, PAM 2018, held in Berlin, Germany, in March 2018. The 20 full papers presented in this volume were carefully reviewed and selected from 50 submissions. The papers demonstrate the

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import and extent to which measurements pervade systems – from protocols to performance to security. They are organized in the following topical sections: models and inference; security and privacy; CDNs; DNS; certificates; interdomain routing; and analyzing protocols.

This book is an important outcome of the Fifth World Internet Conference. It provides a comprehensive review of China's Internet development, especially the new practice and achievement in 2018. And it offers a

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systematic account of China's experience in Internet development and governance. This year, the book improves China's Internet Development Index System, optimizes the algorithm model, and enhances data collection, to assess and reflect Internet development more comprehensively, objectively and scientifically.

A scathing, sardonic exploration of Silicon Valley tech culture, laying bare the greed, hubris, and retrograde politics of an industry that aspires to radically transform society for its own benefit At

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the height of the startup boom, journalist Corey Pein set out for Silicon Valley with little more than a smartphone and his wits. His goal: to learn how such an overhyped industry could possibly sustain itself as long as it has. But to truly understand the delirious reality of the tech entrepreneurs, he knew he would have to inhabit that perspective—he would have to become an entrepreneur himself. Thus Pein begins his journey—skulking through gimmicky tech conferences, pitching his over-the-top business ideas to investors,

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and rooming with a succession of naive upstart programmers whose entire lives are managed by their employers—who work endlessly and obediently, never thinking to question their place in the system. In showing us this frantic world, Pein challenges the positive, feel-good self-image that the tech tycoons have crafted—as nerdy and benevolent creators of wealth and opportunity—revealing their self-justifying views and their insidious visions for the future. Vivid and incisive, *Live Work Work Work Die* is a

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troubling portrait of a self-obsessed industry bent on imposing its disturbing visions on the rest of us.

Is Responsive Web Design (RWD) slowing your site down? It doesn't have to. With this concise book, you'll learn practical techniques for improving performance with RWD, including a default set of guidelines you can use as an easy starting point. Web performance researcher and evangelist Guy Podjarny walks you through several existing solutions for dealing with RWD performance problems, and offers advice for choosing

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optimizations that will be most useful for your needs. RWD performance problems stem from excessive downloads of resources, including images, JavaScript and CSS, and HTML—downloads designed to let your web application adapt to different screen sizes. Podjarny presents a series of increasingly larger-scope solutions to each issue, including client-side techniques and RESS (Responsive + Server Side Components). Address performance issues by starting with Podjarny's default guidelines Use a

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JavaScript image loader and an image transcoding service to create Responsive Images Reduce JavaScript and CSS downloads with asynchronous scripts, conditional loading, and multi-viewport CSS Prioritize resources to avoid excess content in RWD and defer the load of any content that's not critical Explore server-side Adaptive Delivery and RESS solutions as an alternative to "pure" RWD Guy Podjarny, or Guypo for short, is the Chief Technology Officer (CTO) of Akamai's Web Experience business unit.

[Understanding Power](#)

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[Structures in the 21st Century](#)
[19th International Conference,](#)
[PAM 2018, Berlin, Germany,](#)
[March 26–27, 2018,](#)
[Proceedings](#)
[Live Work Work Work Die](#)
[The Future of Free Speech](#)
[Under Surveillance Capitalism](#)
[Wireshark & Ethereal Network](#)
[Protocol Analyzer Toolkit](#)
[Proceedings of a Workshop](#)
[on Deterring Cyberattacks](#)
[Build Better Video Games,](#)
[Attract and Retain Players,](#)
[Grow Revenue](#)
[The Complete Guide to B2B](#)
[Marketing](#)
[Encyclopedia of Cloud](#)
[Computing](#)

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[Geopolitical Economy](#) [The Second Machine Age:](#) [Work, Progress, and](#) [Prosperity in a Time of](#) [Brilliant Technologies](#) [4th International Workshop,](#) [TMA 2012, Vienna, Austria,](#) [March 12, 2012, Proceedings](#) [Advanced Content Delivery,](#) [Streaming, and Cloud](#) [Services](#)

This book constitutes the refereed proceedings of six workshops of the 14th International Conference on Web-Age Information Management, WAIM 2013, held in Beidaihe, China, June 2013. The 37 revised full papers are organized

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in topical sections on the six following workshops: The International Workshop on Big Data Management on Emerging Hardware (HardBD 2013), the Second International Workshop on Massive Data Storage and Processing (MDSP 2013), the First International Workshop on Emergency Management in Big Data Age (BigEM 2013), the International Workshop on Trajectory Mining in Social Networks (TMSN 2013), the First International Workshop on Location-based Query Processing in Mobile Environments (LQPM 2013), and the First International Workshop

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on Big Data Management and Service (BDMS 2013).

A pair of technology experts describe how humans will have to keep pace with machines in order to become prosperous in the future and identify strategies and policies for business and individuals to use to combine digital processing power with human ingenuity.

In a world of increasing dependence on information technology, the prevention of cyberattacks on a nation's important computer and communications systems and networks is a problem that looms large. Given the demonstrated

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limitations of passive cybersecurity defense measures, it is natural to consider the possibility that deterrence might play a useful role in preventing cyberattacks against the United States and its vital interests. At the request of the Office of the Director of National Intelligence, the National Research Council undertook a two-phase project aimed to foster a broad, multidisciplinary examination of strategies for deterring cyberattacks on the United States and of the possible utility of these strategies for the U.S. government. The first phase produced a letter report providing

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basic information needed to understand the nature of the problem and to articulate important questions that can drive research regarding ways of more effectively preventing, discouraging, and inhibiting hostile activity against important U.S. information systems and networks. The second phase of the project entailed selecting appropriate experts to write papers on questions raised in the letter report. A number of experts, identified by the committee, were commissioned to write these papers under contract with the National Academy of Sciences.

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Commissioned papers were discussed at a public workshop held June 10-11, 2010, in Washington, D.C., and authors revised their papers after the workshop. Although the authors were selected and the papers reviewed and discussed by the committee, the individually authored papers do not reflect consensus views of the committee, and the reader should view these papers as offering points of departure that can stimulate further work on the topics discussed. The papers presented in this volume are published essentially as received from the authors, with some

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proofreading corrections made as limited time allowed.

This book constitutes the proceedings of the 4th International Workshop on Traffic Monitoring and Analysis, TMA 2012, held in Vienna, Austria, in March 2012. The thoroughly refereed 10 full papers and 8 short papers presented in this volume were carefully reviewed and selected from 31 submissions. The contributions are organized in topical sections on traffic analysis and characterization: new results and improved measurement techniques; measurement for QoS, security and service level

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agreements; and tools for network measurement and experimentation.

This book constitutes the proceedings of the 17th International Conference on Passive and Active Measurement, PAM 2016, held in Heraklion, Crete, Greece, in March/April 2016. The 30 full papers presented in this volume were carefully reviewed and selected from 93 submissions. They are organized in topical sections named: security and privacy; mobile and cellular; the last mile; testbeds and frameworks; web; DNS and routing; IXPs and MPLS; and

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scheduling and timing.

Botnets--groups of computers infected with malicious software often used for crime--cost the economy billions of dollars each year. A global coalition of technology makers, ISPs, cybersecurity companies, and law enforcement need to work together to fight botnets.

With the rising cost of data breaches, executives need to understand the basics of cybersecurity so they can make strategic decisions that keep companies out of headlines and legal battles. Although top executives do not make the day-to-day technical decisions

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related to cybersecurity, they can direct the company from the top down to have a security mindset. As this book explains, executives can build systems and processes that track gaps and security problems while still allowing for innovation and achievement of business objectives. Many of the data breaches occurring today are the result of fundamental security problems, not crafty attacks by insidious malware. The way many companies are moving to cloud environments exacerbates these problems. However, cloud platforms can also help organizations reduce risk if organizations understand

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how to leverage their benefits. If and when a breach does happen, a company that has the appropriate metrics can more quickly pinpoint and correct the root cause. Over time, as organizations mature, they can fend off and identify advanced threats more effectively. The book covers cybersecurity fundamentals such as encryption, networking, data breaches, cyber-attacks, malware, viruses, incident handling, governance, risk management, security automation, vendor assessments, and cloud security. **RECOMMENDATION:** As a

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former senior military leader, I learned early on that my personal expertise of a subject was less important than my ability to ask better questions of the experts. Often, I had no expertise at all but was required to make critical high risk decisions under very tight time constraints. In this book Teri helps us understand the better questions we should be asking about our data, data systems, networks, architecture development, vendors and cybersecurity writ large and why the answers to these questions matter to our organizations bottom line as well as our

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personal liability. Teri writes in a conversational tone adding personal experiences that bring life and ease of understanding to an otherwise very technical, complex and sometimes overwhelming subject. Each chapter breaks down a critical component that lends to a comprehensive understanding or can be taken individually. I am not steeped in cyber, but Teri's advice and recommendations have proven critical to my own work on Boards of Directors as well as my leadership work with corporate CISOs, cybersecurity teams, and C-Suite executives. In a time-constrained world this

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is a worthy read. - Stephen A. Clark, Maj Gen, USAF (Ret)
AUTHOR: Teri Radichel (@teriradichel) is the CEO of 2nd Sight Lab, a cloud and cybersecurity training and consulting company. She has a Master of Software Engineering, a Master of Information Security Engineering, and over 25 years of technology, security, and business experience. Her certifications include GSE, GXPN, GCIH, GPEN, GCIA, GCPM, GCCC, and GREM. SANS Institute gave her the 2017 Difference Makers Award for cybersecurity innovation. She is on the IANS (Institute for

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Applied Network Security) faculty and formerly taught and helped with curriculum for cloud security classes at SANS Institute. She is an AWS hero and runs the Seattle AWS Architects and Engineers Meetup which has over 3000 members. Teri was on the original Capital One cloud team helping with cloud engineering, operations, and security operations. She wrote a paper called Balancing Security and Innovation With Event Driven Automation based on lessons learned from that experience. It explains how companies can leverage automation to improve

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cybersecurity. She went on to help a security vendor move a product to AWS as a cloud architect and later Director of SaaS Engineering, where she led a team that implemented the concepts described in her paper. She now helps companies around the world with cloud and cyber security as a sought-after speaker, trainer, security researcher, and pentester. Geopolitical Economy radically reinterprets the historical evolution of the world order, as a multi-polar world emerges from the dust of the financial and economic crisis. Radhika Desai offers a radical critique of the

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theories of US hegemony, globalisation and empire which dominate academic international political economy and international relations, revealing their ideological origins in successive failed US attempts at world dominance through the dollar. Desai revitalizes revolutionary intellectual traditions which combine class and national perspectives on 'the relations of producing nations'. At a time of global upheavals and profound shifts in the distribution of world power, Geopolitical Economy forges a vivid and compelling account of the historical processes which are

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shaping the contemporary international order.

[15th International GI/ITG Conference, MMB & DFT 2010, Essen, Germany, March 15-17, 2010, Proceedings](#)

[No Better Time](#)

[Asia Pacific Telecom Newsletter](#)

[WAIM 2013 International](#)

[Workshops: HardBD, MDSP, BigEM, TMSN, LQPM, BDMS, Beidaihe, China, June 14-16, 2013. Proceedings](#)

[The Brief, Remarkable Life of Danny Lewin, the Genius Who Transformed the Internet Content Distribution for Mobile Internet: A Cloud-based Approach](#)

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[11th International Conference, Hong Kong, China, December 12-14, 2010, Proceedings Computational Science – ICCS 2019](#)

[Energy-saving and Cost-aware Methods](#)

[Traffic Monitoring and Analysis](#)

[Internet Video Data Streaming](#)

[The Next Generation of Media Emerges](#)

[Content Delivery Networks](#)

No Better Time tells of a young, driven mathematical genius who wrote a set of algorithms that would create a faster, better Internet. It's the story of a beautiful friendship between a loud, irreverent student and his

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soft-spoken MIT professor, of a husband and father who spent years struggling to make ends meet only to become a billionaire almost overnight with the success of Akamai Technologies, the Internet content delivery network he cofounded with his mentor. Danny Lewin's brilliant but brief life is largely unknown because, until now, those closest to him have guarded their memories and quietly mourned their loss. For Lewin was almost certainly the first victim of 9/11, stabbed to death at age 31 while trying to overpower the terrorists who would eventually fly American Flight 11 into the World Trade

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Center. But ironically it was 9/11 that proved the ultimate test for Lewin's vision—while phone communication failed and web traffic surged as never before, the critical news and government sites that relied on Akamai—and the technology pioneered by Danny Lewin—remained up and running.

In “a lively debut...[with] plenty of enthusiastic ‘can-do’ advice” (Publishers Weekly), a Homeland Security advisor and a Pulitzer Prize-nominated columnist—and mother of three—delivers a timely message about American security: it begins at home. Soccer Moms are so last decade. Juliette

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Kayyem is a “Security Mom.” At once a national security expert who worked at the highest levels of government, and also a mom of three, she’s lived it all—from anthrax to lice to the BP oil spill—and now she tells it all with her unique voice of reason, experience, and humility.

Weaving her personal story of marriage and motherhood into a fast-paced account of managing the nation’s most perilous disasters, Juliette recounts the milestones that mark the path of her unpredictable, daring, funny, and ultimately relatable life.

Security Mom is modern tale about the highs and lows of

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having-it-all parenthood and a candid, sometimes shocking, behind-the-scenes look inside the high-stakes world of national security. In her signature refreshing style, Juliette reveals how she came to learn that homeland security is not simply about tragedy and terror; it is about us as parents and neighbors, and what we can do every day to keep each other strong and safe. From stocking up on coloring books to stashing duplicate copies of valuable papers out of state, Juliette's wisdom does more than just prepare us to survive in an age of mayhem—it empowers us to

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thrive. “You got this,” Juliette tells her readers, providing accessible advice about how we all can better prepare ourselves for a world of risks.

This book includes a general overview of the book series and summarizes the research results in its 13 subtopics. It systematically elaborates on how the construction and promotion of intelligent cities with Chinese characteristics could be implemented in the course of intelligent urbanization in China. Furthermore, it presents a variety of literature on urban management innovation and development, making it a valuable

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reference source on both the theoretic and empirical development of the new urbanization in China for intelligent-city decision-makers, c-level directors and officials in urban economy, social and environment departments and institutions all over the world. This book explores the interconnected ways in which the control of knowledge has become central to the exercise of political, economic, and social power. Building on the work of International Political Economy scholar Susan Strange, this multidisciplinary volume features experts from political science,

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anthropology, law, criminology, women's and gender studies, and Science and Technology Studies, who consider how the control of knowledge is shaping our everyday lives. From "weaponised copyright" as a censorship tool, to the battle over control of the internet's "guts," to the effects of state surveillance at the Mexico–U.S. border, this book offers a coherent way to understand the nature of power in the twenty-first century. How Google, Facebook and Amazon threaten our Democracy What is the impact of surveillance capitalism on our right to free speech? The Internet once

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promised to be a place of extraordinary freedom beyond the control of money or politics, but today corporations and platforms exercise more control over our ability to access information and share knowledge to a greater extent than any state. From the online calls to arms in the thick of the Arab Spring to the contemporary front line of misinformation, Jillian York charts the war over our digital rights. She looks at both how the big corporations have become unaccountable censors, and the devastating impact it has had on those who have been censored. In *Silicon Values*, leading

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campaigner Jillian York, looks at how our rights have become increasingly undermined by the major corporations desire to harvest our personal data and turn it into profit. She also looks at how governments have used the same technology to monitor citizens and threatened our ability to communicate. As a result our daily lives, and private thoughts, are being policed in an unprecedented manner. Who decides the difference between political debate and hate speech? How does this impact on our identity, our ability to create communities and to protest? Who regulates the censors? In response

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to this threat to our democracy, York proposes a user-powered movement against the platforms that demands change and a new form of ownership over our own data.

Ethereal is the #2 most popular open source security tool used by system administrators and security professionals. This all new book builds on the success of Syngress' best-selling book *Ethereal Packet Sniffing. Wireshark & Ethereal Network Protocol Analyzer Toolkit* provides complete information and step-by-step Instructions for analyzing protocols and network traffic on Windows, Unix or Mac

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OS X networks. First, readers will learn about the types of sniffers available today and see the benefits of using Ethereal. Readers will then learn to install Ethereal in multiple environments including Windows, Unix and Mac OS X as well as building Ethereal from source and will also be guided through Ethereal's graphical user interface. The following sections will teach readers to use command-line options of Ethereal as well as using Tethereal to capture live packets from the wire or to read saved capture files. This section also details how to import and export files between Ethereal and

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WinDump, Snort, Snoop, Microsoft Network Monitor, and EtherPeek. The book then teaches the reader to master advanced tasks such as creating sub-trees, displaying bitfields in a graphical view, tracking requests and reply packet pairs as well as exclusive coverage of MATE, Ethereal's brand new configurable upper level analysis engine. The final section to the book teaches readers to enable Ethereal to read new Data sources, program their own protocol dissectors, and to create and customize Ethereal reports. Ethereal is the #2 most popular open source security tool, according to a recent study

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conducted by insecure.org

Syngress' first Ethereum book has consistently been one of the best selling security books for the past 2 years

Along with its interrelated companion volume, *The Content, Impact, and Regulation of Streaming Video*, this book covers the next generation of TV—streaming online video, with details about its present and a broad perspective on the future. It reviews the new technical elements that are emerging, both in hardware and software, their long-term trend, and the implications. It discusses the emerging ‘media cloud’ of video

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and infrastructure platforms, and the organizational form of such TV.

The five-volume set LNCS 11536, 11537, 11538, 11539 and 11540 constitutes the proceedings of the 19th International Conference on Computational Science, ICCS 2019, held in Faro, Portugal, in June 2019. The total of 65 full papers and 168 workshop papers presented in this book set were carefully reviewed and selected from 573 submissions (228 submissions to the main track and 345 submissions to the workshops). The papers were organized in topical sections named: Part I: ICCS Main Track

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Part II: ICCS Main Track; Track of Advances in High-Performance Computational Earth Sciences: Applications and Frameworks; Track of Agent-Based Simulations, Adaptive Algorithms and Solvers; Track of Applications of Matrix Methods in Artificial Intelligence and Machine Learning; Track of Architecture, Languages, Compilation and Hardware Support for Emerging and Heterogeneous Systems Part III: Track of Biomedical and Bioinformatics Challenges for Computer Science; Track of Classifier Learning from Difficult Data; Track of Computational

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Finance and Business Intelligence; Track of Computational Optimization, Modelling and Simulation; Track of Computational Science in IoT and Smart Systems Part IV: Track of Data-Driven Computational Sciences; Track of Machine Learning and Data Assimilation for Dynamical Systems; Track of Marine Computing in the Interconnected World for the Benefit of the Society; Track of Multiscale Modelling and Simulation; Track of Simulations of Flow and Transport: Modeling, Algorithms and Computation Part V: Track of Smart Systems: Computer

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Vision, Sensor Networks and Machine Learning; Track of Solving Problems with Uncertainties; Track of Teaching Computational Science; Poster Track ICCS 2019 Chapter “Comparing Domain-decomposition Methods for the Parallelization of Distributed Land Surface Models” is available open access under a Creative Commons Attribution 4.0 International License via link.springer.com.

[Spam Nation](#)

[Cloud Computing](#)

[Responsive & Fast](#)

[After US Hegemony,](#)

[Globalization and Empire](#)

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[Strategic Research on
Construction and Promotion of
China's Intelligent Cities
Information, Technology and
Control in a Changing World
19th International Conference,
Faro, Portugal, June 12–14, 2019,
Proceedings, Part II](#)
[An Unclassified Guide to
Protecting Our Homeland and
Your Home](#)
[China Internet Development
Report 2018](#)
[The Technology, Business, and
Economics of Streaming Video](#)
[Building Secure Systems in
Untrusted Networks](#)
[A Journey into the Savage Heart
of Silicon Valley](#)

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The Inside Story of Organized Cybercrime-from Global Epidemic to Your Front Door

This book investigates the problem of reducing operating cost for a video streaming content delivery network (CDN), including both the CDN's energy and traffic costs. It first introduces the key issues and design choices of representative real-world CDNs, and discusses the energy saving techniques for data centers and CDNs. Then, based on a measurement study on a large video streaming CDN, it reveals an inherent conflict between improving a video streaming

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CDN's energy efficiency for energy saving, and maintaining the CDN's ISP-friendly server selection policy. Further, it discusses a cost-aware capacity provisioning algorithm that not only allows the service capacity of a CDN's server clusters in numerous ISPs to be dynamically planned, but also means that the overall operating cost, including both the energy consumptions and the cross-ISP traffics, can be further optimized. In addition it uses the workload derived from real-world measurement and also implements real values of the actual power and bandwidth

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prices to evaluate the capacity provisioning algorithm, showing that it can significantly reduce the overall operating cost of a video streaming CDN, and effectively avoid frequent server switches. Lastly, the book outlines a number of potential research directions regarding cost-aware content delivery.

The measurement, analysis, and optimization methodologies and results presented in this book are of particular interest to researchers in the Internet and networking area.

The Encyclopedia of Cloud Computing provides IT professionals, educators,

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researchers and students with a compendium of cloud computing knowledge. Authored by a spectrum of subject matter experts in industry and academia, this unique publication, in a single volume, covers a wide range of cloud computing topics, including technological trends and developments, research opportunities, best practices, standards, and cloud adoption. Providing multiple perspectives, it also addresses questions that stakeholders might have in the context of development, operation, management, and use of clouds. Furthermore, it

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examines cloud computing's impact now and in the future. The encyclopedia presents 56 chapters logically organized into 10 sections. Each chapter covers a major topic/area with cross-references to other chapters and contains tables, illustrations, side-bars as appropriate. Furthermore, each chapter presents its summary at the beginning and backend material, references and additional resources for further information.

To succeed at B2B marketing today, you must excel across all areas: from getting your message out, to generating

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demand, to enabling sales teams. New technologies and new techniques make excellence possible. Now, top B2B marketer Kim Ann King brings together all the best practices and tools you need to make excellence real. In *The Complete Guide to B2B Marketing*, King helps you succeed by focusing on the three pillars of cutting-edge B2B marketing: automation, personalization, and experimentation. Drawing on her pioneering experience at companies like Akamai and Open Market, King shows how to: Systematically assess your

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context and customer, via personas, profiles, and other powerful techniques Choose among today's panoply of marketing options, tools, and techniques Build a more agile B2B marketing organization, and link its goals more tightly to strategy More accurately estimate marketing spend and ROI Systematically optimize demand generation and many other key functions Leverage higher-value approaches to web/mobile, SEO, and customer community-building Gain more value from corporate standards and your creative services vendors Discover what worked

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and what didn't, and use this knowledge to improve more quickly You'll find comprehensive, actionable resources, including best-practices checklists for every tactic, vendor checklists for evaluating new marketing technologies, a complete corporate marketing plan outline, and a start-to-finish marketing communications case study. If you're a B2B marketer, you'll find The Complete Guide to B2B Marketing invaluable – whatever your company's size, product, service, or industry.

th Welcome to the Proceedings of WISE 2010 — the 11

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International Conference on Web Information Systems Engineering. This year, WISE returned to the place where the inaugural conference was held in 2000, Hong Kong. WISE has also been held in: 2001 Kyoto (Japan), 2002 Singapore, 2003 Rome (Italy), 2004 Brisbane (Australia), 2005 New York (USA), 2006 Wuhan (China), 2007 Nancy (France), 2008 Auckland (New Zealand), and 2009 Poznan (Poland).

Continuing its trend, this year's WISE provided a forum for engineers and scientists to present their latest findings in Web-related technologies and

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solutions. The submitted contributions address challenging issues in Web services, search, modeling, recommendation and data mining, as well as keyword search, social network analysis, query languages, and information retrieval and extraction. This year, WISE received 170 submissions from 25 countries, including Argentina, Australia, Austria, Belgium, Canada, China, Czech Republic, France, Germany, Hong Kong, Greece, Iran, Ireland, Italy, Japan, The Netherlands, Norway, Singapore, South Korea, Spain,

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Sweden, Switzerland, Taiwan, UK, and the USA. After a thorough reviewing process, 32 papers were selected for presentation as full papers – the acceptance rate was 18.8%. In addition, 19 papers were selected for presentation as short papers, yielding an overall acceptance rate of 30%. This book places Indonesia at the forefront of the global debate about the impact of 'disruptive' digital technologies. Digital technology is fast becoming the core of life, work, culture and identity. Yet, while the number of Indonesians using the Internet has followed

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the upward global trend, some groups "e;the poor, the elderly, women, the less well-educated, people living in remote communities"e; are disadvantaged. This interdisciplinary collection of essays by leading researchers and scholars, as well as e-governance and e-commerce insiders, examines the impact of digitalisation on the media industry, governance, commerce, informal sector employment, education, cybercrime, terrorism, religion, artistic and cultural expression, and much more. It presents groundbreaking analysis of the

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impact of digitalisation in one of the world's most diverse, geographically vast nations. In weighing arguments about the opportunities and challenges presented by digitalisation, it puts the very idea of a technological 'revolution' into critical perspective.

This book constitutes the refereed proceedings of the 15th International GI/ITG Conference on "Measurement, Modelling and Evaluation of Computing Systems" and "Dependability and Fault Tolerance", held in Essen, Germany, in March 2010. The 19 revised full papers presented

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together with 5 tool papers and 2 invited lectures were carefully reviewed and selected from 42 initial submissions. The papers cover all aspects of performance and dependability evaluation of systems including networks, computer architectures, distributed systems, software, fault-tolerant and secure systems.

Written in a tutorial style, this comprehensive guide follows a structured approach explaining cloud techniques, models and platforms. Popular cloud services such as Amazon, Google and Microsoft Azure are explained in the text. The

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security risks and challenges of cloud computing are discussed in detail with useful examples. Emerging trends including mobile cloud computing and internet of things are discussed in the book for the benefit of the readers. Numerous review questions, multiple choice exercises and case studies facilitate enhanced understanding. This textbook is ideal for undergraduate and graduate students of computer science engineering, and information technology. This book investigates the cloud-based techniques of content distribution mainly for mobile

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Internet. It starts with hot topics such as cellular traffic optimization and video content delivery. By integrating the cloud scheme, it further tackles issues of traffic-saving, energy-efficient, high-speed, and delay-tolerant content delivery with regard to mobile Internet. It covers both theoretical algorithms and their real-world system implementations. In particular, various well-known cloud platforms such as Baidu Traffic Guard, Tencent QQXuanfeng, Google Drive, Microsoft OneDrive, and Dropbox are elaborated respectively in the book. Lastly,

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it includes an educational and experimental cloud computing platform allowing public access, which benefits researchers, practitioners, and developers in the field of cloud computing/storage and mobile Internet. Throughout the book there are helpful and practical tips on setting up cloud systems that readers can easily follow.

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Now a New York Times bestseller! There is a Threat Lurking Online with the Power to Destroy Your Finances, Steal Your Personal

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Data, and Endanger Your Life. In Spam Nation, investigative journalist and cybersecurity expert Brian Krebs unmasks the criminal masterminds driving some of the biggest spam and hacker operations targeting Americans and their bank accounts. Tracing the rise, fall, and alarming resurrection of the digital mafia behind the two largest spam pharmacies- and countless viruses, phishing, and spyware attacks-he delivers the first definitive narrative of the global spam problem and its threat to consumers everywhere. Blending cutting-edge research, investigative reporting, and firsthand interviews, this terrifying true story reveals how we unwittingly invite these digital thieves into our lives every day. From unassuming computer programmers right next door to digital mobsters like "Cosma"-who unleashed a massive malware attack that has stolen thousands of

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Americans' logins and passwords-Krebs uncovers the shocking lengths to which these people will go to profit from our data and our wallets. Not only are hundreds of thousands of Americans exposing themselves to fraud and dangerously toxic products from rogue online pharmacies, but even those who never open junk messages are at risk. As Krebs notes, spammers can-and do-hack into accounts through these emails, harvest personal information like usernames and passwords, and sell them on the digital black market. The fallout from this global epidemic doesn't just cost consumers and companies billions, it costs lives too. Fast-paced and utterly gripping, Spam Nation ultimately proposes concrete solutions for protecting ourselves online and stemming this tidal wave of cybercrime-before it's too late. "Krebs's talent for exposing the weaknesses in online security has earned him respect in the IT business

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and loathing among cybercriminals... His track record of scoops...has helped him become the rare blogger who supports himself on the strength of his reputation for hard-nosed reporting." -Bloomberg Businessweek

This book constitutes the refereed proceedings of the 7th International Workshop on Traffic Monitoring and Analysis, TMA 2015, held in Barcelona, Spain, in April 2015. The 16 full papers presented in this volume were carefully reviewed and selected from 54 submissions. The contributions are organized in topical sections on measurement tools and methods; mobile and wireless; Web; security; and new protocols.

This book reports on the latest advances in the modeling, analysis and efficient management of information in Internet of Things (IoT) applications in the context of 5G access technologies. It presents cutting-

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edge applications made possible by the implementation of femtocell networks and millimeter wave communications solutions, examining them from the perspective of the universally and constantly connected IoT. Moreover, it describes novel architectural approaches to the IoT and presents the new framework possibilities offered by 5G mobile networks, including middleware requirements, node-centrality and the location of extensive functionalities at the edge. By providing researchers and professionals with a timely snapshot of emerging mobile communication systems, and highlighting the main pitfalls and potential solutions, the book fills an important gap in the literature and will foster the further developments of 5G hosting IoT devices.

The definitive guide to developing robust content delivery networks This book examines the real-world engineering

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challenges of developing robust content delivery networks (CDNs) and provides the tools required to overcome those challenges and to ensure high-quality content delivery that fully satisfies operators' and consumers' commercial objectives. It is informed by the author's two decades of experience building and delivering large, mission-critical live video, webcasts, and radio streaming, online and over private IP networks. Following an overview of the field, the book cuts to the chase with in-depth discussions—laced with good-natured humor—of a wide range of design considerations for different network topologies. It begins with a description of the author's own requirement filtration processes. From there it moves on to initial sketches, through considerations of stakeholder roles and responsibilities, to the complex challenges of managing change in established teams. Agile versus waterfall

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considerations within large blue chip companies, security, commercial models, and value chain alignment are explored in detail. Featured throughout the book are numerous "what if" scenarios that help provide a clear picture of the wide spectrum of practical contexts for which readers may be tasked with building and implementing a CDN. In addition, the book: Discusses delivery of live, catch-up, scheduled on-demand, TVOD and SVOD Offers insights into the decisions that can to be made when architecting a content distribution system over IP-based networks Covers CDN topologies, including Edge-Caching, Streaming-Splitting, Pure-Play, Operator, Satellite, and Hybrid Examines computer hosting and orchestration for dedicated appliances and virtualization Includes real-world cases covering everything from IETF, regulatory considerations, and policy formation, to coding, hardware vendors,

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and network operators Considers the future of CDN technologies and the market forces driving its evolution Written by a back-room engineer for back-room engineers, Content Delivery Networks gets readers up to speed on the real-world challenges they can face as well as tried-and-true strategies for addressing those challenges in order to ensure the delivery of the high-quality content delivery networks that clients demand and users expect.

There's nothing easy or straightforward about video game creation. It can take thousands of hours over many years. And that's not accounting for player acquisition, community-building, and maintaining the infrastructure. How does a company balance all these development, marketing and tech factors to build and retain an enthusiastic and loyal player base? This book examines the key stages of getting a video game to market, from concept to

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beyond launch, with a laser focus on identifying the stumbling blocks -- "frictions" -- that your players might experience during play and in their interactions with the studio or publisher. It illustrates how smart, proactive design and integrity-based player engagement can eliminate friction for players, and improve your business. Any company can strive to become FRICTIONLESS.

[Informing Strategies and Developing Options for U.S. Policy](#)

[Research in Attacks, Intrusions, and Defenses](#)

[21st International Symposium, RAID 2018, Heraklion, Crete, Greece, September 10-12, 2018, Proceedings](#)

[17th International Conference, PAM 2016, Heraklion, Greece, March 31 - April 1, 2016, Proceedings](#)

[Web-Age Information Management Fundamentals, Design, and Evolution](#)

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[*Building a Global Effort to Clean Up the Internet*](#)

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