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Pro WCF 4.0: Practical Microsoft SOA Implementation is a complete guide to Windows Communication Foundation from the service-oriented architecture (SOA) perspective, showing you why WCF is important to service-oriented architecture and development. This book provides deep insight into the functionality of WCF, which shipped with .NET 4.0-like service discovery, routing service, simplified configuration, and other advanced features. Included in this title are informative examples that will aid the reader in understanding and implementing these important additions. This book also covers the unified programming model, reliable messaging, security, and the peer-to-peer programming model. You'll also learn how to move your current .NET remoting and web service applications to WCF, and how to integrate those applications with WCF 4. This book offers genuine insight into solving real enterprise problems using WCF and .NET 4.0. In his most important book to date, Daniel Yankelovich, the dean of American public research, offers a prescription for strengthening the public's hand in its silent power struggle with the experts. Due to the mortgage crisis of 2008, laws aimed at achieving budgetary and financial stability were enacted. The concept of financial sustainability has been linked to the need of rendering public services without compromising the ability to do so in the future. Financial Sustainability and Intergenerational Equity in Local Governments is a critical scholarly resource that analyzes the financial sustainability of local governments with the aim of ensuring equality and intergenerational equity. Featuring coverage on a broad range of topics such as intergenerational equity, public policies, and sustainability management, this book is geared towards government officials, managers, academicians, practitioners, students, and researchers seeking current research on identifying public policies to ensure financial balance. That public services exhibit unpredictability, novelty and, on occasion, chaos, is an observation with which even a casual observer would agree. Existing theoretical frameworks in public management fail to address these features, relying more heavily on attempts to eliminate unpredictability through increased reliance on measurable performance objectives, improved financial and human resource management techniques, decentralisation of authority and accountability and resolving principal-agent behaviour pathologies. Essentially, these are all attempts to improve the 'steering' capacity of public sector managers and policy makers. By adopting a Complex Adaptive Systems (CAS) approach to public services, this book shifts the focus from developing steering techniques to identifying patterns of behaviour of the participants with the ultimate objective of increasing policy-makers' and practitioners' understanding of the factors that may enable more effective public service decision-making and provision. The authors apply a CAS framework to a series of case studies in public sector management to generate new insights into the issues, processes and participants in public service domains. With a presentation style that is clear and straightforward, the text uses examples that are real, relevant, and manageable in size so that students can focus on applications rather than become overwhelmed by computations. This text is just one offering in Jones and Bartlett's unique Essential Public Health Series. Important Notice: The digital edition of this book is missing some of the images or content found in the physical edition. Understanding and Applying Basic Statistical Methods Using R remarkably conquers any hindrance between propels in the measurable writing and methods routinely utilized by non-analysts. Giving a theoretical premise to understanding the relative benefits and uses of these methods, the book highlights current bits of knowledge and advances applicable to fundamental systems regarding managing non-ordinariness, exceptions, heteroscedasticity (unequal changes), and curvature. Including a manual for R, the book utilizes R programming to investigate starting factual ideas and standard methods for managing known issues related with exemplary procedures. Altogether classroom tried, the book incorporates segments that attention on either R programming or computational points of interest to enable the reader to wind up noticeably familiar with fundamental ideas and standards basic regarding understanding and applying the numerous methods as of now accessible. John Rawls was the most influential political thinker of the twentieth century. This book applies his theory of justice to four perennial matters of concern that remain contested in the twenty-first century. Drawing surprising implications, this book deepens our understanding of these issues and points the way toward rational, just policy reform. Considers legislation to exempt electric utilities involved in nuclear power development from SEC regulations. This unique, problem-solving, case-based approach shows you how. You'll encounter different case studies in every chapter—that explore concepts such as community assessments, public health policy, and surveillance. Step by step, you'll develop the knowledge and skills you need to apply public health principles across a variety of health care settings, special populations, and scenarios. This book provides a current synthesis of principles and applications in landscape ecology and conservation biology. Bringing together insights from leaders in landscape ecology and conservation biology, it explains how principles of landscape ecology can help us understand, manage and maintain biodiversity. Gutzwiller also identifies gaps in current knowledge and provides research approaches to fill those voids. In recent decades, there has been a groundbreaking evolution in technology. Every year, technology not only advances, but it also spreads throughout industries. Many fields such as law, education, business, engineering, and more have adopted these advanced technologies into their toolset. These technologies have a vastly different effect ranging from these different industries. The Handbook of Research on Applying Emerging Technologies Across Multiple Disciplines examines how technologies impact many different areas of knowledge. This book combines a solid theoretical approach with many practical applications of new technologies within many disciplines. Covering topics such as computer-supported collaborative learning, machine learning algorithms, and blockchain, this text is essential for technologists, IT specialists, programmers, computer scientists, engineers, managers, administrators, academicians, students, policymakers, and researchers. This book explores how public opinion is used to design, monitor and evaluate government programmes in Australia, Canada, New Zealand, and the United Kingdom. Using information collected from the media and from international practitioners in the public opinion field, as well as interviews in each of the 4 countries, the author describes how views of public opinion and governance differ significantly between elites and the general public. Bennett argues that elites generally risk more by allowing the creation of new data, fearing that its analysis may become public and create communications and political problems of various kinds. The book finds evidence that recent conservative governments in

several countries are changing their perspective on the use of public opinion, and that conventional public opinion studies are facing challenges from the availability of other kinds of information and new technologies. This book is a hugely valuable contribution to a hitherto little explored field and will appeal to academics and practitioners alike. This is a primary text project that combines sustainability development with engineering entrepreneurship and design to present a transdisciplinary approach to modern engineering education. The book is distinguished by extensive descriptions of concepts in sustainability, its principles, and its relevance to environment, economy, and society. It can be read by all engineers regardless of their disciplines as well as by engineering students as they would be future designers of products and systems. This book presents a flexible organization of knowledge in various fields, which allows to be used as a text in a number of courses including for example, engineering entrepreneurship and design, engineering innovation and leadership, and sustainability in engineering design. This edited volume represents the best of the scholarship presented at the 18th National Communication Association/American Forensic Association Conference on Argumentation. This biennial conference brings together a lively group of argumentation scholars from a range of disciplinary approaches and a variety of countries. *Disturbing Argument* contains selected works that speak both to the disturbing prevalence of violence in the contemporary world and to the potential of argument itself, to disturb the very relations of power that enable that violence. Scholars' essays analyze a range of argument forms, including body and visual argument, interpersonal and group argument, argument in electoral politics, public argument, argument in social protest, scientific and technical argument, and argument and debate pedagogy. Contributors study argument using a range of methodological approaches, from social scientifically informed studies of interpersonal, group, and political argument to humanistic examinations of argument theory, political discourse, and social protest, to creatively informed considerations of argument practices that truly disturb the boundaries of what we consider argument. Traditionally, the public health viewpoint on disability was geared toward primary prevention of disabling conditions or events. More recently, with the movement for disability rights and the emergence of disability studies, the challenge to the field has been to promote positive health outcomes in this underserved community. Such a change in public health culture must start at the educational level, yet training programs have generally been slow in integrating this perspective—with its potential for enriching the field—into their curricula. *Public Health Perspectives on Disability* meets this challenge with an educational framework for rethinking disability in public health study and practice, and for attaining the competencies that should accompany this knowledge. This reference balances history and epidemiology, scientific advances, advocacy and policy issues, real-world insights, and progressive recommendations, suiting it especially to disability-focused courses, or to add disability-related content to existing public health programs. Each chapter applies awareness and understanding of disabled persons' experience to one of the core curriculum areas, including: Health services administration, Environmental health science and occupational health, Health law and ethics, The school as physical setting, Maternal, child, and family health, Disasters and disability. In *Public Health Perspectives on Disability*, faculty, researchers, administrators, and students in graduate schools of public health throughout the U.S. will find a worthy classroom text and a robust source of welcome—and much needed—change. Includes topics such as: Public Key Infrastructure (PKI) Operation and Case Study, Non-repudiation, Authorization and Access Control, Authentication and Time-Stamping, Certificate Validation and Revocation, and Cryptographic Applications. The most comprehensive and up-to-date textbook on public communication campaigns currently available *Fundamentals of Public Communication Campaigns* provides students and practitioners with the theoretical and practical knowledge needed to create and implement effective messaging campaigns for an array of real-world scenarios. Assuming no prior expertise in the subject, this easily accessible textbook clearly describes more than 700 essential concepts of public communication campaigns. Numerous case studies illustrate real-world media campaigns, such as those promoting COVID-19 vaccinations and social distancing, campaigns raising awareness of LGBTQ+ issues, entertainment and Hollywood celebrity campaigns, and social activist initiatives including the #MeToo movement and Black Lives Matter (BLM). Opening with a thorough introduction to the fundamentals of public communication campaigns, the text examines a wide array of different health communication campaigns, social justice and social change campaigns, and counter-radicalization campaigns. Readers learn about the theoretical foundations of public communication campaigns, the roles of persuasion and provocation, how people's attitudes can be changed through fear appeals, the use of ethnographic research in designing campaigns, the ethical principles of public communication campaigns, the potential negative effects of public messaging, and much more. Describes each of the 10 steps of public communication campaigns, from defining the topic and setting objectives to developing optimal message content and updating the campaign with timely and relevant information. Covers public communication campaigns from the United States as well as 25 other countries, including Australia, Brazil, Canada, China, Egypt, India, Israel, Singapore, South Korea, and the United Kingdom. Offers a template for creating or adapting messages for advertising, public relations, health, safety, entertainment, social justice, animal rights, and many other scenarios. Incorporates key theories such as the Diffusion of Innovations (DoI) theory, social judgment theory (SJT), the Health Belief Model (HBM), social cognitive theory (SCT), and self-determination theory (SDT). Includes in-depth case studies of communication campaigns of Islamophobia, antisemitism, white supremacy, and violent extremism. *Fundamentals of Public Communication Campaigns* is the perfect textbook for undergraduate students across the social sciences and the humanities, and a valuable resource for general readers with interest in the subject. This new edition incorporates revised guidance from H.M Treasury which is designed to promote efficient policy development and resource allocation across government through the use of a thorough, long-term and analytically robust approach to the appraisal and evaluation of public service projects before significant funds are committed. It is the first edition to have been aided by a consultation process in order to ensure the guidance is clearer and more closely tailored to suit the needs of users. Drawing on economics, organisational theory and politics, Jan-Erik Lane presents new public management from an analytical perspective. This timely new volume brings together experts on the laws of war from academia, the military, and the NGO community to examine the issues surrounding September 11th and its aftermath, which have raised fundamental challenges to the existing corpus of international humanitarian law. The book features a thoughtful overview and discussion of the extent to which "new wars" call for new laws. The authors analyze specific topics pertaining to this theme, including the definition of armed conflict, the identification of military objectives, the meaning and application of the principle of proportionality in contemporary conflicts, the legitimacy of "targeted killings," the treatment of individuals detained in non-traditional armed conflicts, and the contemporary application of the law of occupation. Specific highlights include: Lt. Col. William K. Lietzau, National Defense University and former Special Advisor to the General Counsel of the Department of Defense (DoD), on when to apply the law of war and when to apply a law enforcement paradigm; Yoram Dinstein, Stockton Professor of International Law at the U.S. Naval War College, on proportionality; Crimes of War website editor Anthony Dworkin on due process problems in the anti-terror campaign; Ken Watkin, Visiting Fellow in the Human Rights Program at Harvard Law School, on targeting and assassination; and much more. Published under the Transnational Publishers imprint. Using a straightforward systems approach, *Public Health: What It Is and How It Works* explores the inner workings of the complex, modern U.S. public health system—what it is, what it does, how it works, and why it is important. The book covers the origins and development of the modern public health system; the relationship of public health to the overall health system; how the system is organized at the federal, state, and local levels; its core functions and how well these are currently being addressed; evidence-based practice and an approach to program planning and evaluation for public health interventions; public health activities such as epidemiological investigation, biomedical research, environmental assessment, policy development, and more. Updated and New Information in the Fifth Edition: • NACCHO Profile data from 2008 and 2010 surveys • Accreditation of public health agencies • Public health workforce development activities including the credentialing of public health workers • Health reform provisions enacted in 2010 • Updated and revised section on public health financing A range of views on the morality of synthetic biology and its place in public policy and political discourse.

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