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This book constitutes the thoroughly refereed proceedings of the 7th Italian Research Conference on Digital Libraries held in Pisa, Italy, in January 2011. The 20 revised full papers presented were carefully reviewed and cover topics of interest such as system interoperability and data integration; formal and methodological foundations of digital libraries; semantic web and linked data for digital libraries;

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multilingual information access; digital library infrastructures; metadata creation and management; search engines for digital library systems; evaluation and log data; handling audio/visual and non-traditional objects; user interfaces and visualization; digital library quality.

This book examines issues and implications of digital and social media marketing for emerging markets. These markets necessitate substantial adaptations of developed theories and approaches employed in the Western world. The book investigates problems specific to emerging markets, while identifying new theoretical constructs and practical applications of digital marketing. It addresses topics such as electronic word of mouth (eWOM), demographic differences in digital marketing, mobile marketing, search engine advertising, among others. A radical increase in both temporal and geographical reach is empowering consumers to exert influence on brands, products, and services. Information and Communication Technologies (ICTs) and digital media are having a significant impact on the way people communicate and fulfil their socio-economic, emotional and material needs. These technologies are also being harnessed by businesses for various purposes including distribution and selling of goods, retailing of consumer services, customer relationship management, and

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influencing consumer behaviour by employing digital marketing practices. This book considers this, as it examines the practice and research related to digital and social media marketing.

In this book Dr. Michael Stankosky, founder of the first doctoral program in knowledge management, sets out to provide a rationale and solid research basis for establishing Knowledge Management (KM) as an academic discipline. While it is widely known that Knowledge is the driver of our knowledge economy, Knowledge Management does not yet have the legitimacy that only rigorous academic research can provide. This book lays out the argument for KM as a separate academic discipline, with its own body of knowledge (theoretical constructs), guiding principles, and professional society. In creating an academic discipline, there has to be a widely accepted theoretical construct, arrived at by undergoing scholarly scientific investigation and accompanying rigor. This construct becomes the basis for an academic curriculum, and proven methodologies for practice. Thus, the chapters in this book bridge theory and practice, providing guiding principles to those embarking on or evaluating the merits of a KM program. As a methodology itself for undertaking the development of a body of knowledge, a KM Research Map was developed to guide scholars, researchers, and practitioners. This book presents this map, and

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showcases cutting-edge scholarship already performed in this nascent field by including the dissertation results of eleven KM scholar/practitioners.

Today's society is characterized by quick technological developments and constant changes to our information environments. One of the biggest changes has been on our workplace environments where technological developments have automated work processes that were previously done by manual labour whilst new professions and work tasks have emerged in response to new methods of creating, sharing and using information. *Information at Work: Information management in the workplace* provides a comprehensive account of information in the modern workplace. It includes a set of chapters examining and reviewing the major concepts within workplace information, from overarching themes of information cultures and ecologies, to strategic concerns of information management and governance, and to detailed accounts of questions and current debates. This book will be useful reading for researchers in Information Science and Information Management and students on related courses. It is also suitable to be used as an introductory text for those working in allied fields such as Management and Business Studies.

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