

Social Interaction, Globalization and Computer-Aided Analysis

A Practical Guide to Developing Social Simulation

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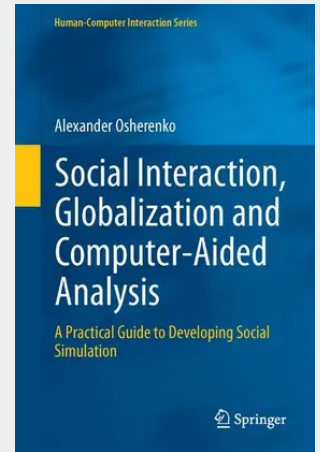
This comprehensive, multidisciplinary study confronts this ambivalence through the use of computer simulation. It discusses the findings of social interaction and social simulation through the use of understandable global examples. Readers can use this book as a tool to outline significant aspects of intercultural simulation and highlight the issues that need to be considered in the reader's analysis.

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Researchers and software developers engaged in interdisciplinary research projects in the field of Human-Computer Interaction will find this book to be a useful companion in their work.

Alexander Osherenko is the founder of the start-up company *Socioware Development*, which implements psychologically-, sociologically- and culturally-aware software that scrutinizes information based on the findings of the cognitive sciences. Solutions created by *Socioware Development* can be implemented across a vast spectrum of industries, including car manufacturing, insurance and banking, Internet search engines and e-retailers.

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53,49 €
49,99 € (zzgl. MwSt.)

Lieferfrist: bis zu 10 Tage

Artikelnummer: 9781447162599
Medium: Buch
ISBN: 978-1-4471-6259-9
Verlag: Springer
Erscheinungstermin: 27.01.2014
Sprache(n): Englisch
Auflage: Erscheinungsjahr 2014
Serie: Human-Computer Interaction Series
Produktform: Gebunden
Gewicht: 5207 g
Seiten: 245
Format (B x H): 160 x 241 mm

