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Financial Compliance Issues, Concerns and Future Directions Springer *This book explores the fundamental elements and risks that impact the compliance officer's work. Following a comprehensive understanding of the role of a compliance officer, by engaging with themes of compliance officers' liability, expectations, risks and effectiveness, it provides practical answers by leading academics and practitioners in the field. This work also draws on how other areas, such as GDPR, financial regulation and whistleblowing, challenges on compliance officers and provides a way forward to convert these challenges into opportunities. The discussion of compliance challenges and practices in Australia, Europe and the United States provides critical insights into the development of compliance in today's financial environment. Financial Compliance: Issues, Concerns and Future Directions provides an invaluable working resource for academics, practitioners and a general audience interested in understanding and developing an effective compliance culture.*

The EU General Data Protection Regulation (GDPR) A Practical Guide Springer *This book provides expert advice on the practical implementation of the European Union's General Data Protection Regulation (GDPR) and systematically analyses its various provisions. Examples, tables, a checklist etc. showcase the practical consequences of the new legislation. The handbook examines the GDPR's scope of application, the organizational and material requirements for data protection, the rights of data subjects, the role of the Supervisory Authorities, enforcement and fines under the GDPR, and national particularities. In addition, it*

supplies a brief outlook on the legal consequences for seminal data processing areas, such as Cloud Computing, Big Data and the Internet of Things. Adopted in 2016, the General Data Protection Regulation will come into force in May 2018. It provides for numerous new and intensified data protection obligations, as well as a significant increase in fines (up to 20 million euros). As a result, not only companies located within the European Union will have to change their approach to data security; due to the GDPR's broad, transnational scope of application, it will affect numerous companies worldwide.

Trends and Innovations in Information Systems and Technologies Volume 1 Springer Nature This book gathers selected papers presented at the 2020 World Conference on Information Systems and Technologies (WorldCIST'20), held in Budva, Montenegro, from April 7 to 10, 2020.

WorldCIST provides a global forum for researchers and practitioners to present and discuss recent results and innovations, current trends, professional experiences with and challenges regarding various aspects of modern information systems and technologies. The main topics covered are A) Information and Knowledge Management; B) Organizational Models and Information Systems; C) Software and Systems Modeling; D) Software Systems, Architectures, Applications and Tools; E) Multimedia Systems and Applications; F) Computer Networks, Mobility and Pervasive Systems; G) Intelligent and Decision Support Systems; H) Big Data Analytics and Applications; I) Human-Computer Interaction; J) Ethics, Computers & Security; K) Health Informatics; L) Information Technologies in Education; M) Information Technologies in Radiocommunications; and N) Technologies for Biomedical Applications.

ECCWS 2021 20th European Conference on Cyber Warfare and Security Academic Conferences Inter Ltd Conferences Proceedings of 20th European Conference on Cyber Warfare and Security

The Essential Guide for Newly Qualified Occupational Therapists Transition to Practice Jessica Kingsley Publishers Starting out in practice can be difficult and confusing. This guide for newly qualified occupational therapists provides an authoritative overview of what to expect in your role and work settings, and is full of practical guidance on how to make a good start to a successful practice. With chapters by experienced practitioners in the field, it offers insights into work in paediatrics, mental health, learning disability and the acute hospital setting. Vital information is also included on difficult aspects of practice such as legislation and data protection. It signposts sources for support and resources for furthering techniques in individual areas of work. Most importantly, the book offers tips for managing a busy workload, while building the positive relationships and resilience needed for a successful career in the occupational therapy.

GDPR and Cyber Security for Business Information Systems CRC Press The General Data Protection Regulation is the latest, and one of the most stringent, regulations regarding Data Protection to be passed into law by the European Union. Fundamentally, it aims to protect the Rights and Freedoms of all the individuals included under its terms; ultimately the privacy and security of all our personal data. This requirement for protection extends globally, to all organisations, public and private, wherever personal data is held, processed, or transmitted concerning any EU citizen. Cyber Security is at the core of data protection and there is a heavy emphasis on the application of encryption and state of the art technology within the articles of the GDPR. This is considered to be a

primary method in achieving compliance with the law. Understanding the overall use and scope of Cyber Security principles and tools allows for greater efficiency and more cost effective management of Information systems. GDPR and Cyber Security for Business Information Systems is designed to present specific and practical information on the key areas of compliance to the GDPR relevant to Business Information Systems in a global context. **ECMLG 2018 14th European Conference on Management, Leadership and Governance** Academic Conferences and publishing limited **Data-Driven Personalisation in Markets, Politics and Law** Cambridge University Press This book critiques the use of algorithms to pre-empt personal choices in its profound effect on markets, democracy and the rule of law. **ECSM 2020 8th European Conference on Social Media** Academic Conferences and publishing limited These proceedings represent the work of contributors to the 7th European Conference on Social Media (ECSM 2020), supported by UCLan Cyprus, Larnaca on 2-3 July 2020. The Conference Chair is Dr Christos Karpasitis and the Programme Chair is Mrs Christiana Varda, from the University of Central Lancashire - Cyprus (UCLan Cyprus). ECSM is a relatively new, but well-established event on the academic research calendar. Now, in its 7th year, the key aim remains the opportunity for participants to share ideas and meet. The conference was due to be held at UCLan Cyprus, but unfortunately, due to the global Covid-19 pandemic it was moved online to be held as a virtual event. The scope of papers will ensure an interesting conference. The subjects covered illustrate the wide range of topics that fall into this important and ever-growing area of research. **Privacy, Security and Forensics in the Internet of Things (IoT)** Springer Nature This book provides the most recent security, privacy, technical and legal challenges in the IoT environments. This book offers a wide range of theoretical and technical solutions to address these challenges. Topics covered in this book include; IoT, privacy, ethics and security, the use of machine learning algorithms in classifying malicious websites, investigation of cases involving cryptocurrency, the challenges police and law enforcement face in policing cyberspace, the use of the IoT in modern terrorism and violent extremism, the challenges of the IoT in view of industrial control systems, and the impact of social media platforms on radicalisation to terrorism and violent extremism. This book also focuses on the ethical design of the IoT and the large volumes of data being collected and processed in an attempt to understand individuals' perceptions of data and trust. A particular emphasis is placed on data ownership and perceived rights online. It examines cyber security challenges associated with the IoT, by making use of Industrial Control Systems, using an example with practical real-time considerations. Furthermore, this book compares and analyses different machine learning techniques, i.e., Gaussian Process Classification, Decision Tree Classification, and Support Vector Classification, based on their ability to learn and detect the attributes of malicious web applications. The data is subjected to multiple steps of pre-processing including; data formatting, missing value replacement, scaling and principal component analysis. This book has a multidisciplinary approach. Researchers working within security, privacy, technical and legal challenges in the IoT environments and advanced-level students majoring in computer science will find this book useful as a reference. Professionals working within this related field will also want to purchase this book. **ECSM 2018 5th**

European Conference on Social Media *Academic Conferences and publishing limited* These proceedings represent the work of researchers participating in the 5th European Conference on Social Media (ECSM 2018) which is being hosted this year by Limerick Institute of Technology, Ireland on 21-22 June 2018.

Testing Software and Systems 32nd IFIP WG 6.1 International Conference, ICTSS 2020, Naples, Italy, December 9-11, 2020, Proceedings Springer Nature This book constitutes the refereed proceedings of the 32nd IFIP WG 6.1 International Conference on Testing Software and Systems, ICTSS 2020, which was supposed to be held in Naples, Italy, in December 2020, but was held virtually due to the COVID-19 pandemic. The 17 regular papers and 4 short papers presented were carefully reviewed and selected from 43 submissions. ICTSS is a series of international conferences addressing the conceptual, theoretic, and practical problems of testing software systems, including communication protocols, services, distributed platforms, middleware, embedded and cyber-physical systems, and security infrastructures. The papers are organized in the topical sections named: model-based testing; security testing; testing methods and applications; testing methods and automation; and short contributions.

Financial Regulation and Technology A Legal and Compliance Guide Edward Elgar Publishing This important book analyses recurring issues within financial services regulation relevant to the use of technology, at a time when competition is moving towards greater use of technology in the financial services sector. Iain Sheridan assumes no advanced knowledge of computers and related technology topics, but where necessary encapsulates the essential aspects to offer a comprehensive yet accessible guide to the regulation of finance and technology.

ICCWS 2020 15th International Conference on Cyber Warfare and Security *Academic Conferences and publishing limited* **The 15th International Conference Interdisciplinarity in Engineering Conference Proceedings** Springer Nature This book contains research papers that were accepted for presentation at the 15th International Conference on Interdisciplinarity in Engineering—INTER-ENG 2021, which was held on October 7-8, 2021, in the city of Târgu-Mureș, Romania. The general scope of the conference "Innovative aspects of Industry 4.0 concepts aimed at consolidating the digital future of manufacturing in companies" is proposing a new approach related to the development of a new generation of smart factories grounded on the manufacturing and assembly process digitalization. It is related to advance manufacturing technology, lean manufacturing, sustainable manufacturing, additive manufacturing, and manufacturing tools and equipment. It is a leading international professional and scientific forum of great interest for engineers and scientists who can read in this book research works contributions and recent developments as well as current practices in advanced fields of engineering.

Edge Computing - EDGE 2020 4th International Conference, Held as Part of the Services Conference Federation, SCF 2020, Honolulu, HI, USA, September 18-20, 2020, Proceedings Springer Nature This book constitutes the proceedings of the International Conference on Edge Computing, EDGE 2020, held virtually as part of SCF 2020, in Honolulu, HI, USA, in September 2020. The 7 full and 2 short papers presented in this volume were carefully reviewed and selected from 13 submissions. The conference proceeding EDGE 2020 presents the latest fundamental advances in

the state of the art and practice of edge computing, identify emerging research topics, and define the future of edge computing. **EU General Data Protection Regulation (GDPR) - An implementation and compliance guide, fourth edition** IT Governance Ltd Now in its fourth edition, this bestselling guide is the ideal companion for anyone carrying out a GDPR (General Data Protection Regulation) compliance project. It provides comprehensive guidance and practical advice on complying with the Regulation. **ICMLG 2017 5th International Conference on Management Leadership and Governance** Academic Conferences and publishing limited **ICCWS 2017 12th International Conference on Cyber Warfare and Security** Academic Conferences and publishing limited **Privacy Technologies and Policy 7th Annual Privacy Forum, APF 2019, Rome, Italy, June 13-14, 2019, Proceedings** Springer This book constitutes the refereed conference proceedings of the 7th Annual Privacy Forum, APF 2019, held in Rome, Italy, in June 2019. The 11 revised full papers were carefully reviewed and selected from 49 submissions. The papers present original work on the themes of data protection and privacy and their repercussions on technology, business, government, law, society, policy and law enforcement bridging the gap between research, business models, and policy. They are organized in topical sections on transparency, users' rights, risk assessment, and applications. **Data Protection Law A Comparative Analysis of Asia-Pacific and European Approaches** Springer Nature This book provides a comparison and practical guide for academics, students, and the business community of the current data protection laws in selected Asia Pacific countries (Australia, India, Indonesia, Japan Malaysia, Singapore, Thailand) and the European Union. The book shows how over the past three decades the range of economic, political, and social activities that have moved to the internet has increased significantly. This technological transformation has resulted in the collection of personal data, its use and storage across international boundaries at a rate that governments have been unable to keep pace. The book highlights challenges and potential solutions related to data protection issues arising from cross-border problems in which personal data is being considered as intellectual property, within transnational contracts and in anti-trust law. The book also discusses the emerging challenges in protecting personal data and promoting cyber security. The book provides a deeper understanding of the legal risks and frameworks associated with data protection law for local, regional and global academics, students, businesses, industries, legal profession and individuals. **21st European Conference on Cyber Warfare and Security** Academic Conferences and publishing limited **Handbook on European data protection law 2018 Edition** Council of Europe The rapid development of information technology has exacerbated the need for robust personal data protection, the right to which is safeguarded by both European Union (EU) and Council of Europe (CoE) instruments. Safeguarding this important right entails new and significant challenges as technological advances expand the frontiers of areas such as surveillance, communication interception and data storage. This handbook is designed to familiarise legal practitioners not specialised in data protection with this emerging area of the law. It provides an overview of the EU's and the CoE's applicable legal frameworks. It also explains key case law, summarising major rulings of both the Court of Justice of the European Union and the European Court of Human Rights. In

addition, it presents hypothetical scenarios that serve as practical illustrations of the diverse issues encountered in this ever-evolving field. **The Royal Marsden Manual of Clinical Nursing Procedures Student Edition** John Wiley & Sons The student edition of *The Royal Marsden Manual of Clinical Nursing Procedures* has been the definitive, market-leading textbook of clinical nursing skills for fifteen years. This internationally best-selling title sets the gold standard for nursing care, providing the procedures, rationale, and guidance required by pre-registration students to deliver clinically effective, patient-focused care with expertise and confidence. With over two-hundred detailed procedures which reflect the skills required to meet The Standards of Proficiency for Registered Nurses (NMC 2019), this comprehensive manual presents the evidence and underlying theory alongside full-colour illustrations and a range of learning activities designed to support student nurses in clinical practice. Loved and trusted by millions, *The Royal Marsden Manual of Clinical Nursing Procedures, Student Edition* continues to be a truly indispensable textbook for students, and includes coverage of patient assessment and discharge planning, communication, infection prevention and control, perioperative care, wound management, nutrition, diagnostic testing, medicines management, and much more. Learning features in this revised tenth edition include: Learning outcomes – summarise the focus of the information in each chapter Learning in practice – asks you to consider issues within your practice environment Case studies – provide learning around a particular patient scenario Clinical applications – ask you to consider how you would apply your knowledge to a clinical situation Stretch activities – challenge you with more nuanced, advanced issues to reflect upon Many of the features in the book are relevant to trainee nursing associates, especially when used in conjunction with supervision from academic and clinical teachers. A companion website to this title is available at www.royalmarsdenmanual.com/student10e

Proceedings of the Future Technologies Conference (FTC) 2021, Volume 3 Springer Nature **16th European Conference on Management, Leadership and Governance** Academic Conferences International limited These proceedings represent the work of contributors to the 16th European Conference on Management Leadership and Governance (ECMLG 2020) hosted by ACI and EM-Normandie Business School, Oxford, UK, UK on 26 – 27th October 2020. The Conference Chair Dr Paul Griffiths, EM-Normandie Business School, Metis Lab. Oxford, UK **EU General Data Protection Regulation (GDPR) An Implementation and Compliance Guide** A clear and comprehensive guide to this new data protection law, this book explains the changes you need to make to your data protection and information security regimes, and tells you exactly what you need to do to avoid severe financial penalties. -- **Information Security Practice and Experience 15th International Conference, ISPEC 2019, Kuala Lumpur, Malaysia, November 26-28, 2019, Proceedings** Springer Nature This book constitutes the refereed proceedings of the 15th International Conference on Information Security Practice and Experience, ISPEC 2019, held in Kuala Lumpur, Malaysia, in November 2019. The 21 full and 7 short papers presented in this volume were carefully reviewed and selected from 68 submissions. They were organized into the following topical sections: Cryptography I, System and Network Security, Security Protocol and Tool, Access Control and Authentication, Cryptography II, Data and User Privacy, Short Paper I, and Short

*Paper II. **ECCWS 2018 17th European Conference on Cyber Warfare and Security V2 Academic Conferences and publishing limited PROCEEDINGS OF THE 21ST CONFERENCE ON FORMAL METHODS IN COMPUTER-AIDED DESIGN - FMCAD 2021** TU Wien Academic Press Unser Leben ist von Hardware geprägt: Sei es der USB-Stick, der Prozessor unserer Laptops oder die Sim-Karte unseres Smartphones. Doch wer sorgt eigentlich dafür, dass diese Systeme vom ersten Entwurf an stabil und sicher funktionieren? Der Computer – mithilfe des Menschen. Das Ganze nennt sich CAD (computer-aided design=computerunterstütztes Entwerfen) und ist aus der modernen Industriewelt nicht mehr wegzudenken. Doch wie lässt sich sicherstellen, dass eingesetzte Hardware und Computersysteme zuverlässig sind? Durch Formale Methoden: Das sind Techniken und Werkzeuge, mit denen man berechnet, ob etwa eine Systembeschreibung in sich konsistent ist oder Anforderungen richtig entworfen und implementiert wurden. Anders gesagt: Man kann damit die Sicherheit von Hardware und Software überprüfen. Wie das konkret aussehen kann, interessiert auch die jährlich stattfindende Konferenz „Formal Methods in Computer-Aided Design (FMCAD)“. Unter der Leitung von Ruzica Piskac und Michael W. Whalen beschäftigte sich die 21. Tagung im Oktober 2021 mit den neuesten Forschungsergebnissen im Bereich der Formalen Methoden. Zu dieser Online-Tagung ist nun auch ein Konferenzband mit über 30 Beiträgen erschienen, die ein breites Spektrum der Formalen Methoden abdecken: angefangen bei der Verifikation von Hardware, nebenläufigen und verteilten Systemen und neuronalen Netzen bis hin zu maschinellem Lernen und Entscheidungsprozeduren. Der Band gewährt einen spannenden Einblick in bahnbrechende Methoden, Technologien, theoretische Ergebnisse und Werkzeuge für Formale Logik in Rechensystemen und Systementwicklungen. **The Solicitor's Handbook 2022 Building an Effective Cybersecurity Program, 2nd Edition** Rothstein Publishing BUILD YOUR CYBERSECURITY PROGRAM WITH THIS COMPLETELY UPDATED GUIDE Security practitioners now have a comprehensive blueprint to build their cybersecurity programs. Building an Effective Cybersecurity Program (2nd Edition) instructs security architects, security managers, and security engineers how to properly construct effective cybersecurity programs using contemporary architectures, frameworks, and models. This comprehensive book is the result of the author's professional experience and involvement in designing and deploying hundreds of cybersecurity programs. The extensive content includes: Recommended design approaches, Program structure, Cybersecurity technologies, Governance Policies, Vulnerability, Threat and intelligence capabilities, Risk management, Defense-in-depth, DevSecOps, Service management, ...and much more! The book is presented as a practical roadmap detailing each step required for you to build your effective cybersecurity program. It also provides many design templates to assist in program builds and all chapters include self-study questions to gauge your progress. With this new 2nd edition of this handbook, you can move forward confidently, trusting that Schreider is recommending the best components of a cybersecurity program for you. In addition, the book provides hundreds of citations and references allow you to dig deeper as you explore specific topics relevant to your organization or your studies. Whether you are a new manager or current manager involved in your organization's cybersecurity program, this book will answer many questions you have on*

what is involved in building a program. You will be able to get up to speed quickly on program development practices and have a roadmap to follow in building or improving your organization's cybersecurity program. If you are new to cybersecurity in the short period of time it will take you to read this book, you can be the smartest person in the room grasping the complexities of your organization's cybersecurity program. If you are a manager already involved in your organization's cybersecurity program, you have much to gain from reading this book. This book will become your go to field manual guiding or affirming your program decisions.

Networking, Intelligent Systems and Security Proceedings of NISS 2021 Springer Nature *This book gathers best selected research papers presented at the International Conference on Networking, Intelligent Systems and Security, held in Kenitra, Morocco, during 01-02 April 2021. The book highlights latest research and findings in the field of ICT, and it provides new solutions, efficient tools, and techniques that draw on modern technologies to increase urban services. In addition, it provides a critical overview of the status quo, shares new propositions, and outlines future perspectives in networks, smart systems, security, information technologies, and computer science.*

Information Technology for Management: Current Research and Future Directions 17th Conference, AITM 2019, and 14th Conference, ISM 2019, Held as Part of FedCSIS, Leipzig, Germany, September 1-4, 2019, Extended and Revised Selected Papers Springer Nature *This book constitutes extended selected papers from the 17th Conference on Advanced Information Technologies for Management, AITM 2019, and the 14th Conference on Information Systems Management, ISM 2019, held as part of the Federated Conference on Computer Science and Information Systems, FedCSIS, which took place in Leipzig, Germany, in September 2019. The total of 7 full and 6 short papers presented in this volume were carefully reviewed and selected from a total of 45 submissions. The papers selected to be included in this book contribute to the understanding of relevant trends of current research on and future directions of information technology for management in business and public organizations. They were organized in topical sections named: information technology assessment for future development; methods and models for designing information technology, and aspects of implementing information technology.*

Digital Therapies in Psychosocial Rehabilitation and Mental Health IGI *Global Digital health is the convergence of digital technologies with health to enhance the efficiency of healthcare delivery and make healthcare more personalized and precise. These technologies generally focus on the development of interconnected health systems to improve the use of computational technologies, smart devices, computational analysis techniques, and communication media to help healthcare professionals and their patients manage illnesses and health risks, as well as promote health and well-being. Digital tools play a central role in the most promising future healthcare innovations and create tremendous opportunities for a more integrated and value-based system along with a stronger focus on patient outcomes, and as such, having access to the latest research findings and progressions is of paramount importance. Digital Therapies in Psychosocial Rehabilitation and Mental Health introduces the latest digital innovations in the mental health field and points out new ways it can be used in patient care while also delving into some of the limits of its application. It presents a comprehensive state-of-the-art approach to digital mental*

health technologies and practices within the broad confines of psychosocial and mental health practices and also provides a canvas to discuss emerging digital mental health solutions, propelled by the ubiquitous availability of personalized devices and affordable wearable sensors and innovative technologies such as virtual and augmented reality, mobile apps, robots, and intelligent platforms. It is ideal for medical professors and students, researchers, practitioners of healthcare companies, managers, and other professionals where digital health technologies can be used. **Handbook of Research on Cyber Law, Data Protection, and Privacy** IGI Global The advancement of information and communication technology has led to a multi-dimensional impact in the areas of law, regulation, and governance. Many countries have declared data protection a fundamental right and established reforms of data protection law aimed at modernizing the global regulatory framework. Due to these advancements in policy, the legal domain has to face many challenges at a rapid pace making it essential to study and discuss policies and laws that regulate and monitor these activities and anticipate new laws that should be implemented in order to protect users. The Handbook of Research on Cyber Law, Data Protection, and Privacy focuses acutely on the complex relationships of technology and law both in terms of substantive legal responses to legal, social, and ethical issues arising in connection with growing public engagement with technology and the procedural impacts and transformative potential of technology on traditional and emerging forms of dispute resolution. Covering a range of topics such as artificial intelligence, data protection, and social media, this major reference work is ideal for government officials, policy-makers, industry professionals, academicians, scholars, researchers, practitioners, instructors, and students. **Cybersecurity, Privacy and Freedom Protection in the Connected World Proceedings of the 13th International Conference on Global Security, Safety and Sustainability, London, January 2021** Springer Nature This book provides an opportunity for investigators, government officials, systems scientists, strategists, assurance researchers, owners, operators and maintainers of large, complex and advanced systems and infrastructures to update their knowledge with the state of best practice in the challenging domains whilst networking with the leading representatives, researchers and solution providers. Drawing on 12 years of successful events on information security, digital forensics and cyber-crime, the 13th ICGS3-20 conference aims to provide attendees with an information-packed agenda with representatives from across the industry and the globe. The challenges of complexity, rapid pace of change and risk/opportunity issues associated with modern products, systems, special events and infrastructures. In an era of unprecedented volatile, political and economic environment across the world, computer-based systems face ever more increasing challenges, disputes and responsibilities, and whilst the Internet has created a global platform for the exchange of ideas, goods and services, it has also created boundless opportunities for cyber-crime. As an increasing number of large organizations and individuals use the Internet and its satellite mobile technologies, they are increasingly vulnerable to cyber-crime threats. It is therefore paramount that the security industry raises its game to combat these threats. Whilst there is a huge adoption of technology and smart home devices, comparably, there is a rise of threat vector in the abuse of the technology in domestic violence inflicted through IoT too. All these are an issue of global importance as law enforcement agen-

cies all over the world are struggling to cope. **The EU General Data Protection Regulation (GDPR) A Commentary** Oxford University Press, USA This new book provides an article-by-article commentary on the new EU General Data Protection Regulation. Adopted in April 2016 and applicable from May 2018, the GDPR is the centrepiece of the recent reform of the EU regulatory framework for protection of personal data. It replaces the 1995 EU Data Protection Directive and has become the most significant piece of data protection legislation anywhere in the world. The book is edited by three leading authorities and written by a team of expert specialists in the field from around the EU and representing different sectors (including academia, the EU institutions, data protection authorities, and the private sector), thus providing a pan-European analysis of the GDPR. It examines each article of the GDPR in sequential order and explains how its provisions work, thus allowing the reader to easily and quickly elucidate the meaning of individual articles. An introductory chapter provides an overview of the background to the GDPR and its place in the greater structure of EU law and human rights law. Account is also taken of closely linked legal instruments, such as the Directive on Data Protection and Law Enforcement that was adopted concurrently with the GDPR, and of the ongoing work on the proposed new E-Privacy Regulation. **ECIAIR 2019 European Conference on the Impact of Artificial Intelligence and Robotics** Academic Conferences and publishing limited **Selling to the C-Suite, Second Edition: What Every Executive Wants You to Know About Successfully Selling to the Top What Every Executive Wants You to Know About Successfully Selling to the Top** McGraw Hill Professional **THE CLASSIC GUIDE TO HIGH-LEVEL SELLING.** Updated with new insights from global executives. How do the best salespeople become trusted advisors to top executives? How do they prepare the right message and get in front of the right influencers and decision-makers? How do they close major sales and establish loyalty for the long-term? The authors of this groundbreaking book took a novel approach to answer these questions by asking more than 500 senior decision-makers what they look for when salespeople call. What these top executives reveal will change the way you sell. This second edition has been updated with new insights on how to stand out and succeed in a market where executives are using social media and other technologies as a key part of their buying process. You'll learn how to: •Target the most relevant executives in any sales opportunity •Win support from the executive's network of gatekeepers and influencers •Position yourself as the supplier who will add the most value with least risk •Update your prospecting and selling skills for the digital age •Sell higher, win bigger, and close faster. Based on the world's largest study of its kind, *Selling to the C-Suite, Second Edition* blends empirical research with practical insights to help you sell higher, faster, and stronger.