

# Business Plan Gym Fitness Profile Template

The Business of Personal Training  
Business Planning and Market Strategy  
Sports Sponsorship and Branding  
How to Start a Home-Based Personal Trainer Business  
Two-brain Business 2.0  
The AI-Enabled Enterprise  
Muscle for Life  
Marketing Communication Plan for a Gym. The example Aspria Holding BV  
The Business of Personal Training  
Working Mother  
The Global Private Health & Fitness Business  
You Are Your Own Gym  
Make a Fitness Plan  
Inches Aren't Everything  
Legal Systems & Skills  
The National Conference on Youth Fitness  
Gym Owner's Handbook  
Managing Sport Facilities  
CSCS Study Guide  
Value Proposition Design  
Under Observation: The Interplay Between eHealth and Surveillance  
Smarter Workouts  
Medical and Dental Space Planning  
Roadmap to Your Success  
The Mom Test  
Starting Strength  
Help Clients Lose Weight  
Data Mining  
The Challenger Sale  
Solitary Fitness  
The Global Private Health & Fitness Business  
How to Be an Awesome Personal Trainer  
Obesity, Business and Public Policy  
Entrepreneurial DNA: The Breakthrough Discovery that Aligns Your Business to Your Unique Strengths  
AGENT-BASED UBIQUITOUS COMPUTING  
Ubiquitous Positioning  
Business Publication Advertising Source  
Disciplined Entrepreneurship  
Successful Career Development for the Fitness Professional  
San Diego Magazine

As recognized, adventure as capably as experience nearly lesson, amusement, as well as covenant can be gotten by just checking out a book **Business Plan Gym Fitness Profile Template** after that it is not directly done, you could acknowledge even more with reference to this life, around the world.

We provide you this proper as capably as simple quirk to get those all. We have enough money Business Plan Gym Fitness Profile Template and numerous books collections from fictions to scientific research in any way. along with them is this Business Plan Gym Fitness Profile Template that can be your partner.

2018-02-13 Mark A. Nutting Running a personal training business is not easy. From marketing and sales to budgets, staffing, and clientele issues there is much to consider. Getting it right takes time—time that you would probably rather spend improving your clients' fitness and wellness. The Business of Personal Training walks you through the business-based side of personal training while teaching you the valuable skills you'll need to start, build, and grow your business. Whether you are a personal trainer working for a fitness facility, an independent contractor, or the owner of a personal training business, you will benefit from the practical business guidelines and tools presented in this book. Divided into two main parts, The Business of Personal Training will first give you an understanding of the various roles open to you and the expectations in each. The second part will lead you through key business concepts designed to grow your business. You'll learn how to structure your business, plan for startup expenses and financing, and get the right staff in place. You'll find critical information on marketing and promoting the services you offer, effectively selling and generating revenue, driving referral business and customer loyalty, and expanding and diversifying your business. Two appendixes offer sample templates and forms: • Nine business plan templates: cover letter, executive summary, business or company description, market analysis and demographics, competitive analysis, management plan, financial plan, capital required, and marketing plan • Seven personal trainer-client forms: PAR-Q+, personal wellness profile, physician's clearance, informed consent and release, assessment recording form, cleaning checklist, and facility and equipment maintenance log As an added bonus, a companion web resource provides the templates and forms in an electronic format so you can customize them as needed. A third appendix provides a list of business resources. There is no need to be overwhelmed with all that goes into running your personal training business successfully. The Business of Personal Training is a comprehensive, digestible, and applicable resource that will take your business to the next level, giving you more time for what's most important. Earn continuing education credits/units! A continuing education course and exam that uses this book is also available. It may be purchased separately or as part of a package that includes all the course materials and exam.

2014-03-20 E.K. Valentin Business Planning and Market Strategy offers students, entrepreneurs, and executives penetrating insights into developing business plans and market strategies that bolster the odds of succeeding in today's highly competitive marketplace. Rather than reduce the planning process to mechanistic, step-by-step instructions, which promote "thinking inside the box," author E.K. Valentin provides practical planning guidelines that encourage creative strategic problem solving. Drawing on both his business experience and the business literature, he explains not only what entrepreneurs and executives should look at when pondering plans and strategies, but also what they should look for. The book's unique applied perspective, sets Business Planning & Market Strategy apart from conventional "how to" planning guides.

2023-12-22 Ho Keat Leng This book takes a close look at branding and sponsorship in sport in the age of digital media. It examines how branding and sponsorship have evolved in response to the challenges and opportunities of new technologies. Featuring the work of leading international sport business researchers from four continents and twelve countries, the book explores key contemporary topics including esports, Name and Image Likeness (NIL) rights, viewer experience, machine learning, social media use by athletes, sport migration, and the impact of COVID-19. It presents cutting-edge cases and new data across sports and events including the Olympics, the NBA, international football, the rafting world championships, and collegiate sports. The book is an essential resource for advanced students, researchers, practitioners and policy-makers working in sport business and management, sport marketing, digital marketing, marketing communications or brand management.

2010-01-06 Laura Augenti Making money from exercise may seem like a pipe dream to many, but in fact physical fitness is fast becoming one of America's hottest new professional fields. Here, a successful personal trainer gives expert advice on every aspect of setting up and running a home-based personal trainer business. Readers will learn how to get started, develop a service manual, screen clients, serve customers, learn from the competition, and set up a home office—as well as how to use the Internet to develop one's business. \* Turn your fitness passion to profit \* Get trained and certified \* Set your own schedule \* Establish long-term client relationships \* Become the trainer everybody wants!

2015-07-30 Chris Cooper If Chris Cooper has a superpower, it's the ability to make mistakes faster than anyone else. Fortunately, none have been fatal, and they can help OTHER gym owners build happier lives. Chris brings a "big picture" perspective unmatched by anyone else in the industry. After thousands of hours spent one-on-one with gym owners, hundreds of blog posts and more interviews than he can recall, Chris shares his best lessons in the second edition of "Two-Brain Business." From Australia to Europe to North America, these are what Chris' clients--some of the best gyms in the world--are doing RIGHT. This is the follow-up to Two-Brain Business, one of the most popular fitness business books of all time. But its content is all new, with fresh stories, smart ideas and proven tactics. [www.twobrainbusiness.com](http://www.twobrainbusiness.com)

2023-12-17 Vinay Kulkarni The AI enabled enterprise uses technology to continuously learn by monitoring its behavior and the environment as well as external knowledge sources in order to automate the decision-making and decision-implementation processes leading to continuous improvement over time. This book discusses the key challenges that organizations need to overcome in achieving an AI enabled enterprise: the role of digital twins in evidence-backed design, enterprise cartography that goes far beyond process mining, decision-making in the face of uncertainty, software architecture for continuous adaptation, democratized knowledge-guided software development enabling coordinated design, low code versus no code, and coherent design. For each challenge, the book proposes a line of attack along with the associated enabling technology and illustrates the same through a near real world use case.

2022-01-11 Michael Matthews Imagine watching pounds of fat melt away without ever feeling like you're on a diet. Imagine adding lean muscle to all the right places by doing just a few workouts per week that make you strong. And imagine realizing that your health and fitness goals--even the ones you've all but given up on--are finally within your reach. Muscle for Life will show you how. From the bestselling fitness author of Bigger Leaner Stronger and The Shredded Chef, Muscle for Life reveals a science-based blueprint for eating and exercising that anyone can follow at any age and fitness level. Based on time-proven principles produced by decades of hands-on experience and thousands of hours of scientific research, Muscle for Life will give you a plan for transforming your body faster than you ever thought possible, including: -Conquering the "mental game" of fitness. Learn to hack your habits, willpower, and mindset so your fitness regimen feels like it's on autopilot. -Harnessing the science of "flexible dieting." A whole new paradigm for eating that empowers you to forever break free of fad dieting, crash dieting, and yo-yo dieting. -Unlocking the power of strength training. The "secret" to optimizing your body composition, which is far more important for your health and image than your body weight. Whether you're a beginner looking for a lifestyle change, a lifelong athlete looking to reach the next level, or somewhere in between, Muscle for Life will show you how to look, feel, and perform your best. And frankly, it may be the last fitness book you'll ever need to read.

2020-03-04 Seminar paper from the year 2019 in the subject Business economics - Offline Marketing and Online Marketing, grade: 1,0, University of Lincoln, language: English, abstract: Health and fitness are becoming increasingly important in contemporary society. The German population is being encouraged to improve their own health through communication media, health insurance and politics. This results in a rising trend to take part in more sport within the population. According to a survey by Forsa, every third German (33 %) is an active member of a sports club and every fourth German (24 %) regularly trains in a gym. The fitness industry benefits from this trend and the sector has great potential for growth. Since there is still a great potential for growth within the sector, Aspria should focus on the market penetration strategy, according to Ansoff. This strategy involves the consolidation of their existing product (the gym) within the existing market to gain a higher market share within the fitness sector. Therefore, the operational marketing objective for the following campaign is to increase the number of memberships. Using the SMART-Model, the objective can be stated as follows: Increase the number of memberships by 10% by the end of the year 2019. Within the following paper a comprehensive marketing plan will be developed in order to reach the objective.

1996 Scott Roberts Whether you are considering a career as a personal trainer or searching for ways to increase revenue and gain new clients for your existing business, you'll find The Business of Personal Training to be an indispensable reference. Written by some of the most successful personal trainers in the country, this book provides the foundation for building your personal training business. The Business of Personal Training

discusses not only how to build a solid business but also how to be an effective trainer. After an outline of the history of the profession and the qualifications needed to be a personal trainer, the book explains how to develop a mission statement and business plan, create strategic and creative marketing plans, establish prices for services, hire and train staff members, improve client-trainer communication, motivate clients and help them set goals, and design appropriate exercise programs. Nineteen sample forms make it easy for you to put the ideas presented into practice. Learn from veteran personal trainers what it takes to succeed. The practical advice provided in *The Business of Personal Training* is valuable for new and established trainers as well as for health and fitness administrators who supervise personal trainers.

2002-10 The magazine that helps career moms balance their personal and professional lives.

2021-04-15 Jerónimo García-Fernández *The Global Private Health & Fitness Business* shows the globalization of the health and fitness industry, and its different forms of management according to different countries, the objective being to show the various business models in the fitness industry in seventeen countries around the world and explore their methods of marketing.

2015-01-08 Mark Lauren Elite trainer Mark Lauren has been at the front lines of preparing US Special Operations soldiers for action, getting them lean and strong in record time. Now, he shares the secrets to his simple, yet amazingly effective regimen to get you into the best shape of your life. - Rapid results with minimum time commitment - work out for only 30-minutes a day, four times a week - No gym or equipment required - simple bodyweight resistance exercises you can do anywhere - Build muscle and burn fat - get more effective results than weightlifting and aerobics - Suitable for men, women and all abilities - choose your level from Basic, 1st Class, Master Class and Chief Class - Safe and effective - develop balance, stability and prevent injuries With 125 clear exercises to work every muscle in your body, motivation techniques and nutritional advice, Mark Lauren's method will get you the body you want simply by using the body you have.

2018-12-15 *The Experts at Gold's Gym* Provide your readers with an introduction to living a healthy life, both physically and mentally. Students will learn how to set health goals, create fitness plans, and read about different gym machines and how to use them both safely and effectively. They will also learn about the importance of nutrition as they read about different food groups, discover how to eat right on a budget, and how to portion correctly. This comprehensive starter guide gives students a broad introduction into the world of health and fitness, and in doing so, takes away some of the fear and power that may accompany some of these body changes.

2015-06-30 Sarah B Daniels *The elite trainers at Body Management Corporation (BMC) have more than sculpting the perfect body on their minds. Working with hot rock stars and professional athletes, they spend as much time between the sheets as on the treadmill. Head trainer, Dean Stoddard, is known for his good looks and stunning bedroom endurance with his more than willing clients. Orlanda Kennedy, one of Dean's colleagues, is an exquisite goddess on a quest for success and wealth. Orlanda despises the shallowness of the fitness industry and the simple-minded men she works with. She uses her curves and intelligence to manipulate the men who lust after her, to maintain control of the situation - and the men. Dean can't deny his attraction to Orlanda but refuses to give her the satisfaction of turning him down, so he desires her in quiet from a distance - until he thinks she sends him a signal to approach for landing. Orlanda's plot for domination unfolds around BMC's owner, Zack Johnston, who is in a power struggle with his business partner, and in another kind of struggle with Leena Ryan, the mysterious woman who seduced him during a flight and hasn't let him rest since. She is about to push Zack into a whole new understanding of the word "action", causing him to question himself and everything around him. Luckily, Zack has Keith Langley, his right-hand man and head trainer, keeping him grounded and protecting the business. Keith is a natural leader who longs for love instead of one-night stands. Burned out rock stars, sex-driven sports stars, clients who tempt, and trainers who accept, round out the roster of characters in this page-turning, intriguing romp of a novel. You'll get to laugh at 'em, love 'em and want to join them!*

2015 J. Scott Slorach This innovative text offers a combined approach, covering legal systems, skills, and employability to provide an academic and practical foundation for the study of law and life as a professional. 1986

2020-12-02 Chris Cooper **\*\*\*The Step-by-Step Guide To Building Your Gym\*\*\***Tactical, actionable advice from the founder of the world's largest gym mentorship practice. Your business has two parts: your operations and your audience. Each of those two parts can be built according to a recipe. And this is your recipe book. Written by Chris Cooper, founder of Two-Brain Business(TM) ([www.twobrainbusiness.com](http://www.twobrainbusiness.com)), the largest gym mentorship company on the planet, "Gym Owner's Handbook" is full of actionable tactics that you can use TODAY to grow your gym.

2015-05-11 Gil Fried *Managing Sport Facilities, Third Edition*, continues the tradition set by its predecessors of providing future and current sport facility managers with the knowledge they need in order to make the proper decisions in all areas of facility management. Like the previous two versions, the third edition provides a comprehensive understanding of crafting a career in running a sport facility. The third edition of *Managing Sport Facilities* engages students with a clear writing style, extensive real-world examples, and information on managing a range of facilities, from smaller health clubs, colleges, and recreational environments to professional sport stadiums. Because managers require current information to meet the needs of new facilities and audiences, this edition has been updated to include the following: • A new chapter on green facility management • Updated Sport Facility Management Profiles featuring industry experts introducing applied connections for each chapter • Expanded Facility Focus sidebars presenting facts and strategies used by real facilities • An updated instructor ancillary package, now including instructor videos that feature professionals in the field offering advice and insight In response to its increasing importance over the last decade, the newest chapter in this text focuses on implementing and maintaining green facilities. This chapter details items that should be considered during the construction of new environmentally conscious facilities as well as information on retrofitting and updating older facilities with green technology, such as recycling initiatives and solar panels. A facility built according to Leadership in Energy and Environmental Design (LEED) standards may lose its certification if not properly maintained over time, so tips for preserving green facilities are also included. In *Managing Sport Facilities, Third Edition*, students will learn the history of the sport facility industry and the primary goals and objectives of facility managers; how to build and finance a facility; facility operation; administration of marketing, finance, and other critical areas; and event administration and management. A comprehensive approach to understanding the wide-ranging job of sport facility managers has been applied, with a structure that builds from general to specific, and finally to practical knowledge in the final chapter. In addition, the text offers updated content in the Sport Facility Management Profiles, Facilities Trivia, Behind the Scenes, and Facility Focus sidebars in each chapter, which bring the theories and concepts to life by citing specific examples of strategies used in making a facility—and the facility manager—more successful. New instructor videos that can be shared during class provide students with a glimpse into the lives of real-world professionals as they provide insight and advice. *Managing Sport Facilities, Third Edition*, contains extensive textbook learning aids, including real-world checklists and forms that allow students a glimpse of some of the tools and guidelines that professionals use in their work. Each chapter begins with objectives and an overview and concludes with a summary and discussion questions and activities. The instructor ancillaries will help instructors prepare for and teach classes, and the text itself has an engaging style that makes the reading cogent and easy to remember. Starting from its already-solid foundation, the new material, updates, ancillaries, and practical learning aids make this third edition the most complete and up-to-date text on the subject. Students using this text will learn what it takes to blend leadership, operations management, and creativity in promotions as they begin their journey to being top-notch sport facility managers.

2017-01-26 Cscs Certification Prep Team This guide covers quick overview, test-taking strategies, introductions to the CSCS exam, exercise sciences, nutrition, exercise technique, program design organization and administration, practice questions, detailed answer explanations.

2015-01-28 Alexander Osterwalder The authors of the international bestseller *Business Model Generation* explain how to create value propositions customers can't resist Value Proposition Design helps you tackle the

core challenge of every business — creating compelling products and services customers want to buy. This highly practical book, paired with its online companion, will teach you the processes and tools you need to create products that sell. Using the same stunning visual format as the authors' global bestseller, *Business Model Generation*, this sequel explains how to use the "Value Proposition Canvas" to design, test, create, and manage products and services customers actually want. Value Proposition Design is for anyone who has been frustrated by new product meetings based on hunches and intuitions; it's for anyone who has watched an expensive new product launch fail in the market. The book will help you understand the patterns of great value propositions, get closer to customers, and avoid wasting time with ideas that won't work. You'll learn the simple process of designing and testing value propositions, that perfectly match customers' needs and desires. In addition the book gives you exclusive access to an online companion on Strategyzer.com. You will be able to assess your work, learn from peers, and download pdfs, checklists, and more. Value Proposition Design is an essential companion to the "Business Model Canvas" from *Business Model Generation*, a tool embraced globally by startups and large corporations such as MasterCard, 3M, Coca Cola, GE, Fujitsu, LEGO, Colgate-Palmolive, and many more. Value Proposition Design gives you a proven methodology for success, with value propositions that sell, embedded in profitable business models."

2016-12-31 Samantha Adams The essays in this book clarify the technical, legal, ethical, and social aspects of the interaction between eHealth technologies and surveillance practices. The book starts out by presenting a theoretical framework on eHealth and surveillance, followed by an introduction to the various ideas on eHealth and surveillance explored in the subsequent chapters. Issues addressed in the chapters include privacy and data protection, social acceptance of eHealth, cost-effective and innovative healthcare, as well as the privacy aspects of employee wellness programs using eHealth, the use of mobile health app data by insurance companies, advertising industry and law enforcement, and the ethics of Big Data use in healthcare. A closing chapter draws on the previous content to explore the notion that people are 'under observation', bringing together two hitherto unrelated streams of scholarship interested in observation: eHealth and surveillance studies. In short, the book represents a first essential step towards cross-fertilization and offers new insights into the legal, ethical and social significance of being 'under observation'.

2018-12-26 McCall, Pete Smarter Workouts: The Science of Exercise Made Simple gives you the solution you need with efficient and effective workout programs that use only one piece of equipment. You can work out in a short period of time without spending a lot of money on expensive equipment or gym memberships—all while targeting your personal goals.

2002-12-11 Jain Malkin This definitive reference offers detailed analyses of more than thirty medical and dental specialties and their respective space planning requirements. New to the third edition is coverage of new medical specialties including reproductive enhancement, LASIX eye surgery, breast care centers, larger ambulatory centers, and medical oncology. It also offers up-to-date information on digital technology-electronic medical records, digital imaging, diagnostic instruments, and networked communications-and how it impacts the design of medical and dental facilities. You'll also find out about recent changes in regulatory agency reviews of office-based surgery practices and ADA compliance.

2020-11-25 DiamondsR4Life Get the DiamondsR4Life Roadmap To Your Success booklet for income developers and begin your journey to success today.

2013-10-09 Rob Fitzpatrick The Mom Test is a quick, practical guide that will save you time, money, and heartbreak. They say you shouldn't ask your mom whether your business is a good idea, because she loves you and will lie to you. This is technically true, but it misses the point. You shouldn't ask anyone if your business is a good idea. It's a bad question and everyone will lie to you at least a little. As a matter of fact, it's not their responsibility to tell you the truth. It's your responsibility to find it and it's worth doing right. Talking to customers is one of the foundational skills of both Customer Development and Lean Startup. We all know we're supposed to do it, but nobody seems willing to admit that it's easy to screw up and hard to do right. This book is going to show you how customer conversations go wrong and how you can do better.

2005-07-01 Mark Rippetoe

2002 IDEA Health & Fitness

2003-01-01 John Wang Data Mining: Opportunities and Challenges presents an overview of the state of the art approaches in this new and multidisciplinary field of data mining. The primary objective of this book is to explore the myriad issues regarding data mining, specifically focusing on those areas that explore new methodologies or examine case studies. This book contains numerous chapters written by an international team of forty-four experts representing leading scientists and talented young scholars from seven different countries.

2013 Matthew Dixon Shares the secret to sales success: don't just build relationships with customers. This title argues that classic relationship-building is the wrong approach.

2002 Charles Bronson Charles Bronson has served 28 years behind bars, 24 of those years have been in solitary confinement, yet in spite of this he remains fit and strong. What are the secrets to his phenomenal strength and fitness? How can Bronson punch a hole with his bare fist through bullet-proof glass, bend solid steel doors by kicking at them, do press-ups with two men on his back - and all on a prison diet? Without the use of fancy gym equipment, steroids, steaks, supplements or pills you can pack on pounds of muscle, lose weight fast and gain superhuman strength.

2021-04-15 Jerónimo García-Fernández The Global Private Health & Fitness Business shows the globalization of the health and fitness industry, and its different forms of management according to different countries, the objective being to show the various business models in the fitness industry in seventeen countries around the world and explore their methods of marketing.

2016-12-16 Ben Coomber This book is all about making you the best possible practitioner you can possibly be, an AWESOME Personal Trainer. Inspire greater change in your clients, have a better work-life balance, get better results, achieve greater job satisfaction and become more successful.

2010-01-01 Zoltán J. Ács The effects of obesity have become practically ubiquitous in the US. This book aims to provide an alternative framework through which to explore the important and controversial obesity debate that has spilled over from the medical community. This book is not about obesity as a medical condition, nor does it offer a wide-ranging discussion on the health effects of obesity or the role of the 'right' diet.

2011-04-15 Joe Abraham What's your entrepreneurial style? "This powerful, practical book gives you proven techniques to help you maximize your personal and business potential and make more money than ever before." —BRIAN TRACY, author of *The Psychology of Selling* "Stop trying to fit the mold of some successful entrepreneur you've seen and start tapping your own DNA—this book will show you how." —JOHN JANTSCH, author of *Duct Tape Marketing* and *The Referral Engine* "This book is the ultimate roadmap to building a thriving business and life as an entrepreneur. Joe Abraham's ideas and insights are fresh, innovative, timeless, and guaranteed to produce real results and position you for long-term success." —IVAN MISNER, New York Times bestselling author of *The 29% Solution* and founder of BNI and Referral Institute "Joe is the next-generation version of Michael Gerber." —ERIC PLANTENBERG, founder and CEO, Freedom Personal Development "Are you interested in knowing your strengths and weaknesses as an entrepreneur and the strategies that work best for your particular DNA? If so, read this insightful and helpful book." —RAFAEL PASTOR, Chairman of the Board and CEO, Vistage International "Discover how to succeed and stand apart from other entrepreneurs." —ENTREPRENEUR MAGAZINE About the Book: Entrepreneurial DNA proves the simple but critical fact that not all entrepreneurs are cut from the same cloth. After all, nobody would put Donald Trump, a multilevel marketer, and the owner of a local pizza parlor in the same category. Everyone possesses unique entrepreneurial "DNA"—and discovering yours is the critical first step to success. To help you build a successful business or optimize results within your current business, serial entrepreneur and business strategist Joe Abraham has developed the BOSI system—a simple, structured process for determining your own entrepreneurial tendencies, strengths, and growth areas. With the BOSI system, you can create a strategic plan mapped to your entrepreneurial DNA that will improve all aspects of your business and leadership journey. Abraham's system provides four entrepreneurial categories that people fall into. Which type of entrepreneur are you? Builder: Strategic, always looking for the upper hand Talent: creating scalable business

ventures Opportunist: Speculative, always in the right place at the right time Talent: making money fast Specialist: Focused, in it for the long term Talent: providing exceptional client service Innovator: Inventive, with a desire to make an impact Talent: creating game-changing products At least one of these four categories describes you—or perhaps a combination of two. Learning what type of entrepreneurial DNA you possess is critical to how you should structure and deploy your game plan in business. Whether you're serious about becoming a successful entrepreneur or improving your existing business, start with Entrepreneurial DNA. You'll discover your unique BOSI profile and gain tremendous insight into how to engage the right people and develop plans and processes to match who you are.

2010-06-01 Javier Carbo Ubiquitous computing names the third wave in computing, where the personal computing era appears when technology recedes into the background of our lives. The widespread use of new mobile technology implementing wireless communications such as personal digital assistants (PDAs) and smart phones enables a new type of advanced applications. In the past years, the main focus of research in mobile services has aimed at the anytime-anywhere principle (ubiquitous computing). However, there is more to it. The increasing demand for distributed problem solving led to the development of multi-agent systems. The latter are formed from a collection of independent software entities whose collective skills can be applied in complex and real-time domains. The target of such systems is to demonstrate how goal-directed, robust and optimal behavior can arise from interactions between individual autonomous intelligent software agents. These software entities exhibit characteristics like autonomy, responsiveness, pro-activeness and social ability. Their functionality and effectiveness has proven to be highly depended on the design and development and the application domain. In fact, in several cases, the design and development of effective services should take into account the characteristics of the context from which a service is requested. Context is the set of suitable environmental states and settings concerning a user, which are relevant for a situation sensitive application in the process of adapting the services and information offered to the user. Agent technology seems to be the right technology to offer the possibility of exploring the dynamic context of the user in order to provide added-value services or to execute more and complex tasks.

2008-01-01 Robin Mannings This groundbreaking resource introduces practitioners to the emerging field of Ubiquitous Positioning - positioning systems that identify the location and position of people, vehicles and objects in time and space in the digitized networked economy. The future and growth of ubiquitous computing will be fueled by the convergence of many other areas of technology, from mobile telematics, Internet technology, and location systems, to sensing systems, geographic information systems, and the semantic web. This first-of-its-kind, forward-looking volume explores ubiquitous computing from a convergence perspective, offering a road map to this burgeoning field.

1997-02

2013-08-12 Bill Aulet 24 Steps to Success! Disciplined Entrepreneurship will change the way you think about starting a company. Many believe that entrepreneurship cannot be taught, but great entrepreneurs aren't born with something special - they simply make great products. This book will show you how to create a successful startup through developing an innovative product. It breaks down the necessary processes into an integrated, comprehensive, and proven 24-step framework that any industrious person can learn and apply. You will learn: Why the "F" word - focus - is crucial to a startup's success Common obstacles that entrepreneurs face - and how to overcome them How to use innovation to stand out in the crowd - it's not just about technology Whether you're a first-time or repeat entrepreneur, Disciplined Entrepreneurship gives you the tools you need to improve your odds of making a product people want. Author Bill Aulet is the managing director of the Martin Trust Center for MIT Entrepreneurship as well as a senior lecturer at the MIT Sloan School of Management. For more please visit <http://disciplinedentrepreneurship.com/>

2006

1978-08