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TRAVIS OBRIEN

Editor & Publisher Routledge

We seem to be living in the age of A.I. Everywhere you look, companies are touting their most recent A.I., machine learning, and deep learning breakthroughs, even when they are far short of anything that could be dubbed a "breakthrough." "A.I." has eclipsed "Blockchain" and "Crypto" as the buzzword of today. The A.I. Sports Book breaks down A.I., machine learning, and deep learning into five unique business use cases—sound, time series, text, image, and video—and reveals how sports book marketing executives can utilize this powerful technology to help them more finely tune their marketing campaigns, better segment their customers, increase lead generation, and foster strong customer loyalty. Today, "Personalization"—the process of utilizing mobile, social, geo-location data, web morphing, context and even affective computing to tailor messages and experiences to an individual interacting with them—is becoming the optimum word in a radically new customer intelligence environment. The A.I. Sports Book explains this complex technology in simple to understand terms and then shows how sports book marketers can utilize the psychology of personalization with A.I. to both create more effective marketing campaigns as well as increase customer loyalty. Pearson shows companies how to avoid Adobe's warning of not using industrial-age technology in the digital era. Pearson also reveals how to create a platform of technology that seamlessly integrates EDW and real-time streaming data with social media content. Analytical models and neural nets can then be built on both commercial and open source technology to better understand the customer, thereby strengthening the brand and, just as importantly, increasing ROI. The A.I. Sports Book reveals how these and other technologies can help shape the customer journey. The book details how the five types of analytics—descriptive, diagnostic, predictive, prescriptive, and edge analytics—affect not only the customer journey, but also just about every operating function in a sports book. An IoT-connected sports book can make its operations smart. Connected devices can help with inventory optimization, labor management, marketing, and customer experience, as well as keep its data centers green and its energy use smart. Social media is no longer a vanity platform, but rather it is a place to both connect with current customers as well as court new ones. The A.I. Sports Book knows that social media can produce a healthy ROI, if done properly. Social media can also be utilized as a place to gauge a customer's psychological profile; it's amazing how much information there is in a Facebook like, a Twitter Tweet, or a YouTube comment. The A.I. Sports Book breaks down social media into its six different categories -- collaborative projects, blogs and microblogs, content communities, social networks, virtual game worlds and virtual social worlds -- and shows sports books how to utilize each one to both market to individuals as well as to attain real-time competitive intel. This book will help sports betting executives break through the technological clutter so that they can deliver an unrivaled customer experience to each and every one of their patrons to ensure that they keep coming through those front doors, as well as

onto their websites.

Syndicate Directory A&C Black

This volume examines the phenomenon of fake news by bringing together leading experts from different fields within psychology and related areas, and explores what has become a prominent feature of public discourse since the first Brexit referendum and the 2016 US election campaign. Dealing with misinformation is important in many areas of daily life, including politics, the marketplace, health communication, journalism, education, and science. In a general climate where facts and misinformation blur, and are intentionally blurred, this book asks what determines whether people accept and share (mis)information, and what can be done to counter misinformation? All three of these aspects need to be understood in the context of online social networks, which have fundamentally changed the way information is produced, consumed, and transmitted. The contributions within this volume summarize the most up-to-date empirical findings, theories, and applications and discuss cutting-edge ideas and future directions of interventions to counter fake news. Also providing guidance on how to handle misinformation in an age of "alternative facts", this is a fascinating and vital reading for students and academics in psychology, communication, and political science and for professionals including policy makers and journalists.

Computers, Gambling, and Mathematical Modeling to Win The Economics of Sports Betting

Darius doesn't think he'll ever be enough, in America or in Iran. Hilarious and heartbreaking, this unforgettable debut introduces a brilliant new voice in contemporary YA. Winner of the William C. Morris Debut Award "Heartfelt, tender, and so utterly real. I'd live in this book forever if I could." —Becky Albertalli, award-winning author of *Simon vs. the Homo Sapiens Agenda* Darius Kellner speaks better Klingon than Farsi, and he knows more about Hobbit social cues than Persian ones. He's a Fractional Persian—half, his mom's side—and his first-ever trip to Iran is about to change his life. Darius has never really fit in at home, and he's sure things are going to be the same in Iran. His clinical depression doesn't exactly help matters, and trying to explain his medication to his grandparents only makes things harder. Then Darius meets Sohrab, the boy next door, and everything changes. Soon, they're spending their days together, playing soccer, eating faludeh, and talking for hours on a secret rooftop overlooking the city's skyline. Sohrab calls him Darioush—the original Persian version of his name—and Darius has never felt more like himself than he does now that he's Darioush to Sohrab. Adib Khorram's brilliant debut is for anyone who's ever felt not good enough—then met a friend who makes them feel so much better than okay.

Tuesday Morning Quarterback Penguin

"Homeless and heartbreakingly innocent, Giselle Riley walks into my penthouse and chaos follows. Too bad she's a twenty-four-year-old virgin and I'm a bad boy wide receiver. She's off limits for a hardcore player like me -- and we're just friends." - Provided by publisher.

The Everything Guide to Sports Betting Springer

Told with humor and heart, *The Boy at the Back of the Class* offers a child's perspective on the refugee crisis, highlighting the importance of friendship and kindness in a world that doesn't always

make sense. There used to be an empty chair at the back of Mrs. Khan's classroom, but on the third Tuesday of the school year a new kid fills it: nine-year-old Ahmet, a Syrian refugee. The whole class is curious about this new boy--he doesn't seem to smile, and he doesn't talk much. But after learning that Ahmet fled a Very Real War and was separated from his family along the way, a determined group of his classmates bands together to concoct the Greatest Idea in the World--a magnificent plan to reunite Ahmet with his loved ones. This accessible, kid-friendly story about the refugee crisis highlights the community-changing potential of standing as an ally and reminds readers that everyone deserves a place to call home. "This moving and timely debut novel tells an enlightening, empowering, and ultimately hopeful story about how compassion and a willingness to speak out can change the world." --School Library Journal, Starred Review Overall Winner of the 2019 UK Waterstones Children's Book Prize Winner of the 2019 UK Blue Peter Book Award A CLIP Carnegie Medal Children's Book Award Nominee

KELONG KINGS CRC Press

This book tackles issues of globalization in the English Premier League and unpicks what this means to fan groups around the world, drawing upon a range of sociological theories to tell the story of the local and global repertoires of action emanating from the popular protests at Liverpool and Manchester United football clubs.

Warren Sharp's 2019 Football Preview W. W. Norton & Company

This unique book delves into a number of intriguing issues and addresses several pertinent questions including, should gambling markets be privatized? Is the 'hot hand' hypothesis real or a myth? Are the 'many' smarter than the 'few' in estimating betting odds? How are prices set in fixed odds betting markets? The book also explores the informational efficiency of betting markets and the prevalence of corruption and illegal betting in sports.

Calculated Bets Huntington Press Inc

The critical reading section on standardized tests, especially the SAT 1 exam, is often cited as a trouble section for even the best test-takers. Examinees get test-targeted reading comprehension practice questions to score better with LearningExpress' series, Skill Builder in Focus. This specialized drill book provides the focused practice necessary for test-taking success. Plus, all answers are explained, using terms that clarify context, main ideas, themes, and critical thinking skills for effective studying and positive reinforcement. Almost every standardized test in verbal skills, including civil service exams, contains reading comprehension questions. Each practice consists of several passages followed by questions and answer explanations.

Not My Match Crown

The Economics of Sports Betting Edward Elgar Publishing

Technology's Attack on Referees and Umpires and How to Fix It Learning Express Llc

The commander of the USS Santa Fe provides leadership lessons from his experiences in implementing an empowerment style of command, giving crew members more decision making authority and accountability, with a focus on accomplishments.

Socceromatics HarperCollins UK

Andrea's life is pretty close to perfect-she's the leading scorer on her soccer team, has great friends, and can't wait to start a new school year. Then her parents ruin everything by announcing that the

family is moving to Scotland for a whole year! When Andrea gets there, she has to deal with a haunted castle, her stuttering problem, and some tough new soccer friends-who might not accept that the boy she is crushing on plays for a rival team. It's a perfect middle-grade tale of friendship, sports, and first love.

Adweek Simon and Schuster

Travis Maddox, Eastern University's playboy, makes a bet with good girl Abby that if he loses, he will remain abstinent for a month, but if he wins, Abby must live in his apartment for the same amount of time.

Turn the Ship Around! "O'Reilly Media, Inc."

Explains how Billy Beene, the general manager of the Oakland Athletics, is using a new kind of thinking to build a successful and winning baseball team without spending enormous sums of money.

The Perfect Bet Independently Published

Vols. for 1981- include four special directory issues.

How to Create Leadership at Every Level Universe Pub

Simply the best analytical 2019 football preview you can buy Welcome to previewing the NFL through a lens you've never witnessed before. Warren Sharp's 259-page full color 2019 Football Preview is unlike anything you have seen before. Stunning visualizations built with the reader in mind and innovative, next level thought process abound in every team chapter and article. This book shares insights into the players, coaches, teams and philosophies with one goal in mind: to get you prepared for the 2019 season by delivering the smartest information in the fastest, most direct way possible for optimal reviewing and retention. "There are so many preseason NFL previews available that offer fans insight into the season, however, few dig as deep as Warren's, with a unique view of what really matters during the season. Sharp's detailed approach is a must read for any football fan--and it's one of my main summer reads."- Michael Lombardi, 3-time Super Bowl Champion, working with Bill Belichick, Bill Walsh & Al Davis "Warren's preview exemplifies the use of analytics and information in a way that should be interesting to any fan. It is more in depth than many teams in the NFL are using today. Every GM and coach would serve themselves well to read the analysis of their team. They would both learn something and immediately appreciate the benefit of the information. No one presents it better, and breaks down what it means better than Warren."- Joe Banner, Longtime Philadelphia Eagles President "This book breaks down each team by every category imaginable and describes exactly what they did in every situation. If you coach any level of football, from youth to the NFL, you will assuredly receive valuable information. You won't want to put it down."- Kevin Kelley, Head Football Coach & 7-time State Champion at Pulaski Academy Every key element you would want to study is included, such as Fantasy Football (player profiles, ranks & visualizations), Vegas Odds (forecast team wins, division rankings, lines for all 2018 games), Coaching (strategic advice for teams, real vs optimal play calling analysis & uncovering team tendencies) and Front Office Analysis (positional spending, roster construction & cap analysis). Team chapters are detailed and intelligently organized for a massive revolution in reader understanding and information retention. Features embedded audio and video. Warren believes the best way to be successful in fantasy football or betting is to do the opposite of most other publications. There is an

industry rush to dive head first into player rankings & projections. Warren starts with fundamental discussion of the game, the teams, their coaching strategy and the players. He then analyzes their strengths and weaknesses with visualizations and data to support the narrative. Using that framework, Warren constructs projections and outlook. By previewing the NFL season in this manner, the reader walks away with much more than ever envisioned or delivered in a season preview. Find out why pro bettors, linemakers and pro-DFS players view this season preview as indispensable. It's a must have if you want to bet on the 2019 Pro Football season. This preview incredibly combines evergreen philosophical "football" analysis you would find in a reference book with immediate, relevant predictions for the 2019 season. "Warren's dedication and acumen for analyzing football is clearly evident. This book is completely unlike anything I've read in a preview before. His ability to approach the game logically, analytically and in a predictive manner sets him apart from the crowd. I have no doubt after reading this preview you will be far more prepared for your fantasy drafts and just football in general. If you're a NFL fan of any kind, I cannot recommend this preview enough."Evan Silva

Accepting, Sharing, and Correcting Misinformation Delacorte Press

Identifying talent in athletes and developing that ability to its fullest potential is a central concern of sport scientists, sports coaches and sports policy makers. This book offers a comprehensive synthesis of current knowledge in talent identification and development in sport, from the biological basis of ability to the systems and processes within sport through which that ability is nurtured. Written by a team of leading international experts, the book explores key factors and issues in contemporary sport, including: genetics secondary factors such as birth date, cultural context and population size perceptual motor skill acquisition and expertise sports development policy in-depth case studies, including European soccer, East African running and US pro sports. With an emphasis throughout on practical implications and processes for all those working in sport, the book offers an authoritative evaluation of the strengths and weaknesses of contemporary systems for identifying and developing talent in sport. This is important reading for any student, researcher or practitioner with an interest in skill acquisition, youth sport, elite sport, sports coaching or sports development.

Transnational Networks, Social Movements and Sport in the New Media Age Vintage

The Betting Exchange is a new investment opportunity for traders and advanced bettors who want to do sports trading and scalping or simply place classic bets, but with the opportunity to drop out at any time through the cash out option. This book explains in a simple but in-depth and exhaustive way all you need to know about the Betting Exchange world-wide, allowing anyone, novices and experts, after careful reading, to start operating successfully in this field. There are chapters dedicated to money management, psychology, sports trading, scalping and the most profitable

strategies. There are examples of real bets and practical explanations of the most effective tools such as Betpractice, the tool for calculating the real odds. This book also protects copyright and the "continuous theft of material" on the sites of www.bettingexchange.net network. The preface is by Massimiliano Bancora, former Country Manager at Betfair Italia.

Gambling Technology Simon and Schuster

'Football looked at in a very different way' Pat Nevin, former Chelsea and Everton star and football media analyst Football - the most mathematical of sports. From shot statistics and league tables to the geometry of passing and managerial strategy, the modern game is filled with numbers, patterns and shapes. How do we make sense of them? The answer lies in the mathematical models applied in biology, physics and economics. Soccermaths brings football and mathematics together in a mind-bending synthesis, using numbers to help reveal the inner workings of the beautiful game. This new and expanded edition analyses the current big-name players and teams using mathematics, and meets the professionals working inside football who use numbers and statistics to boost performance. Welcome to the world of mathematical modelling, expressed brilliantly by David Sumpter through the prism of football. No matter who you follow - from your local non-league side to the big boys of the Premiership, La Liga, the Bundesliga, Serie A or the MLS - you'll be amazed at what mathematics has to teach us about the world's favourite sport.

How Science and Math Are Taking the Luck Out of Gambling MIT Press

The Fast Bytes Video Editing visual reference guide provides easy solutions for creating professional looking movies and videos. Step by step instructions start with importing your video into your computer and takes you through the final step of transferring the results to CD, VHS or camcorder. Learn how to mix in sound, graphics and animations, produce transitions and fades, and add special effects. -- Clear and concise instructions with full color examples -- Transfer to CD, VHS or Camcorder -- Wide range of editing techniques

Being Digital Data Becker

Bestselling author Sherman Alexie tells the story of Junior, a budding cartoonist growing up on the Spokane Indian Reservation. Determined to take his future into his own hands, Junior leaves his troubled school on the rez to attend an all-white farm town high school where the only other Indian is the school mascot. Heartbreaking, funny, and beautifully written, *The Absolutely True Diary of a Part-Time Indian*, which is based on the author's own experiences, coupled with poignant drawings by Ellen Forney that reflect the character's art, chronicles the contemporary adolescence of one Native American boy as he attempts to break away from the life he was destined to live. With a forward by Markus Zusak, interviews with Sherman Alexie and Ellen Forney, and four-color interior art throughout, this edition is perfect for fans and collectors alike.