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KEY=MANUAL - NICKOLAS JANELLE

MANUAL OF TESTS AND CRITERIA

The Manual of Tests and Criteria contains criteria, test methods and procedures to be used for classification of dangerous goods according to the provisions of Parts 2 and 3 of the United Nations Recommendations on the Transport of Dangerous Goods, Model Regulations, as well as of chemicals presenting physical hazards according to the Globally Harmonized System of Classification and Labelling of Chemicals (GHS). As a consequence, it supplements also national or international regulations which are derived from the United Nations Recommendations on the Transport of Dangerous Goods or the GHS. At its ninth session (7 December 2018), the Committee adopted a set of amendments to the sixth revised edition of the Manual as amended by Amendment 1. This seventh revised edition takes account of these amendments. In addition, noting that the work to facilitate the use of the Manual in the context of the GHS had been completed, the Committee considered that the reference to the "Recommendations on the Transport of Dangerous Goods" in the title of the Manual was no longer appropriate, and decided that from now on, the Manual should be entitled "Manual of Tests and Criteria".

CAPITALIST NIGGER

THE ROAD TO SUCCESS - A SPIDER WEB DOCTRINE

Jonathan Ball Publishers *Capitalist Nigger* is an explosive and jarring indictment of the black race. The book asserts that the Negroid race, as naturally endowed as any other, is culpably a non-productive race, a consumer race that depends on other communities for its culture, its language, its feeding and its clothing. Despite enormous natural resources, blacks are economic slaves because they lack the 'devil-may-care' attitude and the 'killer instinct' of the Caucasian, as well as the spider web mentality of the Asian. A *Capitalist Nigger* must embody ruthlessness in pursuit of excellence in his drive towards achieving the goal of becoming an

economic warrior. In putting forward the idea of the Capitalist Nigger, Chika Onyeani charts a road to success whereby black economic warriors employ the 'Spider Web Doctrine' – discipline, self-reliance, ruthlessness – to escape from their victim mentality. Born in Nigeria, Chika Onyeani is a journalist, editor and former diplomat.

SOFTWARE-DEFINED RADIO FOR ENGINEERS

Artech House Based on the popular Artech House classic, Digital Communication Systems Engineering with Software-Defined Radio, this book provides a practical approach to quickly learning the software-defined radio (SDR) concepts needed for work in the field. This up-to-date volume guides readers on how to quickly prototype wireless designs using SDR for real-world testing and experimentation. This book explores advanced wireless communication techniques such as OFDM, LTE, WLA, and hardware targeting. Readers will gain an understanding of the core concepts behind wireless hardware, such as the radio frequency front-end, analog-to-digital and digital-to-analog converters, as well as various processing technologies. Moreover, this volume includes chapters on timing estimation, matched filtering, frame synchronization message decoding, and source coding. The orthogonal frequency division multiplexing is explained and details about HDL code generation and deployment are provided. The book concludes with coverage of the WLAN toolbox with OFDM beacon reception and the LTE toolbox with downlink reception. Multiple case studies are provided throughout the book. Both MATLAB and Simulink source code are included to assist readers with their projects in the field.

PC WORLD

ELECTRONICS NOW

GUIDELINES ON CELL PHONE FORENSICS

CreateSpace Mobile phone forensics is the science of recovering digital evidence from a mobile phone under forensically sound conditions using accepted methods. Mobile phones, especially those with advanced capabilities, are a relatively recent phenomenon, not usually covered in classical computer forensics. This guide attempts to bridge that gap by providing an in-depth look into mobile phones and explaining the technologies involved and their relationship to forensic procedures. It covers phones with features beyond simple voice communication and text messaging and their technical and operating characteristics. This guide also discusses procedures for the preservation, acquisition, examination, analysis, and reporting of digital information present on cell phones, as well as available forensic software tools that support those activities.

DISTANCE EDUCATION FOR TEACHER TRAINING

Routledge First published in 2002. Routledge is an imprint of Taylor & Francis, an informa company.

INTERNET AND MOBILE PHONE ADDICTION

HEALTH AND EDUCATIONAL EFFECTS

MDPI Internet use-related addiction problems (e.g., Internet addiction, problem mobile phone use, problem gaming, and social networking) have been defined according to the same core element: the addictive symptomatology presented by individuals who excessively and problematically behave using the technology. Online activity is the most important factor in their lives, causing them the loss of control by stress and difficulties in managing at least one aspect of their daily life, affecting users' wellbeing and health. In 2018, Gaming Disorder was included as a mental disease in the 11th Revision of the International Classification of Diseases by the World Health Organization. In 2013, the American Psychiatric Association requested additional research on Internet Gaming Disorder. The papers contained in this e-Book provide unique and original perspectives on the concept, development, and early detection of the prevention of these health problems. They are diverse in the nature of the problems they deal with, methodologies, populations, cultures, and contain insights and a clear indication of the impact of individual, social, and environmental factors on Internet use-related addiction problems. The e-Book illustrates recent progress in the evolution of research, with great emphasis on gaming and smartphone problems, signaling areas in which research would be useful, even cross-culturally.

802.11 WIRELESS NETWORKS: THE DEFINITIVE GUIDE

THE DEFINITIVE GUIDE

"O'Reilly Media, Inc." As we all know by now, wireless networks offer many advantages over fixed (or wired) networks. Foremost on that list is mobility, since going wireless frees you from the tether of an Ethernet cable at a desk. But that's just the tip of the cable-free iceberg. Wireless networks are also more flexible, faster and easier for you to use, and more affordable to deploy and maintain. The de facto standard for wireless networking is the 802.11 protocol, which includes Wi-Fi (the wireless standard known as 802.11b) and its faster cousin, 802.11g. With easy-to-install 802.11 network hardware available everywhere you turn, the choice seems simple, and many people dive into wireless computing with less thought and planning than they'd give to a wired network. But it's wise to be familiar with both the capabilities and risks associated with the 802.11 protocols. And 802.11 Wireless Networks: The Definitive Guide, 2nd Edition is the perfect place to start. This updated edition covers everything you'll ever need to know about wireless technology. Designed with the system administrator or serious home user in mind, it's a no-nonsense guide for setting up 802.11 on Windows and Linux. Among the wide range of topics covered are discussions on: deployment considerations network monitoring and performance tuning wireless security issues how to use and select access points network monitoring essentials wireless card configuration security issues unique to wireless networks With wireless technology, the advantages to its users are indeed plentiful. Companies no longer have to deal with the hassle and expense of wiring

buildings, and households with several computers can avoid fights over who's online. And now, with *802.11 Wireless Networks: The Definitive Guide, 2nd Edition*, you can integrate wireless technology into your current infrastructure with the utmost confidence.

RADICAL TECHNOLOGIES

THE DESIGN OF EVERYDAY LIFE

Verso Books A field manual to the technologies that are transforming our lives Everywhere we turn, a startling new device promises to transfigure our lives. But at what cost? In this urgent and revelatory excavation of our Information Age, leading technology thinker Adam Greenfield forces us to reconsider our relationship with the networked objects, services and spaces that define us. It is time to re-evaluate the Silicon Valley consensus determining the future. We already depend on the smartphone to navigate every aspect of our existence. We're told that innovations—from augmented-reality interfaces and virtual assistants to autonomous delivery drones and self-driving cars—will make life easier, more convenient and more productive. 3D printing promises unprecedented control over the form and distribution of matter, while the blockchain stands to revolutionize everything from the recording and exchange of value to the way we organize the mundane realities of the day to day. And, all the while, fiendishly complex algorithms are operating quietly in the background, reshaping the economy, transforming the fundamental terms of our politics and even redefining what it means to be human. Having successfully colonized everyday life, these radical technologies are now conditioning the choices available to us in the years to come. How do they work? What challenges do they present to us, as individuals and societies? Who benefits from their adoption? In answering these questions, Greenfield's timely guide clarifies the scale and nature of the crisis we now confront —and offers ways to reclaim our stake in the future.

STRATEGIC MANAGEMENT

CONCEPTS AND CASES, GLOBAL EDITION

For undergraduate and graduate courses in strategy. In today's economy, gaining and sustaining a competitive advantage is harder than ever. *Strategic Management* captures the complexity of the current business environment and delivers the latest skills and concepts with unrivaled clarity, helping students develop their own cutting-edge strategy through skill-developing exercises. The Fifteenth Edition has been thoroughly updated and revised with current research and concepts. This edition includes 29 new cases and end-of- chapter material, including added exercises and review questions. MyManagementLab for Strategic Management is a total learning package. MyManagementLab is an online homework, tutorial, and assessment program that truly engages students in learning. It helps students better prepare for class, quizzes, and exams-resulting in better performance in the course-and provides educators a dynamic set of tools for gauging individual and class progress.

EMBEDDED SYSTEMS

INTRODUCTION TO ROBOTICS

This book is one of four books that teach the fundamentals of embedded systems as applied to the Texas Instruments MSP432 microcontroller. An embedded system is a system that performs a specific task and has a computer embedded inside. A system is comprised of components and interfaces connected together for a common purpose. This book teaches the fundamentals of microcontroller interfacing and real-time programming in the context of robotics. There is a chapter on assembly language to expose important concepts of the microcontroller architecture. However, most of the software development occurs in C. This book can be used with Texas Instruments Robot Systems Learning Kit (TI-RSLK). This book provides an introduction to robots that could be used at the college level with little or no prerequisites. Specific topics include microcontrollers, fixed-point numbers, the design of software in C, elementary data structures, programming input/output including interrupts, analog to digital conversion, digital to analog conversion, power, sensor interfacing, motor interfacing, an introduction to digital signal processing, control systems, and communication systems. The book shows how you deploy both Bluetooth Low Energy, and wifi onto the robot, creating an internet of things. This book employs a bottom-up approach to learning. It will not include an exhaustive recapitulation of the information in data sheets. First, it begins with basic fundamentals, which allows the reader to solve new problems with new technology. Second, the book presents many detailed design examples. These examples illustrate the process of design. There are multiple structural components that assist learning. Checkpoints, with answers in the back, are short easy to answer questions providing immediate feedback while reading. The book includes an index and a glossary so that information can be searched. The most important learning experiences in a class like this are of course the laboratories. Specifically for this volume, look at the lab assignments for TI-RSLK curriculum. There is a web site accompanying this book: <http://users.ece.utexas.edu/valvano/arm/robotics.ht>

TRANSACTION COST MANAGEMENT

STRATEGIES AND PRACTICES FOR A GLOBAL OPEN ECONOMY

Springer *All organizations, institutions, business processes, markets and strategies have one aim in common: the reduction of transaction costs. This aim is pursued relentlessly in practice, and has been perceived to bring about drastic changes, especially in the recent global market and the cyber economy. This book analyzes and describes “transactions” as a model, on the basis of which organizations, institutions and business processes can be appropriately shaped. It tracks transaction costs to enable a scientific approach instead of a widely used “state-of-the-art” approach, working to bridge the gap between theory and practice. This open access book analyzes and describes “transactions” as a model...*

COMPUTER NETWORKS

A SYSTEMS APPROACH

Elsevier Computer Networks: A Systems Approach, Fifth Edition, explores the key principles of computer networking, with examples drawn from the real world of network and protocol design. Using the Internet as the primary example, this best-selling and classic textbook explains various protocols and networking technologies. The systems-oriented approach encourages students to think about how individual network components fit into a larger, complex system of interactions. This book has a completely updated content with expanded coverage of the topics of utmost importance to networking professionals and students, including P2P, wireless, network security, and network applications such as e-mail and the Web, IP telephony and video streaming, and peer-to-peer file sharing. There is now increased focus on application layer issues where innovative and exciting research and design is currently the center of attention. Other topics include network design and architecture; the ways users can connect to a network; the concepts of switching, routing, and internetworking; end-to-end protocols; congestion control and resource allocation; and end-to-end data. Each chapter includes a problem statement, which introduces issues to be examined; shaded sidebars that elaborate on a topic or introduce a related advanced topic; What's Next? discussions that deal with emerging issues in research, the commercial world, or society; and exercises. This book is written for graduate or upper-division undergraduate classes in computer networking. It will also be useful for industry professionals retraining for network-related assignments, as well as for network practitioners seeking to understand the workings of network protocols and the big picture of networking. Completely updated content with expanded coverage of the topics of utmost importance to networking professionals and students, including P2P, wireless, security, and applications. Increased focus on application layer issues where innovative and exciting research and design is currently the center of attention. Free downloadable network simulation software and lab experiments manual available.

RAIDER'S WAKE

A NOVEL OF VIKING AGE IRELAND

After the treachery and slaughter they met during the raid on Glendalough, Thorgrim Night Wolf and his small band of surviving Northmen have returned to Vík-ló where Thorgrim again sits as lord of the Viking longphort. But the Northmen are a restless lot, and soon they find themselves eager to put to sea. Loading weapons and supplies aboard the four longships under Thorgrim's command, they set out in search of the rich merchant ships that now ply Irish waters. But not all cargoes are the same, nor all merchant captains easy targets for the Norse raiders. Crossing wakes with a Frisian shipmaster who could be Thorgrim's equal in seamanship and cunning, the Northmen soon find themselves seeking vengeance even as they fight to keep from a watery grave.

PRODUCTION TESTING OF RF AND SYSTEM-ON-A-CHIP DEVICES FOR WIRELESS COMMUNICATIONS

Artech House Technological advances have created a need for the merger and rethinking of past testing approaches for wireless equipment. This first-of-its-kind resource offers professionals an in-depth overview of cutting-edge RF (radio frequency) and SOC (system on a chip) product testing for wireless communications.

THE IOT HACKER'S HANDBOOK

A PRACTICAL GUIDE TO HACKING THE INTERNET OF THINGS

Apress Take a practitioner's approach in analyzing the Internet of Things (IoT) devices and the security issues facing an IoT architecture. You'll review the architecture's central components, from hardware communication interfaces, such as UART and SPI, to radio protocols, such as BLE or ZigBee. You'll also learn to assess a device physically by opening it, looking at the PCB, and identifying the chipsets and interfaces. You'll then use that information to gain entry to the device or to perform other actions, such as dumping encryption keys and firmware. As the IoT rises to one of the most popular tech trends, manufacturers need to take necessary steps to secure devices and protect them from attackers. The IoT Hacker's Handbook breaks down the Internet of Things, exploits it, and reveals how these devices can be built securely. What You'll Learn Perform a threat model of a real-world IoT device and locate all possible attacker entry points Use reverse engineering of firmware binaries to identify security issues Analyze, assess, and identify security issues in exploited ARM and MIPS based binaries Sniff, capture, and exploit radio communication protocols, such as Bluetooth Low Energy (BLE), and ZigBee Who This Book is For Those interested in learning about IoT security, such as pentesters working in different domains, embedded device developers, or IT people wanting to move to an Internet of Things security role.

UNESCO SCIENCE REPORT

THE RACE AGAINST TIME FOR SMARTER DEVELOPMENT

UNESCO Publishing

ELECTRONICS AND POWER

THE JOURNAL OF THE INSTITUTION OF ELECTRICAL ENGINEERS

THE TOASTER PROJECT

OR A HEROIC ATTEMPT TO BUILD A SIMPLE ELECTRIC APPLIANCE FROM SCRATCH

Chronicle Books "Hello, my name is Thomas Thwaites, and I have made a toaster." So begins *The Toaster Project*, the author's nine-month-long journey from his local appliance store to remote mines in the UK to his mother's backyard, where he

creates a crude foundry. Along the way, he learns that an ordinary toaster is made up of 404 separate parts, that the best way to smelt metal at home is by using a method found in a fifteenth-century treatise, and that plastic is almost impossible to make from scratch. In the end, Thwaites's homemade toaster—a haunting and strangely beautiful object—cost 250 times more than the toaster he bought at the store and involved close to two thousand miles of travel to some of Britain's remotest locations. The Toaster Project may seem foolish, even insane. Yet, Thwaites's quixotic tale, told with self-deprecating wit, helps us reflect on the costs and perils of our cheap consumer culture, and in so doing reveals much about the organization of the modern world.

DIGITAL ENTREPRENEURSHIP

IMPACT ON BUSINESS AND SOCIETY

Springer Nature This open access book explores the global challenges and experiences related to digital entrepreneurial activities, using carefully selected examples from leading companies and economies that shape world business today and tomorrow. Digital entrepreneurship and the companies steering it have an enormous global impact; they promise to transform the business world and change the way we communicate with each other. These companies use digitalization and artificial intelligence to enhance the quality of decisions and augment their business and customer operations. This book demonstrates how cloud services are continuing to evolve; how cryptocurrencies are traded in the banking industry; how platforms are created to commercialize business, and how, taken together, these developments provide new opportunities in the digitalized era. Further, it discusses a wide range of digital factors changing the way businesses operate, including artificial intelligence, chatbots, voice search, augmented and virtual reality, as well as cyber threats and data privacy management. "Digitalization mirrors the Industrial Revolution's impact. This book provides a complement of perspectives on the opportunities emanating from such a deep seated change in our economy. It is a comprehensive collection of thought leadership mapped into a very useful framework. Scholars, digital entrepreneurs and practitioners will benefit from this timely work." Gina O'Connor, Professor of Innovation Management at Babson College, USA "This book defines and delineates the requirements for companies to enable their businesses to succeed in a post-COVID19 world. This book deftly examines how to accomplish and achieve digital entrepreneurship by leveraging cloud computing, AI, IoT and other critical technologies. This is truly a unique "must-read" book because it goes beyond theory and provides practical examples." Charlie Isaacs, CTO of Customer Connection at Salesforce.com, USA "This book provides digital entrepreneurs useful guidance identifying, validating and building their venture. The international authors developed new perspectives on digital entrepreneurship that can support to create impact ventures." Felix Staeritz, CEO FoundersLane, Member of the World Economic Forum Digital Leaders Board and bestselling author of FightBack, Germany

BUILDING EMBEDDED LINUX SYSTEMS

"O'Reilly Media, Inc." Linux® is being adopted by an increasing number of embedded systems developers, who have been won over by its sophisticated scheduling and networking, its cost-free license, its open development model, and the support offered by rich and powerful programming tools. While there is a great deal of hype surrounding the use of Linux in embedded systems, there is not a lot of practical information. Building Embedded Linux Systems is the first in-depth, hard-core guide to putting together an embedded system based on the Linux kernel. This indispensable book features arcane and previously undocumented procedures for: Building your own GNU development toolchain Using an efficient embedded development framework Selecting, configuring, building, and installing a target-specific kernel Creating a complete target root filesystem Setting up, manipulating, and using solid-state storage devices Installing and configuring a bootloader for the target Cross-compiling a slew of utilities and packages Debugging your embedded system using a plethora of tools and techniques Details are provided for various target architectures and hardware configurations, including a thorough review of Linux's support for embedded hardware. All explanations rely on the use of open source and free software packages. By presenting how to build the operating system components from pristine sources and how to find more documentation or help, this book greatly simplifies the task of keeping complete control over one's embedded operating system, whether it be for technical or sound financial reasons. Author Karim Yaghmour, a well-known designer and speaker who is responsible for the Linux Trace Toolkit, starts by discussing the strengths and weaknesses of Linux as an embedded operating system. Licensing issues are included, followed by a discussion of the basics of building embedded Linux systems. The configuration, setup, and use of over forty different open source and free software packages commonly used in embedded Linux systems are also covered. uClibc, BusyBox, U-Boot, OpenSSH, tftpd, tftp, strace, and gdb are among the packages discussed.

PROGRAM EARTH

ENVIRONMENTAL SENSING TECHNOLOGY AND THE MAKING OF A COMPUTATIONAL PLANET

U of Minnesota Press Sensors are everywhere. Small, flexible, economical, and computationally powerful, they operate ubiquitously in environments. They compile massive amounts of data, including information about air, water, and climate. Never before has such a volume of environmental data been so broadly collected or so widely available. Grappling with the consequences of wiring our world, Program Earth examines how sensor technologies are programming our environments. As Jennifer Gabrys points out, sensors do not merely record information about an environment. Rather, they generate new environments and environmental relations. At the same time, they give a voice to the entities they monitor: to animals, plants, people, and inanimate objects. This book looks at the ways in which sensors converge with environments to map ecological processes, to track the migration of animals, to check pollutants, to facilitate citizen participation, and to program

infrastructure. Through discussing particular instances where sensors are deployed for environmental study and citizen engagement across three areas of environmental sensing, from wild sensing to pollution sensing and urban sensing, Program Earth asks how sensor technologies specifically contribute to new environmental conditions. What are the implications for wiring up environments? How do sensor applications not only program environments, but also program the sorts of citizens and collectives we might become? Program Earth suggests that the sensor-based monitoring of Earth offers the prospect of making new environments not simply as an extension of the human but rather as new “technogeographies” that connect technology, nature, and people.

VIOLENT PYTHON

A COOKBOOK FOR HACKERS, FORENSIC ANALYSTS, PENETRATION TESTERS AND SECURITY ENGINEERS

Newnes *Violent Python* shows you how to move from a theoretical understanding of offensive computing concepts to a practical implementation. Instead of relying on another attacker's tools, this book will teach you to forge your own weapons using the Python programming language. This book demonstrates how to write Python scripts to automate large-scale network attacks, extract metadata, and investigate forensic artifacts. It also shows how to write code to intercept and analyze network traffic using Python, craft and spoof wireless frames to attack wireless and Bluetooth devices, and how to data-mine popular social media websites and evade modern anti-virus. Demonstrates how to write Python scripts to automate large-scale network attacks, extract metadata, and investigate forensic artifacts Write code to intercept and analyze network traffic using Python. Craft and spoof wireless frames to attack wireless and Bluetooth devices Data-mine popular social media websites and evade modern anti-virus

ESSENTIALS OF STRATEGIC MANAGEMENT

Cengage Learning *Thorough yet concise, ESSENTIALS OF STRATEGIC MANAGEMENT, Third Edition, is a brief version of the authors' market-leading text STRATEGIC MANAGEMENT: AN INTEGRATED APPROACH. Following the same framework as the larger book, ESSENTIALS helps students identify and focus on core concepts in the field in a more succinct, streamlined format. Based on real-world practices and current thinking, the text's presentation of strategic management features an increased emphasis on the business model concept as a way of framing the issues of competitive advantage. Cutting-edge research, new strategic management theory, and a hands-on approach allow students to explore major topics in management, including corporate performance, governance, strategic leadership, technology, and business ethics. In addition, a high-quality case program examines small, medium, and large companies--both domestic and international--so that students gain experience putting chapter concepts into real-world practice in a variety of scenarios. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.*

KINANTHROPOMETRY AND EXERCISE PHYSIOLOGY LABORATORY MANUAL

TESTS, PROCEDURES AND DATA

Psychology Press Kinanthropometrics is the study of the human body size and somatotypes and their quantitative relationships with exercise and nutrition. This is the second edition of a successful text on the subject.

IBM DATA CENTER NETWORKING: PLANNING FOR VIRTUALIZATION AND CLOUD COMPUTING

IBM Redbooks The enterprise data center has evolved dramatically in recent years. It has moved from a model that placed multiple data centers closer to users to a more centralized dynamic model. The factors influencing this evolution are varied but can mostly be attributed to regulatory, service level improvement, cost savings, and manageability. Multiple legal issues regarding the security of data housed in the data center have placed security requirements at the forefront of data center architecture. As the cost to operate data centers has increased, architectures have moved towards consolidation of servers and applications in order to better utilize assets and reduce "server sprawl." The more diverse and distributed the data center environment becomes, the more manageability becomes an issue. These factors have led to a trend of data center consolidation and resources on demand using technologies such as virtualization, higher WAN bandwidth technologies, and newer management technologies. The intended audience of this book is network architects and network administrators. In this IBM® Redbooks® publication we discuss the following topics: The current state of the data center network The business drivers making the case for change The unique capabilities and network requirements of system platforms The impact of server and storage consolidation on the data center network The functional overview of the main data center network virtualization and consolidation technologies The new data center network design landscape

MAGNIFICENT DESOLATION

THE LONG JOURNEY HOME FROM THE MOON

A&C Black Forty years ago, Buzz Aldrin became the second human - minutes after Neil Armstrong - to set foot on a celestial body other than the Earth. The event remains one of mankind's greatest achievements and was witnessed by the largest worldwide television audience in history. In the years since, millions more have had their earth-centric perspective changed forever by gazing at the iconic photograph of Aldrin standing on the surface of the Moon with the blackness of space behind him. He described what he saw as 'magnificent desolation'. The flight of Apollo 11 made Aldrin one of the most famous people on the planet, yet few people know the rest of the story. In Magnificent Desolation, Aldrin not only gives us a harrowing first-person account of the lunar landing that came within seconds of failure, as well as the ultimate insider's view of life as one of the superstars of America's space program, he also opens up with remarkable candor about his more personal trials - and

eventual triumphs - back on Earth. From the glory of being part of the mission that fulfilled President Kennedy's challenge to reach the Moon before the decade was out, Aldrin returned home to an Air Force career stripped of purpose or direction, other than as a public relations tool that NASA put to relentless use in a seemingly nonstop world tour. The twin demons of depression and alcoholism emerged - the first of which Aldrin confronted early and publicly and the second of which he met with denial until it nearly killed him. As an adventure story, a searing memoir of self-destruction and self-renewal, and as a visionary rallying cry to once again set our course for Mars and beyond, *Magnificent Desolation* is the thoroughly human story of a genuine hero.

EXPERT CLOUDS AND APPLICATIONS

PROCEEDINGS OF ICOECA 2021

Springer Nature This book features original papers from International Conference on Expert Clouds and Applications (ICOECA 2021), organized by GITAM School of Technology, Bangalore, India during February 18-19, 2021. It covers new research insights on artificial intelligence, big data, cloud computing, sustainability, and knowledge-based expert systems. The book discusses innovative research from all aspects including theoretical, practical, and experimental domains that pertain to the expert systems, sustainable clouds, and artificial intelligence technologies.

WHEN CULTURES COLLIDE, THIRD EDITION

LEADING ACROSS CULTURES

Nicholas Brealey International The classic work that revolutionized the way business is conducted across cultures around the world.

DESIGNING BRAND IDENTITY

AN ESSENTIAL GUIDE FOR THE WHOLE BRANDING TEAM

John Wiley & Sons A revised new edition of the bestselling toolkit for creating, building, and maintaining a strong brand From research and analysis through brand strategy, design development through application design, and identity standards through launch and governance, *Designing Brand Identity, Fourth Edition* offers brand managers, marketers, and designers a proven, universal five-phase process for creating and implementing effective brand identity. Enriched by new case studies showcasing successful world-class brands, this Fourth Edition brings readers up to date with a detailed look at the latest trends in branding, including social networks, mobile devices, global markets, apps, video, and virtual brands. Features more than 30 all-new case studies showing best practices and world-class Updated to include more than 35 percent new material Offers a proven, universal five-phase process and methodology for creating and implementing effective brand identity

STRATEGIC PROJECT MANAGEMENT MADE SIMPLE

PRACTICAL TOOLS FOR LEADERS AND TEAMS

John Wiley & Sons When *Fortune Magazine* estimated that 70% of all strategies fail, it also noted that most of these strategies were basically sound, but could not be executed. The central premise of *Strategic Project Management Made Simple* is that most projects and strategies never get off the ground because of adhoc, haphazard, and obsolete methods used to turn their ideas into coherent and actionable plans. *Strategic Project Management Made Simple* is the first book to couple a step-by-step process with an interactive thinking tool that takes a strategic approach to designing projects and action initiatives. *Strategic Project Management Made Simple* builds a solid platform upon four critical questions that are vital for teams to intelligently answer in order to create their own strong, strategic foundation. These questions are: 1. What are we trying to accomplish and why? 2. How will we measure success? 3. What other conditions must exist? 4. How do we get there? This fresh approach begins with clearly understanding the what and why of a project - comprehending the bigger picture goals that are often given only lip service or cursory reviews. The second and third questions clarify success measures and identify the risky assumptions that can later cause pain if not spotted early. The how questions - what are the activities, budgets, and schedules - comes last in our four-question system. By contrast, most project approaches prematurely concentrate on the how without first adequately addressing the three other questions. These four questions guide readers into fleshing out a simple, yet sophisticated, mental workbench called "the Logical Framework" - a Systems Thinking paradigm that lays out one's own project strategy in an easily accessible, interactive 4x4 matrix. The inclusion of memorable features and concepts (four critical questions, LogFrame matrix, If-then thinking, and Implementation Equation) make this book unique.

DESIGN IS THE PROBLEM

THE FUTURE OF DESIGN MUST BE SUSTAINABLE

Rosenfeld Media Design makes a tremendous impact on the produced world in terms of usability, resources, understanding, and priorities. What we produce, how we serve customers and other stakeholders, and even how we understand how the world works is all affected by the design of models and solutions. Designers have an unprecedented opportunity to use their skills to make meaningful, sustainable change in the world—if they know how to focus their skills, time, and agendas. In *Design is the Problem: The Future of Design Must be Sustainable*, Nathan Shedroff examines how the endemic culture of design often creates unsustainable solutions, and shows how designers can bake sustainability into their design processes in order to produce more sustainable solutions.

UBIQUITOUS COMPUTING FUNDAMENTALS

CRC Press "...a must-read text that provides a historical lens to see how ubicomp has matured into a multidisciplinary endeavor. It will be an essential reference to researchers and those who want to learn more about this evolving field." -From the Foreword, Professor Gregory D. Abowd, Georgia Institute of Technology First

introduced two decades ago, the term ubiquitous computing is now part of the common vernacular. Ubicomp, as it is commonly called, has grown not just quickly but broadly so as to encompass a wealth of concepts and technology that serves any number of purposes across all of human endeavor. While such growth is positive, the newest generation of ubicomp practitioners and researchers, isolated to specific tasks, are in danger of losing their sense of history and the broader perspective that has been so essential to the field's creativity and brilliance. Under the guidance of John Krumm, an original ubicomp pioneer, *Ubiquitous Computing Fundamentals* brings together eleven ubiquitous computing trailblazers who each report on his or her area of expertise. Starting with a historical introduction, the book moves on to summarize a number of self-contained topics. Taking a decidedly human perspective, the book includes discussion on how to observe people in their natural environments and evaluate the critical points where ubiquitous computing technologies can improve their lives. Among a range of topics this book examines: How to build an infrastructure that supports ubiquitous computing applications Privacy protection in systems that connect personal devices and personal information Moving from the graphical to the ubiquitous computing user interface Techniques that are revolutionizing the way we determine a person's location and understand other sensor measurements While we needn't become expert in every sub-discipline of ubicomp, it is necessary that we appreciate all the perspectives that make up the field and understand how our work can influence and be influenced by those perspectives. This is important, if we are to encourage future generations to be as successfully innovative as the field's originators.

THE AGE OF SURVEILLANCE CAPITALISM

THE FIGHT FOR A HUMAN FUTURE AT THE NEW FRONTIER OF POWER

PublicAffairs *The challenges to humanity posed by the digital future, the first detailed examination of the unprecedented form of power called "surveillance capitalism," and the quest by powerful corporations to predict and control our behavior. In this masterwork of original thinking and research, Shoshana Zuboff provides startling insights into the phenomenon that she has named surveillance capitalism. The stakes could not be higher: a global architecture of behavior modification threatens human nature in the twenty-first century just as industrial capitalism disfigured the natural world in the twentieth. Zuboff vividly brings to life the consequences as surveillance capitalism advances from Silicon Valley into every economic sector. Vast wealth and power are accumulated in ominous new "behavioral futures markets," where predictions about our behavior are bought and sold, and the production of goods and services is subordinated to a new "means of behavioral modification." The threat has shifted from a totalitarian Big Brother state to a ubiquitous digital architecture: a "Big Other" operating in the interests of surveillance capital. Here is the crucible of an unprecedented form of power marked by extreme concentrations of knowledge and free from democratic oversight. Zuboff's comprehensive and moving analysis lays bare the threats to twenty-first century society: a controlled "hive" of total connection that seduces with promises of total certainty for maximum profit -- at the expense of democracy, freedom, and our*

human future. With little resistance from law or society, surveillance capitalism is on the verge of dominating the social order and shaping the digital future -- if we let it.

DIVA Q'S BARBECUE

195 RECIPES FOR COOKING WITH FAMILY, FRIENDS & FIRE

Appetite by Random House Diva Q, host of the hit TV show *BBQ Crawl*, brings us her backyard barbecue recipes, with more than 185 grilling favorites for absolutely everyone. Diva Q's (aka Danielle Bennett's) backyard barbecue book is packed with simple recipes for casual, down-to-earth family food. Get started with the six recipes you need to know most, then move to chapters on appetizers, pork, bacon (Diva Q's claim to fame), beef, fowl, seafood, sides, salads, slaws, breads and desserts, that take you from the basics to the best the barbecue world has to offer. Plenty of meatless options are included, including Portobello-Cheddar Burgers, Smokin' Good Sweet Potatoes with Bourbon Butter and The Ultimate Mac and Cheese. With more than just recipes, Diva Q takes all the guesswork out of grilling for you, with guidance on everything from getting great char marks, to picking the right meat--and even points you to her YouTube videos online for extra help. If it's got anything to do with barbecue, Diva Q has got you covered! Diva Q's Barbecue is an indispensable book for every backyard barbecuer, and the perfect companion when cooking for a crowd. So fire up the grill and invite your friends over--because life's too short for bad barbecue!

BIOMEDICAL ENGINEERING

The international monthly journal which deals with the modern applications of physics and engineering to biology and medicines.

PROJECT MANAGEMENT

Penguin The practical e-guide that gives you the skills to succeed as a project manager. Discover how to improve your project management skills by defining a project brief, identifying stakeholders, and building a strong team. You'll also learn useful tips for initiating projects, setting deadlines, and managing your budgets. *Essential Managers* gives you a practical "how-to" approach with step-by-step instructions, tips, checklists, and "ask yourself" features showing you how to focus your energy, manage change, and make an impact. DK's *Essential Managers* series contains the knowledge you need to be a more effective manager and hone your management style. Whether you're new to project management or simply looking to sharpen your existing skills, this is the e-guide for you.

BEAUTIFUL DATA

THE STORIES BEHIND ELEGANT DATA SOLUTIONS

"O'Reilly Media, Inc." In this insightful book, you'll learn from the best data practitioners in the field just how wide-ranging -- and beautiful -- working with data can be. Join 39 contributors as they explain how they developed simple and elegant

solutions on projects ranging from the Mars lander to a Radiohead video. With *Beautiful Data*, you will: Explore the opportunities and challenges involved in working with the vast number of datasets made available by the Web Learn how to visualize trends in urban crime, using maps and data mashups Discover the challenges of designing a data processing system that works within the constraints of space travel Learn how crowdsourcing and transparency have combined to advance the state of drug research Understand how new data can automatically trigger alerts when it matches or overlaps pre-existing data Learn about the massive infrastructure required to create, capture, and process DNA data That's only small sample of what you'll find in *Beautiful Data*. For anyone who handles data, this is a truly fascinating book. Contributors include: Nathan Yau Jonathan Follett and Matt Holm J.M. Hughes Raghuram Ramakrishnan, Brian Cooper, and Utkarsh Srivastava Jeff Hammerbacher Jason Dykes and Jo Wood Jeff Jonas and Lisa Sokol Jud Valeski Alon Halevy and Jayant Madhavan Aaron Kobrin with Valdean Klump Michal Migurski Jeff Heer Coco Krumme Peter Norvig Matt Wood and Ben Blackburne Jean-Claude Bradley, Rajarshi Guha, Andrew Lang, Pierre Lindenbaum, Cameron Neylon, Antony Williams, and Egon Willighagen Lukas Biewald and Brendan O'Connor Hadley Wickham, Deborah Swayne, and David Poole Andrew Gelman, Jonathan P. Kestellec, and Yair Ghitza Toby Segaran

MARKETING MANAGEMENT

This is the 14th edition of 'Marketing Management' which preserves the strengths of previous editions while introducing new material and structure to further enhance learning.