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## Manual for the Laboratory Diagnosis and Virological Surveillance of Influenza

"WHO has developed this manual in order to strengthen the laboratory diagnosis and virological surveillance of influenza infection by providing standard methods for the collection, detection, isolation and characterization of viruses."--Publisher's description.

## Mike Meyers' CompTIA A+ Guide to 801 Managing and Troubleshooting PCs, Fourth Edition (Exam 220-801)

*McGraw Hill Professional Essential Skills for a Successful IT Career* Written by the leading authority on CompTIA A+ certification and training, this instructive, full-color guide will help you pass CompTIA A+ exam 220-801 and become an expert PC technician. Mike Meyers' CompTIA A+ Guide to 801: Managing and Troubleshooting PCs, Fourth Edition is completely up to date with the new CompTIA A+ standards. Inside, you'll find helpful on-the-job tips, end-of-chapter practice questions, and hundreds of photographs and illustrations. End-of-chapter solutions and answers are only available to instructors and do not appear in the book. Learn how to: Work with CPUs, RAM, BIOS settings, motherboards, power supplies, and other PC components Work with PCs safely using the proper tools Install and configure hard drives Manage input devices and removable media Install video and multimedia cards Install and configure wired and wireless networks Connect to the Internet Manage and maintain portable PCs Install, configure, and manage printers Protect your PC and your network Build and customize specialized PCs Electronic content features: Practice exams for 801 with hundreds of questions An "Introduction to CompTIA A+" video by Mike Meyers Links to Mike's latest favorite shareware and freeware PC tools and utilities Adobe Digital Editions eBook—free download (subject to Adobe system requirements) Each chapter includes: Learning objectives Photographs and illustrations Real-world examples Try This! and Cross Check exercises Key terms highlighted Tech Tips, Notes, and Warnings Exam Tips End-of-chapter quizzes and lab projects

## 3D Laser Scanning for Heritage

## Advice and Guidance on the Use of Laser Scanning in Archaeology and Architecture

The first edition of 3D Laser Scanning for Heritage was published in 2007 and originated from the Heritage3D project that in 2006 considered the development of professional guidance for laser scanning in archaeology and architecture. Publication of the second edition in 2011 continued the aims of the original document in providing updated guidance on the use of three-dimensional (3D) laser scanning across the heritage sector. By reflecting on the technological advances made since 2011, such as the speed, resolution, mobility and portability of modern laser scanning systems and their integration with other sensor solutions, the guidance presented in this third edition should assist archaeologists, conservators and other cultural heritage professionals unfamiliar with the approach in making the best possible use of this now highly developed technique.

## The Chromebook Classroom

## How to Deploy, Manage and Use Chromebooks in the K-12 Classroom

The Chromebook Classroom gives you a fast, clear road map for turning a new fleet of Chromebooks into rich learning tools for a single classroom or an entire district! The Chromebook Classroom is the perfect companion for educators just getting started with Chromebooks - or looking for new ways to boost their students' learning through technology.

## Finance for Normal People

## How Investors and Markets Behave

*Oxford University Press Finance for Normal People* shows how behavioral finance offers numerous insights into the performance of investors and managers as well as the functioning of markets. Meir Statman, a founder of behavioral finance, provides a unified approach to understanding financial behavior. He draws on his extensive experience and the most insightful research to enhance our awareness about the short-cuts and errors that normal people make in financial decisions and planning. He also emphasizes the importance learning the lessons of behavioral finance and applying them to banish ignorance, gain knowledge, and increase the ratio of smart to stupid behavior on our way to what we want. Behavioral finance is finance for normal people who experience cognitive and emotional errors, including overconfidence, exaggerated fear, and unrealistic hope. Normal people want to beat the market and feel pride they make gains and regret when they make losses. They also care about their families and social values. Normal people make important decisions about forming portfolios, saving and spending in working years and retirement, and readily taking gains while being reluctant to realize losses. As a result, normal people's wants and errors affect financial markets. With financial markets uncertain, standard approaches to finance suffer from wide cracks between theory, guidance, and evidence. With ordinary people uneasy about their financial future, Finance for Normal People encourages changing how we think and act in the pursuit of our goals.

## Thomas' Calculus

*Pearson Education India*

## IBM CloudBurst on System x

*IBM Redbooks* This IBM® Redbooks® publication gives an overview of Cloud solutions, followed by detailed information and usage scenarios for IBM CloudBurst® in a System x® environment. Cloud computing can be defined as a style of computing in which dynamically scalable resources, such as CPU, storage, or bandwidth, are provided as a service over the Internet. Cloud computing represents a massively scalable, self-service delivery model where processing, storage, networking, and applications can be accessed as services over the Internet. Enterprises can adopt cloud models to improve employee productivity, deploy new products and services faster and reduce operating costs—starting with workloads, such as development and test, virtual desktop, collaboration, and analytics. IBM provides a scalable variety of cloud solutions to meet these needs. This IBM Redbooks publication helps you to tailor an IBM CloudBurst installation on System x to meet virtualized computing requirements in a private cloud environment. This book is intended for IT support personnel who are responsible for customizing IBM CloudBurst to meet business cloud computing objectives.

## IBM Cloud Object Storage System Product Guide

*IBM Redbooks* Object storage is the primary storage solution that is used in the cloud and on-premises solutions as a central storage platform for unstructured data. IBM® Cloud Object Storage (COS) is a software-defined storage platform that breaks down barriers for storing massive amounts of data by optimizing the placement of data on commodity x86 servers across the enterprise. This IBM Redbooks® publication describes the major features, use case scenarios, deployment options, configuration details, initial customization, performance, and scalability considerations of IBM Cloud® Object Storage on-premises offering. For more information about the IBM Cloud Object Storage architecture and technology that is behind the product, see IBM Cloud Object Storage Concepts and Architecture: System Edition, REDP-5537-02. The target audience for this publication is IBM Cloud Object Storage IT specialists and storage administrators.

## Handbook on Battery Energy Storage System

*Asian Development Bank* This handbook serves as a guide to deploying battery energy storage technologies, specifically for distributed energy resources and flexibility resources. Battery energy storage technology is the most promising, rapidly developed technology as it provides higher efficiency and ease of control. With energy transition through decarbonization and decentralization, energy storage plays a significant role to enhance grid efficiency by alleviating volatility from demand and supply. Energy storage also contributes to the grid integration of renewable energy and promotion of microgrid.

## Junos Security

### A Guide to Junos for the SRX Services Gateways and Security Certification

"O'Reilly Media, Inc." Junos® Security is the complete and authorized introduction to the new Juniper Networks SRX hardware series. This book not only provides a practical, hands-on field guide to deploying, configuring, and operating SRX, it also serves as a reference to help you prepare for any of the Junos Security Certification examinations offered by Juniper Networks. Network administrators and security professionals will learn how to use SRX Junos services gateways to address an array of enterprise data network requirements -- including IP routing, intrusion detection, attack mitigation, unified threat management, and WAN acceleration. Junos Security is a clear and detailed roadmap to the SRX platform. The author's newer book, Juniper SRX Series, covers the SRX devices themselves. Get up to speed on Juniper's multi-function SRX platforms and SRX Junos software. Explore case studies and troubleshooting tips from engineers with extensive SRX experience. Become familiar with SRX security policy, Network Address Translation, and IPSec VPN configuration. Learn about routing fundamentals and high availability with SRX platforms. Discover what sets SRX apart from typical firewalls. Understand the operating system that spans the entire Juniper Networks networking hardware portfolio. Learn about the more commonly deployed branch series SRX as well as the large Data Center SRX firewalls. "I know these authors well. They are out there in the field applying the SRX's industry-leading network security to real world customers everyday. You could not learn from a more talented team of security engineers." --Mark Bauhaus, EVP and General Manager, Juniper Networks

### IBM Spectrum Archive Enterprise Edition V1.3.2.2: Installation and Configuration Guide

*IBM Redbooks* This IBM® Redbooks® publication helps you with the planning, installation, and configuration of the new IBM Spectrum® Archive Enterprise Edition (EE) Version 1.3.2.2 for the IBM TS4500, IBM TS3500, IBM TS4300, and IBM TS3310 tape libraries. IBM Spectrum Archive Enterprise Edition enables the use of the LTFS for the policy management of tape as a storage tier in an IBM Spectrum Scale based environment. It also helps encourage the use of tape as a critical tier in the storage environment. This edition of this publication is the tenth edition of IBM Spectrum Archive Installation and Configuration Guide. IBM Spectrum Archive EE can run any application that is designed for disk files on a physical tape media. IBM Spectrum Archive EE supports the IBM Linear Tape-Open (LTO) Ultrium 9, 8, 7, 6, and 5 tape drives. and the IBM TS1160, TS1155, TS1150, and TS1140 tape drives. IBM Spectrum Archive EE can play a major role in reducing the cost of storage for data that does not need the access performance of primary disk. The use of IBM Spectrum Archive EE to replace disks with physical tape in tier 2 and tier 3 storage can improve data access over other storage solutions because it improves efficiency and streamlines management for files on tape. IBM Spectrum Archive EE simplifies the use of tape by making it transparent to the user and manageable by the administrator under a single infrastructure. This publication is intended for anyone who wants to understand more about IBM Spectrum Archive EE planning and implementation. This book is suitable for IBM customers, IBM Business Partners, IBM specialist sales representatives, and technical specialists.

### Yocto Project Development Manual

The following list describes what you can get from this book: Information that lets you get set up to develop using the Yocto Project. Information to help developers who are new to the open source environment and to the distributed revision control system Git, which the Yocto Project uses. An understanding of common end-to-end development models and tasks. Information about common development tasks generally used during image development for embedded devices. Information on using the Yocto Project integration of the QuickEMUlator (QEMU), which lets you simulate running on hardware an image you have built using the OpenEmbedded build system. Many references to other sources of related information.

### World Investment Report 2020

### International Production Beyond the Pandemic

*United Nations* The 30th edition of the World Investment Report looks at the prospects for foreign direct investment and international production during and beyond the global crisis triggered by the COVID-19 (coronavirus) pandemic. The Report not only projects the immediate impact of the crisis on investment flows, but also assesses how it could affect a long-term structural transformation of international production. The theme chapter of the Report reviews the evolution of international production networks over the past three decades and examines the configuration of these networks today. It then projects likely course changes for the next decade due to the combined effects of the pandemic and pre-existing megatrends, including the new industrial revolution, the sustainability imperative and the retreat of laissez faire policies. The system of international production underpins the economic growth and development prospects of most countries around the world. Governments worldwide will need to adapt their investment and development strategies to a changing international production landscape. At the request of the UN General Assembly, the Report has added a dedicated section on investment in the Sustainable Development Goals, to review global progress and propose possible courses of action.

### Introduction to Storage Area Networks

*IBM Redbooks* The superabundance of data that is created by today's businesses is making storage a strategic investment priority for companies of all sizes. As storage takes precedence, the following major initiatives emerge: Flatten and converge your network: IBM® takes an open, standards-based approach to implement the latest advances in the flat, converged data center network designs of today. IBM Storage solutions enable clients to deploy a high-speed, low-latency Unified Fabric Architecture. Optimize and automate virtualization: Advanced virtualization awareness reduces the cost and complexity of deploying physical and virtual data center infrastructure. Simplify management: IBM data center networks are easy to deploy, maintain, scale, and virtualize, delivering the foundation of consolidated operations for dynamic infrastructure management. Storage is no longer an afterthought. Too much is at stake. Companies are searching for more ways to efficiently manage expanding volumes of data, and to make that data accessible throughout the enterprise. This demand is propelling the move of storage into the network. Also, the increasing complexity of managing large numbers of storage devices and vast amounts of data is driving greater business value into software and services. With current estimates of the amount of data to be managed and made available increasing at 60% each year, this outlook is where a storage area network (SAN) enters the arena. SANs are the leading storage infrastructure for the global economy of today. SANs offer simplified storage management, scalability, flexibility, and availability; and improved data access, movement, and backup. Welcome to the cognitive era. The smarter data center with the improved economics of IT can be achieved by connecting servers and storage with a high-speed and intelligent network fabric. A smarter data center that hosts IBM Storage solutions can provide an environment that is smarter, faster, greener, open, and easy to manage. This IBM® Redbooks® publication provides an introduction to SAN and Ethernet networking, and how these networks help to achieve a smarter data center. This book is intended for people who are not very familiar with IT, or who are just starting out in the IT world.

### Principles of Marketing

An introduction to marketing concepts, strategies and practices with a balance of depth of coverage and ease of learning. Principles of Marketing keeps pace with a rapidly changing field, focussing on the ways brands create and capture consumer value. Practical content and linkage are at the heart of this edition. Real local and international examples bring ideas to life and new feature 'linking the concepts' helps students test and consolidate understanding as they go. The latest edition enhances understanding with a unique learning design including revised, integrative concept maps at the start of each chapter, end-of-chapter features summarising ideas and themes, a mix of mini and major case studies to illuminate concepts, and critical thinking exercises for applying skills.

### IBM ZPDT Guide and Reference

*IBM Redbooks* This IBM® Redbooks® publication provides both introductory information and technical details about the IBM System z® Personal Development Tool (IBM zPDT®), which produces a small System z environment suitable for application development. zPDT is a PC Linux application. When zPDT is installed (on Linux), normal System z operating systems (such as IBM z/OS®) can be run on it. zPDT provides the basic System z architecture and emulated IBM 3390 disk drives, 3270 interfaces, OSA interfaces, and so on. The systems that are discussed in this document are complex. They have elements of Linux (for the underlying PC machine), IBM z/Architecture® (for the core zPDT elements), System z I/O functions (for emulated I/O devices), z/OS (the most common System z operating system), and various applications and subsystems under z/OS. The reader is assumed to be familiar with general concepts and terminology of System z hardware and software elements, and with basic PC Linux characteristics. This book provides the primary documentation for zPDT.

### Investigation Of Competition In Digital Markets

### Majority Staff Report And Recommendations

*Nimble Books* In June 2019, the Committee on the Judiciary initiated a bipartisan investigation into the state of competition online, spearheaded by the Subcommittee on Antitrust, Commercial and Administrative Law. As part of a top-to-bottom review of the market, the Subcommittee examined the dominance of Amazon, Apple, Facebook, and Google, and their business practices to determine how their power affects our economy and our democracy. Additionally, the Subcommittee performed a review of existing antitrust laws,

competition policies, and current enforcement levels to assess whether they are adequate to address market power and anticompetitive conduct in digital markets. Over the course of our investigation, we collected extensive evidence from these companies as well as from third parties—totaling nearly 1.3 million documents. We held seven hearings to review the effects of market power online—including on the free and diverse press, innovation, and privacy—and a final hearing to examine potential solutions to concerns identified during the investigation and to inform this Report's recommendations. A year after initiating the investigation, we received testimony from the Chief Executive Officers of the investigated companies: Jeff Bezos, Tim Cook, Mark Zuckerberg, and Sundar Pichai. For nearly six hours, we pressed for answers about their business practices, including about evidence concerning the extent to which they have exploited, entrenched, and expanded their power over digital markets in anticompetitive and abusive ways. Their answers were often evasive and non-responsive, raising fresh questions about whether they believe they are beyond the reach of democratic oversight. Although these four corporations differ in important ways, studying their business practices has revealed common problems

## IBM System Storage Solutions Handbook

*IBM Redbooks* The IBM® System Storage® Solutions Handbook helps you solve your current and future data storage business requirements. It helps you achieve enhanced storage efficiency by design to allow managed cost, capacity of growth, greater mobility, and stronger control over storage performance and management. It describes the most current IBM storage products, including the IBM Spectrum™ family, IBM FlashSystem®, disk, and tape, as well as virtualized solutions such as IBM Storage Cloud. This IBM Redbooks® publication provides overviews and information about the most current IBM System Storage products. It shows how IBM delivers the right mix of products for nearly every aspect of business continuance and business efficiency. IBM storage products can help you store, safeguard, retrieve, and share your data. This book is intended as a reference for basic and comprehensive information about the IBM Storage products portfolio. It provides a starting point for establishing your own enterprise storage environment. This book describes the IBM Storage products as of March, 2016.

## Poverty, Wealth and Place in Britain, 1968 to 2005

*Policy Press* This is the first detailed study of the recent geographical distribution of poverty and wealth in Britain. It presents the most comprehensive estimates of the changing levels of poverty and wealth from the late 1960s. A free pdf version of this report is available online at [www.jrf.org.uk](http://www.jrf.org.uk)

## International Financial Statement Analysis

*John Wiley & Sons*

## The pilgrim's progress

## Soft Computing: Theories and Applications

## Proceedings of SoCTA 2018

*Springer Nature* The book focuses on soft computing and its applications to solve real-world problems in different domains, ranging from medicine and health care, to supply chain management, image processing and cryptanalysis. It includes high-quality papers presented at the International Conference on Soft Computing: Theories and Applications (SoCTA 2018), organized by Dr. B. R. Ambedkar National Institute of Technology, Jalandhar, Punjab, India. Offering significant insights into soft computing for teachers and researchers alike, the book inspires more researchers to work in the field of soft computing.

## Storage and Network Convergence Using FCoE and iSCSI

*IBM Redbooks* Along with servers and networking infrastructure, networked storage is one of the fundamental components of a modern data center. Because storage networking has evolved over the past two decades, the industry has settled on the basic storage networking technologies. These technologies are Fibre Channel (FC) storage area networks (SANs), Internet Small Computer System Interface (iSCSI)-based Ethernet attachment, and Ethernet-based network-attached storage (NAS). Today, lossless, low-latency, high-speed FC SANs are viewed as the high-performance option for networked storage. iSCSI and NAS are viewed as lower cost, lower performance technologies. The advent of the 100 Gbps Ethernet and Data Center Bridging (DCB) standards for lossless Ethernet give Ethernet technology many of the desirable characteristics that make FC the preferred storage networking technology. These characteristics include comparable speed, low latency, and lossless behavior. Coupled with an ongoing industry drive toward better asset utilization and lower total cost of ownership, these advances open the door for organizations to consider consolidating and converging their networked storage infrastructures with their Ethernet data networks. Fibre Channel over Ethernet (FCoE) is one approach to this convergence, but 10-Gbps-enabled iSCSI also offers compelling options for many organizations with the hope that their performance can now rival that of FC. This IBM® Redbooks® publication is written for experienced systems, storage, and network administrators who want to integrate the IBM System Networking and Storage technology successfully into new and existing networks. This book provides an overview of today's options for storage networking convergence. It reviews the technology background for each of these options and then examines detailed scenarios for them by using IBM and IBM Business Partner convergence products.

## Data Mining: Concepts and Techniques

*Elsevier* Data Mining: Concepts and Techniques provides the concepts and techniques in processing gathered data or information, which will be used in various applications. Specifically, it explains data mining and the tools used in discovering knowledge from the collected data. This book is referred as the knowledge discovery from data (KDD). It focuses on the feasibility, usefulness, effectiveness, and scalability of techniques of large data sets. After describing data mining, this edition explains the methods of knowing, preprocessing, processing, and warehousing data. It then presents information about data warehouses, online analytical processing (OLAP), and data cube technology. Then, the methods involved in mining frequent patterns, associations, and correlations for large data sets are described. The book details the methods for data classification and introduces the concepts and methods for data clustering. The remaining chapters discuss the outlier detection and the trends, applications, and research frontiers in data mining. This book is intended for Computer Science students, application developers, business professionals, and researchers who seek information on data mining. Presents dozens of algorithms and implementation examples, all in pseudo-code and suitable for use in real-world, large-scale data mining projects Addresses advanced topics such as mining object-relational databases, spatial databases, multimedia databases, time-series databases, text databases, the World Wide Web, and applications in several fields Provides a comprehensive, practical look at the concepts and techniques you need to get the most out of your data

## The Urban Generation

## Chinese Cinema and Society at the Turn of the Twenty-First Century

*Duke University Press* DIVAn anthology that explores film works by the "urban generation,"--filmmakers who operate outside of "mainstream" (officially sanctioned) Chinese cinema -- whose impact has been enormous./div

## Lost in a Good Game

## Why we play video games and what they can do for us

*Icon Books* 'Etchells writes eloquently ... A heartfelt defence of a demonised pastime' The Times 'Once in an age, a piece of culture comes along that feels like it was specifically created for you, the beats and words and ideas are there because it is your life the creator is describing. Lost In A Good Game is exactly that. It will touch your heart and mind. And even if Bowser, Chun-li or Q-Bert weren't crucial parts of your youth, this is a flawless victory for everyone' Adam Rutherford When Pete Etchells was 14, his father died from motor neurone disease. In order to cope, he immersed himself in a virtual world - first as an escape, but later to try to understand what had happened. Etchells is now a researcher into the psychological effects of video games, and was co-author on a recent paper explaining why WHO plans to classify 'game addiction' as a danger to public health are based on bad science and (he thinks) are a bad idea. In this, his first book, he journeys through the history and development of video games - from Turing's chess machine to mass multiplayer online games like World of Warcraft- via scientific study, to investigate the highs and lows of playing and get to the bottom of our relationship with games - why we do it, and what they really mean to us. At the same time, Lost in a Good Game is a very unusual memoir of a writer coming to terms with his grief via virtual worlds, as he tries to work out what area of popular culture we should classify games (a relatively new technology) under.

## Market in State

### The Political Economy of Domination in China

*Cambridge University Press* Uses the framework of 'market in state', to argue that the Chinese economy is state-centered, dominated by political principles over economic principles.

## Bioinformatics

### A Practical Guide to the Analysis of Genes and Proteins

*John Wiley & Sons* "In this book, Andy Baxevanis and Francis Ouellette . . . have undertaken the difficult task of organizing the knowledge in this field in a logical progression and presenting it in a digestible form. And they have done an excellent job. This fine text will make a major impact on biological research and, in turn, on progress in biomedicine. We are all in their debt." —Eric Lander from the Foreword Reviews from the First Edition "...provides a broad overview of the basic tools for sequence analysis ... For biologists approaching this subject for the first time, it will be a very useful handbook to keep on the shelf after the first reading, close to the computer." —Nature Structural Biology "...should be in the personal library of any biologist who uses the Internet for the analysis of DNA and protein sequence data." —Science "...a wonderful primer designed to navigate the novice through the intricacies of in scripto analysis ... The accomplished gene researcher will also find this book a useful addition to their library ... an excellent reference to the principles of bioinformatics." —Trends in Biochemical Sciences This new edition of the highly successful *Bioinformatics: A Practical Guide to the Analysis of Genes and Proteins* provides a sound foundation of basic concepts, with practical discussions and comparisons of both computational tools and databases relevant to biological research. Equipping biologists with the modern tools necessary to solve practical problems in sequence data analysis, the Second Edition covers the broad spectrum of topics in bioinformatics, ranging from Internet concepts to predictive algorithms used on sequence, structure, and expression data. With chapters written by experts in the field, this up-to-date reference thoroughly covers vital concepts and is appropriate for both the novice and the experienced practitioner. Written in clear, simple language, the book is accessible to users without an advanced mathematical or computer science background. This new edition includes: All new end-of-chapter Web resources, bibliographies, and problem sets Accompanying Web site containing the answers to the problems, as well as links to relevant Web resources New coverage of comparative genomics, large-scale genome analysis, sequence assembly, and expressed sequence tags A glossary of commonly used terms in bioinformatics and genomics *Bioinformatics: A Practical Guide to the Analysis of Genes and Proteins, Second Edition* is essential reading for researchers, instructors, and students of all levels in molecular biology and bioinformatics, as well as for investigators involved in genomics, positional cloning, clinical research, and computational biology.

## Essentials of Business Research

### A Guide to Doing Your Research Project

*SAGE* Written specifically for business students, this best-selling, jargon-free textbook highlights each stage of the research process, guiding the reader through actionable steps and explicitly setting out how best to meet a supervisor's expectations. Easy to navigate and full of practical advice, it shows you how to choose a topic and write a proposal, with easy to follow tips and detailed screenshots and diagrams. Key student features include: 'You're the Supervisor' sections - helps students to meet learning objectives 'Common questions and answers' - real-world advice on how to tackle common challenges Examples from different types of international businesses Detailed guidance on software packages such as SPSS Student case studies Annotated further reading Accompanied by a fully integrated companion website designed to support learning. Free to access, it includes author podcasts, guides to online tools, links to downloadable journal articles, examples of completed projects, PowerPoint slides and students' multiple choice questions to test progress. Available on publication: [www.uk.sagepub.com/jonathanwilson2e](http://www.uk.sagepub.com/jonathanwilson2e). A must-have title for all business and management students; this is the ideal companion for achieving success in your research project. Lecturers/instructors - request a free digital inspection copy [here](#)

## Chivalry

Chivalry—"with its pageants, heraldry, and knights in shining armor"—was a social ideal that had a profound influence on the history of early modern Europe. In this eloquent and richly detailed book, a leading medieval historian discusses the complex reality of chivalry: its secular foundations, the effects of the Crusades, the literature of Knighthood, and its ethos of the social and moral obligations of nobility.

## How Asia Works

### Success and Failure in the World's Most Dynamic Region

*Profile Books* Until the catastrophic economic crisis of the late 1990s, East Asia was perceived as a monolithic success story. But heady economic growth rates masked the most divided continent in the world - one half the most extraordinary developmental success story ever seen, the other half a paper tiger. Joe Studwell explores how policies ridiculed by economists created titans in Japan, Korea and Taiwan, and are now behind the rise of China, while the best advice the West could offer sold its allies in South-East Asia down the economic river. The first book to offer an Asia-wide deconstruction of success and failure in economic development, Studwell's latest work is provocative and iconoclastic - and sobering reading for most of the world's developing countries. *How Asia Works* is a must-read book that packs powerful insights about the world's most misunderstood continent.

## The Country Gentleman

### Solutions Manual to Accompany Fundamentals of Engineering Thermodynamics

## Winning the Story Wars

### Why Those Who Tell (and Live) the Best Stories Will Rule the Future

*Harvard Business Press* Trying to get your message heard? Build an iconic brand? Welcome to the battlefield. The story wars are all around us. They are the struggle to be heard in a world of media noise and clamor. Today, most brand messages and mass appeals for causes are drowned out before they even reach us. But a few consistently break through the din, using the only tool that has ever moved minds and changed behavior—great stories. With insights from mythology, advertising history, evolutionary biology, and psychology, viral storyteller and advertising expert Jonah Sachs takes readers into a fascinating world of seemingly insurmountable challenges and enormous opportunity. You'll discover how: • Social media tools are driving a return to the oral tradition, in which stories that matter rise above the fray • Marketers have become today's mythmakers, providing society with explanation, meaning, and ritual • Memorable stories based on timeless themes build legions of eager evangelists • Marketers and audiences can work together to create deeper meaning and stronger partnerships in building a better world • Brands like Old Spice, The Story of Stuff, Nike, the Tea Party, and Occupy Wall Street created and sustained massive viral buzz *Winning the Story Wars* is a call to arms for business communicators to cast aside broken traditions and join a revolution to build the iconic brands of the future. It puts marketers in the role of heroes with a chance to transform not just their craft but the enterprises they represent. After all, success in the story wars doesn't come just from telling great stories, but from learning to live them.

## Management Information Systems

### Managing the Digital Firm

*Pearson Educación* *Management Information Systems* provides comprehensive and integrative coverage of essential new technologies, information system applications, and their impact on business models and managerial decision-making in an exciting and interactive manner. The twelfth edition focuses on the major changes that have been made in information technology over the past two years, and includes new opening, closing, and Interactive Session cases.

## Digital Influence

### Unleash the Power of Influencer Marketing to Accelerate Your Global Business

*Springer* This book brings order to the chaotic and rapidly evolving world of influencer marketing by providing readers with much needed context, frameworks, and best practices. Written for busy marketing professionals working in both domestic and international markets, it addresses these topics in a highly actionable and engaging manner. Digital Influence covers everything from how to identify the right influencers and determine "level of influence" to collaborating with influencers and measuring ROI. It turns out, it's not all about paying online celebrities outrageous sums to post sponsored content. Backaler also provides much-needed context for why influencer marketing is flourishing today, and perspective into what a more technologically-enabled, globally-connected future will look like. Ultimately, people want to learn from trusted peers, not faceless companies. Better than any corporate marketing function, influencers understand how to make best use of social media platforms and tailor content for their respective cultures to engage consumers in their home markets. Business leaders should arm themselves with Backaler's book to ensure they're not left behind.

### Anticipating and Preparing for Emerging Skills and Jobs

#### Key Issues, Concerns, and Prospects

*Springer Nature* This open access book analyzes the main drivers that are influencing the dramatic evolution of work in Asia and the Pacific and identifies the implications for education and training in the region. It also assesses how education and training philosophies, curricula, and pedagogy can be reshaped to produce workers with the skills required to meet the emerging demands of the Fourth Industrial Revolution. The book's 40 articles cover a wide range of topics and reflect the diverse perspectives of the eminent policy makers, practitioners, and researchers who authored them. To maximize its potential impact, this Springer-Asian Development Bank co-publication has been made available as open access.

### Development and the Next Generation

*World Bank Publications* "The theme of The World Development Report 2007 is youth - young people between the ages of 12 to 24. As this population group seeks identity and independence, they make decisions that affect not only their own well-being, but that of others, and they do this in a rapidly changing demographic and socio-economic environment. Supporting young people's transition to adulthood poses important opportunities and risky challenges for development policy. Are education systems preparing young people to cope with the demands of changing economies? What kind of support do they get as they enter the labor market? Can they move freely to where the jobs are? What can be done to help them avoid serious consequences of risky behavior, such as death from HIV-AIDS and drug abuse? Can their creative energy be directed productively to support development thinking? The report will focus on crucial capabilities and transitions in a young person's life: learning for life and work, staying healthy, working, forming families, and exercising citizenship. For each, there are opportunities and risks; for all, policies and institutions matter."

### Electric and Hybrid Cars

#### A History, 2d ed.

*McFarland* This illustrated history chronicles electric and hybrid cars from the late 19th century to today's fuel cell and plug-in automobiles. It describes the politics, technology, marketing strategies, and environmental issues that have impacted electric and hybrid cars' research and development. The important marketing shift from a "woman's car" to "going green" is discussed. Milestone projects and technologies such as early batteries, hydrogen and bio-mass fuel cells, the upsurge of hybrid vehicles, and the various regulations and market forces that have shaped the industry are also covered.

### Dictionary Catalog of the Research Libraries of the New York Public Library, 1911-1971