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**Excel 2013: The Missing Manual** "O'Reilly Media, Inc." *The world's most popular spreadsheet program is now more powerful than ever, but it's also more complex. That's where this Missing Manual comes in. With crystal-clear explanations and hands-on examples, Excel 2013: The Missing Manual shows you how to master Excel so you can easily track, analyze, and chart your data. You'll be using new features like PowerPivot and Flash Fill in no time. The important stuff you need to know: Go from novice to ace. Learn how to analyze your data, from writing your first formula to charting your results. Illustrate trends. Discover the clearest way to present your data using Excel's new Quick Analysis feature. Broaden your analysis. Use pivot tables, slicers, and timelines to examine your data from different perspectives. Import data. Pull data from a variety of sources, including website data feeds and corporate databases. Work from the Web. Launch and manage your workbooks on the road, using the new Excel Web App. Share your worksheets. Store Excel files on SkyDrive and collaborate with colleagues on Facebook, Twitter, and LinkedIn. Master the new data model. Use PowerPivot to work with millions of rows of data. Make calculations. Review financial data, use math and scientific formulas, and perform statistical analyses.* **Review of Maritime Transport 2020** *This series contains the decisions of the Court in both the English and French texts.* **Computational Complexity A Modern Approach** *Cambridge University Press New and classical results in computational complexity, including interactive proofs, PCP, derandomization, and quantum computation. Ideal for graduate students.* **Global Innovation Index 2020 Who Will Finance Innovation?** *WIPO The Global Innovation Index 2020 provides detailed metrics about the innovation performance of 131 countries and economies around the world. Its 80 indicators explore a broad vision of innovation, including political environment, education, infrastructure and business sophistication. The 2020 edition sheds light on the state of innovation financing by investigating the evolution of financing mechanisms for entrepreneurs and other innovators, and by pointing to progress and remaining challenges - including in the context of the economic slowdown induced by the coronavirus disease (COVID-19) crisis.* **The Structuring of Organizations A Synthesis of the Research** *Prentice Hall How do organizations structure themselves? A synthesis of the empirical literature in the field, supported by numerous examples and illustrations, provides images that produce a theory. The author introduces five basic configurations of structure - the simple structure, the machine bureaucracy, the professional bu- reaucracy, the divisionalized form, and the adhocracy. This book reveals that structure seems to be at the root of many questions about organizations and why they function as they do.* **ARM Architecture Reference Manual** *Pearson Education About the ARM Architecture The ARM architecture is the industry's leading 16/32-bit embedded RISC processor solution. ARM Powered microprocessors are being routinely designed into a wider range of products than any other 32-bit processor. This wide applicability is made possible by the ARM architecture, resulting in optimal system solutions at the crossroads of high performance, low power consumption and low cost. About the book This is the authoritative reference guide to the ARM RISC architecture. Produced by the architects that are actively working on the ARM specification, the book contains detailed information about all versions of the ARM and Thumb instruction sets, the memory management and cache functions, as well as optimized code examples.* 0201737191B05092001 **Pressure Vessel Design Manual** *Butterworth-Heinemann Pressure vessels are closed containers designed to hold gases or liquids at a pressure substantially different from the ambient pressure. They have a variety of applications in industry, including in oil refineries, nuclear reactors, vehicle airbrake reservoirs, and more. The pressure differential with such vessels is dangerous, and due to the risk of accident and fatality around their use, the design, manufacture, operation and inspection of pressure vessels is regulated by engineering authorities and guided by legal codes and standards. Pressure Vessel Design Manual is a solutions-focused guide to the many problems and technical challenges involved in the design of pressure vessels to match stringent standards and codes. It brings together otherwise scattered information and explanations into one easy-to-use resource to minimize research and take readers from problem to solution in the most direct manner possible. Covers almost all problems that a working pressure vessel designer can expect to face, with 50+ step-by-step design procedures including a wealth of equations, explanations and data Internationally recognized, widely referenced and trusted, with 20+ years of use in over 30 countries making it an accepted industry standard guide Now revised with up-to-date ASME, ASCE and API regulatory code information, and dual unit coverage for increased ease of international use* **Flash CS6: The Missing Manual** "O'Reilly Media, Inc." *You can build everything from simple animations to full-fledged iPhone, iPad, and Android apps with Flash CS6, but learning this complex program can be difficult—unless you have this fully updated, bestselling guide. Learn how to create gorgeous Flash effects even if you have no programming experience. With Flash CS6: The Missing Manual, you'll move from the basics to power-user tools with ease. The important stuff you need to know: Learn animation basics. Turn simple ideas into stunning animations—in the very first chapter. Master Flash's tools. Learn the animation and effects tools with clear explanations and hands-on examples. Use 3D effects. Rotate objects and make them move in three dimensions. Create lifelike motion. Use the IK Bones tool to simulate realistic body movements and other linked motions. Build apps that work anywhere. Create apps just for iOS or Android*

devices—or one app that works on mobile devices and desktops. Add multimedia. Incorporate your own audio and video files into Flash. Create rich interactive animations. Dive into advanced interactivity with easy-to-learn ActionScript examples. **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 **Introduction to Embedded Systems, Second Edition A Cyber-Physical Systems Approach** MIT Press An introduction to the engineering principles of embedded systems, with a focus on modeling, design, and analysis of cyber-physical systems. The most visible use of computers and software is processing information for human consumption. The vast majority of computers in use, however, are much less visible. They run the engine, brakes, seatbelts, airbag, and audio system in your car. They digitally encode your voice and construct a radio signal to send it from your cell phone to a base station. They command robots on a factory floor, power generation in a power plant, processes in a chemical plant, and traffic lights in a city. These less visible computers are called embedded systems, and the software they run is called embedded software. The principal challenges in designing and analyzing embedded systems stem from their interaction with physical processes. This book takes a cyber-physical approach to embedded systems, introducing the engineering concepts underlying embedded systems as a technology and as a subject of study. The focus is on modeling, design, and analysis of cyber-physical systems, which integrate computation, networking, and physical processes. The second edition offers two new chapters, several new exercises, and other improvements. The book can be used as a textbook at the advanced undergraduate or introductory graduate level and as a professional reference for practicing engineers and computer scientists. Readers should have some familiarity with machine structures, computer programming, basic discrete mathematics and algorithms, and signals and systems. **California DREAMing The Design of Residential Demand Responsive Technology with People in Mind Edexcel GCSE (9-1) Business, Second Edition** Hachette UK Exam Board: Edexcel Level: GCSE Subject: Business First Teaching: September 2017 First Exam: June 2019 Endorsed for Edexcel Let Ian Marcouse successfully steer you through the new specification with his proven and popular approach to Business; clear content coverage is enhanced by numerous real-life examples to create a course that engages, motivates and develops every student. - Breaks down the content of the 2017 specification into clear, accessible explanations of important concepts and theories - Helps students apply their knowledge to a range of real business examples, issues and contexts, supported by 'Talking Points' that encourage critical and commercial thinking - Improves quantitative, investigative, analytical and evaluation skills through end-of-chapter exercises - Builds students' confidence approaching their exams as they practise calculation, short answer and extended-writing questions with stimulus materials - Boosts students' vocabulary and supports revision with definitions of key terminology for each topic **Flash CS5.5: The Missing Manual** "O'Reilly Media, Inc." You can build everything from simple animations to full-fledged iOS and Android apps with Flash CS5.5, but learning this complex program can be difficult—unless you have this fully updated, bestselling guide. Learn how to create gorgeous Flash effects even if you have no programming experience. With Flash CS5.5: The Missing Manual, you'll move from the basics to power-user tools with ease. Learn animation basics. Discover how to turn simple ideas into stunning animations. Master Flash's tools. Learn the animation and effects tools with clear explanations and hands-on examples. Use 3D effects. Rotate objects and make them move in three dimensions. Create lifelike motion. Use the IK Bones tool to simulate realistic body movements and other linked motions. Build apps for tablets and smartphones. Create the next generation of iPhone, iPad, and Android apps. Add multimedia. Incorporate your own audio and video files into Flash. Create rich interactive animations. Dive into advanced interactivity with easy-to-learn ActionScript examples. **The Content Analysis Guidebook** SAGE Content analysis is one of the most important but complex research methodologies in the social sciences. In this thoroughly updated Second Edition of The Content Analysis Guidebook, author Kimberly Neuendorf provides an accessible core text for upper-level undergraduates and graduate students across the social sciences. Comprising step-by-step instructions and practical advice, this text unravels the complicated aspects of content analysis. **PC Mag** PCMag.com is a leading authority on technology, delivering Labs-based, independent reviews of the latest products and services. Our expert industry analysis and practical solutions help you make better buying decisions and get more from technology. **PC Mag** PCMag.com is a leading authority on technology, delivering Labs-based, independent reviews of the latest products and services. Our expert industry analysis and practical solutions help you make better buying decisions and get more from technology. **The Travancore State Manual Fundamentals of Relational Database Management Systems** Springer This book provides comprehensive coverage of fundamentals of database management system. It contains a detailed description on Relational Database Management System Concepts. There are a variety of solved examples and review questions with solutions. This book is for those who require a better understanding of relational data modeling,

its purpose, its nature, and the standards used in creating relational data model. **Balanced Scorecard Step-by-Step Maximizing Performance and Maintaining Results** John Wiley & Sons This book explains how an organization can measure and manage performance with the Balanced Scorecard methodology. It provides extensive background on performance management and the Balanced Scorecard, and focuses on guiding a team through the step-by-step development and ongoing implementation of a Balanced Scorecard system. Corporations, public sector agencies, and not for profit organizations have all reaped success from the Balanced Scorecard. This book supplies detailed implementation advice that is readily applied to any and all of these organization types. Additionally, it will benefit organizations at any stage of Balanced Scorecard development. Regardless of whether you are just contemplating a Balanced Scorecard, require assistance in linking their current Scorecard to management processes, or need a review of their past measurement efforts, Balanced Scorecard Step by Step provides detailed advice and proven solutions. **Digital Economy Report 2019 Value Creation and Capture - Implications for Developing Countries** The Digital Economy Report 2019 on "Value creation and capture: Implications for developing countries" takes stock of recent trends in the global digital landscape and discusses the development and policy implications of data and digital platforms. A key feature of the evolving digital economy is the increasing role of digital data as an economic resource, together with digital platforms as new influential actors, with capacity to collect, process, analyze and monetize data. The report considers policy options for countries to help ensure that they capture a fair part of the value created in the digital economy for inclusive development. Key issues include the market impact of emerging technologies and digital platforms, the impact on smaller businesses in developing countries and the implications for infrastructure, entrepreneurship, skills, competition, data flows, data protection, taxation and other relevant policies. **Big Data in Practice How 45 Successful Companies Used Big Data Analytics to Deliver Extraordinary Results** John Wiley & Sons The best-selling author of Big Data is back, this time with a unique and in-depth insight into how specific companies use big data. Big data is on the tip of everyone's tongue. Everyone understands its power and importance, but many fail to grasp the actionable steps and resources required to utilise it effectively. This book fills the knowledge gap by showing how major companies are using big data every day, from an up-close, on-the-ground perspective. From technology, media and retail, to sport teams, government agencies and financial institutions, learn the actual strategies and processes being used to learn about customers, improve manufacturing, spur innovation, improve safety and so much more. Organised for easy dip-in navigation, each chapter follows the same structure to give you the information you need quickly. For each company profiled, learn what data was used, what problem it solved and the processes put it place to make it practical, as well as the technical details, challenges and lessons learned from each unique scenario. Learn how predictive analytics helps Amazon, Target, John Deere and Apple understand their customers Discover how big data is behind the success of Walmart, LinkedIn, Microsoft and more Learn how big data is changing medicine, law enforcement, hospitality, fashion, science and banking Develop your own big data strategy by accessing additional reading materials at the end of each chapter **Using Inertial Sensors for Position and Orientation Estimation** In recent years, microelectromechanical system (MEMS) inertial sensors (3D accelerometers and 3D gyroscopes) have become widely available due to their small size and low cost. Inertial sensor measurements are obtained at high sampling rates and can be integrated to obtain position and orientation information. These estimates are accurate on a short time scale, but suffer from integration drift over longer time scales. To overcome this issue, inertial sensors are typically combined with additional sensors and models. In this tutorial we focus on the signal processing aspects of position and orientation estimation using inertial sensors. We discuss different modeling choices and a selected number of important algorithms. The algorithms include optimization-based smoothing and filtering as well as computationally cheaper extended Kalman filter and complementary filter implementations. The quality of their estimates is illustrated using both experimental and simulated data. **Designing Embedded Systems with PIC Microcontrollers Principles and Applications** Elsevier Embedded Systems with PIC Microcontrollers: Principles and Applications is a hands-on introduction to the principles and practice of embedded system design using the PIC microcontroller. Packed with helpful examples and illustrations, the book provides an in-depth treatment of microcontroller design as well as programming in both assembly language and C, along with advanced topics such as techniques of connectivity and networking and real-time operating systems. In this one book students get all they need to know to be highly proficient at embedded systems design. This text combines embedded systems principles with applications, using the 16F84A, 16F873A and the 18F242 PIC microcontrollers. Students learn how to apply the principles using a multitude of sample designs and design ideas, including a robot in the form of an autonomous guide vehicle. Coverage between software and hardware is fully balanced, with full presentation given to microcontroller design and software programming, using both assembler and C. The book is accompanied by a companion website containing copies of all programs and software tools used in the text and a 'student' version of the C compiler. This textbook will be ideal for introductory courses and lab-based courses on embedded systems, microprocessors using the PIC microcontroller, as well as more advanced courses which use the 18F series and teach C programming in an embedded environment. Engineers in industry and informed hobbyists will also find this book a valuable resource when designing and implementing both simple and sophisticated embedded systems using the PIC microcontroller. \*Gain the knowledge and skills required for developing today's embedded systems, through use of the PIC microcontroller. \*Explore in detail the 16F84A, 16F873A and 18F242 microcontrollers as examples of the wider PIC family. \*Learn how to program in Assembler and C. \*Work through sample designs and design ideas, including a robot in the form of an autonomous guided vehicle. \*Accompanied by a CD-ROM containing copies of all programs and software tools used in the text and a 'student' version of the C compiler. **Geo-Economics: The Interplay between Geopolitics, Economics, and Investments** CFA Institute Research Foundation Today's investors need to understand geopolitical trends as a main driving force of markets. This book provides just that: an understanding of the interplay between geopolitics and economics, and of the impact of that dynamic on financial markets. To me, geo-economics is the study of how geopolitics and economics interact in international relations. Plenty of books on geopolitics have been written by eminent experts in politics and international affairs. This book is not one of them. First, I am neither a political scientist nor an expert in international affairs. I am an economist and an investment strategist who has been fascinated by geopolitics for many years. And this fascination has led me to the realization that almost all books and articles written on geopolitics are useless for investors. Political scientists are not trained to think like investors, and they are not typically trained in quantitative methods. Instead, they engage in developing narratives for geopolitical

events and processes that pose risks and opportunities for investors. My main problem with these narratives is that they usually do not pass the “so what?” test. Geopolitical risks are important, but how am I to assess which risks are important for my portfolio and which ones are simply noise? Because geopolitics experts focus on politics, they do not provide an answer to this crucial question for investors. What could be important for a geopolitics expert and for global politics could be totally irrelevant for investors. For example, the US wars in Iraq and Afghanistan have been going on for almost two decades now and have been an important influence on the political discussion in the United States. But for investors, the war in Afghanistan was a total nonevent, and the war in Iraq had only a fleeting influence, when it started in 2003. Geopolitics experts cannot answer the question of which geopolitical events matter for investors and which do not. Unfortunately, some experts thus claim that all geopolitical risks matter and that these risks cannot be quantified but only assessed qualitatively. Nothing could be further from the truth. In the chapters that follow, I discuss geopolitical and geo-economic events from the viewpoint of an investor and show that they can be quantified and introduced as part of a traditional risk management process. I do this in two parts. The first part of this book focuses on geopolitics that matters to investors. It reviews the literature on a range of geopolitical events and shows which events have a material economic effect and which do not. The second part of this book puts the insights from those first chapters into practice by applying them to current geopolitical trends. In this second part, I stick my head out and examine the impact the geopolitical trends have on the economy and financial markets today and their likely development in the coming years. —Joachim Klement, CFA **Your Post Has Been Removed Tech Giants and Freedom of Speech** Springer Nature This open access monograph argues established democratic norms for freedom of expression should be implemented on the internet. Moderating policies of tech companies as Facebook, Twitter and Google have resulted in posts being removed on an industrial scale. While this moderation is often encouraged by governments - on the pretext that terrorism, bullying, pornography, "hate speech" and "fake news" will slowly disappear from the internet - it enables tech companies to censor our society. It is the social media companies who define what is blacklisted in their community standards. And given the dominance of social media in our information society, we run the risk of outsourcing the definition of our principles for discussion in the public domain to private companies. Instead of leaving it to social media companies only to take action, the authors argue democratic institutions should take an active role in moderating criminal content on the internet. To make this possible, tech companies should be analyzed whether they are approaching a monopoly. Antitrust legislation should be applied to bring those monopolies within democratic governmental oversight. Despite being in different stages in their lives, Anne Mette is in the startup phase of her research career, while Frederik is one of the most prolific philosophers in Denmark, the authors found each other in their concern about Free Speech on the internet. The book was originally published in Danish as *Dit opslag er blevet fjernet - techgiganter & ytringsfrihed*. Praise for 'Your Post has been Removed' "From my perspective both as a politician and as private book collector, this is the most important non-fiction book of the 21st Century. It should be disseminated to all European citizens. The learnings of this book and the use we make of them today are crucial for every man, woman and child on earth. Now and in the future." Jens Rohde, member of the European Parliament for the Alliance of Liberals and Democrats for Europe "This timely book compellingly presents an impressive array of information and analysis about the urgent threats the tech giants pose to the robust freedom of speech and access to information that are essential for individual liberty and democratic self-government. It constructively explores potential strategies for restoring individual control over information flows to and about us. Policymakers worldwide should take heed!" Nadine Strossen, Professor, New York Law School. Author, **HATE: Why We Should Resist It with Free Speech, Not Censorship**. **Guide to Natural Ventilation in High Rise Office Buildings** Routledge Tall buildings are not the only solution for achieving sustainability through increased density in cities but, given the scale of current population shifts, the vertical city is increasingly being seen as the most viable solution for many urban centers. However, the full implications of concentrating more people on smaller plots of land by building vertically - whether for work, residential or leisure functions - needs to be better researched and understood. It is generally accepted that we need to reduce the energy equation - in both operating and embodied terms - of every component and system in the building as an essential element in making it more sustainable. Mechanical HVAC systems (Heating, Ventilation and Air-Conditioning) in tall office buildings typically account for 30-40 percent of overall building energy consumption. The increased efficiency (or possibly even elimination) of these mechanical systems - through the provision of natural ventilation - could thus be argued to be the most important single step we could make in making tall buildings more sustainable. This guide sets out recommendations for every phase of the planning, construction and operation of natural ventilation systems in these buildings, including local climatic factors that need to be taken into account, how to plan for seasonal variations in weather, and the risks in adopting different implementation strategies. All of the recommendations are based on analysis of the research findings from richly-illustrated international case studies. Tried and tested solutions to real-life problems make this an essential guide for anyone working on the design and operation of tall buildings anywhere in the world. This is the first technical guide from the Council on Tall Buildings and Urban Habitat's Tall Buildings & Sustainability Working Group looking in depth at a key element in the creation of tall buildings with a much-reduced environmental impact, while taking the industry closer to an appreciation of what constitutes a sustainable tall building, and what factors affect the sustainability threshold for tall. **The Future of Finance The Impact of FinTech, AI, and Crypto on Financial Services** Springer This book, written jointly by an engineer and artificial intelligence expert along with a lawyer and banker, is a glimpse on what the future of the financial services will look like and the impact it will have on society. The first half of the book provides a detailed yet easy to understand educational and technical overview of FinTech, artificial intelligence and cryptocurrencies including the existing industry pain points and the new technological enablers. The second half provides a practical, concise and engaging overview of their latest trends and their impact on the future of the financial services industry including numerous use cases and practical examples. The book is a must read for any professional currently working in finance, any student studying the topic or anyone curious on how the future of finance will look like. **The Essential Guide to Telecommunications** Prentice Hall "Annabel Dodd has cogently untangled the wires and switches and technobabble of the telecommunications revolution and explained how the introduction of the word 'digital' into our legislative and regulatory lexicon will affect consumers, companies and society into the next millennium." - United States Senator Edward J. Markey of Massachusetts; Member, U.S. Senate Subcommittee on Communications, Technology, Innovation, and the Internet "Annabel Dodd has a unique knack for

explaining complex technologies in understandable ways. This latest revision of her book covers the rapid changes in the fields of broadband, cellular, and streaming technologies; newly developing 5G networks; and the constant changes happening in both wired and wireless networks. This book is a must-read for anyone who wants to understand the rapidly evolving world of telecommunications in the 21st century!" – David Mash, Retired Senior Vice President for Innovation, Strategy, and Technology, Berklee College of Music Completely updated for current trends and technologies, *The Essential Guide to Telecommunications, Sixth Edition*, is the world's top-selling, accessible guide to the fast-changing global telecommunications industry. Writing in easy-to-understand language, Dodd demystifies today's most significant technologies, standards, architectures, and trends. She introduces leading providers worldwide, explains where they fit in the marketplace, and reveals their key strategies. New topics covered in this edition include: LTE Advanced and 5G wireless, modern security threats and countermeasures, emerging applications, and breakthrough techniques for building more scalable, manageable networks. Gain a practical understanding of modern cellular, Wi-Fi, Internet, cloud, and carrier technologies Discover how key technical, business, and regulatory innovations are changing the industry See how streaming video, social media, cloud computing, smartphones, and the Internet of Things are transforming networks Explore growing concerns about security and privacy, and review modern strategies for detecting and mitigating network breaches Learn how Software Defined Networks (SDN) and Network Function Virtualization (NFV) add intelligence to networks, enabling automation, flexible configurations, and advanced networks Preview cutting-edge, telecom-enabled applications and gear—from mobile payments to drones Whether you're an aspiring network engineer looking for a broad understanding of the industry, or a salesperson, marketer, investor, or customer, this indispensable guide provides everything you need to know about telecommunications right now. This new edition is ideal for both self-study and classroom instruction. Register your product for convenient access to downloads, updates, and/or corrections as they become available. **BiCMOS Bus Interface Logic Data Book Popular Photography Business Ethics** The text and images in this book are in grayscale. *Business Ethics* is designed to meet the scope and sequence requirements of the single-semester standardized business ethics course across all majors. This title includes innovative features designed to enhance student learning, including case studies, application scenarios, and links to video interviews with executives, all of which help instill in students a sense of ethical awareness and responsibility. The book provides an important opportunity for students to learn the core concepts of business ethics and understand how to apply those concepts to their professional lives. **AI and Learning Systems Industrial Applications and Future Directions** BoD – Books on Demand Over the last few years, interest in the industrial applications of AI and learning systems has surged. This book covers the recent developments and provides a broad perspective of the key challenges that characterize the field of Industry 4.0 with a focus on applications of AI. The target audience for this book includes engineers involved in automation system design, operational planning, and decision support. Computer science practitioners and industrial automation platform developers will also benefit from the timely and accurate information provided in this work. The book is organized into two main sections comprising 12 chapters overall: •Digital Platforms and Learning Systems •Industrial Applications of AI **Essentials of Marketing** Pearson Education Brassington and Pettitt's *Essentials of Marketing* is the indispensable introduction to the subject for all students taking a short or one-semester Marketing module - whatever their background. The second edition retains the lively writing style and authority of the authors' *Principles of Marketing*, and highlights the links between theory and practice by using fresh and topical case studies drawn from real-life, whilst focussing on the most important concepts and theories of Marketing. *Essentials of Marketing* also boasts an unrivalled selection of online learning resources at [www.pearsoned.co.uk/brassington](http://www.pearsoned.co.uk/brassington), which includes multiple choice questions that test your learning and help monitor your progress, video interviews with top Marketing Managers, answering your questions on how they use the theories of marketing every day in their professional lives, a full online Glossary explaining the key terms of the subject, and weblinks for every chapter that help take your learning further! Dr Frances Brassington is Senior Lecturer in Retail Management and Marketing at Oxford Brookes University Dr Stephen Pettitt is Deputy Vice-chancellor of the University of Bedfordshire **Secondary Analysis of Electronic Health Records** Springer This book trains the next generation of scientists representing different disciplines to leverage the data generated during routine patient care. It formulates a more complete lexicon of evidence-based recommendations and support shared, ethical decision making by doctors with their patients. Diagnostic and therapeutic technologies continue to evolve rapidly, and both individual practitioners and clinical teams face increasingly complex ethical decisions. Unfortunately, the current state of medical knowledge does not provide the guidance to make the majority of clinical decisions on the basis of evidence. The present research infrastructure is inefficient and frequently produces unreliable results that cannot be replicated. Even randomized controlled trials (RCTs), the traditional gold standards of the research reliability hierarchy, are not without limitations. They can be costly, labor intensive, and slow, and can return results that are seldom generalizable to every patient population. Furthermore, many pertinent but unresolved clinical and medical systems issues do not seem to have attracted the interest of the research enterprise, which has come to focus instead on cellular and molecular investigations and single-agent (e.g., a drug or device) effects. For clinicians, the end result is a bit of a "data desert" when it comes to making decisions. The new research infrastructure proposed in this book will help the medical profession to make ethically sound and well informed decisions for their patients. **Development and Modern Industrial Policy in Practice Issues and Country Experiences** Edward Elgar Publishing *Development and Modern Industrial Policy in Practice* provides an up-to-date analysis of industrial policy. Modern industrial policy refers to the set of actions and strategies used to favor the more dynamic sectors of the economy. A key aspect of modern **Introductory Statistics** *Introductory Statistics* is designed for the one-semester, introduction to statistics course and is geared toward students majoring in fields other than math or engineering. This text assumes students have been exposed to intermediate algebra, and it focuses on the applications of statistical knowledge rather than the theory behind it. The foundation of this textbook is *Collaborative Statistics*, by Barbara Illowsky and Susan Dean. Additional topics, examples, and ample opportunities for practice have been added to each chapter. The development choices for this textbook were made with the guidance of many faculty members who are deeply involved in teaching this course. These choices led to innovations in art, terminology, and practical applications, all with a goal of increasing relevance and accessibility for students. We strove to make the discipline meaningful, so that students can draw from it a working knowledge that will enrich their future studies and help them make sense of the world around them. Coverage and Scope Chapter 1 Sampling and Data Chapter 2 Descriptive

Statistics Chapter 3 Probability Topics Chapter 4 Discrete Random Variables Chapter 5 Continuous Random Variables Chapter 6 The Normal Distribution Chapter 7 The Central Limit Theorem Chapter 8 Confidence Intervals Chapter 9 Hypothesis Testing with One Sample Chapter 10 Hypothesis Testing with Two Samples Chapter 11 The Chi-Square Distribution Chapter 12 Linear Regression and Correlation Chapter 13 F Distribution and One-Way ANOVA

**Free Culture** Lulu Press, Inc Lawrence Lessig, "the most important thinker on intellectual property in the Internet era", masterfully argues that never before in human history has the power to control creative progress been so concentrated in the hands of the powerful few, the so-called Big Media. Never before have the cultural powers- that-be been able to exert such control over what we can and can't do with the culture around us. Our society defends free markets and free speech; why then does it permit such top-down control? To lose our long tradition of free culture, Lawrence Lessig shows us, is to lose our freedom to create, our freedom to build, and, ultimately, our freedom to imagine. **Proceedings of International Conference on Artificial Intelligence, Smart Grid and Smart City Applications AISGSC 2019** Springer Nature Due to the complexity, and heterogeneity of the smart grid and the high volume of information to be processed, artificial intelligence techniques and computational intelligence appear to be some of the enabling technologies for its future development and success. The theme of the book is "Making pathway for the grid of future" with the emphasis on trends in Smart Grid, renewable interconnection issues, planning-operation-control and reliability of grid, real time monitoring and protection, market, distributed generation and power distribution issues, power electronics applications, computer-IT and signal processing applications, power apparatus, power engineering education and industry-institute collaboration. The primary objective of the book is to review the current state of the art of the most relevant artificial intelligence techniques applied to the different issues that arise in the smart grid development. **Senior Cyber Best Security Practices for Your Golden Years** Scottschober.com Publishing As a cybersecurity expert who presents on TV and at security conferences regularly, Scott Schober has seen an alarmingly disproportionate number of seniors being coerced, targeted, and robbed through the same internet we all share. From the basics of the internet to the fight for healthcare privacy and security that is so critical to our aging population, Senior Cyber offers simple advice and expertise for all levels of internet experience. Whether you are a parent, grandparent, great-grandparent, or the son or daughter of one, this book is designed with your concerns in mind. Practical cybersecurity advice and examples affecting seniors put Senior Cyber atop any reading list for those helping others or themselves to stay cyber safe. Basic tech and security topics: - email, browsers, search engines - big data pitfalls, privacy, security - healthcare cybersecurity - computer and smartphone basics - politics of technology - internet and phone scams to avoid - video chat in the age of COVID19 Advanced security topics: - spotting email phishing scams - dealing with spam and junk mail - creating strong passwords - keeping your searches private - avoiding big data collection - stopping identity theft before and after death - securing your digital footprint **Strategies for e-Business Concepts and Cases on Value Creation and Digital Business Transformation** Springer Nature This is the fourth edition of a unique textbook that provides extensive coverage of the evolution, the current state, and the practice of e-business strategies. It provides a solid introduction to understanding e-business and e-commerce by combining fundamental concepts and application models with practice-based case studies. An ideal classroom companion for business schools, the authors use their extensive knowledge to show how corporate strategy can imbibe and thrive by adopting vibrant e-business frameworks with proper tools. Students will gain a thorough knowledge of developing electronic and mobile commerce strategies and the methods to deal with these issues and challenges.