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The 'Made in Germany' Champion Brands - Ugesh A. Joseph 2016-03-09
Germany's economic miracle is a widely-known phenomenon, and the world-leading, innovative products and services associated with German companies are something that others seek to imitate. In The 'Made in Germany'Â' Champion Brands, Ugesh A. Joseph provides an extensively researched, insightful look at over 200 of Germany's best brands to see what they stand for, what has made them what they are today, and what might be transferable. The way Germany is branded as a nation carries across into the branding of its companies and services, particularly the global superstar brands - truly world-class in size, performance and reputation. Just as important are the medium-sized and small enterprises, known as the 'Mittelstand'. These innovative and successful enterprises from a wide range of industries and product / service categories are amongst the World market leaders in their own niche and play a huge part in making Germany what it is today. The book also focuses on German industrial entrepreneurship and a selection of innovative and emergent stars. All these companies are supported and encouraged by a sophisticated infrastructure of facilitators, influencers and enhancers - the research, industry, trade and standards organizations, the fairs and exhibitions and all the social and cultural factors that influence, enhance and add positive value to the country's image. Professionals or academics interested in business; entrepreneurship; branding and marketing; product or service development; international trade and business development policy, will find fascinating insights in this book; while those with an interest in Germany from emerging industrial economies will learn something of the secrets of German success.
Management - Thomas S. Bateman 2007

Design Theory - Pascal Le Masson 2017-04-06
This textbook presents the core of recent advances in design theory and its implications for design methods and design organization. Providing a unified perspective on different design methods and approaches, from the most classic (systematic design) to the most advanced (C-K theory), it offers a unique and integrated presentation of traditional and contemporary theories in the field. Examining the principles of each theory, this guide utilizes numerous real life industrial applications, with clear links to engineering design, industrial design, management, economics, psychology and creativity. Containing a section of exams with detailed answers, it is useful for courses in design theory, engineering design and advanced innovation management. "Students and professors, practitioners and researchers in diverse disciplines, interested in design, will find in this book a rich and vital source for studying fundamental design methods and tools as well as the most advanced design theories that work in practice". Professor Yoram Reich, Tel Aviv University, Editor-in-Chief, Research In Engineering Design. "Twenty years of research in design theory and engineering have shown that training in creative design is indeed possible and offers remarkably operational methods - this book is indispensable for all leaders and practitioners who wish to strengthen theinnovation capacity of their company." Pascal Daloz, Executive Vice President, Dassault Systèmes
Engineering - Unesco 2010-01-01
This report reviews engineering's importance to human, economic, social and cultural development and in addressing the UN Millennium Development Goals. Engineering tends to be viewed as a national issue, but engineering knowledge, companies, conferences and journals, all demonstrate that it is as international as

science. The report reviews the role of engineering in development, and covers issues including poverty reduction, sustainable development, climate change mitigation and adaptation. It presents the various fields of engineering around the world and is intended to identify issues and challenges facing engineering, promote better understanding of engineering and its role, and highlight ways of making engineering more attractive to young people, especially women.--Publisher's description.
Economics: AS and A Level - Colin Bamford 2002-01-31
Endorsed by CIE and written for the CIE syllabus. Economics: AS Level and A Level equips students with the skills needed to succeed in the examination, and describes how these skills and concepts will be examined by CIE.
Computer-Related Risks - Peter G. Neumann 1994-10-18
"This sobering description of many computer-related failures throughout our world deflates the hype and hubris of the industry. Peter Neumann analyzes the failure modes, recommends sequences for prevention and ends his unique book with some broadening reflections on the future." —Ralph Nader, Consumer Advocate This book is much more than a collection of computer mishaps; it is a serious, technically oriented book written by one of the world's leading experts on computer risks. The book summarizes many real events involving computer technologies and the people who depend on those technologies, with widely ranging causes and effects. It considers problems attributable to hardware, software, people, and natural causes. Examples include disasters (such as the Black Hawk helicopter and Iranian Airbus shootdowns, the Exxon Valdez, and various transportation accidents); malicious hacker attacks; outages of telephone systems and computer networks; financial losses; and many other strange happenstances (squirrels downing power grids, and April Fool's Day pranks). Computer-Related Risks addresses problems involving reliability, safety, security, privacy, and human well-being. It includes analyses of why these cases happened and discussions of what might be done to avoid recurrences of similar events. It is readable by technologists as well as by people merely interested in the uses and limits of technology. It is must reading for anyone with even a remote involvement with computers and communications—which today means almost everyone. Computer-Related Risks: Presents comprehensive coverage of many different types of risks Provides an essential system-oriented perspective Shows how technology can affect your life—whether you like it or not!
Space Careers - Scott Sacknoff 2015
The space industry presents opportunities for engineers, scientists, as well as people involved with marketing, sales, public relations, etc. This book will help you understand the commercial, civil, and military space sectors; locate universities with specialized programs; identify scholarships and fellowships; locate networking opportunities, and identify the top hiring companies and organizations.
International Business - K. Praveen Parboteeah 2009-09-10
This book covers the same material and more when compared with other international business texts, yet it is priced for the student's pocketbook. A new international business text for a new and ever changing global environment. With a unique chapter covering International E-Commerce, Cullen is written in a unique way. Issues link the chapters. The logic is that to choose and implement strategies in international business, you need to understand the global, institutional, and cultural environment. In turn, you need to

align functional strategies to support the more general multinational strategies. From the student's point of view, the approach is designed to answer the questions of "why do I really need to know all of this stuff?" Unfortunately, the companion website for this book is no longer available. If you would like access to the materials, please contact SalesHSS@taylorandfrancis.com.

Purchasing and Supply Chain Management - Robert M. Monczka 2005
Purchasing and Supply Chain Management, 3rd Edition is a turnkey solution for providing current and thorough coverage for this critical area of the supply chain. This book is not only a text but a reference as well and is now established as one of the leading-edge strategy and purchasing books. Students gain contextual insights and knowledge into the strategies, processes, and practices of purchasing through use of the many cases and examples. Because of their relationships with executives and practitioners worldwide, the authors are able to present unique and up-to-date insights that lead to greater understanding of the purchasing process. Purchasing and Supply Chain Management provides a hands-on, applied approach that has been thoroughly tested with student audiences to ensure learning success.

Invisible Engines - David S. Evans 2008-02-15
Harnessing the power of software platforms: what executives and entrepreneurs must know about how to use this technology to transform industries and how to develop the strategies that will create value and drive profits. Software platforms are the invisible engines that have created, touched, or transformed nearly every major industry for the past quarter century. They power everything from mobile phones and automobile navigation systems to search engines and web portals. They have been the source of enormous value to consumers and helped some entrepreneurs build great fortunes. And they are likely to drive change that will dwarf the business and technology revolution we have seen to this point. Invisible Engines examines the business dynamics and strategies used by firms that recognize the transformative power unleashed by this new revolution—a revolution that will change both new and old industries. The authors argue that in order to understand the successes of software platforms, we must first understand their role as a technological meeting ground where application developers and end users converge. Apple, Microsoft, and Google, for example, charge developers little or nothing for using their platforms and make most of their money from end users; Sony PlayStation and other game consoles, by contrast, subsidize users and make more money from developers, who pay royalties for access to the code they need to write games. More applications attract more users, and more users attract more applications. And more applications and more users lead to more profits. Invisible Engines explores this story through the lens of the companies that have mastered this platform-balancing act. It offers detailed studies of the personal computer, video game console, personal digital assistant, smart mobile phone, and digital media software platform industries, focusing on the business decisions made by industry players to drive profits and stay a step ahead of the competition. Shorter discussions of Internet-based software platforms provide an important glimpse into a future in which the way we buy, pay, watch, listen, learn, and communicate will change forever. An electronic version of this book is available under a Creative Commons license.

An Introduction to Sustainable Transportation - Preston L. Schiller 2010
Transportation plays a substantial role in the modern world; it provides tremendous benefits to society, but it also imposes significant economic, social and environmental costs. Sustainable transport planning requires integrating environmental, social, and economic factors in order to develop optimal solutions to our many pressing issues, especially carbon emissions and climate change. This essential multi-authored work reflects a new sustainable transportation planning paradigm. It explores the concepts of sustainable development and sustainable transportation, describes practical techniques for comprehensive evaluation, provides tools for multi-modal transport planning, and presents innovative mobility management solutions to transportation problems. This text reflects a fundamental change in transportation decision making. It focuses on accessibility rather than mobility, emphasizes the need to expand the range of options and impacts considered in analysis, and provides practical tools to allow planners, policy makers and the general public to determine the best solution to the transportation problems facing a community. Featuring extensive international examples and case-studies, textboxes, graphics, recommended reading and end of chapter questions, the authors draw on considerable teaching and researching experience to present an essential, ground-breaking and authoritative text on sustainable transport. Students of various disciplines,

planners, policymakers and concerned citizens will find many of its provocative ideas and approaches of considerable value as they engage in the processes of understanding and changing transportation towards greater sustainability.

Making Things Move DIY Mechanisms for Inventors, Hobbyists, and Artists - Dustyn Roberts 2010-12-06
Get Your Move On! In Making Things Move: DIY Mechanisms for Inventors, Hobbyists, and Artists, you'll learn how to successfully build moving mechanisms through non-technical explanations, examples, and do-it-yourself projects--from kinetic art installations to creative toys to energy-harvesting devices. Photographs, illustrations, screen shots, and images of 3D models are included for each project. This unique resource emphasizes using off-the-shelf components, readily available materials, and accessible fabrication techniques. Simple projects give you hands-on practice applying the skills covered in each chapter, and more complex projects at the end of the book incorporate topics from multiple chapters. Turn your imaginative ideas into reality with help from this practical, inventive guide. Discover how to: Find and select materials Fasten and join parts Measure force, friction, and torque Understand mechanical and electrical power, work, and energy Create and control motion Work with bearings, couplers, gears, screws, and springs Combine simple machines for work and fun Projects include: Rube Goldberg breakfast machine Mousetrap powered car DIY motor with magnet wire Motor direction and speed control Designing and fabricating spur gears Animated creations in paper An interactive rotating platform Small vertical axis wind turbine SADbot: the seasonally affected drawing robot Make Great Stuff! TAB, an imprint of McGraw-Hill Professional, is a leading publisher of DIY technology books for makers, hackers, and electronics hobbyists.

Suitcase of Dreams - Tania Blanchard 2018-10-23
From the bestselling author of The Girl from Munich, a sweeping, dramatic tale of love and identity, inspired by a true story. After enduring the horror of Nazi Germany and the chaos of postwar occupation, Lotte Drescher and her family arrive in Australia in 1956 full of hope for a new life. It's a land of opportunity, where Lotte and her husband Erich dream of giving their children the future they have always wanted. After years of struggling to find their feet as New Australians, Erich turns his skill as a wood carver into a successful business and Lotte makes a career out of her lifelong passion, photography. The sacrifices they have made finally seem worth it until Erich's role in the trade union movement threatens to have him branded a communist and endanger their family. Then darker shadows of the past reach out to them from Germany, a world and a lifetime away. As the Vietnam War looms, an unexpected visitor forces Lotte to a turning point. Her decision will change her life forever . . . and will finally show her the true meaning of home. PRAISE FOR TANIA BLANCHARD 'Captures the intensity of a brutal and unforgiving war, successfully weaving love, loss, desperation and, finally, hope into a gripping journey of self-discovery.' Courier Mail 'An epic tale, grand in scope ... Packs an emotional punch that will reverberate far and wide.' Weekly Times 'A tumultuous journey from order to bedlam, and from naive acceptance of the status quo to the gradual getting of political wisdom.' Sunday Age 'An original and innovative take on the World War II genre that captures the hauntingly desperate essence of the war. Tania Blanchard has written yet another spectacular novel. Don't miss this.' Better Reading 'A sweeping, dramatic tale of love and identity.' Fraser Coast Chronicle

COVID-19, Technology and Marketing - Vanessa Ratten 2021-07-10
This book addresses how Covid-19 has damaged businesses and how businesses can adapt to the new normal. In doing so, the book contributes to theories associated with the marketing management, by assessing opportunities and challenges associated with the implementation of technology and marketing management during and post Covid-19. Although there is increasing research in consumer or business management acceptance of new technologies and digital marketing, the impact of these on marketing management during the Covid-19 are not adequately investigated, leading to overstated hypothetical predictions of its future potential. Chapters in the book therefore focus on new economic models such as sharing economy and business structures such as omnichannel, where advancements have enabled firms to build a one-on-one relationship with customers by collecting, storing, aggregating and analysing customer information across various touchpoints. Contributions in the book also focus on new technologies such as blockchain, automation solution, information technology management, and customer relationship

management (CRM) in highlighting connections between these new technologies and marketing management. The book will be useful for anyone aiming to gain a better understanding of the current and future technologies that may play a role or have a robust impact on marketing management during Covid-19.

Engine Essentials - MicroStrategy University 2013-09-01
The MicroStrategy Engine Essentials course explains the inner workings of the MicroStrategy Engine. In this course, you will study specific reporting scenarios and the MicroStrategy Engine's techniques for composing the SQL queries that produce MicroStrategy reports. You will study concepts such as level metrics, transformation metrics, custom groups, and relationship filters from a SQL point of view. The course also reviews the most commonly used VLDB Properties.

Soviet X-planes - Yefim Gordon 2000
Describes Soviet experimental aircraft, from the early 1900s through the latest Russian prototypes.

Understanding the Global Energy Crisis - Richard A. Simmons 2014-03-15
We are facing a global energy crisis caused by world population growth, an escalating increase in demand, and continued dependence on fossil-based fuels for generation. It is widely accepted that increases in greenhouse gas concentration levels, if not reversed, will result in major changes to world climate with consequential effects on our society and economy. This is just the kind of intractable problem that Purdue University's Global Policy Research Institute seeks to address in the Purdue Studies in Public Policy series, by promoting the engagement between policy makers and experts in fields such as engineering and technology. Major steps forward in the development and use of technology are required. In order to achieve solutions of the required scale and magnitude within a limited timeline, it is essential that engineers be not only technologically-adept but also aware of the wider social and political issues that policy-makers face. Likewise, it is also imperative that policy makers liaise closely with the academic community in order to realize advances. This book is designed to bridge the gap between these two groups, with a particular emphasis on educating the socially-conscious engineers and technologists of the future. In this accessibly-written volume, central issues in global energy are discussed through interdisciplinary dialogue between experts from both North America and Europe. The first section provides an overview of the nature of the global energy crisis approached from historical, political, and sociocultural perspectives. In the second section, expert contributors outline the technology and policy issues facing the development of major conventional and renewable energy sources. The third and final section explores policy and technology challenges and opportunities in the distribution and consumption of energy, in sectors such as transportation and the built environment. The book's epilogue suggests some future scenarios in energy distribution and use.

Mechatronic Futures - Peter Hehenberger 2016-06-10
Offering a comprehensive overview of the challenges, risks and options facing the future of mechatronics, this book provides insights into how these issues are currently assessed and managed. Building on the previously published book 'Mechatronics in Action,' it identifies and discusses the key issues likely to impact on future mechatronic systems. It supports mechatronics practitioners in identifying key areas in design, modeling and technology and places these in the wider context of concepts such as cyber-physical systems and the Internet of Things. For educators it considers the potential effects of developments in these areas on mechatronic course design, and ways of integrating these. Written by experts in the field, it explores topics including systems integration, design, modeling, privacy, ethics and future application domains. Highlighting novel innovation directions, it is intended for academics, engineers and students working in the field of mechatronics, particularly those developing new concepts, methods and ideas.

Runway Safety - Iain McCreary 2010-10-31
This report is the single best analysis of runway safety, FOD, and on-runway strikes presently available. It is data driven, values neutral, and draws together information from airlines, airports, regulators, and service/technology. It, for the first time, knits together an industry-wide perspective that allows like-for-like comparison of runway safety incidents, including incursions and excursions.Chapters detail the characteristics and statistics behind strike damage; direct and indirect costs; expected costs for the leading airlines and airports; a step-by-step airport investment case; an airline investment case; and details on the

minimum required performance standards for scanning systems.The results are compelling and, for many readers, surprising. Long held assumptions about what is and is not important, about what works to reduce risks and what does not, are turned upside down. Structured for easy reading, and quickly digestible with tools to support your own analyses, the report is quickly becoming 'required reading' in the aviation community. Whether read by a regulator, airport operator, airline, service provider, or technology vendors, this report has the answers to your questions about FOD, bird strikes, and automated runway scanning.

Financial Times Handbook of Corporate Finance - Glen Arnold 2013-08-27
The Financial Times Handbook of Corporate Finance is the authoritative introduction to the principles and practices of corporate finance and the financial markets. Whether you are an experienced manager or finance officer, or you're new to financial decision making, this handbook identifies all those things that you really need to know: · An explanation of value-based management · Mergers and the problem of merger failures · Investment appraisal techniques · How to enhance shareholder value · How the finance and money markets really work · Controlling foreign exchange rate losses · How to value a company The second edition of this bestselling companion to finance has been thoroughly updated to ensure that your decisions continue to be informed by sound business principles. New sections include corporate governance, the impact of taxation on investment strategies, using excess return as a new value metric, up-to-date statistics which reflect the latest returns on shares, bonds and merger activities and a jargon-busting glossary to help you understand words, phrases and concepts. Corporate finance touches every aspect of your business, from deciding which capital expenditure projects are worth backing, through to the immediate and daily challenge of share holder value, raising finance or managing risk. The Financial Times Handbook of Corporate Finance will help you and your business back the right choices, make the right decisions and deliver improved financial performance. It covers the following areas: · Evaluating your firm's objectives · Assessment techniques for investment · Traditional finance appraisal techniques · Investment decision-making in companies · Shareholder value · Value through strategy · The cost of capital · Mergers: failures and success · Merger processes · How to value companies · Pay outs to shareholders · Debt finance · Raising equity capital · Managing risk · Options · Futures, forwards and swaps · Exchange rate risk
Fiber-reinforced Composites - P. K. Mallick 1988

Managing Supply Chain Risk - ManMohan S. Sodhi 2012-02-25
"Supply Chain Risk Management is an issue that many companies face and yet few companies know how to deal with it in a systematic and pragmatic manner. While avoiding and reducing supply chain risks are certainly preferable, developing ways to restore and stabilize supply chain operations rapidly after a major disruption is critical for managing global supply chains. Sodhi and Tang present important concepts, frameworks, strategies, and analyses that are essential for managing supply chain risks. Not only does this book suggest some practical ways to work with different partners to manage the risks that are present in a global supply chain, it creates a framework that would enable practitioners to engage researchers to work on this important area." —Thomas A. Debrowski, Executive Vice President, Worldwide Operations, Mattel, Inc. "When a firm outsources its operations to external suppliers, the firm is vulnerable to major and rare disruptions that can occur at any link in the global supply chain. Because these disruptions rarely occur, few firms take commensurable actions to identify, assess, mitigate and respond to various types of supply chain risks. By introducing frameworks and concepts along with several case studies and a review of academic literature, Sodhi and Tang treat this important subject with practical relevance and academic rigor. This book will bring practitioners and researchers to develop effective and efficient ways to manage supply chain risks." —Marshall L. Fisher, UPS Professor, Professor of Operations and Information Management and Co-Director of Fishman-Davidson Center for Service and Operations Management, The Wharton School, University of Pennsylvania "This book ties observations in practice to methodologies and research. The rich case examples motivated the approaches and methodologies used to mitigate risks, and in the course of doing so, Sodhi and Tang provided insights on existing and new research opportunities. As a result, this book is highly relevant to both practitioners and academics. Also, the book is also written with management lessons on how risks can be mitigated, and how risks can be contained once disruptions have occurred. As such, it is also a book for management to gain insights and to develop management skills."

—Hau L. Lee, Thoma Professor of Operations, Information and Technology and Director of the Stanford Global Supply Chain Management Forum, Graduate School of Business, Stanford University "As companies have extended their supply chains globally and as the face increasing resource issues, they face a number of new risk challenges. While there are various case studies written about supply chain risks, this book gives a comprehensive treatment of the subject with clarity. The concepts and frameworks developed by Sodhi and Tang in this book would create awareness of this important and yet not well understood subject, and strategies described in this book would stimulate practitioners to develop a holistic approach for identifying, assessing, mitigating, and responding to different types of supply chain risks." —Nick Wildgoose, Global Supply Chain Proposition Manager, Zurich Insurance

Ethical Issues in Aviation - Elizabeth Hoppe 2016-05-13
Applied ethics has been gaining wide attention in a variety of curriculums, and there is growing awareness of the need for ethical training in general. Well-publicized ethical problems such as the Challenger disaster, the Ford Pinto case and the collapse of corporations such as Enron have highlighted the need to rethink the role of ethics in the workplace. The concept of applied ethics originated in medicine with a groundbreaking book published in 1979. Business ethics books began to appear in the 1980s, with engineering ethics following in the 1990s. This volume now opens up a new area of applied ethics, comprehensively addressing the ethical issues confronting the civil aviation industry. Aviation is unique in two major ways: firstly it has a long history of government regulations, and secondly its primary focus is the safety of its passengers and crew. For decades commercial aviation was viewed in the same manner as public utilities, and thus it was highly regulated by the government. Since the Deregulation Act of 1978, aviation has been viewed as any other business while other experts continue to believe that the sudden switch to deregulation has caused problems, especially since many airlines were unprepared for the change. Ethical Issues in Aviation focuses on current concerns and trends, to reflect the changes that have occurred in this deregulated era. The book provides the reader with an overview of the major themes in civil aviation ethics. It begins with theoretical frameworks, followed by sections on the business side of aviation, employee responsibility, diversity in aviation, ground issues regarding airports, air traffic control and security, as well as health and the environment. The contributors to the volume include both academics doing research in the field as well as professionals who provide accounts of the ethical situations that arise in the workplace.

Trends and Issues in Global Tourism 2010 - Roland Conrady 2010-02-04
This book offers insights into important trends and future scenarios in the global tourism and travel industry and analyses current challenges in the aviation and hospitality industry, destination management and general travel behaviour. Well-known notabilities share their points of view. For example, Norbert Walter, chief economist of the Deutsche Bank, writes about the financial crisis and its impact on the tourism industry. Top executives of international operating airlines like C. Karlitekin (Turkish Airlines), J. Hunold (Air Berlin) and E. Sims (Air New Zealand) have much to say about the future of airlines and aviation management. Corporate Social Responsibility is one of the top themes to-be and therefore a focus of this book, offering the perspective of the UN Foundation and the social inclusion concept of RUHR.2010, European Capital of Culture. The articles are based on presentations and panel discussions presented at the world´s largest tourism congress, the ITB Berlin Convention.

Smarter Faster Better - Charles Duhigg 2016-03-24
In the international bestseller The Power of Habit, Pulitzer Prize-winning journalist Charles Duhigg explained why we do what we do. In Smarter Faster Better, he applies the same relentless curiosity, rigorous reporting and rich storytelling to explain how we can get better at the things we do. The result is a groundbreaking exploration of the science of productivity. A group of data scientists at Google embark on a four-year study of how the best teams function, and find that how a group interacts is much more important than who is in the group. A Marine Corps general, faced with low morale among recruits, reimagines boot camp - and discovers that instilling a 'bias toward action' can turn even the most directionless teenagers into self-motivating achievers. The filmmakers behind Disney's Frozen are on the brink of catastrophe - until they shake up their team in just the right way, spurring a creative breakthrough that leads to one of the highest-grossing movies of all time. What do these people have in common? They know that productivity relies on making certain choices. The way we frame our daily decisions; the big ambitions we embrace and the easy goals we ignore; the cultures we establish as leaders to drive innovation: these are the things that separate the merely busy from the genuinely productive. At the core of Smarter Faster Better are eight key concepts - from motivation and goal-setting to focus and decision-making - that explain why some people and companies get so much done. Drawing on the latest findings in neuroscience, psychology and behavioural eco�nomics - as well as the experiences of CEOs, educational reformers, four-star generals, air�plane pilots and Broadway songwriters - this painstakingly researched book explains that the most productive people, companies and organizations don't merely act differently. They view the world, and their choices, in profoundly different ways.

International Mergers and Acquisitions - Peter J. Buckley 2002
This title focuses on the financial, cultural and strategic aspects of international mergers and acquistitions activity and has a global, cross-cultural perspective.

Wikinomics - Don Tapscott 2008-04-17
The acclaimed bestseller that's teaching the world about the power of mass collaboration. Translated into more than twenty languages and named one of the best business books of the year by reviewers around the world, Wikinomics has become essential reading for business people everywhere. It explains how mass collaboration is happening not just at Web sites like Wikipedia and YouTube, but at traditional companies that have embraced technology to breathe new life into their enterprises. This national bestseller reveals the nuances that drive wikinomics, and share fascinating stories of how masses of people (both paid and volunteer) are now creating TV news stories, sequencing the human gnome, remixing their favorite music, designing software, finding cures for diseases, editing school texts, inventing new cosmetics, and even building motorcycles.

The Management of Technological Innovation - Mark Dodgson 2008-02-07
"By explaining the innovation process the book reveals the broad scope of MTI and its importance for company survival, growth and sustainability. It describes how MTI has to be managed strategically and how this is successfully achieved by formulating and implementing strategy and delivering value. Chapters provide frameworks, tools and techniques, and case studies on managing: innovation strategy, communities, and networks, R&D, design and new product and service development, operations and production, and commercialization." "This new edition has been fully revised and updated to reflect the latest teaching and research, and to ensure its continuing relevance to the contemporary world of MTI. It will be an important resource for academics, students, and managers throughout the world, is a recommended text for students of innovation and technology management at postgraduate and undergraduate level, and is particularly valuable for MBA courses."--BOOK JACKET.

Strategic Management and Business Policy - Thomas L. Wheelen 1998-01
This text provides the Strategic Management and Business Policy student with a presentation of traditional and new strategic management topics. These topics include: corporate governance, hypercompetition, competitive strategy, outsourcing, mass customization, technology, international issues, environmental trends and ethics.

Business Driven Information Systems - Paige Baltzan 2012-09-15
Business Driven Information Systems 2nd edition takes a contemporary approach by discussing how business initiatives should ultimately drive technology choices.This edition offers an impressive variety of new case studies - real world examples of MIS in action- including coverage of Wikileaks, Myki and Apple innovations. Integrated coverage of mobile technologies, cloud computing and social networking reflects the emerging business environments that await today's business graduate.Business Driven Information Systems provides the foundation that will enable students to achieve excellence in business, whether they major in operations management, manufacturing, sales, marketing, finance, human resources, accounting, or virtually any other business discipline.

Sourcing and Supply Chain Management - James Patterson 2011
Gain a thorough understanding of the critical role of purchasing in the supply chain with one of today's leading-edge strategy and purchasing books— SOURCING AND SUPPLY CHAIN MANAGEMENT, 5E, International Edition. This turnkey solution provides current and complete coverage that makes it not only a useful book, but also a valuable professional reference tool.This edition presents the most recent critical

developments in the field as well as the impact of the recent recession and ongoing business uncertainty on today's supply chain. This leading author team draws from firsthand experience and their relationships with executives and practitioners worldwide to present numerous cases, memorable examples, and unique insights that enable readers to better understand today's purchasing process.

The Aviation History - Relly Victoria Petrescu 2013-02
According to Aulus Gellius, Archytas, the Ancient Greek philosopher, mathematician, astronomer, statesman, and strategist, was reputed to have designed and built, around 400 BC, the first artificial, self-propelled flying device, a bird-shaped model propelled by a jet of what was probably steam, said to have actually flown some 200 metres. This machine, which its inventor called The Pigeon, may have been suspended on a wire or pivot for its flight. The 9th century Muslim Berber inventor, Abbas Ibn Firnas's glider is considered by John Harding to be the first attempt at heavier-than-air flight in aviation history. In 1010 AD an English monk, Eilmer of Malmesbury purportedly piloted a primitive gliding craft from the tower of Malmesbury Abbey. Eilmer was said to have flown over 200 yards (180 m) before landing, breaking both his legs. He later remarked that the only reason he did not fly further was because he forgot to give it a tail, and he was about to add one when his concerned Abbot forbade him any further experiments. Bartolomeu de Gusmão, Brazil and Portugal, an experimenter with early airship designs. In 1709 demonstrated a small airship model before the Portuguese court, but never succeeded with a full-scale model. Pilâtre de Rozier, Paris, France, first trip by a human in a free-flying balloon (the Montgolfière), built by Joseph-Michel and Jacques-Étienne Montgolfier, . 9 km covered in 25 minutes on October 15, 1783. (see Le Globe below for first unmanned flight, 2 months earlier) Professor Jacques Charles and Les Frères Robert, two French brothers, Anne-Jean and Nicolas-Louis, variously shared three milestones of pioneering flight: Le Globe, the first unmanned hydrogen gas balloon flew on 26 August 1783. On 1 December 1783 La Charlière piloted by Jacques Charles and Nicolas-Louis Robert made the first manned hydrogen balloon flight. In 1951, the Lockheed XFV-1 and the Convair XFY tailsitters were both designed around the Allison YT40 turboprop engine drivin

Samsung Rising - Geoffrey Cain 2020-03-17
An explosive exposé of Samsung that "reads like a dynastic thriller, rolling through three generations of family intrigue, embezzlement, bribery, corruption, prostitution, and other bad behavior" (The Wall Street Journal). LONGLISTED FOR THE FINANCIAL TIMES AND MCKINSEY BUSINESS BOOK OF THE YEAR AWARD Based on years of reporting on Samsung for The Economist, The Wall Street Journal, and Time, from his base in South Korea, and his countless sources inside and outside the company, Geoffrey Cain offers a penetrating look behind the curtains of the biggest company nobody in America knows. Seen for decades in tech circles as a fast follower rather than an innovation leader, Samsung today has grown to become a market leader in the United States and around the globe. They have captured one quarter of the smartphone market and have been pushing the envelope on every front. Forty years ago, Samsung was a rickety Korean agricultural conglomerate that produced sugar, paper, and fertilizer, located in a backward country with a third-world economy. With the rise of the PC revolution, though, Chairman Lee Byung-chul began a bold experiment: to make Samsung a major supplier of computer chips. The multimillion- dollar plan was incredibly risky. But Lee, wowed by a young Steve Jobs, who sat down with the chairman to offer his advice, became obsessed with creating a tech empire. And in Samsung Rising, we follow Samsung behind the scenes as the company fights its way to the top of tech. It is one of Apple's chief suppliers of technology critical to the iPhone, and its own Galaxy phone outsells the iPhone. Today, Samsung employs over 300,000 people (compared to Apple's 80,000 and Google's 48,000). The company's revenues have grown more than forty times from that of 1987 and make up more than 20 percent of South Korea's exports. Yet their disastrous recall of the Galaxy Note 7, with numerous reports of phones spontaneously bursting into flames, reveals the dangers of the company's headlong attempt to overtake Apple at any cost. A sweeping insider account, Samsung Rising shows how a determined and fearless Asian competitor has become a force to be reckoned with.

Surprise, Kill, Vanish - Annie Jacobsen 2019-05-14
From Pulitzer Prize finalist Annie Jacobsen, the untold USA Today bestselling story of the CIA's secret paramilitary units. Surprise . . . your target. Kill . . . your enemy. Vanish . . . without a trace. When diplomacy fails, and war is unwise, the president calls on the CIA's Special Activities Division, a highly-classified branch of the CIA and the most effective, black operations force in the world. Originally known as the president's guerrilla warfare corps, SAD conducts risky and ruthless operations that have evolved over time to defend America from its enemies. Almost every American president since World War II has asked the CIA to conduct sabotage, subversion and, yes, assassination. With unprecedented access to forty-two men and women who proudly and secretly worked on CIA covert operations from the dawn of the Cold War to the present day, along with declassified documents and deep historical research, Pulitzer Prize finalist Annie Jacobsen unveils -- like never before -- a complex world of individuals working in treacherous environments populated with killers, connivers, and saboteurs. Despite Hollywood notions of off-book operations and external secret hires, covert action is actually one piece in a colossal foreign policy machine. Written with the pacing of a thriller, Surprise, Kill, Vanish brings to vivid life the sheer pandemonium and chaos, as well as the unforgettable human will to survive and the intellectual challenge of not giving up hope that define paramilitary and intelligence work. Jacobsen's exclusive interviews -- with members of the CIA's Senior Intelligence Service (equivalent to the Pentagon's generals), its counterterrorism chiefs, targeting officers, and Special Activities Division's Ground Branch operators who conduct today's close-quarters killing operations around the world -- reveal, for the first time, the enormity of this shocking, controversial, and morally complex terrain. Is the CIA's paramilitary army America's weaponized strength, or a liability to its principled standing in the world? Every operation reported in this book, however unsettling, is legal.

Connectography - Parag Khanna 2016-04-19
From the visionary bestselling author of The Second World and How to Run the World comes a bracing and authoritative guide to a future shaped less by national borders than by global supply chains, a world in which the most connected powers—and people—will win. Connectivity is the most revolutionary force of the twenty-first century. Mankind is reengineering the planet, investing up to ten trillion dollars per year in transportation, energy, and communications infrastructure linking the world's burgeoning megacities together. This has profound consequences for geopolitics, economics, demographics, the environment, and social identity. Connectivity, not geography, is our destiny. In Connectography, visionary strategist Parag Khanna travels from Ukraine to Iran, Mongolia to North Korea, Pakistan to Nigeria, and across the Arctic Circle and the South China Sea to explain the rapid and unprecedented changes affecting every part of the planet. He shows how militaries are deployed to protect supply chains as much as borders, and how nations are less at war over territory than engaged in tugs-of-war over pipelines, railways, shipping lanes, and Internet cables. The new arms race is to connect to the most markets—a race China is now winning, having launched a wave of infrastructure investments to unite Eurasia around its new Silk Roads. The United States can only regain ground by fusing with its neighbors into a super-continental North American Union of shared resources and prosperity. Connectography offers a unique and hopeful vision for the future. Khanna argues that new energy discoveries and technologies have eliminated the need for resource wars; ambitious transport corridors and power grids are unscrambling Africa's fraught colonial borders; even the Arab world is evolving a more peaceful map as it builds resource and trade routes across its war-torn landscape. At the same time, thriving hubs such as Singapore and Dubai are injecting dynamism into young and heavily populated regions, cyber-communities empower commerce across vast distances, and the world's ballooning financial assets are being wisely invested into building an inclusive global society. Beneath the chaos of a world that appears to be falling apart is a new foundation of connectivity pulling it together. Praise for Connectography "Incredible . . . With the world rapidly changing and urbanizing, [Khanna's] proposals might be the best way to confront a radically different future."—The Washington Post "Clear and coherent . . . a well-researched account of how companies are weaving ever more complicated supply chains that pull the world together even as they squeeze out inefficiencies. . . . [He] has succeeded in demonstrating that the forces of globalization are winning."—Adrian Woolridge, The Wall Street Journal "Bold . . . With an eye for vivid details, Khanna has . . . produced an engaging geopolitical travelogue."—Foreign Affairs "For those who fear that the world is becoming too inward-looking, Connectography is a refreshing, optimistic vision."—The Economist "Connectivity has become a basic human right, and gives everyone on the planet the opportunity to provide for their family and contribute to

our shared future. Connectography charts the future of this connected world."—Marc Andreessen, general partner, Andreessen Horowitz "Khanna's scholarship and foresight are world-class. A must-read for the next president."—Chuck Hagel, former U.S. secretary of defense This title has complex layouts that may take longer to download.

The Technical and Social History of Software Engineering - Capers Jones 2014
Pioneering software engineer Capers Jones has written the first and only definitive history of the entire software engineering industry. Drawing on his extraordinary vantage point as a leading practitioner for several decades, Jones reviews the entire history of IT and software engineering, assesses its impact on society, and previews its future. One decade at a time, Jones assesses emerging trends and companies, winners and losers, new technologies, methods, tools, languages, productivity/quality benchmarks, challenges, risks, professional societies, and more. He quantifies both beneficial and harmful software inventions; accurately estimates the size of both the US and global software industries; and takes on "unexplained mysteries" such as why and how programming languages gain and lose popularity.

Asian Brand Strategy - M. Roll 2005-10-17
This book offers insights, knowledge and perspectives on Asian brands and branding as a strategic tool and provides a comprehensive framework for understanding Asian branding strategies and Asian brands, including success stories and challenges for future growth and strengths. The book includes theoretical frameworks and models and up-to-date case studies on Asian brands

Arguments for Socialism - Paul Cockshott 2012-04-06
This book is made up of a collection of articles written by us over the period since the fall of 'die Mauer' and the crisis of the European socialist movement brought on in its wake. They record an attempt to argue through the theoretical challenges that this period has posed:● Why did both Leninist communism and social democracy come to crisis?● What were the economic weaknesses of both and what economic policy should a future socialist movement adopt to overcome these?● How can the struggle for popular democracy be integrated into the goals of a new movement?

Global Business - Mike W. Peng 2016-01-01
Discover success in global business today with the most strategic approach to international business topics and unique coverage not found in other books. GLOBAL BUSINESS, 4th Edition, is the first global business book that answers the big question, What determines the success and failure of firms around the globe? Globally renowned scholar and author Mike Peng integrates both an institution-based view and resource-based view throughout every chapter, bringing an unparalleled continuity and strategic approach to the learning process. The book combines an inviting, conversational style with the latest research and examples that reflect the most recent global developments. A wealth of business cases from Mike Peng and other respected international experts delve into how companies throughout the world have expanded globally. All-new video cases that cover every chapter's opening case and closing case, world maps that connect geography and culture to business decisions, and unique global debate sections that draw you into cutting-edge international discussions help you learn to think independently and view business challenges from a truly global perspective. With GLOBAL BUSINESS, 4th Edition, you view business through the eyes of a true world citizen and gain the understanding you need to become an effective manager within today's global business landscape. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Building Brand Authenticity - M. Beverland 2009-10-22
The projection of authenticity is one of the key pillars of marketing. Research reveals that consumers seek authenticity through the brands they choose. Based on extensive research with consumers and brand managers this book offers seven guiding principles for building brand authenticity.