

Commerce Business Daily

The Software Encyclopedia

Коммерсантъ 145-2014

Litres Ежедневная общенациональная деловая газета.российская ежедневная общественно-политическая газета с усиленным деловым блоком. Выпускается Издательским домом «Коммерсантъ». Периодичность - шесть раз в неделю (с понедельника по субботу).

Brand Management

Text and Cases

Excel Books India Brands are wealth generators of the 21st century. With this in mind 'Brand Management' focuses on the key decision areas of competition and brand, concept of brand, brand equity, brand over time and branding strategies. The theoretical constructs are illustrated using case studies.

Коммерсантъ 105-2014

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A Practical Approach to Large-Scale Agile Development

How HP Transformed LaserJet FutureSmart Firmware

Addison-Wesley Today, even the largest development organizations are turning to agile methodologies, seeking major productivity and quality improvements. However, large-scale agile development is difficult, and publicly available case studies have been scarce. Now, three agile pioneers at Hewlett-Packard present a candid, start-to-finish insider's look at how they've succeeded with agile in one of the company's most mission-critical software environments: firmware for HP LaserJet printers. This book tells the story of an extraordinary experiment and journey. Could agile principles be applied to re-architect an enormous legacy code base? Could agile enable both timely delivery and ongoing innovation? Could it really be applied to 400+ developers distributed across four states, three continents, and four business units? Could it go beyond delivering incremental gains, to meet the stretch goal of 10x developer productivity improvements? It could, and it did—but getting there was not easy. Writing for both managers and technologists, the authors candidly discuss both their successes and failures, presenting actionable lessons for other development organizations, as well as approaches that have proven themselves repeatedly in HP's challenging environment. They not only illuminate the potential benefits of agile in large-scale development, they also systematically show how these benefits can actually be achieved. Coverage includes:

- Tightly linking agile methods and enterprise architecture with business objectives
- Focusing agile practices on your worst development pain points to get the most bang for your buck
- Abandoning classic agile methods that don't work at the largest scale
- Employing agile methods to establish a new architecture
- Using metrics as a "conversation starter" around agile process improvements
- Leveraging continuous integration and quality systems to reduce costs, accelerate schedules, and automate the delivery pipeline
- Taming the planning beast with "light-touch" agile planning and lightweight long-range forecasting
- Implementing effective project management and ensuring accountability in large agile projects
- Managing tradeoffs associated with key decisions about organizational structure
- Overcoming U.S./India cultural differences that can complicate offshore development
- Selecting tools to support quantum leaps in productivity in your organization
- Using change management disciplines to support greater enterprise agility

Emergency Operations Manual

Carports & Pergolas

Design and Construction Manual

Essential Discrete Mathematics for Computer Science

Princeton University Press **A more intuitive approach to the mathematical foundation of computer science Discrete mathematics is the basis of much of computer science, from algorithms and automata theory to combinatorics and graph theory. This textbook covers the discrete mathematics that every computer science student needs to learn. Guiding students quickly through thirty-one short chapters that discuss one major topic each, this flexible book can be tailored to fit the syllabi for a variety of courses. Proven in the classroom, Essential Discrete Mathematics for Computer Science aims to teach mathematical reasoning as well as concepts and skills by stressing the art of proof. It is fully illustrated in color, and each chapter includes a concise summary as well as a set of exercises. The text requires only precalculus, and where calculus is needed, a quick summary of the basic facts is provided. Essential Discrete Mathematics for Computer Science is the ideal introductory textbook for standard undergraduate courses, and is also suitable for high school courses, distance education for adult learners, and self-study. The essential introduction to discrete mathematics Features thirty-one short chapters, each suitable for a single class lesson Includes more than 300 exercises Almost every formula and theorem proved in full Breadth of content makes the book adaptable to a variety of courses Each chapter includes a concise summary Solutions manual available to instructors**

Microtimes

Indian Trade Journal

PC Magazine

The Independent Guide to IBM-standard Personal Computing

MacUser

TUGboat

Power Quality Primer

McGraw Hill Professional **Make power deregulation work for you With deregulation, the vast pool of power customers is up for grabs. As a utility, are you ready to compete? As a customer, are you ready to choose? In Power Quality Primer, Barry Kennedy gives you specifically designed, ahead-of-the-curve methods. Utilities will learn how to: Plan successful competitive strategies for every aspect of the business Market proactive solutions to customers before needs arise Improve transmission and distribution system quality, efficiency, and power factor performance Eliminate technical problems such as over-voltages and poor grounding Design and deliver effective simulations Build customer-winning, customer-keeping quality, quality control, and service into all facets of your enterprise As a customer, you'll learn how to pick the utility that meets your power quality needs...solve your own power quality problems and find cost-effective solutions...and perform your own power quality survey**

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