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KEY=PRO - AVILA KALEIGH

PARENTOLOGY

EVERYTHING YOU WANTED TO KNOW ABOUT THE SCIENCE OF RAISING CHILDREN BUT WERE TOO EXHAUSTED TO ASK

Simon and Schuster An award-winning scientist offers his unorthodox approach to childrearing: “Parentology is brilliant, jaw-droppingly funny, and full of wisdom...bound to change your thinking about parenting and its conventions” (Amy Chua, author of Battle Hymn of the Tiger Mother). If you’re like many parents, you might ask family and friends for advice when faced with important choices about how to raise your kids. You might turn to parenting books or simply rely on timeworn religious or cultural traditions. But when Dalton Conley, a dual-doctorate scientist and full-blown nerd, needed childrearing advice, he turned to scientific research to make the big decisions. In Parentology, Conley hilariously reports the results of those experiments, from bribing his kids to do math (since studies show conditional cash transfers improved educational and health outcomes for kids) to teaching them impulse control by giving them weird names (because evidence shows kids with unique names learn not to react when their

peers tease them) to getting a vasectomy (because fewer kids in a family mean smarter kids). Conley encourages parents to draw on the latest data to rear children, if only because that level of engagement with kids will produce solid and happy ones. Ultimately these experiments are very loving, and the outcomes are redemptive—even when Conley’s sassy kids show him the limits of his profession. Parentology teaches you everything you need to know about the latest literature on parenting—with lessons that go down easy. You’ll be laughing and learning at the same time.

POPULAR SCIENCE

Popular Science gives our readers the information and tools to improve their technology and their world. The core belief that Popular Science and our readers share: The future is going to be better, and science and technology are the driving forces that will help make it better.

ANDROID HACKER'S HANDBOOK

John Wiley & Sons The first comprehensive guide to discovering and preventing attacks on the Android OS As the Android operating system continues to increase its share of the smartphone market, smartphone hacking remains a growing threat. Written by experts who rank among the world's foremost Android security researchers, this book presents vulnerability discovery, analysis, and exploitation tools for the good guys. Following a detailed explanation of how the Android OS works and its overall security architecture, the authors examine how vulnerabilities can be discovered and exploits developed for various system components, preparing you to defend against them. If you are a mobile device administrator, security researcher, Android app developer, or consultant responsible for evaluating Android security, you will find this guide is essential to your toolbox. A crack team of leading Android security researchers explain Android security risks, security design and architecture, rooting, fuzz testing, and vulnerability analysis Covers Android application building blocks and security as well as debugging and auditing Android apps Prepares mobile device administrators, security researchers, Android app developers, and security consultants to defend Android systems against attack Android Hacker's Handbook is the first comprehensive resource for IT professionals charged with smartphone security.

DAILY GRAPHIC

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Graphic Communications Group

SECURITY

YOUR BACKYARD IS WILD

JUNIOR EXPLORER SERIES BOOK 1

Penguin A backyard anywhere is always fun to explore! When budding naturalists Lucy and Benjamin get a chance to visit their cousin Gabe in Brooklyn, they can't wait. They are used to seeing fascinating animals and plants in the Florida Everglades where they live, but they can't imagine what they will find in Gabe's New York City backyard. The first book in Jeff Corwin's young middle-grade fiction series shows kids that no matter where you live, you can have fun discovering the plants, animals, and natural life around you.

URBAN PLANNING AND DESIGN CRITERIA

Van Nostrand Reinhold Company

DEVELOPING LEADERSHIP TALENT

John Wiley & Sons Based on the popular Developing Leadership Talent program offered by the acclaimed Center for Creative Leadership, this important resource offers a nuts-and-bolts framework for putting in place a leadership development system that will attract and retain the best and brightest talent. Step by step, the authors explain how alignment with strategic goals and organizational purpose and effective developmental experiences are the backbone of a successful leadership program. An authoritative and useful book, Developing Leadership Talent is an essential tool for any leadership program.

THE INTERNET LITERACY HANDBOOK

Council of Europe Over the past decade, Internet technology, now merging into that of mobile technology, has transformed the multiple facets of life in society across the world, changing work and leisure patterns, and placing

greater demands on us as active, democratic citizens. The Internet literacy handbook, intended for parents, teachers and young people throughout Europe, is a guide to exploiting to the fullest this complex network of information and communication. The handbook is comprised of 21 fact sheets, each covering a particular topic on Internet use, from searching for information to setting up blogs through to e-shopping and e-citizenship. These fact sheets offer teachers and parents sufficient technical know-how to allow them to share young people's and children's voyages through communication technology. They highlight ethical and safety considerations, give insight into added value in education, provide ideas for constructive activities in class or at home, share best practice in Internet use, and provide a wealth of definitions and links to sites that give practical examples and further in-depth information.

MOBILE PHONE PROGRAMMING

AND ITS APPLICATION TO WIRELESS NETWORKING

Springer Science & Business Media This book provides a solid overview of mobile phone programming for readers in both academia and industry. Coverage includes all commercial realizations of the Symbian, Windows Mobile and Linux platforms. The text introduces each programming language (JAVA, Python, C/C++) and offers a set of development environments "step by step," to help familiarize developers with limitations, pitfalls, and challenges.

SOFTWARE-DEFINED RADIO FOR ENGINEERS

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

field.

IPV6 FUNDAMENTALS

A STRAIGHTFORWARD APPROACH TO UNDERSTANDING IPV6

Cisco Press Organizations are increasingly transitioning to IPv6, the next generation protocol for defining how devices of all kinds communicate over networks. Now fully updated, IPv6 Fundamentals offers a thorough, friendly, and easy-to-understand introduction to the knowledge and skills you need to deploy and operate IPv6 networks. Leading networking instructor Rick Graziani explains all the basics simply and clearly, step-by-step, providing all the details you'll need to succeed. You'll learn why IPv6 is necessary, how it was created, how it works, and how it has become the protocol of choice in environments ranging from cloud to mobile and IoT. Graziani thoroughly introduces IPv6 addressing, configuration options, and routing protocols, including EIGRP for IPv6, and OSPFv3 (traditional configuration and with address families). Building on this coverage, he then includes more in-depth information involving these protocols and processes. This edition contains a completely revamped discussion of deploying IPv6 in your network, including IPv6/IPv4 integration, dynamic address allocation, and understanding IPv6 from the perspective of the network and host. You'll also find improved coverage of key topics such as Stateless Address Autoconfiguration (SLAAC), DHCPv6, and the advantages of the solicited node multicast address. Throughout, Graziani presents command syntax for Cisco IOS, Windows, Linux, and Mac OS, as well as many examples, diagrams, configuration tips, and updated links to white papers and official RFCs for even deeper understanding. Learn how IPv6 supports modern networks encompassing the cloud, mobile, IoT, and gaming devices Compare IPv6 with IPv4 to see what has changed and what hasn't Understand and represent IPv6 addresses for unicast, multicast, and anycast environments Master all facets of dynamic IPv6 address allocation with SLAAC, stateless DHCPv6, and stateful DHCPv6 Understand all the features of deploying IPv6 addresses in the network including temporary addresses and the privacy extension Improve operations by leveraging major enhancements built into ICMPv6 and ICMPv6 Neighbor Discovery Protocol Configure IPv6 addressing and Access Control Lists using a common topology Implement routing of IPv6 packets via static routing, EIGRP for IPv6, and OSPFv3 Walk step-by-step through deploying IPv6 in existing networks, and coexisting with or transitioning from IPv4

SONY CLIE FOR DUMMIES

John Wiley & Sons Shows users how to make the most of Sony's popular Palm OS PDA, the CLIE Sony holds the second largest share of the U.S. PDA market-12.1percent Guides new and intermediate users through the all the latest CLIE features and functions, from using Graffiti and working with Microsoft Office and PDF files to scheduling appointments, checking e-mail, and beaming data Covers cool multimedia features such as taking digital photos, producing slide shows, recording and watching movies, transferring music, and creating reminders using the built-in voice recorder Written in a friendly, accessible style by PDA guru Denny Atkin, Editorial Director of Handheld Computing magazine

INFORMATION RULES

A STRATEGIC GUIDE TO THE NETWORK ECONOMY

Harvard Business Press As one of the first books to distill the economics of information and networks into practical business strategies, this is a guide to the winning moves that can help business leaders--from writers, lawyers and finance professional to executives in the entertainment, publishing and hardware and software industries-- navigate successfully through the information economy.

THE TELECOMMUNICATIONS HANDBOOK

ENGINEERING GUIDELINES FOR FIXED, MOBILE AND SATELLITE SYSTEMS

John Wiley & Sons THE TELECOMMUNICATIONS HANDBOOK THE TELECOMMUNICATIONS HANDBOOK ENGINEERING GUIDELINES FOR FIXED, MOBILE AND SATELLITE SYSTEMS Taking a practical approach, The Telecommunications Handbook examines the principles and details of all the major and modern telecommunications systems currently available to industry and to end-users. It gives essential information about usage, architectures, functioning, planning, construction, measurements and optimization. The structure of the book is modular, giving both overall descriptions of the architectures and functionality of typical use cases, as well as deeper and practical guidelines for telecom professionals. The focus of the book is on current and future networks, and the most up-to-date functionalities of each network are described in sufficient detail for deployment purposes. The contents include an introduction to each technology, its evolution path, feasibility and utilization, solution and network architecture, and technical functioning

of the systems (signaling, coding, different modes for channel delivery and security of core and radio system). The planning of the core and radio networks (system-specific field test measurement guidelines, hands-on network planning advices and suggestions for parameter adjustments) and future systems are also described. With contributions from specialists in both industry and academia, the book bridges the gap between communications in the academic context and the practical knowledge and skills needed to work in the telecommunications industry.

START-UP NATION

THE STORY OF ISRAEL'S ECONOMIC MIRACLE

Twelve **START-UP NATION** addresses the trillion dollar question: How is it that Israel-- a country of 7.1 million, only 60 years old, surrounded by enemies, in a constant state of war since its founding, with no natural resources-- produces more start-up companies than large, peaceful, and stable nations like Japan, China, India, Korea, Canada and the UK? With the savvy of foreign policy insiders, Senor and Singer examine the lessons of the country's adversity-driven culture, which flattens hierarchy and elevates informality-- all backed up by government policies focused on innovation. In a world where economies as diverse as Ireland, Singapore and Dubai have tried to re-create the "Israel effect", there are entrepreneurial lessons well worth noting. As America reboots its own economy and can-do spirit, there's never been a better time to look at this remarkable and resilient nation for some impressive, surprising clues.

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.

BUSINESS MODEL GENERATION

A HANDBOOK FOR VISIONARIES, GAME CHANGERS, AND CHALLENGERS

John Wiley & Sons Business Model Generation is a handbook for visionaries, game changers, and challengers striving to defy outmoded business models and design tomorrow's enterprises. If your organization needs to adapt to harsh new realities, but you don't yet have a strategy that will get you out in front of your competitors, you need Business Model Generation. Co-created by 470 "Business Model Canvas" practitioners from 45 countries, the book features a beautiful, highly visual, 4-color design that takes powerful strategic ideas and tools, and makes them easy to implement in your organization. It explains the most common Business Model patterns, based on concepts from leading business thinkers, and helps you reinterpret them for your own context. You will learn how to systematically understand, design, and implement a game-changing business model--or analyze and renovate an old one. Along the way, you'll understand at a much deeper level your customers, distribution channels, partners, revenue streams, costs, and your

core value proposition. Business Model Generation features practical innovation techniques used today by leading consultants and companies worldwide, including 3M, Ericsson, Capgemini, Deloitte, and others. Designed for doers, it is for those ready to abandon outmoded thinking and embrace new models of value creation: for executives, consultants, entrepreneurs, and leaders of all organizations. If you're ready to change the rules, you belong to "the business model generation!"

NO LOGO

TAKING AIM AT THE BRAND BULLIES

Macmillan An analysis of the invasion of our personal lives by logo-promoting, powerful corporations combines muckraking journalism with contemporary memoir to discuss current consumer culture

STRATEGIC PROJECT MANAGEMENT MADE SIMPLE

PRACTICAL TOOLS FOR LEADERS AND TEAMS

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

sophisticated, mental workbench called "the Logical Framework" - a Systems Thinking paradigm that lays out one's own project strategy in an easily accessible, interactive 4x4 matrix. The inclusion of memorable features and concepts (four critical questions, LogFrame matrix, If-then thinking, and Implementation Equation) make this book unique.

PROGRAMMING THE MOBILE WEB

O'Reilly Media Today's market for mobile apps goes beyond the iPhone to include BlackBerry, Nokia, Windows Phone, and smartphones powered by Android, webOS, and other platforms. If you're an experienced web developer, this book shows you how to build a standard app core that you can extend to work with specific devices. You'll learn the particulars and pitfalls of building mobile apps with HTML, CSS, and other standard web tools. You'll also explore platform variations, finicky mobile browsers, Ajax design patterns for mobile, and much more. Before you know it, you'll be able to create mashups using Web 2.0 APIs in apps for the App Store, App World, OVI Store, Android Market, and other online retailers. Learn how to use your existing web skills to move into mobile development Discover key differences in mobile app design and navigation, including touch devices Use HTML, CSS, JavaScript, and Ajax to create effective user interfaces in the mobile environment Learn about technologies such as HTML5, XHTML MP, and WebKit extensions Understand variations of platforms such as Symbian, BlackBerry, webOS, Bada, Android, and iOS for iPhone and iPad Bypass the browser to create offline apps and widgets using web technologies

WIRELESS HACKS

TIPS & TOOLS FOR BUILDING, EXTENDING, AND SECURING YOUR NETWORK

"O'Reilly Media, Inc." The popularity of wireless networking has grown exponentially over the past few years, despite a general downward trend in the telecommunications industry. More and more computers and users worldwide communicate via radio waves every day, cutting the tethers of the cabled network both at home and at work. Wireless technology changes not only the way we talk to our devices, but also what we ask them to do. With greater flexibility, broader range, and increased mobility, wireless networks let us live, work, and think differently. Wireless networks also open up a vast range of tasty new hack possibilities, from fine-tuning network frequencies to hot-rodding handhelds. The second edition of Wireless Hacks, co-authored by Rob Flickenger and Roger Weeks, brings readers more of the practical tips and tricks that made the first edition a runaway hit, selling nearly 30,000 copies. Completely revised and updated, this version includes over 30 brand new hacks, major overhauls of over 30 more, and timely

adjustments and touchups to dozens of other hacks introduced in the first edition. From passive network scanning to aligning long-distance antennas, beefing up wireless network security, and beyond, *Wireless Hacks* answers real-life networking needs with direct solutions. Flickenger and Weeks both have extensive experience in systems and network administration, and share a passion for making wireless more broadly available. The authors include detailed coverage for important new changes in specifications and in hardware and software, and they delve deep into cellular and Bluetooth technologies. Whether you need your wireless network to extend to the edge of your desk, fit into your backpack, or cross county lines, the proven techniques in *Wireless Hacks* will show you how to get the coverage and functionality you're looking for.

RADAR INSTRUCTION MANUAL

Since 1958 the Maritime Administration has continuously conducted instructions in use of collision avoidance radar for qualified U.S. seafaring personnel and representatives of interested Federal and State Agencies. Beginning in 1963, to facilitate the expansion of training capabilities and at the same time to provide the most modern techniques in training methods, radar simulators were installed in Maritime Administration's three region schools. It soon became apparent that to properly instruct the trainees, even with the advanced equipment, a standardize up-to-date instruction manual was needed. The first manual was later revised to serve both as a classroom textbook and as an onboard reference handbook. This newly updated manual, the fourth revision, in keeping with Maritime Administration policy, has been restructured to include improved and more effective methods of plotting techniques for use in Ocean, Great Lakes, Coastwise and Inland Waters navigation. Robert J. Blackwell Assistant Secretary for Maritime Affairs

23 THINGS THEY DON'T TELL YOU ABOUT CAPITALISM

Bloomsbury Publishing USA INTERNATIONAL BESTSELLER "For anyone who wants to understand capitalism not as economists or politicians have pictured it but as it actually operates, this book will be invaluable." -Observer (UK) If you've wondered how we did not see the economic collapse coming, Ha-Joon Chang knows the answer: We didn't ask what they didn't tell us about capitalism. This is a lighthearted book with a serious purpose: to question the assumptions behind the dogma and sheer hype that the dominant school of neoliberal economists-the apostles of the freemarket-have spun since the Age of Reagan. Chang, the author of the international bestseller *Bad Samaritans*, is one of the world's most respected economists, a voice of sanity-and wit-in the tradition of John Kenneth Galbraith and

Joseph Stiglitz. **23 Things They Don't Tell You About Capitalism** equips readers with an understanding of how global capitalism works-and doesn't. In his final chapter, "How to Rebuild the World," Chang offers a vision of how we can shape capitalism to humane ends, instead of becoming slaves of the market.

BUILDING EMBEDDED LINUX SYSTEMS

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

5G MOBILE COMMUNICATIONS

CONCEPTS AND TECHNOLOGIES

CRC Press This book will help readers comprehend technical and policy elements of telecommunication particularly in

the context of 5G. It first presents an overview of the current research and standardization practices and lays down the global frequency spectrum allocation process. It further lists solutions to accommodate 5G spectrum requirements. The readers will find a considerable amount of information on 4G (LTE-Advanced), LTE-Advance Pro, 5G NR (New Radio); transport network technologies, 5G NGC (Next Generation Core), OSS (Operations Support Systems), network deployment and end-to-end 5G network architecture. Some details on multiple network elements (end products) such as 5G base station/small cells and the role of semiconductors in telecommunication are also provided. Keeping trends in mind, service delivery mechanisms along with state-of-the-art services such as MFS (mobile financial services), mHealth (mobile health) and IoT (Internet-of-Things) are covered at length. At the end, telecom sector's burning challenges and best practices are explained which may be looked into for today's and tomorrow's networks. The book concludes with certain high level suggestions for the growth of telecommunication, particularly on the importance of basic research, departure from ten-year evolution cycle and having a 20-30 year plan. Explains the conceivable six phases of mobile telecommunication's ecosystem that includes R&D, standardization, product/network/device & application development, and burning challenges and best practices Provides an overview of research and standardization on 5G Discusses solutions to address 5G spectrum requirements while describing the global frequency spectrum allocation process Presents various case studies and policies Provides details on multiple network elements and the role of semiconductors in telecommunication Presents service delivery mechanisms with special focus on IoT

ARDUINO IN ACTION

Simon and Schuster Summary Arduino in Action is a hands-on guide to prototyping and building electronics using the Arduino platform. Suitable for both beginners and advanced users, this easy-to-follow book begins with the basics and then systematically guides you through projects ranging from your first blinking LED through connecting Arduino to devices like game controllers or your iPhone. About the Technology Arduino is an open source do-it-yourself electronics platform that supports a mind-boggling collection of sensors and actuators you can use to build anything you can imagine. Even if you've never attempted a hardware project, this easy-to-follow book will guide you from your first blinking LED through connecting Arduino to your iPhone. About this Book Arduino in Action is a hands-on guide to prototyping and building DIY electronics. You'll start with the basics—unpacking your board and using a simple program to make something happen. Then, you'll attempt progressively more complex projects as you connect Arduino to motors, LCD displays, Wi-Fi, GPS, and Bluetooth. You'll explore input/output sensors, including ultrasound, infrared, and light, and then use them for tasks like robotic obstacle avoidance. Arduino programs look a lot like C or C++, so

some programming skill is helpful. What's Inside Getting started with Arduino—no experience required! Writing programs for Arduino Sensing and responding to events Robots, flying vehicles, Twitter machines, LCD displays, and more! Purchase of the print book includes a free eBook in PDF, Kindle, and ePub formats from Manning Publications. About the Authors Martin Evans is a professional developer, a lifelong electronics enthusiast, and the creator of an Arduino-based underwater ROV. Joshua Noble is an author and creative technologist who works with smart spaces. Jordan Hochenbaum uses Arduino to explore musical expression and creative interaction. Table of Contents Part 1 Getting started Chapter 1 Hello Arduino Chapter 2 Digital input and output Chapter 3 Simple projects: input and output Part 2 Putting Arduino to work Chapter 4 Extending Arduino Chapter 5 Arduino in motion Chapter 6 Object detection Chapter 7 LCD displays Chapter 8 Communications Chapter 9 Game on Chapter 10 Integrating the Arduino with iOS Chapter 11 Making wearables Chapter 12 Adding shields Chapter 13 Software integration

THE GLOBAL SMARTPHONE

BEYOND A YOUTH TECHNOLOGY

UCL Press The smartphone is often literally right in front of our nose, so you would think we would know what it is. But do we? To find out, 11 anthropologists each spent 16 months living in communities in Africa, Asia, Europe and South America, focusing on the take up of smartphones by older people. Their research reveals that smartphones are technology for everyone, not just for the young. The Global Smartphone presents a series of original perspectives deriving from this global and comparative research project. Smartphones have become as much a place within which we live as a device we use to provide 'perpetual opportunism', as they are always with us. The authors show how the smartphone is more than an 'app device' and explore differences between what people say about smartphones and how they use them. The smartphone is unprecedented in the degree to which we can transform it. As a result, it quickly assimilates personal values. In order to comprehend it, we must take into consideration a range of national and cultural nuances, such as visual communication in China and Japan, mobile money in Cameroon and Uganda, and access to health information in Chile and Ireland - all alongside diverse trajectories of ageing in Al Quds, Brazil and Italy. Only then can we know what a smartphone is and understand its consequences for people's lives around the world.

REINVENTING STRATEGY

USING STRATEGIC LEARNING TO CREATE AND SUSTAIN BREAKTHROUGH PERFORMANCE

John Wiley & Sons

BLACKBERRY PEARL 3G FOR DUMMIES

John Wiley & Sons Get the most out of your new BlackBerry Pearl 3G! Forfeiting the usual technical jargon, veteran authors Robert Kao and Dante Sarigumba present you with a straightforward-but-fun guide to unlocking the potential of this powerful mobile device. Covering a wide range of pragmatic and how-to topics, this practical guide shows you how to get the most from the features and basic applications of the BlackBerry Pearl 3G. The author duo understands that you may not be all that familiar with this new device—but that you're eager to get savvy—as they escort you through tips, tricks, and techniques for entering and maintaining your contacts, managing appointments and meetings, creating a to-do list, getting online, using e-mail, multitasking with the built-in phone, and more. Introduces the new and powerful mobile device: the BlackBerry Pearl 3G Walks you through the basics of the BlackBerry Pearl 3G in a fun and friendly way, foregoing the technical jargon Shows you how to create a to-do list, manage appointments, get online and surf the Web, manage e-mail, sync with your desktop, enter contacts, and more Helps you download useful apps from BlackBerry App World and take full advantage of the multimedia features You'll benefit from the pearls of wisdom that are shared throughout BlackBerry Pearl 3G For Dummies!

ESSENTIALS OF STRATEGIC MANAGEMENT

Cengage Learning Thorough yet concise, ESSENTIALS OF STRATEGIC MANAGEMENT, Third Edition, is a brief version of the authors' market-leading text STRATEGIC MANAGEMENT: AN INTEGRATED APPROACH. Following the same framework as the larger book, ESSENTIALS helps students identify and focus on core concepts in the field in a more succinct, streamlined format. Based on real-world practices and current thinking, the text's presentation of strategic management features an increased emphasis on the business model concept as a way of framing the issues of competitive advantage. Cutting-edge research, new strategic management theory, and a hands-on approach allow students to explore major topics in management, including corporate performance, governance, strategic leadership, technology, and business ethics. In addition, a high-quality case program examines small, medium, and large

companies--both domestic and international--so that students gain experience putting chapter concepts into real-world practice in a variety of scenarios. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

HOW ASIA WORKS

SUCCESS AND FAILURE IN THE WORLD'S MOST DYNAMIC REGION

Open Road + Grove/Atlantic “A good read for anyone who wants to understand what actually determines whether a developing economy will succeed” (Bill Gates, “Top 5 Books of the Year”). An Economist Best Book of the Year from a reporter who has spent two decades in the region, and who The Financial Times said “should be named chief myth-buster for Asian business.” In *How Asia Works*, Joe Studwell distills his extensive research into the economies of nine countries—Japan, South Korea, Taiwan, Indonesia, Malaysia, Thailand, the Philippines, Vietnam, and China—into an accessible, readable narrative that debunks Western misconceptions, shows what really happened in Asia and why, and for once makes clear why some countries have boomed while others have languished. Studwell’s in-depth analysis focuses on three main areas: land policy, manufacturing, and finance. Land reform has been essential to the success of Asian economies, giving a kick-start to development by utilizing a large workforce and providing capital for growth. With manufacturing, industrial development alone is not sufficient, Studwell argues. Instead, countries need “export discipline,” a government that forces companies to compete on the global scale. And in finance, effective regulation is essential for fostering, and sustaining growth. To explore all of these subjects, Studwell journeys far and wide, drawing on fascinating examples from a Philippine sugar baron’s stifling of reform to the explosive growth at a Korean steel mill. “Provocative . . . *How Asia Works* is a striking and enlightening book . . . A lively mix of scholarship, reporting and polemic.” —The Economist

DIGITAL MATERIAL

TRACING NEW MEDIA IN EVERYDAY LIFE AND TECHNOLOGY

Amsterdam University Press This is a compelling study of the often controversial role and meaning of the new media and digital cultures in contemporary society. Three decades of societal and cultural alignment of new media yielded to a host of innovations, trials, and problems, accompanied by versatile popular and academic discourse. "New Media

Studies" crystallized internationally into an established academic discipline, which begs the question: where do we stand now; which new issues have emerged now that new media are taken for granted, and which riddles remain unsolved; and, is contemporary digital culture indeed all about 'you', or do we still not really understand the digital machinery and how it constitutes us as 'you'. From desktop metaphors to Web 2.0 ecosystems, from touch screens to blogging to e-learning, from role-playing games to Cybergoth music to wireless dreams, this timely volume offers a showcase of the most up-to-date research in the field from what may be called a 'digital-materialist' perspective.

BRANDS AND BRANDING

John Wiley & Sons With contributions from leading brand experts around the world, this valuable resource delineates the case for brands (financial value, social value, etc.) and looks at what makes certain brands great. It covers best practices in branding and also looks at the future of brands in the age of globalization. Although the balance sheet may not even put a value on it, a company's brand or its portfolio of brands is its most valuable asset. For well-known companies it has been calculated that the brand can account for as much as 80 percent of their market value. This book argues that because of this and because of the power of not-for-profit brands like the Red Cross or Oxfam, all organisations should make the brand their central organising principle, guiding every decision and every action. As well as making the case for brands and examining the argument of the anti-globalisation movement that brands are bullies which do harm, this second edition of Brands and Branding provides an expert review of best practice in branding, covering everything from brand positioning to brand protection, visual and verbal identity and brand communications. Lastly, the third part of the book looks at trends in branding, branding in Asia, especially in China and India, brands in a digital world and the future for brands. Written by 19 experts in the field, Brands and Branding sets out to provide a better understanding of the role and importance of brands, as well as a wealth of insights into how one builds and sustains a successful brand.

MARITIME LOGISTICS

A GUIDE TO CONTEMPORARY SHIPPING AND PORT MANAGEMENT

Kogan Page Publishers Globalisation and the rapid increase in world trade in the past decade have contributed to greater demand for international transport and logistics and, consequently, the expansion of the maritime industry. The dramatic changes in the mode of world trade and cargo transportation make it more important than ever to have a

clear understanding of the way in which freight is transported by sea and the role of ports in this exchange. At the cutting edge in its assessment of the industry, Maritime Logistics covers the whole scope of maritime logistics and examines latest logistical developments within the port and shipping industry. With a range of new international contributors, this new edition has been thoroughly revised and updated. There are new chapters on port centric logistics, hinterland logistics and global supply chains, maritime transport and logistics as a trade facilitator, and future trends and developments. Written by a team of international experts with over fifty years' experience in the field, Maritime Logistics provides a truly global perspective. The book covers everything that students of logistics, as well as those working within the industry, need to know about maritime logistics, including shipping lines, containers, tankers, dry bulk, port-centric logistics, and much more.

GLOBAL BUSINESS STRATEGY

MULTINATIONAL CORPORATIONS VENTURING INTO EMERGING MARKETS

Springer This book presents theories and case studies for corporations in developed nations, including Japan, for designing strategies to maximize opportunities and minimize threats in business expansion into developing nations. The case studies featured here focus on Asia, including China and India, and use examples of Japanese manufacturers. Five case studies are provided, including Hitachi Construction Machinery and Shiseido in China and Maruti Suzuki in India. These cases facilitate the reader's understanding of the business environments in emerging economies. This volume is especially recommended for business people responsible for international business development, particularly in China and India. In addition, the book serves as a useful resource for students in graduate-level courses in international management.

SAE AND THE EVOLVED PACKET CORE

DRIVING THE MOBILE BROADBAND REVOLUTION

Academic Press This book provides a clear, concise, complete and authoritative introduction to System Architecture Evolution (SAE) standardization work and its main outcome: the Evolved Packet Core (EPC), including potential services and operational scenarios. After providing an insightful overview of SAE's historical development, the book gives detailed explanations of the EPC architecture and key concepts as an introduction. In-depth technical descriptions of

EPC follow, including thorough functional accounts of the different components of EPC, protocols, network entities and procedures. Case studies of deployment scenarios show how the functions described within EPC are placed within a live network context, while a description of the services that are predicted to be used shows what EPC as a core network can enable. This book is an essential resource for professionals and students who need to understand the latest developments in SAE and EPC, the 'engine' that connects broadband access to the internet. All of the authors have from their positions with Ericsson been actively involved in GPRS, SAE and 3GPP from a business and technical perspective for many years. Several of the authors have also been actively driving the standardization efforts within 3GPP. "There is no doubt that this book, which appears just when the mobile industry starts its transition away from legacy GSM/GPRS and UMTS networks into the future will become the reference work on SAE/LTE. There are no better qualified persons than the authors of this book to provide both communication professionals and an interested general public with insights into the inner workings of SAE/LTE. Not only are they associated with one of the largest mobile network equipment vendors in the world, they have all actively contributed to and, in some cases, been the driving forces behind the development of SAE/LTE within 3GPP." - from the foreword by Dr. Ulf Nilsson, TeliaSonera R&D, Mobility Core and Connectivity "The authors have done an excellent job in writing this book. Their familiarity with the requirements, concepts and solution alternatives, as well as the standardization work allows them to present the material in a way that provides easy communication between Architecture and Standards groups and Planning/Operational groups within service provider organizations." - from the foreword by Dr. Kalyani Bogineni, Principal Architect, Verizon Up-to-date coverage of SAE including the latest standards development Easily accessible overview of the architecture and concepts defined by SAE Thorough description of the Evolved Packet Core for LTE, fixed and other wireless accesses Comprehensive explanation of SAE key concepts, security and Quality-of-Service Covers potential service and operator scenarios including interworking with existing 3GPP and 3GPP2 systems Detailed walkthrough of network entities, protocols and procedures Written by established experts in the SAE standardization process, all of whom have extensive experience and understanding of its goals, history and vision

WHEN CULTURES COLLIDE, THIRD EDITION

LEADING ACROSS CULTURES

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

MOBILE UNLEASHED

THE ORIGIN AND EVOLUTION OF ARM PROCESSORS IN OUR DEVICES

Createspace Independent Publishing Platform This is the origin story of technology super heroes: the creators and founders of ARM, the company that is responsible for the processors found inside 95% of the world's mobile devices today. This is also the evolution story of how three companies - Apple, Samsung, and Qualcomm - put ARM technology in the hands of billions of people through smartphones, tablets, music players, and more. It was anything but a straight line from idea to success for ARM. The story starts with the triumph of BBC Micro engineers Steve Furber and Sophie Wilson, who make the audacious decision to design their own microprocessor - and it works the first time. The question becomes, how to sell it? Part I follows ARM as its founders launch their own company, select a new leader, a new strategy, and find themselves partnered with Apple, TI, Nokia, and other companies just as digital technology starts to unleash mobile devices. ARM grows rapidly, even as other semiconductor firms struggle in the dot com meltdown, and establishes itself as a standard for embedded RISC processors. Apple aficionados will find the opening of Part II of interest the moment Steve Jobs returns and changes the direction toward fulfilling consumer dreams. Samsung devotees will see how that firm evolved from its earliest days in consumer electronics and semiconductors through a philosophical shift to innovation. Qualcomm followers will learn much of their history as it plays out from satellite communications to development of a mobile phone standard and emergence as a leading fabless semiconductor company. If ARM could be summarized in one word, it would be "collaboration." Throughout this story, from Foreword to Epilogue, efforts to develop an ecosystem are highlighted. Familiar names such as Google, Intel, Mediatek, Microsoft, Motorola, TSMC, and others are interwoven throughout. The evolution of ARM's first 25 years as a company wraps up with a shift to its next strategy: the Internet of Things, the ultimate connector for people and devices. Research for this story is extensive, simplifying a complex mobile industry timeline and uncovering critical points where ARM and other companies made fateful and sometimes surprising decisions. Rare photos, summary diagrams and tables, and unique perspectives from insiders add insight to this important telling of technology history.

EMBEDDED LINUX SYSTEM DESIGN AND DEVELOPMENT

CRC Press Based upon the authors' experience in designing and deploying an embedded Linux system with a variety of applications, **Embedded Linux System Design and Development** contains a full embedded Linux system development

roadmap for systems architects and software programmers. Explaining the issues that arise out of the use of Linux in embedded systems, the book facilitates movement to embedded Linux from traditional real-time operating systems, and describes the system design model containing embedded Linux. This book delivers practical solutions for writing, debugging, and profiling applications and drivers in embedded Linux, and for understanding Linux BSP architecture. It enables you to understand: various drivers such as serial, I2C and USB gadgets; uClinux architecture and its programming model; and the embedded Linux graphics subsystem. The text also promotes learning of methods to reduce system boot time, optimize memory and storage, and find memory leaks and corruption in applications. This volume benefits IT managers in planning to choose an embedded Linux distribution and in creating a roadmap for OS transition. It also describes the application of the Linux licensing model in commercial products.