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### KEY=GUIDE - BRAUN NATALIE

#### 101 BEST ANDROID APPS: SURVIVAL GUIDE

**MobileReference** *The 101 Best Android Apps Survival Guide is a collection of 101 applications, tested and highly recommended by the author. This guide will save you lots of time and money, by pointing you to the apps you will surely love. Each app description contains: - Price - Brief description - Features - Link to the app in the Google Play Store - Link to the free version, if available - Screenshots In addition to the full list of apps, all of the apps are separately organized by genre. Here are some of the apps that are included: - Angry Birds Space - Amazon Kindle - Badoo - CamScanner - Dolphin Browser HD - Easy Tether Pro - Epicurious Recipe - GasBuddy - Gesture Search - Groupon - Max Payne Mobile - Mr. Number - RedLaser - Shush! - Stitcher Radio - Toddler Lock - Waze - WebMD - Winamp - Yelp*

#### SAMSUNG GALAXY S FOR DUMMIES

**John Wiley & Sons** *Colorful guide to getting more out of your Galaxy S smartphone! Now that you've got your new Galaxy S smartphone, you've got to figure out how to use it! If you're baffled by the technology and the documentation, this book can help. Written in the fun but clear and thorough For Dummies style, this book answers all your questions. You'll find out how to do all the fun stuff: texting, social networking, using the camera, how to watch movies, and more. And you'll also learn how to handle the "housekeeping": synching your phone with your PC, using business applications, downloading apps, accessing the calendar, what all the widgets mean, and much more. Helps you get up to speed on any Samsung Galaxy S smartphone, including the Fascinate, Epic, Captivate, Vibrant, and other Galaxy S phones Clarifies the basics of how to use the phone, how the technology works, how to configure everything, and how to make it totally yours Delivers a full slate of how-tos, tricks, features, and techniques, all in full color Covers setup and configuration, texting, e-mailing, taking and sharing pictures, playing games, buying and installing apps, personal and business apps, and more Includes tips on making the most of multimedia features—games, music, movies, photos, and more You'll get gobs more from your Galaxy S with the help of Samsung Galaxy S For Dummies.*

#### CELLULAR RADIO 48 SUCCESS SECRETS - 48 MOST ASKED QUESTIONS ON CELLULAR RADIO - WHAT YOU NEED TO KNOW

**Emerreo Publishing** *Cellular Radio Starts right here. There has never been a Cellular Radio Guide like this. It contains 48 answers, much more than you can imagine; comprehensive answers and extensive details and references, with insights that have never before been offered in print. Get the information you need--fast! This all-embracing guide offers a thorough view of key knowledge and detailed insight. This Guide introduces what you want to know about Cellular Radio. A quick look inside of some of the subjects covered: Cellular network Concept, Vodafone Group - Evolution as a Racal Telecom brand: 1980 to 1991, Samsung Stratosphere, Samsung Fascinate, Vodafone - Evolution as a Racal Telecom brand: 1980 to 1991, Wi-Fi Alliance - Certification types, Telefonica Europe - United Kingdom, Samsung Epic 4G, Samsung Galaxy S, Samsung Vibrant, Silicon on insulator - Use in high-performance Radio-Frequency (RF) applications, Barclaycard - Barclaycard Payment Acceptance timeline, Telekom Malaysia - Early history, Windows Mobile 2003 SE - Features, Windows Mobile 6.0, Samsung Mesmerize, iPhone 4S - Design, Fixed Mobile Convergence, Windows Mobile - Windows Mobile 6, Professional Mobile Radio - TETRA private mobile radio (PMR), Electronic monitoring - Background, Dual mode mobile - Cellular and Non-cellular Radios, Dual mode mobile - Network Compatibility, Telecommunications engineering - Central-office engineer, Fast neutron therapy - LET, Telecommunications in Denmark, Windows Mobile 2003 SE - Windows Mobile 6, Samsung i9000 Galaxy S, Samsung Galaxy S II Plus - T-Mobile - Model SGH-T989, Nonhomologous end joining - Consequences of dysfunction, Rockchip, HTC Evo 4G - Smartphone connectivity, Radioresistance - Induced radioresistance, Cellular system - Directional antennas, Vodafone Airtouch PLC - Evolution as a Racal Telecom brand: 1980 to 1991, and much more...*

#### QUAD-BAND 59 SUCCESS SECRETS - 59 MOST ASKED QUESTIONS ON QUAD-BAND - WHAT YOU NEED TO KNOW

**Emerreo Publishing** *The most comprehensive Guide yet of quad-band. In electronic communications, a 'multi-band device' (including 'dual-band', 'tri-band', 'quad-band' and 'penta-band' devices) is a information exchange implement (especially a portable phone) that aids numerous broadcast incidence groups. All implements that have further compared to one delivery method employ numerous frequencies; a group nevertheless is a cluster of turnaround holding numerous delivery methods. Multiple groups in portable implements aid roaming amid dissimilar areas wherever dissimilar norms are applied aimed at portable phone facilities. Where the groups are extensively detached in incidence, collateral convey and obtain wave way circuits should be presented, that upsurges the outlay, difficulty and power request of multi-band implements. There has never been a quad-band Guide like this. It contains 59 answers, much more than you can imagine; comprehensive answers and extensive details and references, with insights that have never before been offered in print. Get the information you need--fast! This all-embracing guide offers a thorough view of key knowledge and detailed insight. This Guide introduces what you want to know about quad-band. A quick look inside of some of the subjects covered: HTC 7 Mozart, HTC Dream - Hardware, Samsung Captivate - GT-I9000/M4, BlackBerry Curve 8530 - Curve 8900, Samsung Galaxy Fit - Key features, Samsung Galaxy S Relay 4G - Networks, Handspring (company) - Treo 600, Nokia N900, Samsung Galaxy S - GT-I9000/M4, Samsung Infuse - Cellular, Samsung Galaxy Ace, Samsung Fascinate - GT-I9000/M4, Samsung Galaxy Mini - Key features, HTC Desire HD - Hardware, Ericsson Mobile Platforms - The third generation (3G), Samsung i8910 - Features and capabilities, Samsung SGH-D900 - Features, Samsung Corby - Features, Universal Mobile Telecommunications System - Problems and issues, Samsung i9000 Galaxy S - Aviator, and much more...*

#### ISAAC ASIMOV'S BOOK OF SCIENCE AND NATURE QUOTATIONS

**Grove Press** *Gathers quotations about agriculture, anthropology, astronomy, the atom, energy, engineering, genetics, medicine, physics, science and society, and research*

#### MAKING ANDROID ACCESSORIES WITH IOIO

#### GOING MOBILE WITH SENSORS, LIGHTS, MOTORS, AND ROBOTS

**"O'Reilly Media, Inc."** *Create your own electronic devices with the popular IOIO ("yo-yo") board, and control them with your Android phone or tablet. With this concise guide, you'll get started by building four example projects—after that, the possibilities for making your own fun and creative accessories with Android and IOIO are endless. To build Android/IOIO devices, you write the program on your computer, transfer it to your Android, and then communicate with the IOIO via a USB or Bluetooth connection. The IOIO board translates the program into action. This book provides the source code and step-by-step instructions you need to build the example projects. All you have to supply is the hardware. Learn your way around the IOIO and discover how it interacts with your Android Build an intruder alarm that sends a text message when it detects movement Make a temperature sensing device that logs readings on your Android Create a multicolor LED matrix that displays a Space Invader animation Build an IOIO-powered surveillance rover that you control with your Android Get the software and hardware requirements for creating your own Android/IOIO accessories*

#### FOLLOW THE GEEKS

#### 10 DIGITAL INNOVATORS AND THE FUTURE OF WORK

#### MOTION MOUNTAIN - VOL. 1 - THE ADVENTURE OF PHYSICS

#### FALL, FLOW AND HEAT

**CreateSpace** *How high can animals jump? What are the fastest thrown balls? How fast can aeroplanes and butterflies fly? What does the sea level tell us about the sun? What are temperature and heat? What is self-organization? This free colour pdf on introductory physics guarantees to be entertaining, surprising and challenging on every page. The text presents the best stories, images, movies and puzzles in mechanics, gravity and thermodynamics - with little mathematics, always starting from observations of everyday life. This first volume also explains conservation laws and the reversibility of motion, explores mirror symmetry, and presents the principle of cosmic laziness: the principle of least action. This popular series has already more than 160 000 readers. If you are between the age of 16 and 106 and want to understand nature, you will enjoy it! To achieve wonder and thrill on every page, the first volume includes the various "colour of the bear" puzzles and the "picture on the wall" puzzle, explains about the many types of water waves, introduces the art of laying rope, tells about the dangers of aeroplane toilets, explores the jumping height of different animals, presents the surprising motion of moguls on skiing slopes, explains why ultrasound imaging is not safe for a foetus, gives the ideal shape of skateboard half-pipes, estimates the total length of all capillaries in the human body, explains how it is possible to plunge a bare hand into molten lead, includes a film of an oscillating quartz inside a watch, includes the "handcuff puzzle" and the "horse pulling a rubber with a snail on it" puzzle, explains how jet pilots frighten civilians with sonic superbooms produced by fighter planes, presents the most beautiful and precise sundial available today, shows leap-frogging vortex rings, tells the story of the Galilean satellites of Jupiter, mentions the world records for running backwards and the attempts to break the speed sailing record, and tells in detail how to learn from books with as little effort as possible. Enjoy the reading!*

#### THE SIXTH AND SEVENTH BOOKS OF MOSES

#### THE MYSTERY OF ALL MYSTERIES ...

*A popular grimoire (black book) of spirit evocation noted for its multiplicity of seals? and sigils. Although attributed to the biblical Moses and his brother Aaron, the earliest appearance of the work can only be traced as far as the 18th century.*

#### RETHINKING PATENT LAW

**Harvard University Press** *Scientific and technological innovations are forcing the inadequacies of patent law into the spotlight. Robin Feldman explains why patents are causing so much trouble. She urges lawmakers to focus on crafting rules that anticipate future bargaining, not on the impossible task of assigning precise boundaries to rights when an invention is new.*

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## SAMSUNG RISING

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### THE INSIDE STORY OF THE SOUTH KOREAN GIANT THAT SET OUT TO BEAT APPLE AND CONQUER TECH

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**Currency** 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.

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### XDA DEVELOPERS' ANDROID HACKER'S TOOLKIT

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### THE COMPLETE GUIDE TO ROOTING, ROMS AND THEMING

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**John Wiley & Sons** Make your Android device truly your own Are you eager to make your Android device your own but you're not sure where to start? Then this is the book for you. XDA is the world's most popular resource for Android hacking enthusiasts, and a huge community has grown around customizing Android devices with XDA. XDA's Android Hacker's Toolkit gives you the tools you need to customize your devices by hacking or rooting the android operating system. Providing a solid understanding of the internal workings of the Android operating system, this book walks you through the terminology and functions of the android operating system from the major nodes of the file system to basic OS operations. As you learn the fundamentals of Android hacking that can be used regardless of any new releases, you'll discover exciting ways to take complete control over your device. Teaches theory, preparation and practice, and understanding of the OS Explains the distinction between ROMing and theming Provides step-by-step instructions for Droid, Xoom, Galaxy Tab, LG Optimus, and more Identifies the right tools for various jobs Contains new models enabling you to root and customize your phone Offers incomparable information that has been tried and tested by the amazing XDA community of hackers, gadgeteers, and technicians XDA's Android Hacker's Toolkit is a simple, one-stop resource on hacking techniques for beginners.

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### MOBILE FORENSIC INVESTIGATIONS: A GUIDE TO EVIDENCE COLLECTION, ANALYSIS, AND PRESENTATION, SECOND EDITION

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**McGraw Hill Professional** Master the tools and techniques of mobile forensic investigations Conduct mobile forensic investigations that are legal, ethical, and highly effective using the detailed information contained in this practical guide. *Mobile Forensic Investigations: A Guide to Evidence Collection, Analysis, and Presentation, Second Edition* fully explains the latest tools and methods along with features, examples, and real-world case studies. Find out how to assemble a mobile forensics lab, collect prosecutable evidence, uncover hidden files, and lock down the chain of custody. This comprehensive resource shows not only how to collect and analyze mobile device data but also how to accurately document your investigations to deliver court-ready documents. •Legally seize mobile devices, USB drives, SD cards, and SIM cards•Uncover sensitive data through both physical and logical techniques•Properly package, document, transport, and store evidence•Work with free, open source, and commercial forensic software•Perform a deep dive analysis of iOS, Android, and Windows Phone file systems•Extract evidence from application, cache, and user storage files•Extract and analyze data from IoT devices, drones, wearables, and infotainment systems•Build SQLite queries and Python scripts for mobile device file interrogation•Prepare reports that will hold up to judicial and defense scrutiny

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### THE PENDULUM

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### A CASE STUDY IN PHYSICS

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**OUP Oxford** The pendulum: a case study in physics is a unique book in several ways. Firstly, it is a comprehensive quantitative study of one physical system, the pendulum, from the viewpoint of elementary and more advanced classical physics, modern chaotic dynamics, and quantum mechanics. In addition, coupled pendulums and pendulum analogs of superconducting devices are also discussed. Secondly, this book treats the physics of the pendulum within a historical and cultural context, showing, for example, that the pendulum has been intimately connected with studies of the earth's density, the earth's motion, and timekeeping. While primarily a physics book, the work provides significant added interest through the use of relevant cultural and historical vignettes. This approach offers an alternative to the usual modern physics courses. The text is amply illustrated and augmented by exercises at the end of each chapter.

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### CHANGE

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### 19 KEY ESSAYS ON HOW INTERNET IS CHANGING OUR LIVES

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**Turner** The Internet has so entirely transformed virtually all aspects of everyday life that it seems almost impossible to assess its impact. Here, 19 esteemed scholars from around the world tackle the topic from different angles. Manuel Castells, David Gelernter, Juan Ignacio Vazquez, Evgeni Morozov, Mikko Hypponen, Yochai Benkler, Federico Casalegno, David Crystal, Lucien Engelen, Patrik Wikstrom, Peter Hirshberg, Paul DiMaggio and Edward Castronova address such matters as the "Internet of things"; the sociology of the Internet; cybercrime and Internet security; the future of work; the Internet and urban-rural sustainability; the "Worldstream and the Cybersphere"; gaming and society; the Internet's influence on languages and new economic systems; the massive changes wrought by the net in the music industry; and other aspects of its many cultural, social and political ramifications.

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### A CLUSTER APPROACH TO ELEMENTARY VOCABULARY INSTRUCTION

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Newark, Del. : International Reading Association Grade level: 1, 2, 3, 4, 5, 6, 7, p, e, i, t.

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### READY FOR FCE

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**MacMillan** The Teacher's Book is accompanied by a DVD-ROM with tests in both PDF and editable Word format, along with a series of teacher training videos. There is also additional photocopiable material in the Teacher's Book, with a focus on material for the Speaking test.

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### THE BUSINESS OF ELECTRONICS

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### A CONCISE HISTORY

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**Springer** Electronics is an ever-changing field with an entrepreneurial spirit and a rich history, populated by some of the world's most famous companies and personalities. *The Business of Electronics* details the field's complex ecosystem in all its trials and tribulations. It looks at companies such as Apple, IBM, Samsung, and Nokia, as well as now-extinct companies such as Honeywell Bull (France) and Sinclair Computers (UK) that contributed to technology and business. Sethi shows us how a handful of US companies led the charge in designing equipment that could make millions of small, reliable components; how Nokia started in the timber business; the history of inventors like J.C. Bose, a pioneer in radio communication (who inadvertently made Guglielmo Marconi famous); and why there are numerous companies and creators that never made it or that we have never heard of. This all-encompassing book not only explores the vibrant history of electronics, it uses case studies to examine the companies and people that made history and explain how we ended up where we are today.

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### AMGOV

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### LONG STORY SHORT

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**CQ Press** All the fundamentals. No fluff. Learn more with less! A truly revolutionary American Government textbook, Christine Barbour's *AmGov: Long Story Short*, responds to the needs of today's students and instructors through brevity and accessibility. The succinct ten chapters are separated by tabs that make it easy to skim, flip, revisit, reorient, and return to content quickly. Reading aids like bullets, annotations and arrows walk students through important facts and break up the material in short, engaging bites of information that highlight not only what is important but why it's important. Though brief, this core book is still robust enough to provide everything that students need to be successful in their American Government course. Whether for the on-the-go student who doesn't have time to read and digest a lengthy chapter, or the instructor who wants a book that will stay out of their way and leave room for plenty of supplementary reading and activities, *AmGov* provides a perfectly simplified foundation for a successful American Government course.

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### TWELVE RED HERRINGS

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**St. Martin's Paperbacks** Jeffrey Archer, the internationally bestselling author of *Honor Among Thieves*, *As The Crow Flies*, and *Kane & Abel*, now serves up this inventive new collection of a dozen short stories -- with a twist. Cleverly styled, with richly drawn characters and ingeniously plotted story lines, each of the twelve pieces ends with a delightfully unexpected turn of events. An imprisoned man is certain that his supposed murder victim is very much alive....A female driver is pursued relentlessly by a menacing figure in another vehicle....A young artist gets the biggest break of her career....A restless beauty manages the perfect birthday celebration....An escaped Iraqi on Saddam Hussein's death list pays an involuntary visit to his homeland. In each tale, human beings are given an opportunity to seize, a crucial problem to solve, or a danger to avoid. How will they react? How would you? Capping off the collection are two additional rewards. In the final story, Archer offers a choice of four endings. And buried in each story is another diversion -- a red herring which Archer challenges his readers to uncover.

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## EXPLORING MATERIALITY AND CONNECTIVITY IN ANTHROPOLOGY AND BEYOND

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**UCL Press** *Exploring Materiality and Connectivity in Anthropology and Beyond* provides a new look at the old anthropological concern with materiality and connectivity. It understands materiality not as defined property of some-thing, nor does it take connectivity as merely a relation between discrete entities. Somewhat akin to Heisenberg's uncertainty principle, it sees materiality and connectivity as two interrelated modes in which an entity is, or more precisely - is becoming, in the world. The question, thus, is how these two modes of becoming relate and fold into each other. Throughout the four-year research process that led to this book, the authors approached this question not just from a theoretical perspective; taking the suggestion of 'thinking through things' literally and methodologically seriously, the first two workshops were dedicated to practical, hands-on exercises working with things. From these workshops a series of installations emerged, straddling the boundaries of art and academia. These installations served as artistic-academic interventions during the final symposium and are featured alongside the other academic contributions to this volume. Throughout this process, two main themes emerged and structure Part II, Movement and Growth, and Part III, Dissolution and Traces, of the present volume, respectively. Part I, Conceptual Grounds, consists of two chapters offering conceptual takes on things and ties - one from anthropology and one from archaeology. As interrelated modes of becoming, materiality and connectivity make it necessary to coalesce things and ties into thing~ties - an insight toward which the chapters and interventions came from different sides, and one in which the initial proposition of the editors still shines through. Throughout the pages of this volume, we invite the reader to travel beyond imaginaries of a universe of separate planets united by connections, and to venture with us instead into the thicket of thing~ties in which we live.

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## WRITING FEATURE STORIES

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### HOW TO RESEARCH AND WRITE NEWSPAPER AND MAGAZINE ARTICLES

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A practical guide to all aspects of feature writing for journalists and freelance writers.

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## INTRODUCTION TO RADAR USING PYTHON AND MATLAB

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**Artech House** This comprehensive resource provides readers with the tools necessary to perform analysis of various waveforms for use in radar systems. It provides information about how to produce synthetic aperture (SAR) images by giving a tomographic formulation and implementation for SAR imaging. Tracking filter fundamentals, and each parameter associated with the filter and how each affects tracking performance are also presented. Various radar cross section measurement techniques are covered, along with waveform selection analysis through the study of the ambiguity function for each particular waveform from simple linear frequency modulation (LFM) waveforms to more complicated coded waveforms. The text includes the Python tool suite, which allows the reader to analyze and predict radar performance for various scenarios and applications. Also provided are MATLAB® scripts corresponding to the Python tools. The software includes a user-friendly graphical user interface (GUI) that provides visualizations of the concepts being covered. Users have full access to both the Python and MATLAB source code to modify for their application. With examples using the tool suite are given at the end of each chapter, this text gives readers a clear understanding of how important target scattering is in areas of target detection, target tracking, pulse integration, and target discrimination.

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## FRANZ KAFKA

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### THE NECESSITY OF FORM

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**Cornell University Press** In Stanley Corngold's view, the themes and strategies of Kafka's fiction are generated by a tension between his concern for writing and his growing sense of its arbitrary character. Analyzing Kafka's work in light of "the necessity of form," which is also a merely formal necessity, Corngold uncovers the fundamental paradox of Kafka's art and life. The first section of the book shows how Kafka's rhetoric may be understood as the daring project of a man compelled to live his life as literature. In the central part of the book, Corngold reflects on the place of Kafka within the modern tradition, discussing such influential precursors of Cervantes, Flaubert, and Nietzsche, whose works display a comparable narrative disruption. Kafka's distinctive narrative strategies, Corngold points out, demand interpretation at the same time they resist it. Critics of Kafka, he says, must be aware that their approaches are guided by the principles that Kafka's fiction identifies, dramatizes, and rejects.

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## SPOTLIGHT ON FCE

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### EXAM BOOSTER WITH KEY

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**Heinle & Heinle Pub** *Spotlight on FCE* prepares students to be fully aware of how the exam works and how to be ready to pass it. It consolidates and builds on essential areas of grammar and vocabulary. It also develops the speaking, reading, writing and listening skills required to pass. *Spotlight on FCE* also works well with the new online preparation course *My FCE*, which offers over 40 hours of additional test preparation.

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## AMMONITES

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**Smithsonian Inst Press** The beautiful spiral shells of these long-extinct marine invertebrates are among the most sought after and recognizable of fossils, yet little has been published about ammonites outside of geological journals. Neale Monks and Philip Palmer look at the latest ideas on ammonite biology and ecology to present this detailed picture of a once diverse and widespread group of animals. Though an ammonite looks like a nautilus, the animal inside the shell was most closely related to today's octopus, squid, and cuttlefish. The authors describe the evolution of ammonites and their relatives and explain how they created their shells and used them as flotation devices. All the major groups of ammonites are described and illustrated (as are many minor ones), and important material is included on anatomy, feeding, reproduction, and pathology. The 300-million-year existence of ammonites ended at around the same time that dinosaurs became extinct. Fortunately, ammonites were once so abundant that their fossilized shells can be readily found, and the authors provide a helpful guide to locating and collecting these unique fossils.

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## AMERICA AND COSMIC MAN

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This is a new release of the original 1949 edition.

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## MOBILE MARKETING MANAGEMENT

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### CASE STUDIES FROM SUCCESSFUL PRACTICES

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**CRC Press** With the development of mobile internet technology, people's lifestyle and consumer behavior are changing rapidly. Nowadays, the products on the market are updating more and more frequently, and the traditional marketing theory and brand theory fail to get with the mobile internet. So, what's the innovative marketing to take in the new era? Since 2012, China has entered into the mobile era, and became a major country of mobile internet application. The book summarizes the experience of the author accumulated from many trials and errors in management and marketing innovation, so as to form the pattern of management and marketing for the next 30 years. *Mobile Marketing Management* lays the foundation for the new era with four pillars: service, substance, superuser, space, known as 4S theory for short. In view of the concept of customer-first, it is all about service, and products become productized service concepts. In view of the failure of mass communication, the competition among all services becomes the competition of substance differentiation. Regarding the popularity of self-organization, it becomes a trend to cooperate with people rather than the company to develop the market. In view of the principle of fuzzy market boundary, the enterprises shall optimize their living space and evolve their development space. This book contains numerous case studies along with analysis and creates the discipline of mobile marketing management, providing innovative theories, methods and tools for the marketing of enterprises. Through this book, readers can master the marketing methods of the mobile internet era. They can apply the marketing theory in this book to guide the marketing practice, thus improving marketing efficiency and reducing marketing costs.

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## A HISTORY OF INDIAN LITERATURE

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**Sahitya Akademi** This Volume, The First To Appear In The Ten Volume Series Published By The Sahitya Akademi, Deals With A Fascinating Period, Conspicuous By The Growing Complexities Of Multilingualism, Changes In The Modes Of Literary Transmission And In The Readership And Also By The Dominance Of The English Language As An Instrument Of Power In Indian Society.

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## READY FOR IELTS

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### WORKBOOK WITH KEY

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The new IELTS preparation course builds on the successful elements of the Ready for Series to ensure students aiming for IELTS bands 5 - 6.5 are ready for success! All four key skills are systematically developed and practised in each unit, while in-depth exam training is presented.

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## SOLUTIONS INTERMEDIATE

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With 100% new content, the third edition of Oxford's best-selling secondary course offers the tried and trusted Solutions methodology alongside fresh and diverse material that will spark your students' interest and drive them to succeed. Oxford University Press's best-selling course for teenagers is now available in a third edition, providing new and exciting content that is delivered using the successful methodology of the previous editions. The third edition offers a brand new comprehensive listening syllabus as well as word skills lessons, allowing students to master key listening sub skills, expand their vocabulary, and become confident communicators. Solutions turns all students into active learners, by offering a rich variety of learning opportunities for a whole range of abilities through extension and revision activities in all components - giving everyone a sense of achievement whatever their level.

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### LIVING WITH LESS

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### AN UNEXPECTED KEY TO HAPPINESS

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**Group Publishing (Company)** "In Living with less, Joshua will guide you through biblical teachings on possessions and his own personal experience with minimalism--living with only the essential ... This book will challenge you to spend your hours, energy, and resources in ways that draw you closer to the heart of Jesus."--Page 4 of cover.

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## ELEMENTS OF LANGUAGE

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### SECOND COURSE

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[Holt McDougal](#) *Elements of Language 2009* provides practical teaching strategies, differentiated instruction, and engaging presentation tools that offer more ways to reach more students than ever before. In partnership with teachers like you, Holt created *Elements of Language* to provide practical teaching strategies for today's challenging classroom, innovative ways to differentiate instruction, and streamlined technology tools. Designed with your students in mind, this program offers you the flexibility and options to manage your diverse classroom.--Publisher.

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### AN OFFICIAL GUIDE TO EASTERN ASIA: NORTH-EASTERN JAPAN

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### REALITY IS BROKEN

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#### WHY GAMES MAKE US BETTER AND HOW THEY CAN CHANGE THE WORLD

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[Penguin](#) "McGonigal is a clear, methodical writer, and her ideas are well argued. Assertions are backed by countless psychological studies." —*The Boston Globe* "Powerful and provocative . . . McGonigal makes a persuasive case that games have a lot to teach us about how to make our lives, and the world, better." —*San Jose Mercury News* "Jane McGonigal's insights have the elegant, compact, deadly simplicity of plutonium, and the same explosive force." —*Cory Doctorow*, author of *Little Brother* A visionary game designer reveals how we can harness the power of games to boost global happiness. With 174 million gamers in the United States alone, we now live in a world where every generation will be a gamer generation. But why, Jane McGonigal asks, should games be used for escapist entertainment alone? In this groundbreaking book, she shows how we can leverage the power of games to fix what is wrong with the real world—from social problems like depression and obesity to global issues like poverty and climate change—and introduces us to cutting-edge games that are already changing the business, education, and nonprofit worlds. Written for gamers and non-gamers alike, *Reality Is Broken* shows that the future will belong to those who can understand, design, and play games. Jane McGonigal is also the author of *SuperBetter: A Revolutionary Approach to Getting Stronger, Happier, Braver and More Resilient*.

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### EVERYDAY CRUELTY

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#### HOW TO DEAL WITH ITS EFFECTS WITHOUT DENIAL, BITTERNESS, OR DESPAIR

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[CreateSpace](#) Your guide to dealing with something we all experience: *Everyday Cruelty* Have you ever... - been bullied at school, home, or work? - been driven to the edge by an uncooperative telephone technical support employee? - had a medical appointment that was too short to be useful? - had to fight with an insurance company? *Everyday cruelty* is everywhere there are people: in stores, on the street, in churches, at home, in doctors' offices, in schools, and at work. We experience the effects of everyday cruelty in our bodies, minds, emotions, spirits, and even in how we act in the world. It is no easy task to live with cruelty in our daily lives without falling into "the big three" of troubling responses: denial, bitterness, and despair. *Everyday Cruelty: How to Deal with Its Effects without Denial, Bitterness, or Despair* guides the reader through the process of understanding how to deal with everyday cruelty while being fully aware of its power. By defining cruelty, examining how it affects us, delving into what makes it so painful, and then offering hundreds of strategies for dealing with it, Helen Kobek offers this promise: You can deal with the effects of everyday cruelty without pretending it is not happening, becoming resentful, or giving up.

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### THE ART AND CRAFT OF FEATURE WRITING

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### BASED ON THE WALL STREET JOURNAL GUIDE

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[Penguin](#) *Storytelling—how to catch and hold a reader's interest through artful narration of factual material* William E. Blundell, one of the best writers on one of America's best-written papers—*The Wall Street Journal*—has put his famous *Journal Feature-Writing Seminars* into this step-by-step guide for turning out great articles. Filled with expert instruction on a complex art, it provides beginners with a systematic approach to feature writing and deftly teaches old pros some new tricks about: · How and where to get ideas · What readers like and don't like · Adding energy and interest to tired topics · Getting from first ideas to finish article · The rules of organization · How—and whom—to quote and paraphrase · Wordcraft, leads, and narrative flow · Self-editing and notes on style ... plus many sample feature articles.

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