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KEY=70 - HOLT DOUGLAS

THE CAR HACKER'S HANDBOOK

A GUIDE FOR THE PENETRATION TESTER

No Starch Press Modern cars are more computerized than ever. Infotainment and navigation systems, Wi-Fi, automatic software updates, and other innovations aim to make driving more convenient. But vehicle technologies haven't kept pace with today's more hostile security environment, leaving millions vulnerable to attack. The Car Hacker's Handbook will give you a deeper understanding of the computer systems and embedded software in modern vehicles. It begins by examining vulnerabilities and providing detailed explanations of communications over the CAN bus and between devices and systems. Then, once you have an understanding of a vehicle's communication network, you'll learn how to intercept data and perform specific hacks to track vehicles, unlock doors, glitch engines, flood communication, and more. With a focus on low-cost, open source hacking tools such as Metasploit, Wireshark, Kayak, can-utils, and ChipWhisperer, The Car Hacker's Handbook will show you how to: -Build an accurate threat model for your vehicle -Reverse engineer the CAN bus to fake engine signals -Exploit vulnerabilities in diagnostic and data-logging systems -Hack the ECU and other firmware and embedded systems -Feed exploits through infotainment and vehicle-to-vehicle communication systems -Override factory settings with performance-tuning techniques -Build physical and virtual test benches to try out exploits safely If

you're curious about automotive security and have the urge to hack a two-ton computer, make *The Car Hacker's Handbook* your first stop.

AUTONOMOUS VEHICLE TECHNOLOGY

A GUIDE FOR POLICYMAKERS

Rand Corporation The automotive industry appears close to substantial change engendered by “self-driving” technologies. This technology offers the possibility of significant benefits to social welfare—saving lives; reducing crashes, congestion, fuel consumption, and pollution; increasing mobility for the disabled; and ultimately improving land use. This report is intended as a guide for state and federal policymakers on the many issues that this technology raises.

SAS PROGRAMMING FOR R USERS

SAS Programming for R Users, based on the free SAS Education course of the same name, is designed for experienced R users who want to transfer their programming skills to SAS. Emphasis is on programming and not statistical theory or interpretation. You will learn how to write programs in SAS that replicate familiar functions and capabilities in R. This book covers a wide range of topics including the basics of the SAS programming language, how to import data, how to create new variables, random number generation, linear modeling, Interactive Matrix Language (IML), and many other SAS procedures. This book also explains how to write R code directly in the SAS code editor for seamless integration between the two tools. Exercises are provided at the end of each chapter so that you can test your knowledge and practice your programming skills.

LOGISTICS TRANSPORTATION SYSTEMS

Elsevier Logistics Transportation Systems compiles multiple topics on transportation logistics systems from both qualitative and quantitative perspectives, providing detailed examples of real-world logistics workflows. It explores the key concepts and problem-solving techniques required by researchers and logistics professionals to effectively manage the continued expansion of logistics transportation systems, which is expected to reach an estimated 25 billion tons in the United States alone by 2045. This book provides an ample understanding of logistics transportation systems, including basic concepts, in-depth modeling analysis, and network analysis for researchers and practitioners. In addition, it covers policy issues related to transportation logistics, such as security, rules and regulations, and emerging issues including reshoring. This book is an ideal guide for academic researchers and both

undergraduate and graduate students in transportation modeling, supply chains, planning, and systems. It is also useful to transportation practitioners involved in planning, feasibility studies, consultation and policy for transportation systems, logistics, and infrastructure. Provides real-world examples of logistics systems solutions for multiple transportation modes, including seaports, rail, barge, road, pipelines, and airports Covers a wide range of business aspects, including customer service, cost, and decision analysis Features key-term definitions, concept overviews, discussions, and analytical problem-solving

POPULAR MECHANICS

Popular Mechanics inspires, instructs and influences readers to help them master the modern world. Whether it's practical DIY home-improvement tips, gadgets and digital technology, information on the newest cars or the latest breakthroughs in science -- PM is the ultimate guide to our high-tech lifestyle.

INTELLIGENT AND EFFICIENT TRANSPORT SYSTEMS

DESIGN, MODELLING, CONTROL AND SIMULATION

BoD - Books on Demand The aim of this book is to present a number of digital and technology solutions to real-world problems across transportation sectors and infrastructures. Nine chapters have been well prepared and organized with the core topics as follows: -A guideline to evaluate the energy efficiency of a vehicle -A guideline to design and evaluate an electric propulsion system -Potential opportunities for intelligent transportation systems and smart cities -The importance of system control and energy-power management in transportation systems and infrastructures -Bespoke modeling tools and real-time simulation platforms for transportation system development This book will be useful to a wide range of audiences: university staff and students, engineers, and business people working in relevant fields.

AUTONOMOUS DRIVING

TECHNICAL, LEGAL AND SOCIAL ASPECTS

Springer This book takes a look at fully automated, autonomous vehicles and discusses many open questions: How can autonomous vehicles be integrated into the current transportation system with diverse users and human drivers? Where do automated vehicles fall under current legal frameworks? What risks are associated with automation and how will society respond to these risks? How will the marketplace react to automated vehicles and what changes may be necessary for companies? Experts from Germany and the United

States define key societal, engineering, and mobility issues related to the automation of vehicles. They discuss the decisions programmers of automated vehicles must make to enable vehicles to perceive their environment, interact with other road users, and choose actions that may have ethical consequences. The authors further identify expectations and concerns that will form the basis for individual and societal acceptance of autonomous driving. While the safety benefits of such vehicles are tremendous, the authors demonstrate that these benefits will only be achieved if vehicles have an appropriate safety concept at the heart of their design. Realizing the potential of automated vehicles to reorganize traffic and transform mobility of people and goods requires similar care in the design of vehicles and networks. By covering all of these topics, the book aims to provide a current, comprehensive, and scientifically sound treatment of the emerging field of "autonomous driving".

BLACK ENTERPRISE

BLACK ENTERPRISE is the ultimate source for wealth creation for African American professionals, entrepreneurs and corporate executives. Every month, BLACK ENTERPRISE delivers timely, useful information on careers, small business and personal finance.

BUYING A SAFER CAR

CUSTOMER RELATIONSHIP MANAGEMENT

CONCEPT, STRATEGY, AND TOOLS

Springer This book presents an extensive discussion of the strategic and tactical aspects of customer relationship management as we know it today. It helps readers obtain a comprehensive grasp of CRM strategy, concepts and tools and provides all the necessary steps in managing profitable customer relationships. Throughout, the book stresses a clear understanding of economic customer value as the guiding concept for marketing decisions. Exhaustive case studies, mini cases and real-world illustrations under the title "CRM at Work" all ensure that the material is both highly accessible and applicable, and help to address key managerial issues, stimulate thinking, and encourage problem solving. The book is a comprehensive and up-to-date learning companion for advanced undergraduate students, master's degree students, and executives who want a detailed and conceptually sound insight into the field of CRM. The new edition provides an updated perspective on the latest research results and incorporates the impact of the digital transformation on the CRM domain.

CUCKOO'S EGG

Doubleday Before the Internet became widely known as a global tool for terrorists, one perceptive U.S. citizen recognized its ominous potential. Armed with clear evidence of computer espionage, he began a highly personal quest to expose a hidden network of spies that threatened national security. But would the authorities back him up? Cliff Stoll's dramatic firsthand account is "a computer-age detective story, instantly fascinating [and] astonishingly gripping" (Smithsonian). Cliff Stoll was an astronomer turned systems manager at Lawrence Berkeley Lab when a 75-cent accounting error alerted him to the presence of an unauthorized user on his system. The hacker's code name was "Hunter"—a mysterious invader who managed to break into U.S. computer systems and steal sensitive military and security information. Stoll began a one-man hunt of his own: spying on the spy. It was a dangerous game of deception, broken codes, satellites, and missile bases—a one-man sting operation that finally gained the attention of the CIA . . . and ultimately trapped an international spy ring fueled by cash, cocaine, and the KGB.

ETHICS FOR THE INFORMATION AGE

Addison-Wesley Widely praised for its balanced treatment of computer ethics, *Ethics for the Information Age* offers a modern presentation of the moral controversies surrounding information technology. Topics such as privacy and intellectual property are explored through multiple ethical theories, encouraging readers to think critically about these issues and to make their own ethical decisions.

PLANNING ALGORITHMS

Cambridge University Press Planning algorithms are impacting technical disciplines and industries around the world, including robotics, computer-aided design, manufacturing, computer graphics, aerospace applications, drug design, and protein folding. This coherent and comprehensive book unifies material from several sources, including robotics, control theory, artificial intelligence, and algorithms. The treatment is centered on robot motion planning, but integrates material on planning in discrete spaces. A major part of the book is devoted to planning under uncertainty, including decision theory, Markov decision processes, and information spaces, which are the 'configuration spaces' of all sensor-based planning problems. The last part of the book delves into planning under differential constraints that arise when automating the motions of virtually any mechanical system. This text and reference is intended for students, engineers, and researchers in robotics, artificial intelligence, and control theory as well as computer graphics, algorithms, and computational biology.

ELECTRIC AND HYBRID CARS

A HISTORY, 2D ED.

McFarland This illustrated history chronicles electric and hybrid cars from the late 19th century to today's fuel cell and plug-in automobiles. It describes the politics, technology, marketing strategies, and environmental issues that have impacted electric and hybrid cars' research and development. The important marketing shift from a "woman's car" to "going green" is discussed. Milestone projects and technologies such as early batteries, hydrogen and bio-mass fuel cells, the upsurge of hybrid vehicles, and the various regulations and market forces that have shaped the industry are also covered.

VISUAL ANALYTICS WITH SAS VIYA

SPECIAL COLLECTION

SAS Visual Analytics is a business intelligence and analytics platform that provides visual exploration and discovery, self-service analytics, and interactive reporting for organizations of all sizes. All organizations have a wide variety of users, and each user needs something different from data and analytics. SAS Visual Analytics allows everyone to easily discover and share powerful insights that inspire action. Several useful papers have been written to demonstrate how to use these techniques. We have carefully selected a handful of these from recent Global Forum contributions to introduce you to the topic and let you sample what each has to offer. Also available free as a PDF from sas.com/books.

THE MULTI-AGENT TRANSPORT SIMULATION MATSIM

Ubiquity Press The MATSim (Multi-Agent Transport Simulation) software project was started around 2006 with the goal of generating traffic and congestion patterns by following individual synthetic travelers through their daily or weekly activity programme. It has since then evolved from a collection of stand-alone C++ programs to an integrated Java-based framework which is publicly hosted, open-source available, automatically regression tested. It is currently used by about 40 groups throughout the world. This book takes stock of the current status. The first part of the book gives an introduction to the most important concepts, with the intention of enabling a potential user to set up and run basic simulations. The second part of the book describes how the basic functionality can be extended, for example by adding schedule-based public transit, electric or autonomous cars, paratransit, or within-day replanning. For each extension, the text provides pointers to the additional documentation and to the code base. It is also discussed how people with

appropriate Java programming skills can write their own extensions, and plug them into the MATSim core. The project has started from the basic idea that traffic is a consequence of human behavior, and thus humans and their behavior should be the starting point of all modelling, and with the intuition that when simulations with 100 million particles are possible in computational physics, then behavior-oriented simulations with 10 million travelers should be possible in travel behavior research. The initial implementations thus combined concepts from computational physics and complex adaptive systems with concepts from travel behavior research. The third part of the book looks at theoretical concepts that are able to describe important aspects of the simulation system; for example, under certain conditions the code becomes a Monte Carlo engine sampling from a discrete choice model. Another important aspect is the interpretation of the MATSim score as utility in the microeconomic sense, opening up a connection to benefit cost analysis. Finally, the book collects use cases as they have been undertaken with MATSim. All current users of MATSim were invited to submit their work, and many followed with sometimes crisp and short and sometimes longer contributions, always with pointers to additional references. We hope that the book will become an invitation to explore, to build and to extend agent-based modeling of travel behavior from the stable and well tested core of MATSim documented here.

NEVER LET ME GO

THE IMMORTAL LIFE OF HENRIETTA LACKS

Crown #1 NEW YORK TIMES BESTSELLER • “The story of modern medicine and bioethics—and, indeed, race relations—is refracted beautifully, and movingly.”—Entertainment Weekly NOW A MAJOR MOTION PICTURE FROM HBO® STARRING OPRAH WINFREY AND ROSE BYRNE • ONE OF THE “MOST INFLUENTIAL” (CNN), “DEFINING” (LITHUB), AND “BEST” (THE PHILADELPHIA INQUIRER) BOOKS OF THE DECADE • ONE OF ESSENCE’S 50 MOST IMPACTFUL BLACK BOOKS OF THE PAST 50 YEARS • WINNER OF THE CHICAGO TRIBUNE HEARTLAND PRIZE FOR NONFICTION NAMED ONE OF THE BEST BOOKS OF THE YEAR BY The New York Times Book Review • Entertainment Weekly • O: The Oprah Magazine • NPR • Financial Times • New York • Independent (U.K.) • Times (U.K.) • Publishers Weekly • Library Journal • Kirkus Reviews • Booklist • Globe and Mail Her name was Henrietta Lacks, but scientists know her as HeLa. She was a poor Southern tobacco farmer who worked the same land as her slave ancestors, yet her cells—taken without her knowledge—became one of the most important tools in medicine: The first “immortal” human cells grown in culture, which are still alive today, though she has been dead for more than sixty years. HeLa cells were vital for developing the polio vaccine; uncovered secrets of cancer, viruses, and the atom bomb’s effects; helped lead to important advances like in vitro fertilization, cloning, and gene mapping; and have been bought and sold by the billions. Yet Henrietta Lacks remains virtually unknown, buried in an unmarked grave. Henrietta’s family did not learn of her “immortality” until more than twenty years after her death, when scientists investigating HeLa

began using her husband and children in research without informed consent. And though the cells had launched a multimillion-dollar industry that sells human biological materials, her family never saw any of the profits. As Rebecca Skloot so brilliantly shows, the story of the Lacks family—past and present—is inextricably connected to the dark history of experimentation on African Americans, the birth of bioethics, and the legal battles over whether we control the stuff we are made of. Over the decade it took to uncover this story, Rebecca became enmeshed in the lives of the Lacks family—especially Henrietta’s daughter Deborah. Deborah was consumed with questions: Had scientists cloned her mother? Had they killed her to harvest her cells? And if her mother was so important to medicine, why couldn’t her children afford health insurance? Intimate in feeling, astonishing in scope, and impossible to put down, *The Immortal Life of Henrietta Lacks* captures the beauty and drama of scientific discovery, as well as its human consequences.

HOW TO MAKE A LIVING FROM MUSIC

WIPO This guide is designed for musicians and music professionals who wish to hone their knowledge of the music business. It is intended as a practical tool to help composers, performers and all those involved in the music world get into the specifics of the management of their intellectual property rights. The guide aims to provide instructive advice on how to build a successful career in music in both developed and developing countries, by generating income from musical talent.

COMPETITION POLICY

THEORY AND PRACTICE

Cambridge University Press The first book offering a systematic treatment of the economics of antitrust or competition policy.

THE DEFINITIVE HANDBOOK OF BUSINESS CONTINUITY MANAGEMENT

John Wiley & Sons With a pedigree going back over ten years, *The Definitive Handbook of Business Continuity Management* can rightly claim to be a classic guide to business risk management and contingency planning, with a style that makes it accessible to all business managers. Some of the original underlying principles remain the same - but much has changed. This is reflected in this radically updated third edition, with exciting and helpful new content from new and innovative contributors and new case studies bringing the book right up to the minute. This book combines over 500 years of experience from leading Business Continuity experts of many countries. It is presented in an easy-to-follow format, explaining in detail the core BC activities incorporated in BS 25999, Business Continuity Guidelines, BS 25777 IT Disaster Recovery and other standards and in the body of knowledge common to the key

business continuity institutes. Contributors from America, Asia Pacific, Europe, China, India and the Middle East provide a truly global perspective, bringing their own insights and approaches to the subject, sharing best practice from the four corners of the world. We explore and summarize the latest legislation, guidelines and standards impacting BC planning and management and explain their impact. The structured format, with many revealing case studies, examples and checklists, provides a clear roadmap, simplifying and de-mystifying business continuity processes for those new to its disciplines and providing a benchmark of current best practice for those more experienced practitioners. This book makes a massive contribution to the knowledge base of BC and risk management. It is essential reading for all business continuity, risk managers and auditors: none should be without it.

EARTH 2020: AN INSIDER'S GUIDE TO A RAPIDLY CHANGING PLANET

Open Book Publishers Fifty years have passed since the first Earth Day, on 22 April 1970. This accessible, incisive and timely collection of essays brings together a diverse set of expert voices to examine how the Earth's environment has changed over this past half century, and what lies in store for our planet over the coming fifty years. *Earth 2020: An Insider's Guide to a Rapidly Changing Planet* responds to a public increasingly concerned about the deterioration of Earth's natural systems, offering readers a wealth of perspectives on our shared ecological past, and on the future trajectory of planet Earth. Written by world-leading thinkers on the front-lines of global change research and policy, this multi-disciplinary collection maintains a dual focus: some essays investigate specific facets of the physical Earth system, while others explore the social, legal and political dimensions shaping the human environmental footprint. In doing so, the essays collectively highlight the urgent need for collaboration across diverse domains of expertise in addressing one of the most significant challenges facing us today. *Earth 2020* is essential reading for everyone seeking a deeper understanding of the past, present and future of our planet, and the role of humanity in shaping this trajectory.

1977 GAS MILEAGE GUIDE

FUNDAMENTALS OF FRANCHISING

Written specifically to help lawyers and non-lawyers brush up on franchise law, this respected publication - now in its fourth edition - is charged with useful definitions, practical tips, and expert advice from experienced franchise law practitioners. This practical guide examines franchise law from a wide-range of experiences and viewpoints. Each chapter is written by two experienced practitioners to provide a well-rounded guide to the fundamentals of franchise law and key issues in the practice, including trademark law; structuring the franchise relationship; disclosure issues; registration; franchise relationship laws; antitrust law; counseling franchisees; and more.

RADIO

Taylor & Francis An invaluable advantage over your competition, this "cheat-sheet" for the radio programmer includes practical advice regarding: Radio as a career--from tips on getting started to job negotiations Programming--talk radio and music, from format science to picking the hits Relationships with listeners--everything from staying in touch with your audience to public image Branding, marketing, and advertising the radio station Research--music tests, audience analysis, ratings, and more Practical information about management policies Radio realities--information on rules and regulations This latest edition has been updated to include: Important updates on an ever-evolving field Essential forms for radio station functions--production orders, personnel files, absentee reports, PSA schedules, format clocks, remote schedule, and more& to be accompanied by an on-line section of electronic forms for convenience Ideas for successfully programming in new radio formats like satellite, internet, and cable In such a competitive industry where formal training can be hard to come by, Radio: The Book, 4e, is a short-cut to the fast track for current and future programmers and program directors

CDL STUDY GUIDE BOOK

TEST PREPARATION & TRAINING MANUAL FOR THE COMMERCIAL DRIVERS LICENSE (CDL) EXAM

Test Prep Books Test Prep Book's CDL Study Guide Book: Test Preparation & Training Manual for the Commercial Drivers License (CDL) Exam Developed by Test Prep Books for test takers trying to achieve a passing score on the CDL exam, this comprehensive study guide includes: -Quick Overview -Test-Taking Strategies -Introduction -Driving Safely -Transporting Cargo Safely -Transporting Passengers Safely -Air Brakes -Combination Vehicles -Doubles and Triples -Tank Vehicles -Hazardous Materials -School Buses -Pre-Trip Vehicle Inspection Test -Basic Vehicle Control Skills Test -On-Road Driving -Practice Questions -Detailed Answer Explanations Disclaimer: CDL(R) is a registered trademark of Commercial Drivers License, which was not involved in the production of, and does not endorse, this product. Each section of the test has a comprehensive review created by Test Prep Books that goes into detail to cover all of the content likely to appear on the CDL test. The Test Prep Books CDL practice test questions are each followed by detailed answer explanations. If you miss a question, it's important that you are able to understand the nature of your mistake and how to avoid making it again in the future. The answer explanations will help you to learn from your mistakes and overcome them. Understanding the latest test-taking strategies is essential to preparing you for what you will expect on the exam. A test taker has to not only understand the material that is being covered on the test, but also must be familiar with the strategies that are necessary to properly utilize the time provided and get through the test without making any avoidable errors. Test Prep Books has drilled down the

top test-taking tips for you to know. Anyone planning to take this exam should take advantage of the CDL training review material, practice test questions, and test-taking strategies contained in this Test Prep Books study guide.

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.

ENGINEERING MATERIALS 2

AN INTRODUCTION TO MICROSTRUCTURES, PROCESSING AND DESIGN

Elsevier Provides a thorough explanation of the basic properties of materials; of how these can be controlled by processing; of how materials are formed, joined and finished; and of the chain of reasoning that leads to a successful choice of material for a particular application. The materials covered are grouped into four classes: metals, ceramics, polymers and composites. Each class is studied in turn, identifying the families of materials in the class, the microstructural features, the processes or treatments used to obtain a particular structure and their design applications. The text is supplemented by practical case studies and example problems with answers, and a valuable programmed learning course on phase diagrams.

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.

PRINCIPLES OF MARKETING

An introduction to marketing concepts, strategies and practices with a balance of depth of coverage and ease of learning. Principles of Marketing keeps pace with a rapidly changing field, focussing on the ways brands create and capture consumer value. Practical content and linkage are at the heart of this edition. Real local and international examples bring ideas to life and new feature 'linking the concepts' helps students test and consolidate understanding as they go. The latest edition enhances understanding with a unique learning design including revised, integrative concept maps at the start of each chapter, end-of-chapter features summarising ideas and themes, a mix of mini and major case studies to illuminate concepts, and critical thinking exercises for applying skills.

COMPUTER VISION WITH SAS

SPECIAL COLLECTION

Computer vision is a field of artificial intelligence that trains computers to interpret and understand the visual world. In recent years, computer vision has begun to rival and even surpass human visual abilities in many areas. SAS offers many different solutions to train computers to "see" by identifying and classifying objects, and several groundbreaking papers have been written to demonstrate these techniques. The papers included in this special collection demonstrate how the latest computer vision tools and techniques can be used to solve a variety of business problems.

FUNDAMENTALS OF BUSINESS (BLACK AND WHITE)

(Black & White version) Fundamentals of Business was created for Virginia Tech's MGT 1104 Foundations of Business through a

collaboration between the Pamplin College of Business and Virginia Tech Libraries. This book is freely available at: <http://hdl.handle.net/10919/70961> It is licensed with a Creative Commons-NonCommercial ShareAlike 3.0 license.

WOULD TROTSKY WEAR A BLUETOOTH?

TECHNOLOGICAL UTOPIANISM UNDER SOCIALISM, 1917-1989

JHU Press Josephson's intriguing study of how technology both helped and hindered this effort asks new and important questions about the crucial issues inextricably linked with the development and diffusion of technology in any sociopolitical system.

BOATING SKILLS AND SEAMANSHIP

OPERATIONAL TEMPLATES AND GUIDANCE FOR EMS MASS INCIDENT DEPLOYMENT

CreateSpace Emergency Medical Services (EMS) agencies regardless of service delivery model have sought guidance on how to better integrate their emergency preparedness and response activities into similar processes occurring at the local, regional, State, tribal, and Federal levels. This primary purpose of this project is to begin the process of providing that guidance as it relates to mass care incident deployment.

FUEL CELL HANDBOOK (SEVENTH EDITION)

Lulu.com Fuel cells are one of the cleanest and most efficient technologies for generating electricity. Since there is no combustion, there are none of the pollutants commonly produced by boilers and furnaces. For systems designed to consume hydrogen directly, the only products are electricity, water and heat. Fuel cells are an important technology for a potentially wide variety of applications including on-site electric power for households and commercial buildings; supplemental or auxiliary power to support car, truck and aircraft systems; power for personal, mass and commercial transportation; and the modular addition by utilities of new power generation closely tailored to meet growth in power consumption. These applications will be in a large number of industries worldwide. In this Seventh Edition of the Fuel Cell Handbook, we have discussed the Solid State Energy Conversion Alliance Program (SECA) activities. In addition, individual fuel cell technologies and other supporting materials have been updated.

INTRODUCING MARKETING

State University of New York Oer Services "Integrated Marketing" boxes illustrate how companies apply principles.

DIGITAL ECONOMY REPORT 2019

VALUE CREATION AND CAPTURE - IMPLICATIONS FOR DEVELOPING COUNTRIES

The Digital Economy Report 2019 on "Value creation and capture: Implications for developing countries" takes stock of recent trends in the global digital landscape and discusses the development and policy implications of data and digital platforms. A key feature of the evolving digital economy is the increasing role of digital data as an economic resource, together with digital platforms as new influential actors, with capacity to collect, process, analyze and monetize data. The report considers policy options for countries to help ensure that they capture a fair part of the value created in the digital economy for inclusive development. Key issues include the market impact of emerging technologies and digital platforms, the impact on smaller businesses in developing countries and the implications for infrastructure, entrepreneurship, skills, competition, data flows, data protection, taxation and other relevant policies.

TECHNOLOGY VENTURES

FROM IDEA TO ENTERPRISE

McGraw-Hill Science, Engineering & Mathematics Technology Ventures is the first textbook to thoroughly examine a global phenomenon known as technology entrepreneurship. Now in its second edition, this book integrates the most valuable entrepreneurship and technology management theories from some of the world's leading scholars and educators with current examples of new technologies and an extensive suite of media resources. Dorf and Byers comprehensive collection of action-oriented concepts and applications provides both students and professionals with the tools necessary for success in starting and growing a technology enterprise. *Technology Ventures* details the critical differences between scientific ideas and true business opportunities.

CARS & PARTS
