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Android Hacker's Handbook John Wiley & Sons The first comprehensive guide to discovering and preventingattacks on the Android OS As the Android operating system continues to increase its shareof the smartphone market, smartphone hacking remains a growingthreat. Written by experts who rank among the world's foremostAndroid security researchers, this book presents vulnerabilitydiscovery, analysis, and exploitation tools for the good guys.Following a detailed explanation of how the Android OS works andits overall security architecture, the authors examine howvulnerabilities can be discovered and exploits developed forvarious system components, preparing you to defend againstthem. If you are a mobile device administrator, security researcher,Android app developer, or consultant responsible for evaluatingAndroid security, you will find this guide is essential to yourtoolbox. A crack team of leading Android security researchers explainAndroid security risks, security design and architecture, rooting,fuzz testing, and vulnerability analysis Covers Android application building blocks and security as wellas debugging and auditing Android apps Prepares mobile device administrators, security researchers,Android app developers, and security consultants to defend Androidsystems against attack Android Hacker's Handbook is the first comprehensiveresource for IT professionals charged with smartphonesecurity. The Fourth Industrial Revolution Currency World-renowned economist Klaus Schwab, Founder and Executive Chairman of the World Economic Forum, explains that we have an opportunity to shape the fourth industrial revolution, which will fundamentally alter how we live and work. Schwab argues that this revolution is different in scale, scope and complexity from any that have come before. Characterized by a range of new technologies that are fusing the physical, digital and biological worlds, the developments are affecting all disciplines, economies, industries and governments, and even challenging ideas about what it means to be human. Artificial intelligence is already all around us, from supercomputers, drones and virtual assistants to 3D printing, DNA sequencing, smart thermostats, wearable sensors and microchips smaller than a grain of sand. But this is just the beginning: nanomaterials 200 times stronger than steel and a million times thinner than a strand of hair and the first transplant of a 3D printed liver are already in development. Imagine "smart factories" in which global systems of manufacturing are coordinated virtually, or implantable mobile phones made of biosynthetic materials. The fourth industrial revolution, says Schwab, is more significant, and its ramifications more profound, than in any prior period of human history. He outlines the key technologies driving this revolution and discusses the major impacts expected on government, business, civil society and individuals. Schwab also offers bold ideas on how to harness these changes and shape a better future—one in which technology empowers people rather than replaces them; progress serves society rather than disrupts it; and in which innovators respect moral and ethical boundaries rather than cross them. We all have the opportunity to contribute to developing new frameworks that advance progress. Android Tips and Tricks Covers Android 5 and Android 6 devices Que Publishing Unlock the Full Power of Your Android™ Smartphone or Tablet Discover hundreds of tips and tricks you can use right away with your Android device to get more done, and have more fun. You'll learn how to use your Android smartphone or tablet as a powerful communication, organization, and productivity tool as well as a feature-packed entertainment device. You will dig deep into the settings and capabilities of both Android itself and the preinstalled apps, developing the knowledge and skills to exploit them to the fullest. Easy to understand and non-technical, Android Tips and Tricks is perfect for beginners—and for more experienced users ready to ramp up their productivity or move to newer devices. It covers all new and recent Android smartphones and tablets running Android 6 (Marshmallow) or Android 5 (Lollipop)—with bonus, in-depth coverage of Samsung's widely used TouchWiz skin. Here's just a sampling of what this book's tips, tricks, and techniques will help you do: · Connect to wireless and cellular networks, to keyboards and Bluetooth devices, and via VPNs · Transform your device into a portable Wi-Fi hotspot, and share Internet connections via USB or Bluetooth · Secure Android with screen and SIM locks, location settings, and encryption · Sideload apps from any source and keep bad apps from loading · Take Gmail to pro level with signatures, vacation responders, labels, archiving, advanced search, and secure two-step verification · Manage multiple email accounts together: POP, IMAP, web mail, and Exchange · Get more out of your Google Chrome browser, and share bookmarks across all your devices · Chat via text, audio, or video on Google Hangouts—and customize it to work just the way you want · Enjoy your music everywhere, whether it's stored locally or in the cloud · Easily capture, edit, and share top-quality photos and videos · Transform your smartphone or tablet into a total social networking hub · Squeeze more battery life from your Android device The Coding Manual for Qualitative Researchers SAGE The Second Edition of Johnny Saldaña's international bestseller provides an in-depth guide to the multiple approaches available for coding qualitative data. Fully up to date, it includes new chapters, more coding techniques and an additional glossary. Clear, practical and authoritative, the book: -describes how coding initiates qualitative data analysis -demonstrates the writing of analytic memos -discusses available analytic software -suggests how best to use The Coding Manual for Qualitative Researchers for particular studies. In total, 32 coding methods are profiled that can be applied to a range of research genres from grounded theory to phenomenology to narrative inquiry. For each approach, Saldaña discusses the method's origins, a description of the method, practical applications, and a clearly illustrated example with analytic follow-up. A unique and invaluable reference for students, teachers, and practitioners of qualitative inquiry, this book is essential reading across the social sciences. The Structuring of Organizations A Synthesis of the Research Prentice Hall How do organizations structure themselves? A synthesis of the empirical literature in the field, supported by numerous examples and illustrations, provides images that produce a theory. The author introduces five basic configurations of structure - the simple structure, the machine bureaucracy, the professional bu- reaucracy, the divisionalized form, and the adhocracy. This book reveals that structure seems to be at the root of many questions about organizations and why they function as they do. The Design Thinking Playbook Mindful Digital Transformation of Teams, Products, Services, Businesses and Ecosystems John Wiley & Sons A radical shift in perspective to transform your organization to become more innovative The Design Thinking Playbook is an actionable guide to the future of business. By stepping back and questioning the current mindset, the faults of the status quo stand out in stark relief—and this guide gives you the tools and frameworks you need to kick off a digital transformation. Design Thinking is about approaching things differently with a strong user orientation and fast iterations with multidisciplinary teams to solve wicked problems. It is equally applicable to (re-)design products, services, processes, business models, and ecosystems. It inspires radical innovation as a matter of course, and ignites capabilities beyond mere potential. Unmatched as a source of competitive advantage, Design Thinking is the driving force behind those who will lead industries through transformations and evolutions. This book describes how Design Thinking is applied across a variety of industries, enriched with other proven approaches as well as the necessary tools, and the knowledge to use them effectively. Packed with solutions for common challenges including digital transformation, this practical, highly visual discussion shows you how Design Thinking fits into agile methods within management, innovation, and startups. Explore the digitized future using new design criteria to create real value for the user Foster radical innovation through an inspiring framework for action Gather the right people to build highly-motivated teams Apply Design Thinking, Systems Thinking, Big Data Analytics, and Lean Start-up using new tools and a fresh new perspective Create Minimum Viable Ecosystems (MVEs) for digital processes and services which becomes for example essential in building Blockchain applications Practical frameworks, real-world solutions, and radical innovation wrapped in a whole new outlook give you the power to mindfully lead to new heights. From systems and operations to people, projects, culture, digitalization, and beyond, this invaluable mind shift paves the way for organizations—and individuals—to do great things. When you're ready to give your organization a big step forward, The Design Thinking Playbook is your practical guide to a more innovative future. 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. Mobile ASP.NET MVC 5 Apress Mobile ASP.NET MVC 5 will take you step-by-step through the process of developing fluid content that adapts its layout to the client device using HTML, JavaScript and CSS, and responsive web design. This book introduces server-side techniques that allow you to show different content to different devices and make the most of their strengths and capabilities. Mobile ASP.NET MVC 5 includes a wide range of techniques, tips, and guidelines for dealing with some of the challenges of mobile web development, such as browser incompatibilities, varying device performance, and targeting older devices. You'll learn to: Use responsive principles to build apps that display and perform well on a range of mobile devices. Leverage your server-side code to customize what you serve to the client, depending on its capabilities. Build an ASP.NET MVC custom view engine, use display modes effectively, and create reusable mobile components with custom HTML helpers. Make the most of new capabilities offered on some devices by interacting with native APIs. By the end of Mobile ASP.NET MVC 5, you should feel confident building web apps that successfully target anything from an iOS or Android device to a feature phone or an older mobile browser. Along the way, you'll learn about the modern mobile web landscape and how to choose the approaches that are right for you, depending on your target audience. This book is for the ASP.NET developer who knows how ASP.NET MVC works and is eager to learn how to use it for building mobile websites. What you'll learn Use responsive principles to build apps that display and perform well on a range of mobile devices. Leverage your server-side code to customize what you serve to the client, depending on its capabilities. Build an ASP.NET MVC custom view engine, use display

modes effectively, and create reusable mobile components with custom HTML helpers. Make the most of new capabilities offered on some devices by interacting with native APIs. Learn tips and tricks for dealing with browser incompatibilities and targeting older devices. Benefit from the author's experience as he guides you through a full range of modern mobile web strategy. Who this book is for This book is for the ASP.NET developer who knows how ASP.NET MVC works and is eager to learn how to use it for building mobile websites. Thorough knowledge of ASP.NET MVC is not at all required but some is assumed. This book also assumes a little knowledge of HTML, CSS and JavaScript. You do not need any prior experience in mobile development. Table of ContentsChapter 1: The Basics of Responsive Web Design Chapter 2: CSS Layout Bootcamp Chapter 3: Flexible Layouts Chapter 4: Flexible Navigation Chapter 5: Flexible Content Chapter 6: Display Modes, View Engines and Html Helpers Chapter 7: Device and Feature Detection Chapter 8: Mobile Performance Chapter 9: Native APIs, HTML5 and CSS3 on Mobile Today Chapter 10: Programming for Touch Chapter 11: Advanced Touch Programming Chapter 12: Useful Libraries for Mobile Global Innovation Index 2020 Who Will Finance Innovation? WIPO The Global Innovation Index 2020 provides detailed metrics about the innovation performance of 131 countries and economies around the world. Its 80 indicators explore a broad vision of innovation, including political environment, education, infrastructure and business sophistication. The 2020 edition sheds light on the state of innovation financing by investigating the evolution of financing mechanisms for entrepreneurs and other innovators, and by pointing to progress and remaining challenges – including in the context of the economic slowdown induced by the coronavirus disease (COVID-19) crisis. The Second Machine Age: Work, Progress, and Prosperity in a Time of Brilliant Technologies W. W. Norton & Company A pair of technology experts describe how humans will have to keep pace with machines in order to become prosperous in the future and identify strategies and policies for business and individuals to use to combine digital processing power with human ingenuity. Android Security Internals An In-Depth Guide to Android's Security Architecture No Starch Press There are more than one billion Android devices in use today, each one a potential target. Unfortunately, many fundamental Android security features have been little more than a black box to all but the most elite security professionals—until now. In Android Security Internals, top Android security expert Nikolay Elenkov takes us under the hood of the Android security system. Elenkov describes Android security architecture from the bottom up, delving into the implementation of major security-related components and subsystems, like Binder IPC, permissions, cryptographic providers, and device administration. You'll learn: –How Android permissions are declared, used, and enforced –How Android manages application packages and employs code signing to verify their authenticity –How Android implements the Java Cryptography Architecture (JCA) and Java Secure Socket Extension (JSSE) frameworks –About Android's credential storage system and APIs, which let applications store cryptographic keys securely –About the online account management framework and how Google accounts integrate with Android –About the implementation of verified boot, disk encryption, lockscreen, and other device security features –How Android's bootloader and recovery OS are used to perform full system updates, and how to obtain root access With its unprecedented level of depth and detail, Android Security Internals is a must-have for any security-minded Android developer. Commercial Aviation Safety, Sixth Edition McGraw Hill Professional Up-To-Date Coverage of Every Aspect of Commercial Aviation Safety Completely revised edition to fully align with current U.S. and international regulations, this hands-on resource clearly explains the principles and practices of commercial aviation safety—from accident investigations to Safety Management Systems. Commercial Aviation Safety, Sixth Edition, delivers authoritative information on today's risk management on the ground and in the air. The book offers the latest procedures, flight technologies, and accident statistics. You will learn about new and evolving challenges, such as lasers, drones (unmanned aerial vehicles), cyberattacks, aircraft icing, and software bugs. Chapter outlines, review questions, and real-world incident examples are featured throughout. Coverage includes: • ICAO, FAA, EPA, TSA, and OSHA regulations • NTSB and ICAO accident investigation processes • Recording and reporting of safety data • U.S. and international aviation accident statistics • Accident causation models • The Human Factors Analysis and Classification System (HFACS) • Crew Resource Management (CRM) and Threat and Error Management (TEM) • Aviation Safety Reporting System (ASRS) and Flight Data Monitoring (FDM) • Aircraft and air traffic control technologies and safety systems • Airport safety, including runway incursions • Aviation security, including the threats of intentional harm and terrorism • International and U.S. Aviation Safety Management Systems I Love You Like No Otter Sourcebooks, Inc. Give hedgehugs and kisses to your little squeakheart with this pun-tastic book! Say I love you with this funny baby book! There's no better way to say "I love you" than with a sweet and heartfelt animal pun book! I Love You Like No Otter combines a warm message of love with beautifully illustrated animals families will love to read and share together. From Valentine's Day books for kids to funny gifts for dad, I Love You Like No Otter is purrfect for anyone you love beary much! The best book gift for: Babies and toddlers ages 0-3. Made just for their little hands! Valentine's Day Baby showers Birthdays Holiday stocking stuffer Easter basket and more! I love you like no otter, You truly are the best. My special little squeakheart, A step above the rest. 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. Nature Myths and Stories for Little Children Basic Economics Basic Books The bestselling citizen's guide to economics Basic Economics is a citizen's guide to economics, written for those who want to understand how the economy works but have no interest in jargon or equations. Bestselling economist Thomas Sowell explains the general principles underlying different economic systems: capitalist, socialist, feudal, and so on. In readable language, he shows how to critique economic policies in terms of the incentives they create, rather than the goals they proclaim. With clear explanations of the entire field, from rent control and the rise and fall of businesses to the international balance of payments, this is the first book for anyone who wishes to understand how the economy functions. This fifth edition includes a new chapter explaining the reasons for large differences of wealth and income between nations. Drawing on lively examples from around the world and from centuries of history, Sowell explains basic economic principles for the general public in plain English. Logistics and Supply Chain Management ePub eBook Pearson UK Effective development and management of a supply chain network is an invaluable source of sustainable advantage in today's turbulent global marketplace, where demand is difficult to predict and supply chains need to be more flexible as a result. This updated 4th edition of the bestselling Logistics and Supply Chain Management is a clear-headed guide to all the key topics in an integrated approach to supply chains, including: • The link between logistics and customer value. • Logistics and the bottom line measuring costs and performance. • Creating a responsive supply chain. • Managing the global pipeline. • Managing supply chain relationships. • Managing risk in the supply chain. • Matching supply and demand. • Creating a sustainable supply chain. • Product design in the supply chain. Wireless Systems Cellular, 3G, LMR, Mobile Data, Paging, Satellite, Broadcast, and WLAN Althos Incorporated This book provides a big picture of the key wireless industries, what systems and technologies they use, how they operate, their market trends, and what services they provide. If you are involved or you are getting involved in the wireless industry, your life is changing. The growth and decline of wireless industries can be well over 40% per year and it rapidly changes. Some wireless systems that were "hot technologies" just 10 years ago with billions of dollars in investment with national or global presence are simply gone. This information covered in this book ranges from the basics to what's new in wireless. You will learn that each wireless industry has its own unique advantages and limitations, which offer important economic and technical choices for managers, salespeople, technicians, and others involved with wireless telephones and systems. This book provides the background for a good understanding of the major wireless technologies, issues, and options available. The book starts with a basic introduction to wireless communication. It covers the different types of industries, who controls and regulates them, and provides a basic definition of each of the major wireless technologies. A broad overview of the telecom voice, data, and multimedia applications is provided. You will discover the fundamentals of wireless technologies and their terminology are described along with how the radio frequency spectrum is divided, the basics of radio frequency transmission and modulation, antennas and radio networks. The different types of analog and digital mobile telephone systems and their evolution are covered. Included is the basic operation, attributes and services for analog cellular(1st generation), digital cellular (2nd generation), packet based cellular (2 = generation), and wideband cellular (3rd generation) communication systems. Private land mobile radio (PLMR) dispatch and two-way radio systems are explained along with how they are changing from proprietary analog systems to advanced digital multimedia communication systems. The basics of mobile data are provided along with the available types of packet and circuit switched data systems and how they operate. Descriptions of paging systems are provided and you will discover how paging systems are evolving from one-way numeric messaging to two-way interactive information services. Important characteristics of satellite systems are covered. An overview of fixed wireless systems including point to point microwave, wireless cable, and broadband wireless is included. The fundamentals of radio and television broadcast systems are covered along with how they are converting from analog to digital systems and why in just a few years service to existing radios and telephones will stop. The fundamentals of residential cordless, public cordless and WPBX telephone systems covered. Wireless local area networks (WLANs) basics are provided including the different versions of 802.11. Short-range Bluetooth wireless is explained along with how it is used by accessories such as headsets, keyboards, cameras, and printers. The fundamentals of billing and customer care systems are provided along with these systems collect and process service and usage charges. Rotorcraft Flying Handbook Skyhorse Publishing Inc. Designed by the Federal Aviation Administration, this handbook is the ultimate technical manual for anyone who flies or wants to learn to fly a helicopter or gyroplane. If you're preparing for private, commercial, or flight instruction pilot certificates, it's more than essential reading: it's the best possible study guide available, and its information can be life saving. In authoritative and understandable language, here are explanations of general aerodynamics of flight, navigation, communication, flight controls, flight maneuvers, emergencies, engines, night operations, and much more. With full-color illustrations detailing every chapter, this is a one-of-a-kind resource for pilots and would-be pilots. The Dictator's Handbook Why Bad Behavior is Almost Always Good Politics Public Affairs Explains the theory of political survival, particularly in cases of dictators and despotic governments, arguing that political leaders seek to stay in power using any means necessary, most commonly by attending to the interests of certain coalitions. 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. Calibre Manual Samurai Media Limited Calibre is an ebook library manager. It can view, convert and catalog ebooks in most of the major ebook formats. It can also talk to many ebook reader devices. It can go out to the Internet and fetch metadata for your books. It can download newspapers and convert them into ebooks for convenient reading. It is cross platform, running on Linux, Windows and OS X. Introduction to Private Land Mobile Radio Dispatch, Ltr, Apco, Mpt1327, Iden, and Tetra Althos Incorporated Corporate Responsibility Coalitions The Past, Present, and Future of Alliances for Sustainable Capitalism Routledge The significance of business-led corporate responsibility coalitions is indisputable. The WBCSD has 200 member companies with combined annual revenues of US$7 _trillion_; the UN Global Compact has almost 8,000 corporate members, over two-thirds of them from developing countries. It is estimated that there are more than 110 national and international generalist business-led CR coalitions. But there is now urgent need for informed and balanced analysis of their achievements, their progress and their potential. Why did these coalitions start and grow? What have been their impacts? Where are they heading now? Where should they be going? What is the future? In a period of austerity, the business and public sector must decide whether funding these coalitions is a priority. To meet current crises, there will have to be a great deal more business involvement; but efforts of individual corporations will not be sufficient. There is also a need for far more collective action among companies and more collaborative action between different sectors of society. Business-led CR coalitions with their decades of convening experience could play an important role in this process - if they are fit for purpose going forward. Authors David Grayson and Jane Nelson have been actively involved

in such coalitions for decades. In Corporate Responsibility Coalitions they first explore the past, present and future of these coalitions: the emergence of new models of collective corporate action over the past four decades; the current state of play, and the increasing number, diversity and complexity in terms of how they not only network with each other but also engage in a much broader universe of institutions that are promoting responsible business practices. In addition, the book provides in-depth profiles of the most strategic, effective and long-standing coalitions, including: Business for Social Responsibility; Business in the Community; CSR Europe; Instituto Ethos; International Business Leaders Forum; the UN Global Compact; and the WBCSD. This book will be required reading for key supporters and potential partners of such coalitions in companies, governments, international development agencies, foundations, non-governmental organizations, academic institutions and think-tanks. It also aims to inspire a future generation of leaders to be more aware of the role of business as a partner in driving more inclusive, green and responsible growth, and to help them develop new types of leadership skills so that they can be effective in finding multi-stakeholder solutions to complex and systemic challenges. Multinational Enterprises and the Global Economy Edward Elgar Publishing For many years to come this volume. . .is surely going to be the ultimate reference work on international business. . . thanks to Dunning and Lundan, have at their disposal, a wealth of relevant data, as well as theoretical and empirical analyses, which will enable them to assess the capabilities, contributions and challenges posed by the multinational enterprises to the global economy. Seev Hirsch, International Business Review Multinational Enterprises and the Global Economy has become a classic in international business. . . Yet , the book s second edition is even better than the first, in part because of Professor Dunning s wise decision to choose Dr Lundan as his co-author and to draw upon her deep knowledge of various strands of research on business government relations and the societal effects of firm behaviour. . . In addition to being a remarkably useful reference book, Multinational Enterprises and the Global Economy is the first book any IB doctoral student should read to understand the significance and richness of IB scholarship as it has developed over the past 50 years. Alain Verbeke, Journal of International Business Studies The second edition of Multinational Enterprises and the Global Economy provides unparalleled coverage not only of the literature relevant to IB research but also of the evolution of IB in the world economy. Dunning and Lundan offer powerful insights into the societal effects of MNEs and the role of business government relations in the IB context. Journal of International Business Studies This wonderful book offers the definitive synthesis of the modern literature on the economic aspects of international business. It is encyclopedic yet full of incisive insights. It is a creative masterpiece which unbundles the DNA of the multinational enterprise and shows how it is the cornerstone of the field of international business. Alan M. Rugman, University of Reading, UK The rise of the multinational enterprise, and the consequent globalisation of the world economy, was arguably the single most important phenomenon of the second half of the twentieth century. This magisterial book, written by two leading authorities, examines this phenomenon in depth. It explains how foreign investment by multinationals diffused advanced technologies and novel management methods, driving productivity growth in Europe, Asia and North America; however, economic inequalities were reinforced as rich countries attracted more foreign investment than poor ones. This new edition of a classic work is not only an authoritative guide to contemporary multinational business, but a major historical resource for the future. Mark Casson, University of Reading, UK This thoroughly updated and revised edition of a widely acclaimed, classic text will be required reading for academics, policymakers and advanced students of international business worldwide. Employing a distinctive and unified framework, this book draws together research across a range of academic fields to offer a synthesis of the determinants of MNE activity, and its effects on the economic and social well-being of developed and developing countries. Unique to the new edition is its focus on the institutional underpinnings of the resources and capabilities of MNEs, and the role of MNE activity in transmitting and facilitating institutional change. Since the initial publication of this book more than a decade ago, the economic, managerial and social implications of globalisation and technological advancement have become even more varied and prominent. Accompanying these developments, there has been a rise in scholarly interest in interdisciplinary research addressing the important challenges of an ever-changing physical and human environment. Drawing on articles and books from international business and economics, as well as economic geography, political economy and strategic management, a systematic overview of the developments in scholarly thinking is prese The Zynq Book Embedded Processing with the Arm Cortex-A9 on the Xilinx Zynq-7000 All Programmable Soc This book is about the Zynq-7000 All Programmable System on Chip, the family of devices from Xilinx that combines an application-grade ARM Cortex-A9 processor with traditional FPGA logic fabric. Catering for both new and experienced readers, it covers fundamental issues in an accessible way, starting with a clear overview of the device architecture, and an introduction to the design tools and processes for developing a Zynq SoC. Later chapters progress to more advanced topics such as embedded systems development, IP block design and operating systems. Maintaining a 'real-world' perspective, the book also compares Zynq with other device alternatives, and considers end-user applications. The Zynq Book is accompanied by a set of practical tutorials hosted on a companion website. These tutorials will guide the reader through first steps with Zynq, following on to a complete, audio-based embedded systems design. HTML & CSS: The Complete Reference, Fifth Edition McGraw Hill Professional The Definitive Guide to HTML & CSS--Fully Updated Written by a Web development expert, the fifth edition of this trusted resource has been thoroughly revised and reorganized to address HTML5, the revolutionary new Web standard. The book covers all the elements supported in today's Web browsers--from the standard (X)HTML tags to the archaic and proprietary tags that may be encountered. HTML & CSS: The Complete Reference, Fifth Edition contains full details on CSS 2.1 as well as every proprietary and emerging CSS3 property currently supported. Annotated examples of correct markup and style show you how to use all of these technologies to build impressive Web pages. Helpful appendixes cover the syntax of character entities, fonts, colors, and URLs. This comprehensive reference is an essential tool for professional Web developers. Master transitional HTML 4.01 and XHTML 1.0 markup Write emerging standards-based markup with HTML5 Enhance presentation with Cascading Style Sheets (CSS1 and CSS 2.1) Learn proprietary and emerging CSS3 features Learn how to read (X)HTML document type definitions (DTDs) Apply everything in an open standards-focused fashion Thomas A. Powell is president of PINT, Inc. (pint.com), a nationally recognized Web agency. He developed the Web Publishing Certificate program for the University of California, San Diego Extension and is an instructor for the Computer Science Department at UCSD. He is the author of the previous bestselling editions of this book and Ajax: The Complete Reference, and co-author of JavaScript: The Complete Reference. Virtual Reality for Beginners! How to Understand, Use & Create With Vr Createspace Independent Publishing Platform Virtual Reality for Beginners! How to Understand, Use & Create with VR Are You Ready To Learn All About VR? If So You've Come To The Right Place... Here's A Preview Of What This Virtual Reality Book Contains... An Introduction To Virtual Reality VR Through Time - The History And Growth Of Virtual Reality Getting Started With VR - What You'll Need To Get Going The Science of VR Trends In The VR Industry Google Cardboard Explored Sony PlayStation VR Explored HTC Vive Explored Oculus Rift Explored Samsung Gear VR Explored Bonus: Google Daydream View Explored VR And Beyond! 2016+ Verdict The Next Big Thing And Much, Much More! Download Your Copy Now And Get Started Now! Data Science for Marketing Analytics A practical guide to forming a killer marketing strategy through data analysis with Python Packt Publishing Ltd Turbocharge your marketing plans by making the leap from simple descriptive statistics in Excel to sophisticated predictive analytics with the Python programming language Key FeaturesUse data analytics and machine learning in a sales and marketing contextGain insights from data to make better business decisionsBuild your experience and confidence with realistic hands-on practiceBook Description Unleash the power of data to reach your marketing goals with this practical guide to data science for business. This book will help you get started on your journey to becoming a master of marketing analytics with Python. You'll work with relevant datasets and build your practical skills by tackling engaging exercises and activities that simulate real-world market analysis projects. You'll learn to think like a data scientist, build your problem-solving skills, and discover how to look at data in new ways to deliver business insights and make intelligent data-driven decisions. As well as learning how to clean, explore, and visualize data, you'll implement machine learning algorithms and build models to make predictions. As you work through the book, you'll use Python tools to analyze sales, visualize advertising data, predict revenue, address customer churn, and implement customer segmentation to understand behavior. By the end of this book, you'll have the knowledge, skills, and confidence to implement data science and machine learning techniques to better understand your marketing data and improve your decision-making. What you will learnLoad, clean, and explore sales and marketing data using pandasForm and test hypotheses using real data sets and analytics toolsVisualize patterns in customer behavior using MatplotlibUse advanced machine learning models like random forest and SVMUse various unsupervised learning algorithms for customer segmentationUse supervised learning techniques for sales predictionEvaluate and compare different models to get the best outcomesOptimize models with hyperparameter tuning and SMOTEWho this book is for This marketing book is for anyone who wants to learn how to use Python for cutting-edge marketing analytics. Whether you're a developer who wants to move into marketing, or a marketing analyst who wants to learn more sophisticated tools and techniques, this book will get you on the right path. Basic prior knowledge of Python and experience working with data will help you access this book more easily. Siri For Dummies John Wiley & Sons Find out what Siri's got up her sleeve with this fun and friendly guide! Who couldn't use a little extra help these days? Answers, information, reminders, and all sorts of additional help are only a verbal query away with Siri, the artificial intelligence personal assistant. Siri made her debut with the iPhone 4 and is now updated for iOS 6 as well as the third-generation iPad and she is ready to assist! This easy-to-understand guide walks you through the vast array of capabilities that Siri boasts, from creating texts and e-mails from dictation to getting directions to finding a restaurant in the area. You'll discover how to check the weather, get sports scores and schedules, look up a movie review, get Facebook and Twitter updates, make dinner reservations, and much more. Explains how to finesse the perfectly worded questions for Siri in order to get the most helpful and accurate answers Details how to have Siri make phone calls for you, look up information in a dictionary or on the web, or get music Walks you through using Siri to get stock quotes or enter numbers into a calculator and get an answer Shows you how to use Siri to set reminders and alarms, take notes, get turn-by-turn driving directions, and more Just like Siri, the straightforward-but-fun Siri For Dummies is here to help you! Introduction to Business Introduction to Business covers the scope and sequence of most introductory business courses. The book provides detailed explanations in the context of core themes such as customer satisfaction, ethics, entrepreneurship, global business, and managing change. Introduction to Business includes hundreds of current business examples from a range of industries and geographic locations, which feature a variety of individuals. The outcome is a balanced approach to the theory and application of business concepts, with attention to the knowledge and skills necessary for student success in this course and beyond. Free Culture Lulu Press, Inc Lawrence Lessig, "the most important thinker on intellectual property in the Internet era", masterfully argues that never before in human history has the power to control creative progress been so concentrated in the hands of the powerful few, the so-called Big Media. Never before have the cultural powers- that-be been able to exert such control over what we can and can't do with the culture around us. Our society defends free markets and free speech; why then does it permit such top-down control? To lose our long tradition of free culture, Lawrence Lessig shows us, is to lose our freedom to create, our freedom to build, and, ultimately, our freedom to imagine. Economics The User's Guide Bloomsbury Publishing USA The award-winning author of 23 Things They Don't Tell You About Capitalism outlines the real-world processes of the global economy while explaining how to better understand the strengths and weaknesses of key economics theories to better navigate today's interconnected world. Smashing WordPress Beyond the Blog John Wiley & Sons The ultimate guide to WordPress, from the world's most popular resource for web designers and developers As one of the hottest tools on the web today for creating a blog, WordPress has evolved to be much more that just a blogging platform and has been pushed beyond its original purpose. With this new edition of a perennially popular WordPress resource, Smashing Magazine offers you the information you need so you can maximize the potential and power of WordPress. WordPress expert Thord Daniel Hedengren takes you beyond the basic blog to show you how to leverage the capabilities of WordPress to power advanced websites. Addresses new theming options, custom post types, custom headers, menus,

background, and more Explains how to build beautiful and unique WordPress themes and creating amazing navigation Walks you through building plugins, integrating theme options, creating custom login forms and admin themes, and using the Loop to control content Zeroes in on building a WordPress project for SEO Highlights integrating WordPress with the social web Smashing WordPress, Third Edition teaches you how to make WordPress look any way you like--from a corporate site to a photography gallery and much, much more! The Busy Coder's Guide to Advanced Android Development Commonsware, LLC There are many Android programming guides that give you the basics. This book goes beyond simple apps into many areas of Android development that you simply will not find in competing books. Whether you want to add home screen app widgets to your arsenal, or create more complex maps, integrate multimedia features like the camera, integrate tightly with other applications, or integrate scripting languages, this book has you covered. Moreover, this book has over 50 pages of Honeycomb-specific material, from dynamic fragments, to integrating navigation into the action bar, to creating list-based app widgets. It also has a chapter on using NFC, the wireless technology behind Google Wallet and related services. This book is one in CommonsWare's growing series of Android related titles, including "The Busy Coder's Guide to Android Development," "Android Programming Tutorials," and the upcoming "Tuning Android Applications." Table of Contents WebView, Inside and Out Crafting Your Own Views More Fun With ListViews Creating Drawables Home Screen App Widgets Interactive Maps Creating Custom Dialogs and Preferences Advanced Fragments and the Action Bar Animating Widgets Using the Camera Playing Media Handling System Events Advanced Service Patterns Using System Settings and Services Content Provider Theory Content Provider Implementation Patterns The Contacts ContentProvider Searching with SearchManager Introspection and Integration Tapjacking Working with SMS More on the Manifest Device Configuration Push Notifications with C2DM NFC The Role of Scripting Languages The Scripting Layer for Android JVM Scripting Languages Reusable Components Testing Production Wärtsilä Encyclopedia of Ship Technology Android Internals - Volume I A Confectioner's Cookbook An in-depth exploration of the inner-workings of Android: In Volume I, we take the perspective of the Power User as we delve into the foundations of Android, filesystems, partitions, boot process, native daemons and services. CompTIA A+ 220-901 and 220-902 Cert Guide Pearson It Certification Issued with activation code for two practice exams and other tools. Business Ethics Business Ethics: Ethical Decision Making and Cases Cengage Learning This accessible, applied text covers the complex environment in which managers confront ethical decision making. Using a managerial framework, the authors address the overall concepts, processes, and best practices associated with successful business ethics programs--helping students see how ethics can be integrated into key strategic business decisions. The Seventh Edition incorporates comprehensive and rigorous updates that reflect the ever-increasing academic and governmental attention being given to this area. The textbook program provides an abundance of real-world examples and cases, as well as exercises, simulations, and practice tests that provide plenty of opportunity for students to master the text material. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.