

Messtechnik Und Messdatenerfassung Oldenbourg Leh

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The Maker Movement Manifesto: Rules for Innovation in the New World of Crafters, Hackers, and Tinkerers - Mark Hatch 2013-09-25

A cofounder of the popular makerspace TechShop discusses the growing maker movement, describing how ordinary individuals are using previously unavailable tools and technologies to create innovative products and successful businesses.

Internet Multimedia - Andy Sloane 2005

This book covers the systems and techniques that can be used to develop better communication using multimedia. It provides a succinct overview of multimedia communication - how it works, what it can be used for and how it will affect users. It discusses the use of multimedia in society, business, education and the home, and covers the latest developments in the area including internet Broadcasting, Internet-based learning and e-commerce. With discussion of a combination of technical, social, political and economic issues, the book is appropriate for a wide range of multimedia courses.

Scientific Charge-coupled Devices - James R. Janesick 2001

"The book provides invaluable information to scientists, engineers, and product managers involved with imaging CCDs, as well as those who need a comprehensive introduction to the subject."--Page 4 de la couverture

Minerals as Advanced Materials II - S V Krivovichev 2011-12-01

This book is a collection of papers that are devoted to various aspects of

interactions between mineralogy and material sciences. It will include reviews, perspective papers and original research papers on mineral nanostructures, biomineralization, micro- and nanoporous mineral phases as functional materials, physical and optical properties of minerals, etc. Many important materials that dominate modern technological development were known to mineralogists for hundreds of years, though their properties were not fully recognized. Mineralogy, on the other hand, needs new impacts for the further development in the line of modern scientific achievements such as bio- and nanotechnologies as well as by the understanding of a deep role that information plays in the formation of natural structures and definition of natural processes. It is the idea of this series of books to provide an arena for interdisciplinary discussion on minerals as advanced materials.

Olympic Education - Roland Naul 2008

"Olympic Education" is not only a text book for students and teachers in physical and sport education but also for course instructors and coaches in children's youth sport programmes, as well as for executives in sports federations. It answers the question, what the term "Olympic" really means in the broader context of the Olympic Games movement and as a global purpose and new challenge for a balanced physical, social and moral education. Olympic education has a traditional vision and an important future mission that is relevant for all children and youths, in schools as well as in sport clubs. In five parts and fifteen chapters, the

book shows why the Olympic ideals are a modern challenge not only for a new physical and sport education but also for the development of essential life skills for today. It introduces pedagogical and didactical fundamentals for an Olympic education, in order to bring motor abilities, social behaviour and moral actions in sports and everyday life back together again - in the mind, learning and actions of children and youths, but also of grown-ups in the social settings where young people live.

Sustainable Smart Cities - Marta Peris-Ortiz 2016-10-05

This volume provides the most current research on smart cities.

Specifically, it focuses on the economic development and sustainability of smart cities and examines how to transform older industrial cities into sustainable smart cities. It aims to identify the role of the following elements in the creation and management of smart cities: • Citizen participation and empowerment • Value creation mechanisms • Public administration • Quality of life and sustainability • Democracy • ICT • Private initiatives and entrepreneurship

Regardless of their size, all cities are ultimately agglomerations of people and institutions. Agglomeration economies make it possible to attain minimum efficiencies of scale in the organization and delivery of services. However, the economic benefits do not constitute the main advantage of a city. A city's status rests on three dimensions: (1) political impetus, which is the result of citizens' participation and the public administration's agenda; (2) applications derived from technological advances (especially in ICT); and (3) cooperation between public and private initiatives in business development and entrepreneurship. These three dimensions determine which resources are necessary to create smart cities. But a smart city, ideal in the way it channels and resolves technological, social and economic-growth issues, requires many additional elements to function at a high-performance level, such as culture (an environment that empowers and engages citizens) and physical infrastructure designed to foster competition and collaboration, encourage new ideas and actions, and set the stage for new business creation. Featuring contributions with models, tools and cases from around the world, this book will be a valuable resource for researchers, students, academics, professionals

and policymakers interested in smart cities.

Multimedia Communications: Applications, Networks, Protocols And Standards - Halsall 2001-09

The JFC Swing Tutorial - Kathy Walrath 2004

Written by a lead writer on the Swing team and bestselling author of "The Java Tutorial," this guidebook--now fully updated and revised--provides a hard copy of Sun's popular online tutorial for JFC/Swing development. Its numerous code examples and clear presentation style make this book a fine choice for mastering the ins and outs of JFC and Swing.

Computer Security - William Stallings 2012

Computer Security: Principles and Practice, 2e, is ideal for courses in Computer/Network Security. In recent years, the need for education in computer security and related topics has grown dramatically - and is essential for anyone studying Computer Science or Computer Engineering. This is the only text available to provide integrated, comprehensive, up-to-date coverage of the broad range of topics in this subject. In addition to an extensive pedagogical program, the book provides unparalleled support for both research and modeling projects, giving students a broader perspective. The Text and Academic Authors Association named Computer Security: Principles and Practice, 1e, the winner of the Textbook Excellence Award for the best Computer Science textbook of 2008.

The One Minute Sales Person - Spencer Johnson 2002-10-01

In this newly released edition of one of his classic books, The One Minute Sales Person, Spencer Johnson, the author of the number one New York Times bestseller Who Moved My Cheese?, shows you how to sell your ideas, products, or services successfully! This is the book that has proved to be a must-have for the millions of people who were looking for the quickest way to improve their selling skills. In these changing times, Spencer Johnson, coauthor of The One Minute Manager®, shows you how the phenomenal One Minute® methods can bring real and lasting sales success with the least amount of time and effort. You will learn how

to enjoy your job and your life more as you discover the effective secrets of "self-management," the integrity of "selling on purpose," and the liberating "wonderful paradox" of helping others get what they want so you can get what you need. The One Minute Sales Person is a clear, easy and invaluable guide that works for both you and the people you sell to, for your financial prosperity and personal well-being. In short, it is a classic Spencer Johnson bestseller that can help you enjoy more success with less stress.

Designing Environments for Constructive Learning - Thomas M. Duffy
2012-12-06

The idea for this book grew out of a NATO Advanced Research Workshop held at the Catholic University at Leuven, Belgium. We are grateful to NATO for support in conducting this workshop and for support in the preparation of this book. We are particularly grateful for their emphasis on designing the workshop to build collegiality. They suggested that we hold the meeting in a small town and that we organize evening activities to keep the group together and to promote informal and extended discussions. What sage advice. The excitement grew over the three days as we shared understandings and enriched our perspectives. Indeed, there was even a proclaimed "near" conversion to a constructivist perspective from one colleague trained in traditional instructional design methods. While we report this as a bit of a humorous anecdote, it most clearly reflects the sense of excitement that developed. We would also like to thank the staff at the Catholic University for their great support during the workshop. Their efforts and their good cheer were important components in the success of the meeting. In particular we would like to thank Jan Elen, Catherine Vermunicht and Jef Vanden Branden. Finally we would like to thank the personnel at Indiana University for their help in assembling this book. Deborah Shaw prepared the index. We thank her for the skill and speed with which she was able to work.

Virtues of Openness - Michael A. Peters 2015-11-17

The movement toward greater openness represents a change of philosophy, ethos, and government and a set of interrelated and complex changes that transform markets altering the modes of production and

consumption, ushering in a new era based on the values of openness: an ethic of sharing and peer-to-peer collaboration enabled through new architectures of participation. These changes indicate a broader shift from the underlying industrial mode of production—a "productionist" metaphysics—to a postindustrial mode of consumption as use, reuse, and modification where new logics of social media structure different patterns of cultural consumption and symbolic analysis becomes a habitual and daily creative activity. The economics of openness constructs a new language of "presuming" and "produsage" in order to capture the open participation, collective co-creativity, communal evaluation, and commons-based production of social and public goods. Information is the vital element in the "new" politics and economy that links space, knowledge, and capital in networked practices and freedom is the essential ingredient in this equation if these network practices are to develop or transform themselves into 'knowledge cultures'. The Virtues of Openness investigates the social processes and policies that foster openness as an overriding educational value evidenced in the growth of open source, open access, and open education and their convergences that characterize global knowledge communities. The book argues that openness seems also to suggest political transparency and the norms of open inquiry, indeed, even democracy itself as both the basis of the logic of inquiry and the dissemination of its results. The Virtues of Openness examines the complex history of the concept of the open society before beginning a systematic investigation of openness in relation to the book, the "open text" and the written word. These changes are discussed in relation to the development of new open spaces of scholarship with their impact upon open journal systems, open peer review, open science, and the open global digital economy.

Global Change Management - Pierre L. Ibisch 2012

The Cg Tutorial - Randima Fernando 2003

Cg is a complete programming environment for the fast creation of special effects and real-time cinematic quality experiences on multiple platforms. This text provides a guide to the Cg graphics language.

Designing Reality - Neil Gershenfeld 2017-11-14

That's the promise, and peril, of the third digital revolution, where anyone will be able to make (almost) anything. Two digital revolutions -- computing and communication -- have radically transformed our economy and lives. A third digital revolution is here: fabrication. Today's 3D printers are only the start of a trend, accelerating exponentially, to turn data into objects: Neil Gershenfeld and his collaborators ultimately aim to create a universal replicator straight out of Star Trek. While digital fabrication promises us self-sufficient cities and the ability to make (almost) anything, it could also lead to massive inequality. The first two digital revolutions caught most of the world flat-footed, thanks to *Designing Reality* that won't be true this time.

Knowing What Students Know - National Research Council 2001-10-27

Education is a hot topic. From the stage of presidential debates to tonight's dinner table, it is an issue that most Americans are deeply concerned about. While there are many strategies for improving the educational process, we need a way to find out what works and what doesn't work as well. Educational assessment seeks to determine just how well students are learning and is an integral part of our quest for improved education. The nation is pinning greater expectations on educational assessment than ever before. We look to these assessment tools when documenting whether students and institutions are truly meeting education goals. But we must stop and ask a crucial question: What kind of assessment is most effective? At a time when traditional testing is subject to increasing criticism, research suggests that new, exciting approaches to assessment may be on the horizon. Advances in the sciences of how people learn and how to measure such learning offer the hope of developing new kinds of assessments--assessments that help students succeed in school by making as clear as possible the nature of their accomplishments and the progress of their learning. *Knowing What Students Know* essentially explains how expanding knowledge in the scientific fields of human learning and educational measurement can form the foundations of an improved approach to assessment. These advances suggest ways that the targets of assessment--what students

know and how well they know it--as well as the methods used to make inferences about student learning can be made more valid and instructionally useful. Principles for designing and using these new kinds of assessments are presented, and examples are used to illustrate the principles. Implications for policy, practice, and research are also explored. With the promise of a productive research-based approach to assessment of student learning, *Knowing What Students Know* will be important to education administrators, assessment designers, teachers and teacher educators, and education advocates.

Whiplash Injury - Andreas Otte 2012-03-19

In the past two decades much has been published on whiplash injury, yet both the confusion regarding the condition and the medicolegal discussion surrounding it have increased. In this scenario, a guide to recent and current international research in the field is more necessary than ever. Especially functional imaging methods -- such as single-photon emission tomography, positron emission tomography, functional MRI, and hybrid techniques -- have demonstrated a variety of significant brain alterations. This book accordingly offers a critical approach to the challenging interpretation of the new research data obtained using functional neuroimaging in whiplash injury. It covers all aspects, including the imaging tools themselves and the different methods of image analysis. *Whiplash Injury: New Methods of Functional Neuroimaging* will hopefully help patients, their relatives and friends, physicians, and others to understand this condition as a disease.

International Handbook of Research on Conceptual Change - Stella Vosniadou 2013-07-18

Conceptual change research investigates the processes through which learners substantially revise prior knowledge and acquire new concepts. Tracing its heritage to paradigms and paradigm shifts made famous by Thomas Kuhn, conceptual change research focuses on understanding and explaining learning of the most the most difficult and counter-intuitive concepts. Now in its second edition, the *International Handbook of Research on Conceptual Change* provides a comprehensive review of the conceptual change movement and of the impressive research it has

spawned on students' difficulties in learning. In thirty-one new and updated chapters, organized thematically and introduced by Stella Vosniadou, this volume brings together detailed discussions of key theoretical and methodological issues, the roots of conceptual change research, and mechanisms of conceptual change and learner characteristics. Combined with chapters that describe conceptual change research in the fields of physics, astronomy, biology, medicine and health, and history, this handbook presents writings on interdisciplinary topics written for researchers and students across fields.

Organic Light Emitting Devices - Klaus Müllen 2006-05-12

This high-class book reflects a decade of intense research, culminating in excellent successes over the last few years. The contributions from both academia as well as the industry leaders combine the fundamentals and latest research results with application know-how and examples of functioning displays. As a result, all the four important aspects of OLEDs are covered: - syntheses of the organic materials - physical theory of electroluminescence and device efficiency - device conception and construction - characterization of both materials and devices. The whole is naturally rounded off with a look at what the future holds in store. The editor, Klaus Muellen, is director of the highly prestigious MPI for polymer research in Mainz, Germany, while the authors include Nobel Laureate Alan Heeger, one of the most notable founders of the field, Richard Friend, as well as Ching Tang, Eastman Kodak's number-one OLED researcher, known throughout the entire community for his key publications.

Teachers for the 21st Century Using Evaluation to Improve Teaching - OECD 2013-05-17

This book discusses how teacher quality is defined and what standards are set and by whom; what systems are in place for teacher evaluation and how evaluations are conducted; and how teacher evaluation contributes to school improvement and teacher self-efficacy.

English for Mechanical Engineering - Marian Dunn 2011

Adaptive and Natural Computing Algorithms - Marco Tomassini

2013-04-12

The book constitutes the refereed proceedings of the 11th International Conference on Adaptive and Natural Computing Algorithms, ICANNGA 2013, held in Lausanne, Switzerland, in April 2013. The 51 revised full papers presented were carefully reviewed and selected from a total of 91 submissions. The papers are organized in topical sections on neural networks, evolutionary computation, soft computing, bioinformatics and computational biology, advanced computing, and applications.

Canonical Forms in Prosodic Morphology - Laura J. Downing 2006

"Prosodic morphology concerns the interaction of morphological and phonological determinants of linguistic form and the degree to which one determines the other. This is the first book devoted to understanding the definition and operation of canonical forms - the invariant syllabic shapes of morphemes - which are the defining characteristic of prosodic morphology. Dr Downing discusses past research in the field and provides a critical evaluation of the current leading theory which, she shows, is empirically inadequate."--BOOK JACKET.

FAO Yearbook. Fishery and Aquaculture Statistics 2017/FAO annuaire.

Statistiques des pêches et de l'aquaculture 2017/FAO anuario.

Estadísticas de pesca y acuicultura 2017 - Food and Agriculture

Organization of the United Nations 2019-07-25

The FAO Yearbook of fishery and aquaculture statistics is a compilation of statistical data on capture fisheries and aquaculture production, employment, commodities production and trade, apparent fish consumption and fishing fleets. It is structured into a booklet (containing summary tables, notes on major trends, concepts, classifications and a map of FAO major fishing areas) and a USB card presenting the full yearbook package with the complete set of statistical tables. L'Annuaire des statistiques des pêches et de l'aquaculture de la FAO est une compilation de données statistiques sur les captures, la production de l'aquaculture, l'emploi, la production et le commerce des produits halieutiques, les bilans alimentaires et les flottes. L'Annuaire est composé d'un fascicule (contenant des tableaux résumés, des notes sur les tendances principales, une description des concepts et des

classements, ainsi qu'une carte des principales zones de pêche de la FAO) et d'une clé USB incluant la collection complète des tableaux statistiques de l'Annuaire. El Anuario de estadísticas de pesca y acuicultura de la FAO es una compilación de datos estadísticos sobre las capturas, la producción de acuicultura, el empleo, la producción y el comercio de los productos pesqueros, las hojas de balance de alimentos y las flotas. El Anuario se compone de un cuadernillo (con cuadros resúmenes, notas sobre las tendencias principales, conceptos básicos y clasificaciones, así como un mapa de las principales zonas de pesca de la FAO) y de una tarjeta USB que incluye toda el conjunto completo de los cuadros estadísticos del Anuario.

Reactions and Syntheses - Lutz F. Tietze 2015-02-23

The second edition of this classic text book has been completely revised, updated, and extended to include chapters on biomimetic amination reactions, Wacker oxidation, and useful domino reactions. The first-class author team with long-standing experience in practical courses on organic chemistry covers a multitude of preparative procedures of reaction types and compound classes indispensable in modern organic synthesis. Throughout, the experiments are accompanied by the theoretical and mechanistic fundamentals, while the clearly structured sub-chapters provide concise background information, retrosynthetic analysis, information on isolation and purification, analytical data as well as current literature citations. Finally, in each case the synthesis is labeled with one of three levels of difficulty. An indispensable manual for students and lecturers in chemistry, organic chemists, as well as lab technicians and chemists in the pharmaceutical and agrochemical industries.

Leading Open Innovation - Anne Sigismund Huff 2013-01-25

Learning from broad experience with open innovation: how it works, who contributes to it, and arenas for innovation from manufacturing to education. In today's competitive globalized market, firms are increasingly reaching beyond conventional internal methods of research and development to use ideas developed through processes of open innovation (OI). Organizations including Siemens, Nokia, Wikipedia,

Hyve, and innosabi may launch elaborate OI initiatives, actively seeking partners to help them innovate in specific areas. Individuals affiliated by common interests rather than institutional ties use OI to develop new products, services, and solutions to meet unmet needs. This volume describes the ways that OI expands the space for innovation, describing a range of OI practices, participants, and trends. The contributors come from practice and academe, and reflect international, cross-sector, and transdisciplinary perspectives. They report on a variety of OI initiatives, offer theoretical frameworks, and consider new arenas for OI from manufacturing to education. Contributors Nizar Abdelkafi, John Bessant, Yves Doz, Johann Füller, Lynda Gratton, Rudolf Gröger, Julia Hautz, Anne Sigismund Huff, Katja Hutter, Christoph Ihl, Thomas Lackner, Karim R. Lakhani, Kathrin M. Möslin, Anne-Katrin Neyer, Frank Piller, Ralf Reichwald, Mitchell M. Tseng, Catharina van Delden, Eric von Hippel, Bettina von Stamm, Andrei Villarroel, Nancy Wunderlich

Intercultural Pragmatics - Istvan Kecskes 2014

In *Intercultural Pragmatics*, the first book on the subject, Istvan Kecskes establishes the foundations of the field, boldly combining the pragmatic view of cooperation with the cognitive view of egocentrism in order to incorporate emerging features of communication.

Introduction to MATLAB for Engineers - William John Palm 2012

Statistical Procedures for Machine and Process Qualification - Edgar Dietrich 2010

This book has established itself as a standard reference for everyone dealing with statistical problems in industrial production. The focus is put on the application of the procedures required for machine acceptance and process qualification as well as interpretation of the calculated results. Great value is also set on the visualization of results in many different variations. This helps the practitioner to quickly gain insight into the situations he has to evaluate. Especially the included company guidelines are proof of the practical application and the benefit of the discussed topics in daily practice. This book takes the latest developments in international and national standards (i.e., DIN ISO

21747) into account. The company guidelines of Daimler AG, General Motors Powertrain, Robert Bosch GmbH, Volkswagen AG as well as the Ford Test Examples of the Evaluation of SPC Systems are included. The case examples included in the book as well as most of the charts and tables can be recreated using the qs-STAT(R) demo version. You can download this qs-STAT(R) demo version either from the Q-DAS(R) website (www.q-das.de) or order it directly from Q-DAS(R). The data necessary for handling the case examples are also included in the demo version.

Beyond Theory - Stephen Toulmin 1996

Action Research is one of the most practical and down-to-earth ways of doing research into working life. Beyond Theory draws on examples and actual cases to discuss action research within the framework of the modern, and postmodern, theory of science debate. While action research has been much criticized by the traditionalists, the book reflects a convergence between action research and positions emerging out of the critique of scientific traditionalism. Discussions between these two fields of knowledge, originally so very different, can enrich both. The book will be useful not only to researchers and academics but to anyone who is interested in the role and use of knowledge in social and organizational development.

The Art of Insight in Science and Engineering - Sanjoy Mahajan
2014-11-07

Tools to make hard problems easier to solve. In this book, Sanjoy Mahajan shows us that the way to master complexity is through insight rather than precision. Precision can overwhelm us with information, whereas insight connects seemingly disparate pieces of information into a simple picture. Unlike computers, humans depend on insight. Based on the author's fifteen years of teaching at MIT, Cambridge University, and Olin College, *The Art of Insight in Science and Engineering* shows us how to build insight and find understanding, giving readers tools to help them solve any problem in science and engineering. To master complexity, we can organize it or discard it. *The Art of Insight in Science and Engineering* first teaches the tools for organizing complexity, then

distinguishes the two paths for discarding complexity: with and without loss of information. Questions and problems throughout the text help readers master and apply these groups of tools. Armed with this three-part toolchest, and without complicated mathematics, readers can estimate the flight range of birds and planes and the strength of chemical bonds, understand the physics of pianos and xylophones, and explain why skies are blue and sunsets are red. *The Art of Insight in Science and Engineering* will appear in print and online under a Creative Commons Noncommercial Share Alike license.

The MPEG Handbook - John Watkinson 2012-09-10

A complete, professional 'bible' on all aspects of audio and video compression using MPEG technology, including the MPEG-4 standard and, in this second edition, H-264. The clarity of explanation and depth of technical detail combine to make this book an essential and definitive reference work. *THE MPEG HANDBOOK* is both a theoretical and practical treatment of the subject. Fundamental knowledge is provided alongside practical guidance on how to avoid pitfalls and poor quality. The often-neglected issues of reconstructing the signal timebase at the decoder and of synchronizing the signals in a multiplex are treated fully here. Previously titled *MPEG-2*, the book is frequently revised to cover the latest applications of the technology.

3D Games - Alan H. Watt 2001

Accompanying CD-ROM in v. 1 contains ... "full Fly 3 D SDK including source code for Fly3D.dll, front-ends, plug-ins and utilities; 5 demo levels: car, walk (2 levels), ship (2 levels); Engine Reference Manual and tutorials in HTML; book images."--Page 4 of cover.

Advertising Worldwide - Ingomar Kloss 2011-06-28

This book addresses the following questions: What are the social, cultural or religious particularities of advertising and advertising practices? Are there any taboos? What about legal restrictions? How is the advertising infrastructure? Are there any institutions, federations or boards of advertising? How are media data collected? How can specific target groups be addressed? Are there any specific habits in using media? Specialists from Australia, Belgium, Finland, France, Germany,

India, Mexico, Russia, South Africa, Taiwan, and the USA provide comprehensive information on advertising conditions in their countries.

Feather Boy - Nicky Singer 2013-03-07

Robert Nobel, the school pariah, triumphs over his own fears and the school bully, in this extraordinary tale of self-empowerment, legend and death.

Introduction to Quality Engineering - Genichi Taguchi 1986

From the Back Cover: Introduction to Quality Engineering is the first book with specific in-depth methods that places the responsibility of quality on everyone associated with the marketing, engineering and manufacturing of a product, and turns them all into Quality Control specialists. The book quantifies the loss due to lack of quality of a performance characteristic by directly relating it to its deviation from target performance, and shows efficient experimental and analytical techniques to minimize it. Unlike other books on quality and industrial experimentation which treat the subject specialty in a localized manner, this book encompasses all major activities of an industry, and links them together with a common objective of reducing quality loss. Chapters of the book progress smoothly and build upon the previous chapters. Each chapter introduces the subject matter, then a real life case study follows and ends with question and answer session between Dr. Taguchi and the student in a typical class. The techniques shown are powerful but easy to apply, and does not require statistical background or any other prerequisites; thus, the subject can be taught to engineers in an industry or in engineering schools.

Advances in 3D Geo-Information Sciences - Thomas H. Kolbe
2011-03-23

During the last decade developments in 3D Geoinformation have made substantial progress. We are about to have a more complete spatial model and understanding of our planet in different scales. Hence, various communities and cities offer 3D landscape and city models as valuable source and instrument for sustainable management of rural and

urban resources. Also municipal utilities, real estate companies etc. benefit from recent developments related to 3D applications. To meet the challenges due to the newest changes academics and practitioners met at the 5th International Workshop on 3D Geoinformation in order to present recent developments and to discuss future trends. This book comprises a selection of evaluated, high quality papers that were presented at this workshop in November 2010. The topics focus explicitly on the last achievements (methods, algorithms, models, systems) with respect to 3D geo-information requirements. The book is aimed at decision makers and experts as well at students interested in the 3D component of geographical information science including GI engineers, computer scientists, photogrammetrists, land surveyors, urban planners, and mapping specialists.

Fertilizer Experiments - G. H. Whitcher 1891

Collaborative Customer Relationship Management - Alexander H. Kracklauer 2012-11-07

Driven by rapidly changing business environments and increasingly demanding consumers, many organizations are searching for new ways to achieve and retain a competitive advantage via customer intimacy and CRM. This book presents a new strategic framework that has been tested successfully with various global companies. New management concepts such as Collaborative Forecasting and Replenishment, CRM, Category Management, and Mass Customization are integrated into one holistic approach. Experts from companies like McKinsey and Procter&Gamble, as well as authors from renowned academic institutions, offer valuable insights on how to redesign organizations for the future.

The Living Wild - Art Wolfe 2000

More than two hundred full-color photographs by a distinguished nature photographer and dozens of maps celebrate some of the world's most magnificent animals, from the giant panda and lowland gorilla to tiny insects, accompanied by essays by leading conservationists including Jane Goodall. 35,000 first printing. \$75,000 ad/promo.