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This book covers the
development of electric cars
-- from their early days to
new hybrid models in

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production -- together with
the very latest
technological issues faced
by automotive engineers
working on electric cars, as
well as the key business
factors vital for the
successful transfer of

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electric cars into the mass market. Considerable work has gone into electric car and battery development in the last ten years with the prospect of substantial improvements in range and performance in battery cars

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as well as in hybrids and those using fuel cells. This book comprehensively covers this important subject and will be of particular interest to engineers and managers working in the automotive and transport

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industries.

Written by a practicing emergency physician, *The White Coat Investor* is a high-yield manual that specifically deals with the financial issues facing medical students, residents,

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physicians, dentists, and similar high-income professionals. Doctors are highly-educated and extensively trained at making difficult diagnoses and performing life saving procedures. However, they

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receive little to no training in business, personal finance, investing, insurance, taxes, estate planning, and asset protection. This book fills in the gaps and will teach you to use your high income

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to escape from your student loans, provide for your family, build wealth, and stop getting ripped off by unscrupulous financial professionals. Straight talk and clear explanations allow the book to be easily

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digested by a novice to the subject matter yet the book also contains advanced concepts specific to physicians you won't find in other financial books. This book will teach you how to:
Graduate from medical school

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with as little debt as possible
Escape from student loans within two to five years of residency
graduation Purchase the right types and amounts of insurance
Decide when to buy a house and how much to

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spend on it Learn to invest
in a sensible, low-cost and
effective manner with or
without the assistance of an
advisor Avoid investments
which are designed to be
sold, not bought Select
advisors who give great

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service and advice at a fair price Become a millionaire within five to ten years of residency graduation Use a "Backdoor Roth IRA" and "Stealth IRA" to boost your retirement funds and decrease your taxes Protect

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your hard-won assets from professional and personal lawsuits Avoid estate taxes, avoid probate, and ensure your children and your money go where you want when you die Minimize your tax burden, keeping more of your

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hard-earned money Decide
between an employee job and
an independent contractor
job Choose between sole
proprietorship, Limited
Liability Company, S
Corporation, and C
Corporation Take a look at

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the first pages of the book
by clicking on the Look
Inside feature Praise For
The White Coat Investor
"Much of my financial
planning practice is helping
doctors to correct mistakes
that reading this book would

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have avoided in the first place." - Allan S. Roth, MBA, CPA, CFP (R), Author of How a Second Grader Beats Wall Street "Jim Dahle has done a lot of thinking about the peculiar financial problems facing physicians,

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and you, lucky reader, are about to reap the bounty of both his experience and his research." - William J. Bernstein, MD, Author of The Investor's Manifesto and seven other investing books
"This book should be in

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every career counselor's office and delivered with every medical degree." - Rick Van Ness, Author of Common Sense Investing "The White Coat Investor provides an expert consult for your finances. I now feel

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confident I can be a
millionaire at 40 without
feeling like a jerk." - Joe
Jones, DO "Jim Dahle has
done for physician financial
illiteracy what penicillin
did for neurosyphilis." -
Dennis Bethel, MD "An

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excellent practical personal
finance guide for physicians
in training and in practice
from a non biased source we
can actually trust." - Greg
E Wilde, M.D Scroll up,
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Globalization is commonly described in trade and cultural terms but its impact on unions and collective bargaining is seldom assessed. The few studies of unions and globalization are mostly

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collections of cases studies
of how unions can work
together or with other
alliance partners to defend
against the power of
multinational corporations.
This book goes beyond the
current research by asking

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how unions have tried to deal with globalization and how globalization might threaten the fundamental union mission of taking wages, hours and conditions of employment out of competition. The

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introductory chapter defines globalization and uses the case of the Detroit Three automakers (GM, Chrysler and Ford) to show how globalization can affect employment and union size, influence and relevancy. The

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second chapter shows how unions deal globalization through collective bargaining regarding outsourcing, alliances, strikes and political action, including lobbying and international work

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standards. The final chapter argues that the unions cannot continue unchanged in this age of globalization and asks what they must do to be effective and relevant.

The Electric Car

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Walkable City

The Yugo

The Rise and Fall of the
Worst Car in History

The Handbook of Lithium-Ion
Battery Pack Design

The White Coat Investor
Steers buyers through

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the the confusion and anxiety of new and used vehicle purchases like no other car-and-truck book on the market. "Dr. Phil," along with George Iny and the Editors of

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the Automobile
Protection Association,
pull no punches.
Six months after its
American introduction in
1985, the Yugo was a
punch line; within a

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year, it was a staple of late-night comedy. By 2000, NPR's Car Talk declared it "the worst car of the millennium." And for most Americans that's where the story

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begins and ends. Hardly.
The short, unhappy life
of the car, the men who
built it, the men who
imported it, and the
decade that embraced and
discarded it is

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rollicking and
astounding, and one of
the greatest untold
business-cum-morality
tales of the 1980s. Mix
one rabid entrepreneur,
several thousand "good"

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communists, a willing
U.S. State Department,
the shortsighted Detroit
auto industry, and
improvident bankers,
shake vigorously, and
you've got The Yugo: The

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Rise and Fall of the
Worst Car in History.
Brilliantly re-creating
the amazing confluence
of events that produced
the Yugo, Yugoslav
expert Jason Vuic

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uproariously tells the story of the car that became an international joke: The American CEO who happens upon a Yugo right when his company needs to find a new

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import or go under. A State Department eager to aid Yugoslavia's nonaligned communist government. Zastava Automobiles, which overhauls its factory to

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produce an American-ready Yugo in six months. And a hole left by Detroit in the cheap subcompact market that creates a race to the bottom that leaves the

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Yugo . . . at the
bottom.

A guide to buying a used
car or minivan features
information on the
strengths and weaknesses
of each model, a safety

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summary, recalls,
warranties, and service
tips.

Toyota Under Fire:
Lessons for Turning
Crisis into Opportunity
Korea Economic Report

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Apex Legends:
Pathfinder's Quest (Lore
Book)

Passenger Concessions
Acceleration and Passing
Ability

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Explore the world of the hit game through the eyes of the lovable robot, Pathfinder, as he chronicles his journey throughout the various environs of the Outlands to interview his fellow Legends -- all in the hope of

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finally locating his mysterious creator. The rich history of Apex Legends is explained by the characters that helped to shape it, as are their unique bonds of competition and camaraderie. Canada's automotive "Dr. Phil"

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says there's never been a better time to buy a new car or truck, thanks to a stronger Canadian dollar, a worldwide recession driving prices downward, and a more competitive Japanese auto industry that's still reeling from a

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*series of natural disasters.
An award-winning scientist offers
his unorthodox approach to
childrearing: "Parentology is
brilliant, jaw-droppingly funny,
and full of wisdom...bound to
change your thinking about*

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*parenting and its conventions”
(Amy Chua, author of Battle
Hymn of the Tiger Mother). If
you’re like many parents, you
might ask family and friends for
advice when faced with important
choices about how to raise your*

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kids. You might turn to parenting books or simply rely on timeworn religious or cultural traditions. But when Dalton Conley, a dual-doctorate scientist and full-blown nerd, needed childrearing advice, he turned to scientific research to

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make the big decisions. In Parentology, Conley hilariously reports the results of those experiments, from bribing his kids to do math (since studies show conditional cash transfers improved educational and health

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outcomes for kids) to teaching them impulse control by giving them weird names (because evidence shows kids with unique names learn not to react when their peers tease them) to getting a vasectomy (because fewer kids

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*in a family mean smarter kids).
Conley encourages parents to
draw on the latest data to rear
children, if only because that
level of engagement with kids will
produce solid and happy ones.
Ultimately these experiments are*

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very loving, and the outcomes are redemptive—even when Conley's sassy kids show him the limits of his profession.

Parentology teaches you everything you need to know about the latest literature on

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*parenting—with lessons that go
down easy. You'll be laughing
and learning at the same time.*

Fuel Economy Guide

I.I.I. Insurance Fact Book

*New Frontiers of the Automobile
Industry*

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*Making Competitors Irrelevant
Transportation Energy Data Book
Chemistry, Components, Types
and Terminology*

This book steers buyers through the the confusion and anxiety of new and used vehicle purchases unlike any

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other car-and-truck book on the market. “Dr. Phil,” Canada’s best-known automotive expert for more than forty-five years, pulls no punches.

Since CAFE standards were established 25 years ago, there have been significant changes in motor

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vehicle technology, globalization of the industry, the mix and characteristics of vehicle sales, production capacity, and other factors. This volume evaluates the implications of these changes as well as changes anticipated in the next few years, on the need for CAFE, as

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well as the stringency and/or structure of the CAFE program in future years.

The Handbook of Lithium-Ion Battery Pack Design: Chemistry, Components, Types and Terminology offers to the reader a clear and concise explanation of how Li-ion batteries

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are designed from the perspective of a manager, sales person, product manager or entry level engineer who is not already an expert in Li-ion battery design. It will offer a layman's explanation of the history of vehicle electrification, what the various terminology means, and how to do

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some simple calculations that can be used in determining basic battery sizing, capacity, voltage and energy. By the end of this book the reader has a solid understanding of all of the terminology around Li-ion batteries and is able to do some simple battery calculations. The book is immensely

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useful to beginning and experienced engineer alike who are moving into the battery field. Li-ion batteries are one of the most unique systems in automobiles today in that they combine multiple engineering disciplines, yet most engineering programs focus on only a single

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engineering field. This book provides you with a reference to the history, terminology and design criteria needed to understand the Li-ion battery and to successfully lay out a new battery concept. Whether you are an electrical engineer, a mechanical engineer or a chemist

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this book helps you better appreciate the inter-relationships between the various battery engineering fields that are required to understand the battery as an Energy Storage System. Offers an easy explanation of battery terminology and enables better understanding of batteries, their

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components and the market place.
Demonstrates simple battery scaling
calculations in an easy to understand
description of the formulas Describes
clearly the various components of a Li-
ion battery and their importance
Explains the differences between
various Li-ion cell types and

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chemistries and enables the determination which chemistry and cell type is appropriate for which application Outlines the differences between battery types, e.g., power vs energy battery Presents graphically different vehicle configurations: BEV, PHEV, HEV Includes brief history of

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vehicle electrification and its future
Lemon-Aid New Cars and Trucks 2012
Side Impact and Rollover
Assessment of Fuel Economy
Technologies for Light-Duty Vehicles
Lemon-Aid New Cars and Trucks 2013
Consumer Reports
Lemon-Aid New and Used Cars and

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Trucks 2007-2017

***Offers advice for
prospective buyers of cars
and trucks, reveals
information on secret
warranties and
confidential service***

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***bulletins, and tells how to
complain and get results.
As U.S. and Canadian
automakers and dealers
face bankruptcy and
Toyota battles
unprecedented quality-***

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control problems, Lemon-Aid guides steer the confused and anxious buyer through the economic meltdown unlike any other car-and-truck books on the

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***market. Phil Edmonston,
Canada's automotive "Dr.
Phil" for more than 40
years, pulls no punches.
In this all-new guide he
says: Chrysler's days are
numbered with the***

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***dubious help of Fiat.
Electric cars and ethanol
power are PR gimmicks.
Diesel and natural gas are
the future. Be wary of
"zombie" vehicles: Jaguar,
Land Rover, Saab, and***

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***Volvo. Mercedes-Benz --
rich cars, poor quality.
There's only one Saturn
you should buy. Toyota --
enough apologies: "when
you mess up, 'fess up."
Branding guru Aaker***

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***shows how to eliminate
the competition and
become the lead brand in
your market This ground-
breaking book defines the
concept of brand
relevance using dozens of***

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case studies-Prius, Whole Foods, Westin, iPad and more-and explains how brand relevance drives market dynamics, which generates opportunities for your brand and

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threats for the competition. Aaker reveals how these companies have made other brands in their categories irrelevant. Key points: When managing a

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new category of product, treat it as if it were a brand; By failing to produce what customers want or losing momentum and visibility, your brand becomes irrelevant; and

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create barriers to competitors by supporting innovation at every level of the organization. Using dozens of case studies, shows how to create or

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***dominate new categories
or subcategories, making
competitors irrelevant
Shows how to manage the
new category or
subcategory as if it were a
brand and how to create***

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***barriers to competitors
Describes the threat of
becoming irrelevant by
failing to make what
customer are buying or
losing energy David
Aaker, the author of four***

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brand books, has been called the father of branding This book offers insight for creating and/or owning a new business arena. Instead of being the best, the goal is

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***to be the only brand
around-making
competitors irrelevant.***

***A Comparison of
Acceleration and Passing
Ability for 1975
Passenger Cars and***

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Motorcycles
Business Law and the
Legal Environment
Lemon-Aid New and Used
Cars and Trucks
2007-2018
Transitions to Alternative

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***Vehicles and Fuels
Lemon-Aid New and Used
Cars and Trucks
1990-2015
Effectiveness and Impact
of Corporate Average Fuel
Economy (CAFE)***

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Standards

For a century, almost all light-duty vehicles (LDVs) have been powered by internal combustion engines operating on petroleum fuels. Energy

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security concerns about petroleum imports and the effect of greenhouse gas (GHG) emissions on global climate are driving interest in alternatives.

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*Transitions to
Alternative Vehicles and
Fuels assesses the
potential for reducing
petroleum consumption
and GHG emissions by 80
percent across the U.S.*

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*LDV fleet by 2050,
relative to 2005. This
report examines the
current capability and
estimated future
performance and costs
for each vehicle type*

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and non-petroleum-based fuel technology as options that could significantly contribute to these goals. By analyzing scenarios that combine various fuel and

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vehicle pathways, the report also identifies barriers to implementation of these technologies and suggests policies to achieve the desired

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reductions. Several scenarios are promising, but strong, and effective policies such as research and development, subsidies, energy taxes, or

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regulations will be necessary to overcome barriers, such as cost and consumer choice. The light-duty vehicle fleet is expected to undergo substantial

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*technological changes
over the next several
decades. New powertrain
designs, alternative
fuels, advanced
materials and
significant changes to*

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*the vehicle body are
being driven by
increasingly stringent
fuel economy and
greenhouse gas emission
standards. By the end of
the next decade, cars*

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*and light-duty trucks
will be more fuel
efficient, weigh less,
emit less air
pollutants, have more
safety features, and
will be more expensive*

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to purchase relative to current vehicles. Though the gasoline-powered spark ignition engine will continue to be the dominant powertrain configuration even

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*through 2030, such
vehicles will be
equipped with advanced
technologies, materials,
electronics and
controls, and
aerodynamics. And by*

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*2030, the deployment of
alternative methods to
propel and fuel vehicles
and alternative modes of
transportation,
including autonomous
vehicles, will be well*

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underway. What are these new technologies – how will they work, and will some technologies be more effective than others? Written to inform The United States

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*Department of
Transportation's
National Highway Traffic
Safety Administration
(NHTSA) and
Environmental Protection
Agency (EPA) Corporate*

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Average Fuel Economy (CAFE) and greenhouse gas (GHG) emission standards, this new report from the National Research Council is a technical evaluation of

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*costs, benefits, and
implementation issues of
fuel reduction
technologies for next-
generation light-duty
vehicles. Cost,
Effectiveness, and*

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*Deployment of Fuel
Economy Technologies for
Light-Duty Vehicles
estimates the cost,
potential efficiency
improvements, and
barriers to commercial*

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deployment of technologies that might be employed from 2020 to 2030. This report describes these promising technologies and makes

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*recommendations for
their inclusion on the
list of technologies
applicable for the
2017-2025 CAFE
standards.*

Analysing developments

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*in digital technologies
and institutional
changes, this book
provides an overview of
the current frenetic
state of transformation
within the global*

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automobile industry. An ongoing transition brought about by the relocation of marketing, design and production centres to emerging economies, and

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experimentation with new mobility systems such as electrical, autonomous vehicles, this process poses the question as to how original equipment manufacturers (OEMs) and

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newcomers can remain competitive and ensure sustainability. With contributions from specialists in the automobile sector, this collection examines the

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shifts in power and geographical location occurring in the industry, and outlines the key role that public policy has in generating innovation in

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*entrepreneurial states.
Offering useful insights
into the challenges
facing emerging
economies in their
attempts to grow within
the automobile industry,*

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*this book will provide
valuable reading for
those researching
internationalization and
emerging markets,
business strategy and
more specifically, the*

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*automotive industry.
Everything You Wanted to
Know about the Science
of Raising Children but
Were Too Exhausted to
Ask*

Brand Relevance

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Text and Cases

Overcoming Barriers to

Deployment of Plug-in

Electric Vehicles

Fundamentals of

Algebraic Modeling

Exploring Geographies,

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Technology, and

Institutional Challenges

"Witty, compelling, and just plain fun to read . . ." —Evelyn Lamb, Scientific

American The Freakonomics of math—a math-world superstar unveils the hidden beauty and logic of the world and puts its

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power in our hands The math we learn in school can seem like a dull set of rules, laid down by the ancients and not to be questioned. In *How Not to Be Wrong*, Jordan Ellenberg shows us how terribly limiting this view is: Math isn't confined to abstract incidents that never occur in real life, but rather touches everything we

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do—the whole world is shot through with
Math allows us to see the hidden
structures underneath the messy and
chaotic surface of our world. It's a
science of not being wrong, hammered out
by centuries of hard work and argument.
Armed with the tools of mathematics, we
can see through to the true meaning of

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information we take for granted: How early should you get to the airport? What does "public opinion" really represent? Why do tall parents have shorter children? Who really won Florida in 2000? And how likely are you, really, to develop cancer? How Not to Be Wrong presents the surprising revelations behind all of these

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questions and many more, using the mathematician's method of analyzing life and exposing the hard-won insights of the academic community to the layman—minus the jargon. Ellenberg chases mathematical threads through a vast range of time and space, from the everyday to the cosmic, encountering, among other things,

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baseball, Reaganomics, daring lottery schemes, Voltaire, the replicability crisis in psychology, Italian Renaissance painting, artificial languages, the development of non-Euclidean geometry, the coming obesity apocalypse, Antonin Scalia's views on crime and punishment, the psychology of slime molds, what

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Facebook can and can't figure out about you, and the existence of God. Ellenberg pulls from history as well as from the latest theoretical developments to provide those not trained in math with the knowledge they need. Math, as Ellenberg says, is "an atomic-powered prosthesis that you attach to your common sense,

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vastly multiplying its reach and strength.”
With the tools of mathematics in hand, you
can understand the world in a deeper,
more meaningful way. How Not to Be
Wrong will show you how.

Lemon-Aid New and Used Cars and
Trucks 1990-2015 steers the confused and
anxious buyer through the purchase of

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new and used vehicles unlike any other car-and-truck book on the market. "Dr. Phil," Canada's best-known automotive expert for more than 42 years, pulls no punches.

This comprehensive new edition of How to Design Cars Like a Pro provides an in-depth look at modern automotive design.

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Interviews with leading automobile designers from Ford, BMW, GM Jaguar, Nissan and others, analyses of past and present trends, studies of individual models and concepts, and much more combine to reveal the fascinating mix of art and science that goes into creating automobiles. This book is a must-have for

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professional designers, as well as for automotive enthusiasts.

Lemon-Aid New Cars and Trucks 2011

How to Design Cars Like a Pro

The Unions' Response to Globalization

Lemon-Aid Used Cars and Trucks

2012-2013

Parentology

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Accountability-based Sanctions
In the past few years, interest in plug-in electric vehicles (PEVs) has grown. Advances in battery and other technologies, new federal standards for carbon-dioxide emissions and fuel economy, state

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zero-emission-vehicle requirements, and the current administration's goal of putting millions of alternative-fuel vehicles on the road have all highlighted PEVs as a transportation alternative. Consumers are also

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beginning to recognize the advantages of PEVs over conventional vehicles, such as lower operating costs, smoother operation, and better acceleration; the ability to fuel up at home; and zero tailpipe emissions when the

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vehicle operates solely on its battery. There are, however, barriers to PEV deployment, including the vehicle cost, the short all-electric driving range, the long battery charging time, uncertainties about battery life, the few choices

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of vehicle models, and the need for a charging infrastructure to support PEVs. What should industry do to improve the performance of PEVs and make them more attractive to consumers? At the request of Congress, Overcoming Barriers to

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Deployment of Plug-in Electric Vehicles identifies barriers to the introduction of electric vehicles and recommends ways to mitigate these barriers. This report examines the characteristics and capabilities of electric vehicle

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technologies, such as cost, performance, range, safety, and durability, and assesses how these factors might create barriers to widespread deployment.

Overcoming Barriers to Deployment of Plug-in Electric Vehicles provides

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an overview of the current status of PEVs and makes recommendations to spur the industry and increase the attractiveness of this promising technology for consumers. Through consideration of consumer behaviors, tax incentives, business

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models, incentive programs, and infrastructure needs, this book studies the state of the industry and makes recommendations to further its development and acceptance. Jeff Speck has dedicated his career to determining what makes cities

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thrive. And he has boiled it down to one key factor: walkability. The very idea of a modern metropolis evokes visions of bustling sidewalks, vital mass transit, and a vibrant, pedestrian-friendly urban core. But in the typical American city, the car

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is still king, and downtown is a place that's easy to drive to but often not worth arriving at. Making walkability happen is relatively easy and cheap; seeing exactly what needs to be done is the trick. In this essential new book, Speck reveals

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the invisible workings of the city, how simple decisions have cascading effects, and how we can all make the right choices for our communities. Bursting with sharp observations and real-world examples, giving key insight into

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what urban planners actually do and how places can and do change, Walkable City lays out a practical, necessary, and eminently achievable vision of how to make our normal American cities great again.

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The definitive inside account of Toyota's greatest crisis—and lessons you can apply to your own company "Those who write off Toyota in the current climate of second guessing and speculation are making a profound mistake and

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need to read this book to get the facts. Toyota is a company that will channel the current challenges to push themselves to even more relentless continuous improvement." –Charles Baker, former Chief Engineer and Vice

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President for R&D, Honda of America "Toyota Under Fire is a superb book and should prove very helpful to American industry's understanding of the problems faced and how any company can prevent similar occurrences in the

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future." –Norman Bodek, author, founder of Productivity Press, and inductee in 2010 Industry Week Manufacturing Hall of Fame "As a former automotive supplier executive and student of Toyota, I was concerned to see the many

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negative reports and investigations into the quality and safety of its vehicles. Toyota Under Fire tells the story of how this great company is growing wiser and stronger by living its culture and values."

—Michael Fisher, CEO, Cincinnati

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Children's Hospital Medical Center
"Just as Toyota has put itself
through excruciating soul-searching
in order to understand what went
wrong, so should we all take
advantage of the opportunity for
learning presented to us by

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Toyota's misfortune. In these pages, you will find that the actual circumstances were far more complex, nuanced, and uncertain than you saw reported in the news."

—John Y. Shook, Chairman and
CEO, Lean Enterprise Institute

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"The most comprehensive and detailed review to date of the circumstances that led to the crisis, and the events and contexts that caused it to escalate." –Strategy & Business About the Book For decades, Toyota has been setting

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standards that are the envy—and goal—of organizations worldwide. Its legendary management principles and business philosophy, first documented by Jeffrey K. Liker in his influential book *The Toyota Way*, changed the business world's

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approach to operational excellence. Granted unprecedented access to Toyota's facilities worldwide, Liker, along with Timothy N. Ogden, investigated the inside story of how Toyota faced the challenges of the recession and the recall crisis of

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2009-2010. In both cases, the company was caught off guard—and found that a root cause of the challenges it faced was its failure to live up to its own principles. But the fundamentals were still there, and the company

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has ultimately come out of the most challenging years of its postwar existence even stronger than before. *Toyota Under Fire* chronicles all the events of the recession and the recall crisis in detail, providing valuable lessons

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any business leader can use to survive and thrive in a crisis, no matter how large: Crisis response must start by building a strong culture long before the crisis hits. Culture matters far more than decisions made by top executives.

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Investing in people, even in the depths of a recession, is the surest path to long-term profitability. Because it had founded its culture on such principles, Toyota didn't need to amass an army of public relations, marketing, and legal

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experts to "put out the fire"; instead, it redoubled efforts to live up to its founding tenet, going "back to basics." Toyota began solving this crisis more than 70 years ago, when its organizational culture was first established. Apply the lessons

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of Toyota Under Fire to your company, and you'll meet any future management challenge calmly, responsibly, and effectively—the Toyota Way.

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marketing strategies is based on the creative process involved in applying marketing concepts to the development and implementation of marketing strategy. An emphasis on critical thinking enables students to understand the essence of how marketing decisions

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technologies could greatly reduce fuel consumption in passenger cars, sport-utility vehicles, minivans, and other light-duty vehicles without compromising vehicle performance or safety.

Assessment of Technologies for

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Improving Light Duty Vehicle Fuel Economy estimates the potential fuel savings and costs to consumers of available technology combinations for three types of engines: spark-ignition gasoline, compression-ignition diesel, and

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hybrid. According to its estimates, adopting the full combination of improved technologies in medium and large cars and pickup trucks with spark-ignition engines could reduce fuel consumption by 29 percent at an additional cost of

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\$2,200 to the consumer. Replacing spark-ignition engines with diesel engines and components would yield fuel savings of about 37 percent at an added cost of approximately \$5,900 per vehicle, and replacing spark-ignition

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engines with hybrid engines and components would reduce fuel consumption by 43 percent at an increase of \$6,000 per vehicle. The book focuses on fuel consumption--the amount of fuel consumed in a given driving

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distance--because energy savings are directly related to the amount of fuel used. In contrast, fuel economy measures how far a vehicle will travel with a gallon of fuel. Because fuel consumption data indicate money saved on fuel

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purchases and reductions in carbon dioxide emissions, the book finds that vehicle stickers should provide consumers with fuel consumption data in addition to fuel economy information.

Consumers Union, the publisher of

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Consumer Reports, has been an influential and defining force in American society since 1936. The organization's mission has remained essentially unchanged: to work for a fair, just, and safe marketplace for all consumers. The

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Consumers Union National Testing and Research Center in Yonkers, New York, is the largest nonprofit educational and consumer product testing center in the world. In addition to its testing facility in Yonkers and a state-of-the-art auto

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test center in Connecticut, the organization maintains advocacy offices in San Francisco, Austin, and Washington, D.C., where staff members work on national campaigns to inform and protect consumers. In addition to its

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flagship publication, Consumer Reports, Consumers Union also maintains several Web sites, including www.ConsumerReports.org and www.ConsumersUnion.org, and publishes two

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