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*Chapter 6 The
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Floating-point arithmetic is the

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most widely used way of implementing real-number arithmetic on modern computers. However, making such an arithmetic reliable and portable, yet fast, is a very difficult task. As a result, floating-point arithmetic is far from being

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***exploited to its full potential.
This handbook aims to provide a
complete overview of modern
floating-point arithmetic. So that
the techniques presented can be
put directly into practice in
actual coding or design, they are
illustrated, whenever possible,***

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by a corresponding program. The handbook is designed for programmers of numerical applications, compiler designers, programmers of floating-point algorithms, designers of arithmetic operators, and more generally, students and

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researchers in numerical analysis who wish to better understand a tool used in their daily work and research.

Migration, broadly defined as directional movement to take advantage of spatially distributed resources, is a

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dramatic behaviour and an important component of many life histories that can contribute to the fundamental structuring of ecosystems. In recent years, our understanding of migration has advanced radically with respect to both new data and conceptual

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understanding. It is now almost twenty years since publication of the first edition, and an authoritative and up-to-date sequel that provides a taxonomically comprehensive overview of the latest research is therefore timely. The emphasis

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throughout this advanced textbook is on the definition and description of migratory behaviour, its ecological outcomes for individuals, populations, and communities, and how these outcomes lead to natural selection acting on the

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behaviour to cause its evolution. It takes a truly integrative approach, showing how comparisons across a diversity of organisms and biological disciplines can illuminate migratory life cycles, their evolution, and the relation of

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***migration to other movements.
Migration: The Biology of Life on
the Move focuses on migration as
a behavioural phenomenon with
important ecological
consequences for organisms as
diverse as aphids, butterflies,
birds and whales. It is suitable***

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for senior undergraduate and graduate level students taking courses in behaviour, spatial ecology, 'movement ecology', and conservation. It will also be of interest and use to a broader audience of professional ecologists and behaviourists

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***seeking an authoritative
overview of this rapidly
expanding field.***

***Hyperspectral Data Compression
provides a survey of recent
results in the field of
compression of remote sensed
3D data, with a particular***

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***interest in hyperspectral
imagery. Chapter 1 addresses
compression architecture, and
reviews and compares
compression methods. Chapters
2 through 4 focus on lossless
compression (where the
decompressed image must be bit***

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***for bit identical to the original).
Chapter 5, contributed by the
editors, describes a lossless
algorithm based on vector
quantization with extensions to
near lossless and possibly lossy
compression for efficient
browsing and pure pixel***

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classification. Chapter 6 deals with near lossless compression while. Chapter 7 considers lossy techniques constrained by almost perfect classification. Chapters 8 through 12 address lossy compression of hyperspectral imagery, where there is a

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tradeoff between compression achieved and the quality of the decompressed image. Chapter 13 examines artifacts that can arise from lossy compression.

"If you've got nothing to hide," many people say, "you shouldn't worry about government

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surveillance." Others argue that we must sacrifice privacy for security. But as Daniel J. Solove argues in this important book, these arguments and many others are flawed. They are based on mistaken views about what it means to protect privacy

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and the costs and benefits of doing so. The debate between privacy and security has been framed incorrectly as a zero-sum game in which we are forced to choose between one value and the other. Why can't we have both? In this concise and

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accessible book, Solove exposes the fallacies of many pro-security arguments that have skewed law and policy to favor security at the expense of privacy.

Protecting privacy isn't fatal to security measures; it merely involves adequate oversight and

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regulation. Solove traces the history of the privacy-security debate from the Revolution to the present day. He explains how the law protects privacy and examines concerns with new technologies. He then points out the failings of our current system

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***and offers specific remedies.
Nothing to Hide makes a
powerful and compelling case for
reaching a better balance
between privacy and security and
reveals why doing so is essential
to protect our freedom and
democracy"--Jacket.***

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Nothing to Hide

Principles and Theories

***Dynamic Pricing and Inventory
Management***

Persuasion in Security Politics

Digital Communication

Online Computation and

Competitive Analysis

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Markets for Technology

Precise, accurate spatial information linked to social and behavioral data is revolutionizing social science by opening new questions for

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*investigation and
improving understanding of
human behavior in its
environmental context. At
the same time, precise
spatial data make it more
likely that individuals*

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*can be identified,
breaching the promise of
confidentiality made when
the data were collected.
Because norms of science
and government agencies
favor open access to all*

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*scientific data, the
tension between the
benefits of open access
and the risks associated
with potential breach of
confidentiality pose
significant challenges to*

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*researchers, research
sponsors, scientific
institutions, and data
archivists. Putting People
on the Map finds that
several technical
approaches for making data*

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*available while limiting
risk have potential, but
none is adequate on its
own or in combination.
This book offers
recommendations for
education, training,*

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*research, and practice to
researchers, professional
societies, federal
agencies, institutional
review boards, and data
stewards.*

This volume examines the

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*relationship between
privacy, surveillance and
security, and the alleged
privacy-security trade-
off, focusing on the
citizen's perspective.
Recent revelations of mass*

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surveillance programmes clearly demonstrate the ever-increasing capabilities of surveillance technologies. The lack of serious reactions to these

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activities shows that the political will to implement them appears to be an unbroken trend. The resulting move into a surveillance society is, however, contested for

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*many reasons. Are the
resulting infringements of
privacy and other human
rights compatible with
democratic societies? Is
security necessarily
depending on surveillance?*

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Are there alternative ways to frame security? Is it possible to gain in security by giving up civil liberties, or is it even necessary to do so, and do citizens adopt this

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*trade-off? This volume
contributes to a better
and deeper understanding
of the relation between
privacy, surveillance and
security, comprising in-
depth investigations and*

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studies of the common narrative that more security can only come at the expense of sacrifice of privacy. The book combines theoretical research with a wide range

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*of empirical studies
focusing on the citizen's
perspective. It presents
empirical research
exploring factors and
criteria relevant for the
assessment of surveillance*

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technologies. The book also deals with the governance of surveillance technologies. New approaches and instruments for the regulation of security technologies and

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*measures are presented,
and recommendations for
security policies in line
with ethics and
fundamental rights are
discussed. This book will
be of much interest to*

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students of surveillance studies, critical security studies, intelligence studies, EU politics and IR in general. A PDF version of this book is available for free in open

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The eighth edition of this

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popular text has been expanded and updated to better fit the needs of a stand-alone Texas politics course. Jillson continues to approach the politics of the Lone Star State

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*from historical,
developmental, and
analytical perspectives,
while giving students the
most even-handed,
readable, and engaging
description of Texas*

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*politics available today.
Students are encouraged to
connect the origins and
development of government
and politics in Texas to
its current practice and
the alternatives possible*

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*through change and reform.
This text helps
instructors prepare their
students to master the
origin and development of
the Texas Constitution,
the structure and powers*

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of state and local government in Texas, how Texas fits into the U.S. federal system, as well as political participation, the electoral process, and public policy in Texas.

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*Texas Politics offers
instructors and students
an unmatched range of
pedagogical aids and
tools. Each chapter opens
with an engaging vignette
and a series of focus*

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*questions to orient
readers to the learning
objectives at hand and
concludes with a chapter
summary, a list of key
terms, review questions,
suggested readings, and*

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web resources. "Let's Compare" boxes help students see how Texas sits alongside other states, "Texas Legends" boxes spotlight key figures in Texas political

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*history, "Pro & Con" boxes
bring conflicting
political views into
sharper focus and every
chapter features a
timeline of important
events in Texas history.*

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New to the eighth edition

- *Covers the 2020 national elections, the 2021 legislative session, and the 2018 state and national elections as they affect Texas.*
- *Highlights*

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*Governor Greg Abbott's
call for policy solutions
to the vulnerability of
the Texas energy grid;
Texas voter eligibility
laws; the coronavirus
recovery program; and*

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*preparation for
redistricting in the wake
of the 2020 census. •
Provides a detailed study
of the 2022-2023 state
budget and the taxing and
spending decisions that*

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*went into it, including
the school funding and
property tax reforms of
2019. .*

*From its founding, United
States politicians and
policymakers have espoused*

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reverence for national values in the creation of US foreign policy. Yet, there are countless examples of traditional US values being disregarded in favor of interests.

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What are the terms of the tradeoff between US values and US interests in US foreign policy? In this dissertation I answer this question with a social-psychological theory of US

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foreign policy. US values are a greater determinant of US policy when these values are more connected to US national identity. I test this theory at the individual-level and at

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*the macro-level of US
foreign policy decision-
making. In Chapter 2, I
draw on sociological,
psychological, and
constructivist
international relations*

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*research and assert that
US national identity
consists of "core" and
"peripheral" values. Core
values are more resilient
to the challenge of
interests, since*

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*disregarding them betrays
central parts of US
identity. Consequently, it
is expected that when
interests and values
clash, the degree to which
the interests are betrayed*

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*depends on the value's
proximity to US identity.
I delineate exactly which
values are "core" and
"peripheral" in US
national identity in
Chapter 3. I determine and*

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*differentiate the values
associated with US
national identity by
analyzing the National
Archives and Records
Administration's "100
Milestone Documents," US*

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*federal holidays and
symbols, and presidential
State of the Union
addresses. I find that
democracy is the most
privileged value in all
realms analyzed. Chapter 4*

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proposes that an analysis of identity's impact on policy should focus on the agents of state policy: policymakers. I also explore cognitive dissonance as a potential

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*psychological mechanism
that enforces national
identity. A series of
experiments show that
respondents favor foreign
policy actions that are
consistent with US values*

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and that respondents experience more cognitive dissonance when they are forced to argue in favor of violating US values, particularly democracy. In Chapter 5, I analyze how

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the tradeoff between US values and US interests occurs in US military aid policy. National values clash with national interests when policymakers are faced

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with the decision of whether or not to grant US military aid to countries that serve US interests but do not embody US national values. The results show that more

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*prominent values
(democracy) are almost
impervious to
countervailing interests
while more tangential
values (enterprise and
human rights) exhibit*

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wildly different effects on US military aid allocation depending on the security and economic importance of the recipient state. I discuss the results of the entire

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*dissertation and its
connection to the Trump
presidency in Chapter 6.
An Integrative Approach to
Successional Dynamics
Principles, Modeling,
Analysis and Feedback*

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Design

*The Green Fiscal Mechanism
and Reform for Low Carbon
Development
Technology, Applications,
and Future Directions
Equity and Choice*

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*Control of Fuel Cell Power
Systems*

*Surveillance, Privacy and
Security*

*Mammalian thermoregulation is
energetically costly, and mammals
employ numerous strategies to*

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ameliorate these costs, particularly at low ambient temperatures. This body of work is broadly focused on mammalian thermoregulation, with emphasis on the adaptive value and evolution of insulative fur and hibernation in rodents. Chapter 1

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serves as a brief introduction to mammalian heterothermy, and general methods for this dissertation are discussed in Chapter 2. Chapter 3 tested for an energetic tradeoff between growth and thermoregulation in juvenile

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Siberian hamsters (Phodopus sungorus) and the effect of an insulative pelage on intrinsic growth rate. Growth, like thermoregulation, is energetically costly, and many studies implicate an energetic tradeoff between them. Fur is known

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to reduce thermoregulatory costs in adult mammals, but its role in maintaining energy balance during growth is unclear. Hamsters weaned at 18 days of age and left fully furred or deprived of all dorsal fur by shaving at 20 days of age, were

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housed at 10°C or 23°C. Body mass, body length, and food consumption were measured until hamsters were 35 days old. Thermal challenge, whether by low ambient temperature or shaving, resulted in increased food intake and decreased efficiency

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*at converting food into body mass -
i.e., less body mass was accrued per
gram of food consumed. Body mass
and length were not affected by the
thermal challenges. These results
suggest that there is no mandatory
tradeoff between growth and*

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*thermoregulation in this species, particularly when food is in abundant supply. Chapter 4 provided a detailed descriptive account of hibernation in Turkish hamsters (*Mesocricetus brandti*), a common model organism for studies*

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of hibernation. I employed continuous telemetric monitoring of body temperature in hibernating male and female Turkish hamsters at ambient temperatures of 5°C and 13°C to characterize torpor bout depth, duration, and frequency, as

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well as rates of entry into and arousal from torpor. Hamsters generated brief intervals of short (20°C), followed by deep torpor bouts lasting 4-6 days at $T_a=5^{\circ}\text{C}$ and 2-3 days at $T_a=13^{\circ}\text{C}$. Females at $T_a=5^{\circ}\text{C}$ had longer bouts than

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*males, but maintained higher torpor
T_b; there were no sex differences at
T_a=13°C. Neither body mass loss
nor food intake differed between the
two T_as. Hamsters entered torpor
primarily during the scotophase
(subjective night), but timing of*

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arousals was highly variable.

Hamsters at both Tas generated short, shallow torpor bouts between deep bouts, suggesting that this species may be capable of both hibernation and daily torpor.

Chapters 5 and 6 made use of the

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fact that vertebrate dentin is deposited on a circadian basis, and daily layers manifest as bands on the medial surfaces of rodent incisors. Hibernation alters dentin deposition, and a distinct hibernation mark has been

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described on incisor surfaces of several rodent species. Chapter 5 tested the effects of day length, torpor expression, and ambient temperature on incisor dentin surface morphology in Turkish hamsters housed in one of four

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conditions: long days (LDs) at 22°C, short days (SDs) at 22°C, SDs at 5°C, and SDs at 13°C. Body temperature was monitored continuously with implanted radio transmitters, and teeth examined postmortem. Teeth of SD hamsters

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had narrower, less distinct circadian increments than those of LD hamsters, but the width of ultradian increments was similar in both photoperiods. Hibernation at both 5°C and 13°C was associated with very narrow, sharply defined

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dentin increments and increased tooth heterogeneity. Hamsters in SDs at 5°C that did not hibernate lacked characteristic hibernation increments. At 5°C, but not 13°C, the number and cumulative width of hibernation increments were related

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*to number and cumulative duration
of periodic arousals, suggesting that
it may be possible to infer
information about hibernation
physiology by examining a deceased
or extinct specimen's teeth. Chapter
6 compared conventional*

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histological preparation of incisor cross-sections to images obtained by hard X-ray micro-tomography, a technique similar to medical CT scanning. Six of the Turkish hamster specimens from Chapter 5 (2 each of LD controls, SD controls, and 5°C

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hibernators) were used; lower right incisors were prepared histologically and lower left incisors were scanned. Scanning was nearly as good as histological preparation, though increments were slightly but significantly wider when measured

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from scanned images. Several specimens of four hibernating sciurid species from the Museum of Vertebrate Zoology were also scanned in search of a putative hibernation mark; such a mark was present in only two individuals.

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Hard X-ray micro-tomography is a valuable tool for studying dentin microstructure when specimens are irreplaceable or otherwise unavailable for permanent alteration necessitated by conventional histology. Two broad

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conclusions follow from this body of work. First, there are sex differences in thermoregulatory traits, which merit further investigation and may ultimately shed light on different selective pressures operating on males and females. Second,

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*incremental dentin in rodent
incisors is a viable tool for studying
hibernation behavior and seasonal
changes in growth rates in
evolutionary and historical
populations, provided that care is
taken to account for inter- and intra-*

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*specific variation in dentin
morphology.*

*This book synthesises fifty years of
vegetation dynamics using
innovative analyses and an
organized framework to integrate
perspectives on succession.*

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Contains theoretical foundations, applications, and examples of competitive analysis for online algorithms.

Presenting the latest research in the control of fuel cell technology, this book will contribute to the

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commercial viability of the technology. The authors' background in automotive technology gives the work added authority as a vital element of future planning.

The Economics of Innovation and
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Corporate Strategy

Frontiers in Massive Data Analysis

Negotiating with American Identity

*Reconciling Equality, Deliberation,
and Minority Protection*

A Framework for Planning with

Incrementally Created Graphs in

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Attributed Problem Spaces

Energy Harvesting Communications

Capital Structure and Corporate

Financing Decisions

We develop the models
and methods to study the
impact of some emerging

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trends in technology,
marketplace, and society
upon the pricing and
inventory policy of a
firm. We focus on the
situation where the firm
is in a dynamic,

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uncertain, and
(possibly) competitive
market environment. The
market trends of
particular interest to
us are: (a) social
networks, (b)

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sustainability concerns, and (c) customer behaviors. The two main running questions this dissertation aims to address are: (a) How these emerging market

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trends would influence the operations decisions and profitability of a firm; and (b) What pricing and inventory strategies a firm could use to leverage these

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trends. We also develop an effective comparative statics analysis method to address these two questions under different market trends. Overall, our results

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suggest that the current market trends of social networks, sustainability concerns, and customer behaviors have significant and interesting impact upon

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the operations policy of a firm, and that the firm could adopt some innovative pricing and inventory strategies to exploit these trends and substantially improve

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its profit. Our main findings are: (a) Network externalities (the monopoly setting). We find that network externalities prompt a firm to face the

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tradeoff between
generating current
profits and inducing
future demands when
making the price and
inventory decisions, so
that it should increase

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the base-stock level,
and to decrease
[increase] the sales
price when the network
size is small [large].
Our extensive numerical
experiments also

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demonstrate the effectiveness of the heuristic policies that leverage network externalities by balancing generating current profits and

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inducing demands in the near future. (Chapter 2.) (b) Network externalities (the dynamic competition setting). In a competitive market with

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network externalities,
the competing firms face
the tradeoff between
generating current
profits and winning
future market shares
(i.e., the exploitation-

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induction tradeoff). We characterize the pure strategy Markov perfect equilibrium in both the simultaneous competition and the promotion-first competition. We show

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that, to balance the exploitation-induction tradeoff, the competing firms should increase promotional efforts, offer price discounts, and improve service

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levels. The exploitation-induction tradeoff could be a new driving force for the fat-cat effect (i.e., the equilibrium promotional efforts are higher under the

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promotion-first

competition than those

under the simultaneous

competition). (Chapter

3.) (d) Trade-in

remanufacturing. We show

that, with the adoption

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of the very commonly used trade-in remanufacturing program, the firm may enjoy a higher profit with strategic customers than with myopic customers.

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Moreover, trade-in remanufacturing creates a tension between firm profitability and environmental sustainability with strategic customers, but

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benefits both the firm and the environment with myopic customers. We also find that, with either strategic or myopic customers, the socially optimal outcome

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can be achieved by using a simple linear subsidy and tax scheme. The commonly used government policy to subsidize for remanufacturing alone, however, does not induce

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the social optimum in general. (Chapter 4.)

(d) Scarcity effect of inventory. We show that the scarcity effect drives both optimal prices and order-up-to

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levels down, whereas increased operational flexibilities (e.g., the inventory disposal and inventory withholding opportunities) mitigate the demand loss caused

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by high excess inventory and increase the optimal order-up-to levels and sales prices. Our extensive numerical studies also demonstrate that dynamic pricing

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leads to a much more significant profit improvement with the scarcity effect of inventory than without.

(Chapter 5.) (e)

Comparative statics

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analysis method. We develop a comparative statics method to study a general joint pricing and inventory management model with multiple demand segments,

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multiple suppliers, and stochastically evolving market conditions. Our new method makes componentwise comparisons between the focal decision variables

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under different
parameter values, so it
is capable of performing
comparative statics
analysis in a model
where part of the
decision variables are

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non-monotone, and it is well scalable. Hence, our new method is promising for comparative statics analysis in other operations management

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models. (Chapter 6.)

An excellent
introduction to feedback
control system design,
this book offers a
theoretical approach
that captures the

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essential issues and can be applied to a wide range of practical problems. Its explorations of recent developments in the field emphasize the

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relationship of new
procedures to classical
control theory, with a
focus on single input
and output systems that
keeps concepts
accessible to students

Bookmark File PDF Chapter 6 The Tradeoff Between Risk And Return Userpage with limited

backgrounds. The text is geared toward a single-semester senior course or a graduate-level class for students of electrical engineering.

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The opening chapters constitute a basic treatment of feedback design. Topics include a detailed formulation of the control design program, the fundamental

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issue of

performance/stability

robustness tradeoff, and

the graphical design

technique of

loopshaping. Subsequent

chapters extend the

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discussion of the
loopshaping technique
and connect it with
notions of optimality.
Concluding chapters
examine controller
design via optimization,

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offering a mathematical approach that is useful for multivariable systems.

The past two decades have seen a gradual but noticeable change in the

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economic organization of
innovative activity.

Most firms used to
integrate research and
development with
activities such as
production, marketing,

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and distribution. Today firms are forming joint ventures, research and development alliances, licensing deals, and a variety of other outsourcing arrangements

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with universities,
technology-based start-
ups, and other
established firms. In
many industries, a
division of innovative
labor is emerging, with

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a substantial increase in the licensing of existing and prospective technologies. In short, technology and knowledge are becoming definable and tradable

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commodities. Although researchers have made significant advances in understanding the determinants and consequences of innovation, until

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recently they have paid little attention to how innovation functions as an economic process.

This book examines the nature and workings of markets for intermediate

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technological inputs. It looks first at how industry structure, the nature of knowledge, and intellectual property rights facilitate the development of

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technology markets. It then examines the impacts of these markets on firm boundaries, the division of labor within the economy, industry structure, and economic

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growth. Finally, it examines the implications of this framework for public policy and corporate strategy. Combining theoretical perspectives

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from economics and management with empirical analysis, the book also draws on historical evidence and case studies to flesh out its research

Bookmark File PDF Chapter 6 The Tradeoff Between Risk And Return Userpage results.

Recent years have witnessed considerable consolidation between the disciplines of environmental and ecological economics at

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research level, but until now textbooks in the area have done little to reflect this. Ahmed Hussen's book is to date the only one to reconcile the two

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standpoints. The central focus of the book will continue to be on this systematic integration of both mainstream and ecological approaches to environmental economics,

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and an acknowledgement that enduring solutions to major contemporary environmental challenges can be obtained through studies based on a well-conceived and balanced

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interdisciplinary approach. However, this third edition also contains much that is new. Chiefly, brand new chapters appear covering the following topics:

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The economics of climate
change The economics of
biodiversity and
ecosystem services
'Green' accounting and
alternative economic and
social indicators of

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sustainability The
business case for
environmental
sustainability An
Appendix that provides a
brief historical account
of the development of

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ecological economics The
result is a
comprehensive
introduction to the main
facets of environmental
and ecological economics
– a text that boldly

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refuses to put up
barriers between
disciplines and takes a
holistic approach to
vital issues. This
student-friendly
textbook contains a

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variety of study tools including learning points, boxed features, case studies, revision questions and discussion questions, and an Appendix that provides

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students with a review of basic economic principles relevant to the study of the environment and its management. Written in a clear and accessible

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style, this book will prove an excellent choice for introducing both students and academics to the world of environmental economics.

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Parallel Complexity of
Linear System Solution
Pro Data Backup and
Recovery
The Case of Mobile
Phones
The False Tradeoff

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Between Privacy and
Security

Macroeconomics

Effects on Incisor

Dentin Morphology and

Implications for

Studying Hibernation in

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Evolutionary and
Historical Contexts
The Give and Take of
Sustainability

*This book presents the
most important parallel
algorithms for the*

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*solution of linear
systems. Despite the
evolution and
significance of the
field of parallel
solution of linear
systems, no book is*

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*completely dedicated to
the subject. People
interested in the themes
covered by this book
belong to two different
groups: numerical linear
algebra and theoretical*

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*computer science, and
this is the first effort
to produce a useful tool
for both. The book is
organized as follows:
after introducing the
general features of*

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*parallel algorithms and
the most important
models of parallel
computation, the authors
analyze the complexity
of solving linear
systems in the circuit,*

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PRAM, distributed, and VLSI models. The approach covers both the general case (i.e. dense linear systems without structure) and many important special cases

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(i.e. banded, sparse, Toeplitz, circulant linear systems).

Managing technology and globalization are two of the main concerns facing companies today. This

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book argues that the success of firms such as Ericsson and Nokia is a function of how they have managed these two areas simultaneously. The author summarises

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*the development of the
global mobile
communications industry
to date, examining how
global standards have
been established, and
why particular firms*

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have succeeded within these standards. He goes on to examine the factors that will determine the market leaders in third-generation mobile

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*communications systems
and phones, and shows
how other high
technology industries
can benefit from the
strategies used.*

Creative industries have

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become fundamental in signalling the economic wellbeing of cities and urban regions. Workers who are attracted to the sector tend to have strong preferences when

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*it comes to the
neighbourhoods they want
to live in, with factors
such as job availability
and urban amenities
playing a large part in
their decision. Skills*

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and Cities analyses these factors and looks at the implications for urban and regional policy across a range of European cities. Drawing conclusions from the

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*Netherlands and
Scandinavian cities
Copenhagen and Helsinki,
this book sheds new
light on the debate
about the importance of
jobs and urban amenities*

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for attracting high-skilled employees. This edited collection brings together international literature and individual residential experiences from

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*different cities,
presenting policy
simulations and
highlighting the
differences between
urban and suburban
groups. Subsequent*

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*chapters discuss the
location preference and
settlement process of
international migrants
and students in an
attempt to understand
what it is that attracts*

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*highly-skilled workers
to a particular area.
This book concludes by
expertly drawing
together the key issues
surrounding the
residential behaviour of*

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*highly educated workers
and students. This
collection will be of
interest to researchers
and policy makers in
urban planning, as well
as Postgraduate students*

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*researching housing
preferences.*

*Understanding Effective
Advertising: How, When,
and Why Advertising
Works reviews and
summarizes an extensive*

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body of research on advertising effectiveness. In particular, it summarizes what we know today on when, how, and why advertising works.

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The primary focus of the book is on the instantaneous and carryover effects of advertising on consumer choice, sales, and market share. In

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addition, the book reviews research on the rich variety of ad appeals, and suggests which appeals work, and when, how, and why they work. The first

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*comprehensive book on
advertising
effectiveness,
Understanding Effective
Advertising reviews over
50 years of research in
the fields of*

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*advertising, marketing,
consumer behavior, and
psychology. It covers
all aspects of
advertising and its
effect on sales,
including sales*

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elasticity, carryover effects, content effects, and effects of frequency. Author Gerard J. Tellis distills three decades of academic and professional experience

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*into one volume that
successfully dismisses
many popular myths about
advertising.*

*Protecting
Confidentiality with
Linked Social-Spatial*

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Data

Texas Politics

Effective Advertising

Citizens' Perspectives

Macroeconomics:

Principles and Policy

East Asia and Europe

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*In the Name of National
Interest*

***This book concerns digital
communication. Specifically, we
treat the transport of bit streams
from one geographical location
to another over various physical***

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media, such as wire pairs, coaxial cable, optical fiber, and radio waves. Further, we cover the mul tplexing, multiple access, and synchronization issues relevant to constructing com munication networks that

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simultaneously transport bit streams from many users. The material in this book is thus directly relevant to the design of a multitude of digital communication systems, including for example local and

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***metropolitan area data net
works, voice and video
telephony systems, the
integrated services digital
network (ISDN), computer
communication systems,
voiceband data modems, and***

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satellite communication systems. We extract the common principles underlying these and other applications and present them in a unified framework. This book is intended for designers and would-be designers of digital

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communication systems. To limit the scope to manageable proportions we have had to be selective in the topics covered and in the depth of coverage. In the case of advanced information, coding, and

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detection theory, for example, we have not tried to duplicate the in-depth coverage of many advanced textbooks, but rather have tried to cover those aspects directly relevant to the design of digital communication systems.

***Negotiating with American
Identity Analyzing the Tradeoff
Between Interests and Values in
United States Foreign Policy
Data mining of massive data sets
is transforming the way we think
about crisis response,***

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marketing, entertainment, cybersecurity and national intelligence. Collections of documents, images, videos, and networks are being thought of not merely as bit strings to be stored, indexed, and retrieved,

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but as potential sources of discovery and knowledge, requiring sophisticated analysis techniques that go far beyond classical indexing and keyword counting, aiming to find relational and semantic

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interpretations of the phenomena underlying the data. Frontiers in Massive Data Analysis examines the frontier of analyzing massive amounts of data, whether in a static database or streaming through a system. Data at that

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***scale--terabytes and
petabytes--is increasingly
common in science (e.g., particle
physics, remote sensing,
genomics), Internet commerce,
business analytics, national
security, communications, and***

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elsewhere. The tools that work to infer knowledge from data at smaller scales do not necessarily work, or work well, at such massive scale. New tools, skills, and approaches are necessary, and this report identifies many of

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them, plus promising research directions to explore. Frontiers in Massive Data Analysis discusses pitfalls in trying to infer knowledge from massive data, and it characterizes seven major classes of computation that are

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common in the analysis of massive data. Overall, this report illustrates the cross-disciplinary knowledge--from computer science, statistics, machine learning, and application disciplines--that must be brought

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***to bear to make useful inferences
from massive data.***

***The Logic of Democracy
examines some of the broadest
questions in political
science--what is democracy and
how does it work--and provides a***

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***unified theory to explain them.
McGann brings together the
often antagonistic literature on
normative political philosophy,
social choice, and the empirical
study of political institutions to
show that it is possible to***

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provide answers for many outstanding problems prevalent in all three. "This ranks with Riker and Mackie as one of the most important works in democratic theory of the last thirty years. McGann slices

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***through fashionable nonsense
like a knife through hot butter.”
--Iain McLean, Oxford University
"McGann brings a variety of
theoretical arguments together
to provide a coherent logic of
majoritarian democracy and a***

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wholehearted and comprehensive defense of majority rule. Notably, he finds virtue in what is commonly viewed as majority rule's vice -- namely cycling -- and he also shows that proportional

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representation, not first-past-the-post, is required for true majoritarianism. The book should be read not just by formal theorists but by a broad range of political science scholars and students.” --Nicholas R. Miller,

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University of Maryland "In The Logic of Democracy Anthony McGann practices political science the way it should be done. He takes a difficult and important theoretical question, namely how we should interpret

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the possibility of majority-rule cycling, pursues it single-mindedly across the unhelpful barriers raised by established subspecialties and methodologies, and arrives at a set of non-obvious normative

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and empirical results. Will you agree with every argument he advances? Surely not. You will, however, benefit immensely from reading this exemplary book.”

--Jim Johnson, University of Rochester Anthony McGann is

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***Assistant Professor of Political
Science at the University of
California, Irvine.
Theory, Evidence, and Practice***

***Understanding When, How, and
Why Advertising Works***

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***Hibernation in Turkish Hamsters
Managed Funds For Dummies
Migration
Putting People on the Map
How does information affect
foreign policy? This
dissertation explores the***

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political dynamic of disclosure of classified information about national security and defense policy and its effects on foreign policymaking. In Chapter 1, I introduce the subsequent chapters by discussing their research

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questions. Chapter 2 confirms the prevalence of disclosure of classified information by anonymous sources in foreign policy reporting; 43.8 percent of all quotes in a corpus of news articles about drone strikes are attributed to

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anonymous individuals.

Chapter 2 also shows that most of anonymously-sourced information is either neutral or supportive of the government's policies.

Chapter 3 analyzes the puzzling credibility of

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disclosure of pro-government classified information (a "helpful leak"). I argue that credibility of unverifiable information leaked by anonymous sources stems from the perception that they may be leakers who reveal the

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truth and from the government's stronger incentive to punish leakers of true than false information. The mechanism hinges on a trade-off that the government faces between allowing positive information to leak

***irrespective of its veracity and
the need to assert
bureaucratic control by
prosecuting unauthorized
disclosures. I show that this
trade-off causes the
government to prosecute
some, but not all, truthful***

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leaks of pro-government information. Chapter 4 illustrates a dilemma for the government when punishing bureaucrats who disclose politically detrimental and classified information ("harmful leaks"). I argue the

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***government's dilemma over
bureaucratic and political
incentives drives the
government's sporadic
punishment of harmful leaks.
Although criminal
punishment of harmful
leakers establishes***

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bureaucratic discipline, it deprives the government of maintaining plausible deniability of the damaging information. I show that this tradeoff between internal credibility and external credibility results in limited

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enforcement of secrecy.

***Chapter 5 examines a political
consequence of harmful leaks.***

***I argue that these harmful
leakers can effect a change in
public opinion about foreign
policy when they reveal their
own identity. The revelation***

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strengthens the public's belief in the credibility of anti-government information provided by the leaker. This renders the government's policy proposal unpopular among the public. I conclude in Chapter 6.

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This book reviews how far East Asian nations have implemented green fiscal reform, and show how they can advance carbon-energy tax reform to realize low-carbon development, with special reference to European

policy and experience. East Asian nations are learning European experiences to adopt them in their political, economic and institutional contexts. However, implementation has been slow in practice, partly due to low

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acceptability that comes from the same concerns as in Europe, and partly due to weak institutional arrangements for the reform. The slow progress in the revenue side turns our eyes on expenditure side: how East

Asian nations have increased environmental-related expenditures, and how far they have greened sectorial expenditures. This "lifecycle" assessment of the fiscal reform, coupled with the assessment of the

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institutional arrangement constitutes the features of this book. The book helps to provide overall picture of green fiscal reform and carbon-energy tax reform in the East Asian region. The region has a variety of

countries, from lowest income to high-income nations.

Nations have different interests in substance and barriers for reform. This book covers recent development of environmental fiscal reform and carbon-energy taxation in

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wider nations in the region, including South Korea, Taiwan, Thailand, Vietnam, Indonesia and Japan. In addition, the book's holistic view helps to understand why a specific nation has interest and concern on some aspects

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of the reforms.

***Textbook for community
college and continuing
education classes in real
estate. Covers basic
economics of real estate
lending, mortgages and deeds
of trust, the loan application***

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***process, loan underwriting,
conventional, FHA, and VA
loan programs, seller
financing, fair lending,
consumer protection laws,
and predatory lending.
Created especially for the
Australian customer! Find***

***your way through the
managed fund maze and make
the most of your investments!
Multi-sector equities?
Concentrated funds? How
about index funds? If you're
being deafened by the volume
of investment options, this***

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***accessible and informative
guide shows you the way! Find
the best fund for your needs
with lots of insider tips. Make
smart investment decisions
that will pave your way to
financial success! Understand
what makes a managed fund***

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***tick — how managed funds
differ from other investments
Work out your investor profile
— weighing up the level of
risk you're willing to take to
reap your rewards Appreciate
class and style — how a mix of
asset class and management***

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***style can produce the results
you're after Identify the key
players – what makes some
funds stand out and what
keeps them on top of the pile
Calculate the costs –
deciphering fees and
commissions and making sure***

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***you're not paying too much
Make sense of ratings – what
the ratings agencies do and
how you can get your head
around their research Learn
the tricks of the trade – easy
tips and strategies for buying,
selling and monitoring your***

***fund Analyse fund
performance – how to assess
returns to enhance your
investment success Open the
book and find: Charts and
tables to illustrate how
managed funds work
Checklists for understanding***

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reports and filling in the forms Concise descriptions of the different fund types Useful websites for funds and regulators Tips for managing your own investment portfolio A comprehensive glossary to cut through the jargon Learn

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to: Understand the pros and cons of investing in Australian managed funds Find the best types of managed funds to meet your financial goals Implement investment strategies to maximise your money Identify risks and

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returns

Theory and Applications

The Logic of Democracy

Feedback Control Theory

Applied General Systems

Theory

Governing the Lone Star State

Considerations for the U.S.

***Foreign Service Institute
An Integrated Economic and
Ecological Approach***

The United States is formally represented around the world by approximately 14,000 Foreign Service officers and other personnel in the U.S. Department of State. Roughly one-third

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of them are required to be proficient in the local languages of the countries to which they are posted. To achieve this language proficiency for its staff, the State Department's Foreign Service Institute (FSI) provides intensive language instruction and assesses the proficiency of personnel before they are

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posted to a foreign country. The requirement for language proficiency is established in law and is incorporated in personnel decisions related to job placement, promotion, retention, and pay. A Principled Approach to Language Assessment: Considerations for the U.S. Foreign Service Institute

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evaluates the different approaches that exist to assess foreign language proficiency that FSI could potentially use. This report considers the key assessment approaches in the research literature that are appropriate for language testing, including, but not limited to, assessments that use task-

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based or performance-based approaches, adaptive online test administration, and portfolios.

In this thesis, a framework for parallel planning agents is developed and applied to planning problems ranging from domain independent planning to planning for autonomous vehicle

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systems. This general-purpose framework combines both logic-based and cost-based planning approaches in order to allow for the creation of logic-constrained, cost optimal plans with respect to possibly dynamic environments, user objectives, and constraints while providing the ability

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**to construct "anytime" plans in
partitioned problem spaces.**

**The medicinal plant, Catharanthus
roseus, is the source of
pharmaceutically valuable anticancer
alkaloids, vincristine (VCR) and
vinblastine (VBL). These alkaloids are
produced only in C. roseus and at**

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extremely low levels (0.0002 wt%). Due to their low levels, the isolation of these compounds is both laborious and costly, ranging from \$4 to \$60 million/kg. Despite these barriers, these alkaloids have been effectively used to treat cancer for over 50 years. The biosynthesis of VCR and VBL is not

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entirely known but involves at least 35 intermediates and 30 enzymes. In an effort to increase alkaloid production, key enzymes in the *C. roseus* biosynthetic pathway have been overexpressed but this strategy has proven unsuccessful since the enzymatic bottleneck is shifted downstream.

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However, transcription factors regulate multiple genes in the pathway and therefore engineering their expression may potentially increase the overall flux through the network and lead to increased production of the desired compounds. Therefore, in this thesis we investigate key transcription factors

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involved in regulating multiple alkaloid biosynthetic enzymes with the overall goal of improving alkaloid production to make these drugs cost-effective and available to patients. First, we establish an optimized and efficient *Agrobacterium*-mediated method for the genetic transformation of *C. roseus*

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hairy root cultures, including a novel, estrogen-inducible construct for transgene expression (Chapter 4). Since ZCT1 (Zinc finger Catharanthus transcription factor) is a known repressor of alkaloid biosynthetic enzymes, we used the optimized transformation method and inducible

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construct to create transgenic *C. roseus* hairy roots with silenced *Zct1* expression (Chapter 5). The results of silencing this key repressor and implications in alkaloid biosynthesis in *C. roseus* were analyzed. In addition to silencing *Zct1* in hairy roots, *Zct1* expression was also silenced transiently

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in *C. roseus* seedlings, uncovering ZCT1's role in growth (in addition to its existing role in defense, i.e. alkaloid production). ZCT1's involvement in the mechanism by which growth and defense are compromised in *C. roseus* is studied (Chapter 6). This tradeoff between growth and defense in plants is

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poorly understood; uncovering the mechanism by which plants switch between these processes may lead to novel methods to overcome this compromise to ultimately increase yields and reduce costs of important, plant-derived, pharmaceutical compounds.

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Is real property appraisal evolving, or have all of the "big ideas" already been conceived? This question has been circulating among the leaders of the Appraisal Institute during the past several annual meetings, usually encountering little in the way of satisfying answers. This is not too

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surprising, because grand ideas and new knowledge do not typically evolve from off-hand conversation. They are the product of focused intellectual activity and hours of difficult work. This unquenched thirst for new knowledge is the primary reason for assembling this collection of new

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manuscripts dealing with valuation theory, which was financially underwritten by the Appraisal Institute. Their generosity and willingness to partner with the American Real Estate Society made this collection of thoughtful and thought provoking essays possible. They are the result of a

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global response to a worldwide call for papers, and demonstrate that real estate valuation is indeed an international discipline. The United States, Australia and New Zealand, Southeast Asia, the Pacific Rim, and Europe are all represented by this impressive collection of authors. Together, the

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eighteen essays that make up this volume demonstrate that there are a sufficient number of "big ideas" to challenge and improve the appraisal profession for years to come. Real Estate Valuation Theory is organized around five categories of intellectual contribution to the whole-appraiser

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decision making and valuation accuracy, application of nontraditional appraisal techniques such as regression and the minimum-variance grid method, appraising contaminated property, ad valorem tax assessment, and new perspectives on traditional appraisal methods. One common thread

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is that all of the papers are exceptionally well written and thought provoking.

Skills and Cities

The Biology of Life on the Move

A Principled Approach to Language Assessment

Analyzing the Tradeoff Between

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Roseus to Enhance Production of

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Financing Residential Real Estate

A comprehensive guide to making better
capital structure and corporate financing

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decisions in today's dynamic business environment Given the dramatic changes that have recently occurred in the economy, the topic of capital structure and corporate financing decisions is critically important. The fact is that firms need to constantly revisit their portfolio of debt, equity, and hybrid securities to finance

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assets, operations, and future growth.

Capital Structure and Corporate Financing Decisions provides an in-depth examination of critical capital structure topics, including discussions of basic capital structure components, key theories and practices, and practical application in an increasingly complex corporate world.

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Throughout, the book emphasizes how a sound capital structure simultaneously minimizes the firm's cost of capital and maximizes the value to shareholders.

Offers a strategic focus that allows you to understand how financing decisions relates to a firm's overall corporate policy

Consists of contributed chapters from both

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academics and experienced professionals, offering a variety of perspectives and a rich interplay of ideas Contains information from survey research describing actual financial practices of firms This valuable resource takes a practical approach to capital structure by discussing why various theories make

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sense and how firms use them to solve problems and create wealth. In the wake of the recent financial crisis, the insights found here are essential to excelling in today's volatile business environment. Provides a systematic overview of a hot research area, examining the principles and theories of energy harvesting

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communications This book provides a detailed and advanced level introduction to the fundamentals of energy harvesting techniques and their use in state-of-the-art communications systems. It fills the gap in the market by covering both basic techniques in energy harvesting and advanced topics in wireless

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communications. More importantly, it discusses the application of energy harvesting in communications systems to give readers at different levels a full understanding of these most recent advances in communications technologies. The first half of Energy Harvesting Communications: Principles and Theories

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focuses on the challenges brought by energy harvesting in communications. The second part of the book looks at different communications applications enhanced by energy harvesting. It offers in-depth chapters that: discuss different energy sources harvested for communications; examine the energy harvesters used for

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widely used sources; study the physical layer and upper layer of the energy harvesting communications device; and investigate wireless powered communications, energy harvesting cognitive radios, and energy harvesting relaying as applications. Methodically examines the state-of-the-art of energy

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Archaeological and Anthropological
Perspectives on Tradeoffs

Global Competition Between and Within
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*Good backup and recovery strategies are
key to the health of any organization.*

*Medium- to very-large-scale systems
administrators have to protect large amounts*

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of critical data as well as design backup solutions that are scalable and optimized to meet changing conditions. Pro Data Backup and Recovery will cover some of the more common backup applications, such as Symantec NetBackup/BackupExec, EMC NetWorker, and CommVault, but the main discussion will focus on the implementation

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of 21st century architectures that allow the backup software to be a “commodity” item. The underlying architecture provides the framework for meeting the requirements of data protection for the organization. This book covers new developments in data protection as well as the impact of single-instance storage upon backup

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infrastructures. It discusses the impact of backup and data replication, the often misapplied B2D and D2D strategies, and “tapeless” backup environments. Continuous data protection and remote replication strategies are also addressed as they are integrated within backup strategies—a very important topic today. Learn backup

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solution design regardless of specific backup software Design realistic recovery solutions Take into account new data protection standards and the impact of data replication Whether you are using NetBackup, CommVault, or some other backup software, Pro Data Backup and Recovery will give you the information you need to

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keep your data safe and available.

Offering a new answer to an age-old problem: the meaning of a just or equitable distribution of resources, Julian Le Grand examines the principal interpretations of equity used by economists and political philosophers. He argues that none captures the essence of the term as well as an

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alternative conception relating equity to the existence or otherwise of individual choice. Le Grand shows that this conception is not only philosophically well-grounded but is also directly relevant to key areas of distributional policy. His theoretical argument is complemented by detailed discussion of the application of the central

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idea to specific areas of policy, including the distribution of health and health care, central government grants to local governments and the measurement of income for tax purposes. Equity and Choice is written by an economist, but is intended for political philosophers and social policy analysts as well as economists. Hence the

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key chapters are written in a non-technical fashion, with specialized material relegated to appendices. This book is a unique combination of philosophical, economic and policy analysis and represents a major contribution in all three areas.

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Coverage includes wireless LANs, multihop wireless networks, and sensor networks.

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- * Recent Advances in Wireless LANs and Multihop Wireless Networks*
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* *Middleware, Applications, and New Paradigms*
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*relationships and common links among
different types of wireless networks*

*Chapters are written by an international
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are experts and trendsetters in their
fields. Contributions represent both industry
and academia, including IBM, National
University of Singapore, Panasonic, Intel,*

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and Seoul National University. Students, researchers, and practitioners who need to stay abreast of new research and take advantage of the latest techniques in wireless communications will find this publication indispensable. Mobile, Wireless, and Sensor Networks provides a clear sense of where the industry is now, what challenges it faces,

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