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The Global Status Report on Road Safety 2018, launched by WHO in December 2018, highlights that the number of annual road traffic deaths has reached 1.35

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million. Road traffic injuries are now the leading killer of people aged 5-29 years. The burden is disproportionately borne by pedestrians, cyclists and motorcyclists, in particular those living in developing

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countries. The report suggests that the price paid for mobility is too high, especially because proven measures exist. Drastic action is needed to put these measures in place to meet any future global

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target that might be set and save lives.

Our gadgets, appliances, and cars are sleeker and more elegant than they've ever been; in our free time, we trawl the internet for pictures of flawless

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minimalist interiors; and even the great industrialist of our time—Steve Jobs—is admired more for his visual savvy than his technological inventiveness. And yet with Instagram and Pinterest at our fingers and great design

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more available—and more affordable—than ever, we've had no guidebook to this ever-fascinating field. Though it's an inescapable part of our lives, there has been no single book that could, in one fell swoop,

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tell us everything we need to know about design. Enter Hello World. The design critic for the International Heard Tribune, Alice Rawsthorn has spent many years reckoning with the history of design and with

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its place in contemporary life, and Hello World is the extraordinary summation of her research and reporting. Rawsthorn takes us on a trip through design that ranges across continents and centuries, and wherever she

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goes, she discovers
inspiring, thrilling
examples of resourcefulness,
inventiveness, and sheer
vision. From the macabre
symbol with which eighteenth-
century pirates terrorized
their victims into

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surrender, to one woman's quest for the best prosthetic legs, to the evolution of the World Cup soccer ball, Hello World describes how warlords, scientists, farmers, hackers, activists, and

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professional designers have used the complex, often elusive process of design to different ends throughout history. Hailed as a “rapid-fire and illuminating ode to contemporary design†? (Telegraph) and “an

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extremely readable tour of the subject†? (Financial Times), Hello World is a major work that radically broadens our understanding of what design can mean, and explains how we can use it to make sense of our ever-

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changing universe.

Winner of the Motor Press
Guild Best Book of the Year
Award & Dean Batchelor Award
for Excellence in Automotive
Journalism For fans of The
Boys in the Boat and In the
Garden of Beasts, a pulse-

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pounding tale of triumph by
an improbable team of
upstarts over Hitler's
fearsome Silver Arrows
during the golden age of
auto racing As Nazi Germany
launched its campaign of
racial terror and pushed the

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world toward war, three unlikely heroes—a driver banned from the best European teams because of his Jewish heritage, the owner of a faltering automaker company, and the adventurous daughter of an

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American multimillionaire-banded together to challenge Hitler's dominance at the Grand Prix, the apex of motorsport. Bringing to life this glamorous era and the sport that defined it,

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Faster chronicles one of the most inspiring, death-defying upsets of all time: a symbolic blow against the Nazis during history's darkest hour.

Predicasts F & S Index
Popular Science

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A History of American
Literature

The Lexus Story

Ward's Automotive Yearbook

Fundamentals of Momentum,

Heat, and Mass Transfer

**Lessons for a new
generation of leaders on**

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teamwork, meetings, conversations, free food, social media, apologizing, and other topics. When designer and computer scientist John Maeda was tapped to be president of

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the celebrated Rhode Island School of Design in 2008, he had to learn how to be a leader quickly. He had to transform himself from a tenured professor—with a love of

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argument for argument's sake and the freedom to experiment—into the head of a hierarchical organization. The professor is free to speak his mind against “the man.” The

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college president is “the man.” Maeda has had to teach himself, through trial and error, about leadership. In Redesigning Leadership, he shares his learning process. Maeda,

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writing as an artist and designer, a technologist, and a professor, discusses intuition and risk-taking, “transparency,” and all the things that a conversation can do that an email can't.

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In his transition from MIT to RISD he finds that the most effective way to pull people together is not social networking but free food. Leading a team? The best way for a leader to

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leverage the collective power of a team is to reveal his or her own humanity. Asked if he has stopped designing, Maeda replied (via Twitter) "I'm designing how to talk about/with/for

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**our #RISD community.”
Maeda's creative nature
makes him a different sort
of leader—one who prizes
experimentation, honest
critique, and learning as
you go. With Redesigning**

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Leadership, he uses his experience to reveal a new model of leadership for the next generation of leaders. This book explains the rise of China, India, and Brazil in the international trading

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system, and the implications for trade law. A behind-the-scenes look at Lexus's surprising twenty-year success story—in a revised new edition In the 1980s, German brands

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BMW and Mercedes-Benz dominated the luxury car market and had little reason to fear competition from Japan. But in 1989, Toyota entered the market with the Lexus LS 400, a

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car that could compete with the Germans in every category but price—it was US\$30,000 cheaper. Within two years, Lexus had overtaken Mercedes-Benz in the United States and

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**made a stunning success of
Toyota's brave foray into
the global luxury market.
Lexus: The Relentless
Pursuit reveals why Toyota
decided to take on the
German automakers and**

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**how the new brand won
praise and success for its
unparalleled quality,
unforgettable advertising,
and unprecedented
customer service. From the
first boardroom planning**

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session to Lexus's entry into the mega-luxury supercar market, this is the complete and compelling story of one of the world's most admired brands. Includes a new Foreword by

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**legendary designer Erwin
Lui, an Afterword with
updates since the first
edition, and a new Coda by
leading Japanese
automotive journalist Hisao
Inoue Covers the racetrack**

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**triumph—and
tragedy—behind the new
US\$375,000 Lexus LFA
supercar Offers important
business lessons for brand
managers and executives
For car enthusiasts,**

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**business leaders, and
anyone interested in
branding and marketing,
Lexus: The Relentless
Pursuit offers an amazing
story of excellence and
innovation in the**

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**automotive industry.
Regional Security Issues
and Mongolia
Every Model Since 1964
Electric and Hybrid Vehicles
Notes on Automobile
Design**

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From Aino Aalto to Eva Zeisel (More than 100 profiles of pioneering women designers, from industrial to fashion design)

In Japan it's called the "Ghosn

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Shock"—the stunning arrest of Carlos Ghosn, the jet-setting CEO who saved Nissan and made it part of a global automotive empire. Even more shocking was his daring escape from Japan, packed into a box

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and put on a private jet to Lebanon after months spent in a Japanese detention center, subsisting on rice gruel. This is the saga of what led to the Ghosn Shock and what was left in its wake. Ghosn spent two decades

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building a colossal partnership between Nissan and Renault that looked like a new model for a global business, but the alliance's shiny image fronted an unsteady, tense operation. Culture clashes, infighting among executives and

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engineers, dueling corporate traditions, and government maneuvering constantly threatened the venture.

Journalists Hans Greimel and William Sposato have followed the story up close, with access to

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key players, including Ghosn himself. Veteran Tokyo-based reporters, they have witnessed the end of Japan's bubble economy and attempts at opening Japan Inc. to the world. They've seen the fraying of

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keiretsu, Japan's traditional skein of business relationships, and covered numerous corporate scandals, of which the Ghosn Shock and Ghosn's subsequent escape stand above all. Expertly reported, Collision Course

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explores the complex suspicions around what and who was really responsible for Ghosn's ouster and why one of the top executives in the world would risk everything to escape the country. It explains how economics,

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history, national interests, cultural politics, and hubris collided, crumpling the legacy of arguably the most important foreign businessman ever to set foot in Japan. This gripping, unforgettable narrative, full of

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fascinating characters, serves as part cautionary tale, part object lesson, and part forewarning of the increasing complexity of doing global business in a nationalistic world.

In its 5th edition International

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Marketing guides students to understand the importance of international marketing for companies of every size and how going international can enhance value and growth. It provides a solid understanding of the key

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principles and practices of international marketing. The text has been thoroughly updated to reflect the most recent developments in the current business environment and encourages students to critically

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engage with the content within the context of modern life. Key Features: - A new chapter dedicated to Digital and Social Media Marketing - Fully updated pedagogy, including 'Going International' vignettes and End

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of Chapter questions - Brand new examples and case studies from global and innovative companies including Red Bull, Gillette and Audi - Now includes Interactive activities, Testbank questions and Quizzes available on

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Connect® International Marketing is available with McGraw Hill's Connect®, the online learning platform that features resources to help faculty and institutions improve student outcomes and course delivery efficiency.

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“International Marketing continues to be an essential subject in any business or management degree. Ghauri and Cateora’s book, now in its fifth edition, provides a most up-to-date and authentic evolution of

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the subject.” George S. Yip, Emeritus Professor of Marketing and Strategy, Imperial College Business School. Professor Pervez Ghauri teaches International Business at Birmingham Business School. He

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is Founding Editor for International Business Review (IBR) and Consulting Editor for Journal of International Business Studies (JIBS). Philip R. Cateora is Professor Emeritus at the University of Colorado. His

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teaching spanned a range of courses in marketing and international business from fundamentals through to doctoral level.

This book steers buyers through the the confusion and anxiety of

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new and used vehicle purchases unlike any 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.

The Age of Combustion

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God-man

Women in Design

*Global Status Report on Road
Safety 2018*

50 Years

Boss Mustang

Widely acknowledged as a

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contemporary classic that has introduced thousands of readers to American literature, *From Puritanism to Postmodernism: A History of American Literature* brilliantly charts the fascinating story of American literature from

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the Puritan legacy to the advent of postmodernism. From realism and romanticism to modernism and postmodernism it examines and reflects on the work of a rich panoply of writers, including Poe, Melville, Fitzgerald, Pound,

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Wallace Stevens, Gwendolyn Brooks and Thomas Pynchon. Characterised throughout by a vibrant and engaging style it is a superb introduction to American literature, placing it thoughtfully in its rich social, ideological and

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historical context. A tour de force of both literary and historical writing, this Routledge Classics edition includes a new preface by co-author Richard Ruland, a new foreword by Linda Wagner-Martin and a fascinating

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interview with Richard Ruland, in which he reflects on the nature of American fiction and his collaboration with Malclolm Bradbury. It is published here for the first time.

The Ford Boss Mustang is the

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most iconic pony car ever created, and this book covers it more extensively than any other. Boss Mustang: 50 Years—a fully expanded version of Mustang Boss 302—includes the complete history of its creation; racing and

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street histories of both the 302 and 429 models; and photos and interviews with Boss Mustang designers, engineers, racers, and more. Of all the legendary names in the history of the Ford Mustang, one stands apart:

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Boss. Originally created to homologate the new Boss 302 engine and option package for SCCA Trans-Am racing, the Mustang Boss 302 debuted for the 1969 model year and was built in limited numbers for the

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street through 1970. This book features never-before-seen production and racing photography, interviews with designers and engineers, and keen insight from author Donald Farr, a renowned Ford historian

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and Ford hall-of-fame inductee. Designed by the legendary Larry Shinoda, the Boss cars were easily distinguished from their less potent stablemates by their race-bred powerplant, standard front spoiler, and bold graphics.

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In 2012, Ford at long last revived this most revered of all Mustang models. With a new racing counterpart and a modern street version that delivers more than 440 horsepower, the Boss was truly back! In 2013, Ford rolled

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out the Boss one more time. In Boss Mustang: 50 Years, Mustang historian Donald Farr offers a complete history of the car—from its late 1960s origins in Ford's boardrooms through its Trans-Am successes and

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untimely demise in 1970, up to the conception and development of the spectacular, limited-edition 2012 and 2013 Boss Mustangs. Packed with brilliant photography and firsthand accounts from the people who

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created the original Boss, as well as the team that resurrected Ford's most iconic Mustang for the 21st century, this is the story every Mustang enthusiast has been waiting to read.

All the projects in Archmarathon

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Awards contest 192 Colour

Pages Size 230 x 270 mm

Lexus

How a Jewish Driver, an

American Heiress, and a

Legendary Car Beat Hitler's Best

Faster

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Technologies, Modeling and
Control - A Mechatronic
Approach
Innovation
Transportation Energy Data
Book

"Offering an alternative,

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female-focused history, Women in Design is an essential new tome dedicated to the innovators who have shaped the design world" - ELLE Decoration
Featuring more than 100 profiles of pioneering women designers, some who have achieved global

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recognition such as Ray Eames, Charlotte Perriand and Zaha Hadid, it also introduces the fascinating and often untold stories of lesser-known designers, who have similarly shaped and enriched the story of design. An excerpt from the book:

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"This book is, first and foremost, a celebration of some truly remarkable women whose careers in design have been exceptional. They can rightly be called exceptional because, despite the odds stacked against them, the women featured here created

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significant bodies of work within what was - and to a certain extent still is - the male-dominated field of design. By highlighting their extraordinary achievements, our intention is to contextualize the role of women in design over the last one hundred years or so in

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order to trace how the status of female designers has evolved, while at the same time assessing where it stands today. In the past, all too often the work of female designers was overlooked in the literature on design, while also being woefully under-represented

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in exhibitions and museum collections. This book seeks to redress these outstanding omissions. The primary reasons for this paucity of representation are that - as in other male-dominated professions - women were often either largely

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excluded from certain areas of endeavour or had no option but to take on subordinate roles. Women designers and their work have, also, all too often been assessed through the lens of the patriarchy, meaning they have either been entirely defined by

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their gender or their contributions have been subsumed under that of their 'more famous' husbands, brothers, fathers or lovers. This book attempts to tell a very different story, one that appraises their activities within the wider

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landscape of the feminist movement - both past and present. It is only now that women designers working in developed free-market economies are beginning to enjoy anything like equality with their male counterparts when it comes to

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professional access and recognition, let alone parity of remuneration. As for women living elsewhere in the world, having any kind of professional career, let alone one in design, is still often largely an impossible dream."

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This volume offers insight and perspective on entrepreneurship from the foremost academic leaders in the field.

An advanced level introductory book covering fundamental aspects, design and dynamics of electric and hybrid electric

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vehicles There is significant demand for an understanding of the fundamentals, technologies, and design of electric and hybrid electric vehicles and their components from researchers, engineers, and graduate students. Although there is a

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good body of work in the literature, there is still a great need for electric and hybrid vehicle teaching materials. Electric and Hybrid Vehicles: Technologies, Modeling and Control - A Mechatronic Approach is based on the authors'

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current research in vehicle systems and will include chapters on vehicle propulsion systems, the fundamentals of vehicle dynamics, EV and HEV technologies, chassis systems, steering control systems, and state, parameter and force

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estimations. The book is highly illustrated, and examples will be given throughout the book based on real applications and challenges in the automotive industry. Designed to help a new generation of engineers needing to master the principles of and

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further advances in hybrid vehicle technology Includes examples of real applications and challenges in the automotive industry with problems and solutions Takes a mechatronics approach to the study of electric and hybrid electric vehicles,

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***appealing to mechanical and
electrical engineering interests
Responds to the increase in
demand of universities offering
courses in newer electric vehicle
technologies
Design Emergency
Best Practices for Chief***

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***Information Officers, Venture
Capitalists, and Technology
Vendors***

Predicasts F & S Index

International

From Puritanism to

Postmodernism

Basic Statistics and Data Analysis

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Redesigning Leadership

This clear and timely book presents the first sustained and structured analysis of globalization in the East Asian context, exploring the strategies used by East Asian countries to cope with the forces of

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globalization.

In a bold bid to enter the prestigious luxury car market, Toyota launched its Lexus marque in 1989 with the LS400. Impeccable attention to detail, advanced engineering, sourcing of first quality materials

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from around the world and meticulous build quality ensured that cars wearing the Lexus badge could compete directly with the established products of Mercedes-Benz, BMW and Jaguar. Motoring journalists around the world were

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quick to confirm the inherent quality of the Lexus, allowing the new marque to become established amazingly quickly and to make serious inroads into the sales territories of other prestige brands. This book covers the complete year-

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by-year development of the Lexus line, including the equivalent models in Japan. Written by an acknowledged Toyota expert with the full co-operation of the company and its many subsidiaries worldwide, this is the definitive

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history of the marque.

Porsche's fabled 911 represents the ultimate expression of Ferdinand Porsche's original vision of the perfect sports car. In *The Complete Book of Porsche 911*, author and photographer Randy

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Leffingwell provides a year-by-year overview of Stuttgart's most famous car, from the original 901 prototype to today's technologically advanced GT2 and GT3 derivatives and the latest 992-generation 911. Along the way, he highlights the racing,

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prototype, and limited-production cars—offering the most complete reference available to these top-tier sports cars. In this book, you'll find the air-cooled cars of 1963 to 1998, then the water-cooled 911s of 1998 to present day. With behind-the-

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scenes info on the evolution of this iconic sports car, this book offers the detail craved by Porsche enthusiasts. Illustrated throughout with images from Porsche's own historical archive and complemented by the author ' s

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stunning photos, along with detailed technical specification tables, The Complete Book of Porsche 911 offers a thorough account of one of the most beloved enthusiast cars ever produced.

Our Success

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Emerging Powers and the World
Trading System

Where Design Meets Life

Kumamoto Artpolis

The Power Report on Automotive
Marketing

The Complete Book of Porsche 911

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Popular Science gives our readers the information and tools to improve their technology and their world.

The core belief that Popular Science and our readers share:
The future is going to be better, and science and technology are the

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driving forces that will help make it better.

Fifty-Fifty, The Clarity of Hindsight is a compilation of the lessons learned by a fifty-year old lawyer, wife, mother, daughter of immigrant parents, survivor and thriver,

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though not of course always in that order. By professional and personal circumstances, the author has traveled to nearly fifty countries, lived abroad as an expatriate twice (first in Japan and then in France) and speaks several languages. The

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book apropos of the title, contains fifty chapters, recounts many fascinating travel vignettes and astute observations, reflects on interesting work related "war" stories, and is of.

When Lexus launched fifteen years

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ago, the idea of a Japanese brand that would compete fender to fender with Mercedes-Benz, BMW, and Cadillac seemed preposterous. But Lexus' first sedan shocked the world. The result of hundreds of prototypes, the work of more than

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1,000 engineers, and some \$1 billion, the Lexus LS 400 pioneered new ground. Within just a few years, Lexus had transformed itself from an unlikely outsider into one of the industry's leaders as it redefined the idea of the luxury vehicle while

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also building a dealer network that gave unprecedented attention to service. The Lexus Story describes the brand's rapid ascent-and its travails along the way. The Lexus Story is the first journalistic telling of the history of this extraordinary

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company. And it is the only account afforded full access to the designers, engineers, dealers, and company leaders who molded the cars and the brand. The Lexus Story takes readers deep inside the making of first-class automobiles,

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from the creative sparks kindled in Lexus' far-flung design studios to the engineering refinements that translate ideals of performance and luxury into steel, glass, and rubber. Designed to be both readable and visually welcoming with more than

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200 full-color photographs, The Lexus Story is a compelling history of a world-class brand.

The Way Ahead

Southeast Asia Subject Catalog

EBOOK: International Marketing,

5e

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The History of the Asian Sources
Media Group

Hello World

The Relentless Pursuit

Includes advertising matter.

Alice Rawsthorn and Paola

Antonelli, two of the world's most

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influential design figures, meet the visionary designers whose innovations and ingenuity give us hope for the future by redesigning and reconstructing our lives, enabling us to thrive Design Emergency tells the stories of the

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remarkable designers, architects, engineers, artists, scientists, and activists, who are at the forefront of positive change worldwide.

Focusing on four themes -

Technology, Society,

Communication, and Ecology -

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Alice Rawsthorn and Paola Antonelli present a unique portrait of how our great creative minds are developing new design solutions to the major challenges of our time, while helping us to benefit from advances in science and technology.

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Expanded for the occasion of ZZ Top's 50th anniversary, Billy F Gibbons: Rock + Roll Gearhead throws wide Gibbons's garage and studio doors for an exclusive look at his exquisite collection of cars and guitars. Love cars, guitars, and ZZ

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Top? This visually stunning tour through this Grade-A Texas gearhead's weird, wild life, vintage and way-out custom guitars, and influential hot rods and custom cars is mandatory education. From the near-mythical '59 Les Paul sunburst

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known as "Pearly Gates" and the "Furry One" of MTV renown to cars like the Eliminator, CadZZilla, and Kopperhed, they're all here—more than 60 guitars and 15 astounding vehicles, all expounded upon by BFG himself and shown in

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commissioned color and artistic black-and-white photography. Cars and guitars that have made their way to light since the book's first publication in 2005 are included:

Cars: Mexican Blackbird 1958
Thunderbird Quintana 1950 Ford

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Custom El Camino Grocery-Getter
custom Whiskey Runner '34 Ford
Coupe 51 Willys Wagon Guitars:
Party Peelers John Bolin Customs
Neiman Marcus BFG SG Nacho
Telecaster John Bolin "Think Buck"
T-style Mexican Blackbird

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solidbody Mojo Maker Tone Bender
Zemaitis custom Marconi Lab
Guitar 1929 Dixie Ukelele 1939
Rickenbacker Frying Pan and
more! While BFG's cars and guitars
are the stuff of legend, no less
intriguing are the tales behind his

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incredible music career. From teenage Houston garage rocker to the Rock and Roll Hall of Fame, the whole story is between these covers, told in the Good Reverend Willie G's own words and illustrated with photos and memorabilia from his

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personal archive. As with many rockers, Billy F Gibbons' jones for hot rods and customs is the stuff of legend. But beyond this bona fide bluesman's mastery of the six-string and unrepentant love for internal combustion is a noted collector

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whose own designs have manifested themselves in hundreds of mind-bending cars and guitars. This is the definitive and official record of that genius.

Lexus □ The challenge to create the finest automobile

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Lemon-Aid New and Used Cars and
Trucks 1990-2016

International annual

Fifty-Fifty

Rock + Roll Gearhead

The Word Made Flesh

- Author Stephen Bayley considers the

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car as the greatest cultural and design phenomenon of the 20th century - Includes 60 of his popular monthly articles for Octane the leading classic car magazine The automobile is the ultimate analog machine and mankind's most ingenious, seductive and damaging invention. For over a

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century, cars have provided reference points for our notions of style, status and desire. In design terms, the Age of Combustion was as rich and varied as architecture's Baroque - and far more popular. And now it is coming to an end, as the internal-combustion engine is superseded by the battery

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and cars become wheeled computers, running on AI not oil. Together with a wide-ranging introduction, this book reproduces 60 of Stephen Bayley's popular monthly columns for Octane, the outstanding classic car magazine where, for more than 10 years, he has provided the most consistent and

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insightful commentary on car culture, often based on privileged access to industry insiders.

Due diligence conducted around technology decisions is complex. Done correctly, it has the power to enable outstanding positive outcomes; done poorly, it can wreak havoc on

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organizations, corporate cultures, and markets. Technology Due Diligence: Best Practices for Chief Information Officers, Venture Capitalists, and Technology Vendors develops a due diligence framework for anyone resolving technology decisions intended to help their business

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achieve positive results. This essential book contains actual case studies that incorporate the due diligence methodology to assist chief information officers, venture capitalists, and technology vendors who wrestle with technology acquisitions challenges on a daily

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basis.

Technology Due Diligence: Best Practices for Chief Information Officers, Venture Capitalists, and Technology Vendors

Carlos Ghosn and the Culture Wars That Upended an Auto Empire

The Past and Future of International

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Economic Law

Archmarathon Awards

Billy F Gibbons

The First Twenty Five Years,
1971-1996