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An explosive expose? of Samsung that "reads like a dynastic thriller, rolling through three generations of family intrigue, embezzlement, bribery, corruption, prostitution, and other bad behavior" (The Wall Street Journal). LONGLISTED FOR THE FINANCIAL TIMES AND MCKINSEY BUSINESS BOOK OF THE YEAR AWARD Based on years of reporting on Samsung for The Economist, The Wall Street Journal, and Time, from his base in South Korea, and his countless sources inside and outside the

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company, Geoffrey Cain offers a penetrating look behind the curtains of the biggest company nobody in America knows. Seen for decades in tech circles as a fast follower rather than an innovation leader, Samsung today has grown to become a market leader in the United States and around the globe. They have captured one quarter of the smartphone market and have been pushing the envelope on every front. Forty years ago, Samsung was a rickety Korean agricultural conglomerate that produced sugar, paper, and fertilizer, located in a backward country with a third-world economy. With the rise of the PC revolution, though, Chairman Lee Byung-chul

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began a bold experiment: to make Samsung a major supplier of computer chips. The multimillion-dollar plan was incredibly risky. But Lee, wowed by a young Steve Jobs, who sat down with the chairman to offer his advice, became obsessed with creating a tech empire. And in Samsung Rising, we follow Samsung behind the scenes as the company fights its way to the top of tech. It is one of Apple's chief suppliers of technology critical to the iPhone, and its own Galaxy phone outsells the iPhone. Today, Samsung employs over 300,000 people (compared to Apple's 80,000 and Google's 48,000). The company's revenues have grown more than

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forty times from that of 1987 and make up more than 20 percent of South Korea's exports. Yet their disastrous recall of the Galaxy Note 7, with numerous reports of phones spontaneously bursting into flames, reveals the dangers of the company's headlong attempt to overtake Apple at any cost. A sweeping insider account, Samsung Rising shows how a determined and fearless Asian competitor has become a force to be reckoned with.

Written by a team of world-renowned artists, researchers and practitioners - all pioneers in using augmented reality based creative works and installations as a new form of art - this is the first book to

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explore the exciting new field of augmented reality art and its enabling technologies. As well as investigating augmented reality as a novel artistic medium the book covers cultural, social, spatial and cognitive facets of augmented reality art. Intended as a starting point for exploring this new fascinating area of research and creative practice it will be essential reading not only for artists, researchers and technology developers, but also for students (graduates and undergraduates) and all those interested in emerging augmented reality technology and its current and future applications in art.

In Coincidence and

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Counterfactuality, a groundbreaking analysis of plot, Hilary P.

Dannenberg sets out to answer the perennial question of how to tell a good story. While plot is among the most integral aspects of storytelling, it is perhaps the least studied aspect of narrative. Using plot theory to chart the development of narrative fiction from the Renaissance to the present, Dannenberg demonstrates how the novel has evolved over time and how writers have developed increasingly complex narrative strategies that tap into key cognitive parameters familiar to the reader from real-life experience. ø
Dannenberg proposes a new, multidimensional theory for

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analyzing time and space in narrative fiction, then uses this theory to trace the historical evolution of narrative fiction by focusing on coincidence and counterfactuality. These two key plot strategies are constructed around pivotal moments when characters' life trajectories, or sometimes the paths of history, converge or diverge. The study's rich historical and textual scope reveals how narrative traditions and genres such as romance and realism or science fiction and historiographic metafiction, rather than being separated by clear boundaries are in fact in a continual process of interaction and cross-fertilization. In highlighting critical

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stages in the historical development of narrative fiction, the study produces new readings of works by pinpointing the innovative role played by particular authors in this evolutionary process.

Dannenberg's original investigation of plot patterns is interdisciplinary, incorporating research from narrative theory, cognitive approaches to literature, social psychology, possible worlds theory, and feminist approaches to narrative.

This proceedings volume provides a snapshot of the latest issues encountered in technical convergence and convergences of security technology. It explores how information science is core to most

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current research, industrial and commercial activities and consists of contributions covering topics including Ubiquitous Computing, Networks and Information Systems, Multimedia and Visualization, Middleware and Operating Systems, Security and Privacy, Data Mining and Artificial Intelligence, Software Engineering, and Web Technology. The proceedings introduce the most recent information technology and ideas, applications and problems related to technology convergence, illustrated through case studies, and reviews converging existing security techniques. Through this volume, readers will gain an understanding of the current state-

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of-the-art in information strategies and technologies of convergence security. The intended readership are researchers in academia, industry, and other research institutes focusing on information science and technology.

Warning Miracle

The Wireless Networking Starter Kit
From an Emerging Technology to a
Novel Creative Medium

Change

How to Differentiate at Low Cost
and Least Risk

Aesthetics and Politics of Mexican
American Custom Cars

Success and Failure In the World's
Most Dynamic Region

The Internet has so entirely
transformed virtually all aspects of

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everyday life that it seems almost impossible to assess its impact. Here, 19 esteemed scholars from around the world tackle the topic from different angles. Manuel Castells, David Gelernter, Juan Ignacio Vazquez, Evgeni Morozov, Mikko Hypponen, Yochai Benkler, Federico Casalegno, David Crystal, Lucien Engelen, Patrik Wikstrom, Peter Hirshberg, Paul DiMaggio and Edward Castronova address such matters as the "Internet of things"; the sociology of the Internet; cybercrime and Internet security; the future of work; the Internet and urban-rural sustainability; the "Worldstream and the Cybersphere"; gaming and society; the Internet's influence on

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languages and new economic systems; the massive changes wrought by the net in the music industry; and other aspects of its many cultural, social and political ramifications.

An insightful guide to learning the Go programming language About This Book Insightful coverage of Go programming syntax, constructs, and idioms to help you understand Go code effectively Push your Go skills, with topics such as, data types, channels, concurrency, object-oriented Go, testing, and network programming Each chapter provides working code samples that are designed to help reader quickly understand respective topic Who This Book Is For If you have prior

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exposure to programming and are interested in learning the Go programming language, this book is designed for you. It will quickly run you through the basics of programming to let you exploit a number of features offered by Go programming language. What You Will Learn Install and configure the Go development environment to quickly get started with your first program. Use the basic elements of the language including source code structure, variables, constants, and control flow primitives to quickly get started with Go Gain practical insight into the use of Go's type system including basic and composite types such as maps, slices, and structs. Use interface

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types and techniques such as embedding to create idiomatic object-oriented programs in Go. Develop effective functions that are encapsulated in well-organized package structures with support for error handling and panic recovery. Implement goroutine, channels, and other concurrency primitives to write highly-concurrent and safe Go code Write tested and benchmarked code using Go's built test tools Access OS resources by calling C libraries and interact with program environment at runtime In Detail The Go programming language has firmly established itself as a favorite for building complex and scalable system applications. Go offers a direct and

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practical approach to programming that let programmers write correct and predictable code using concurrency idioms and a full-featured standard library. This is a step-by-step, practical guide full of real world examples to help you get started with Go in no time at all. We start off by understanding the fundamentals of Go, followed by a detailed description of the Go data types, program structures and Maps. After this, you learn how to use Go concurrency idioms to avoid pitfalls and create programs that are exact in expected behavior. Next, you will be familiarized with the tools and libraries that are available in Go for writing and exercising tests, benchmarking,

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and code coverage. Finally, you will be able to utilize some of the most important features of GO such as, Network Programming and OS integration to build efficient applications. All the concepts are explained in a crisp and concise manner and by the end of this book; you would be able to create highly efficient programs that you can deploy over cloud. Style and approach The book is written to serve as a reader-friendly step-by-step guide to learning the Go programming language. Each topic is sequentially introduced to build on previous materials covered. Every concept is introduced with easy-to-follow code examples that focus on maximizing the

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understanding of the topic at hand. This new kind of dictionary reflects the use of “rhythm rhymes” by rappers, poets, and songwriters of today. Users can look up words to find collections of words that have the same rhythm as the original and are useable in ways that are familiar to us in everything from vers libre poetry to the lyrics and music of Bob Dylan and hip hop groups.

Kindness and leadership aren't often synonymous. Ask someone to describe "good leadership" to you and you will hear many adjectives used: authentic, bold, challenging, charismatic, decisive, empowering, fearless, goal-oriented, humble, inspiring, original, passionate, role-

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model, strategic and transparent, to name of a few. And though there are many more that come to mind, kindness isn't one of them. And here's the problem with that. Leaders lead. And the way a leader leads - how they do what they do - influences those they lead. From the president of the country, to the president of a company, from middle managers, right down to front-line supervisors, what a leader models - how they think, speak and act - influences the people they lead. Leaders who think, speak and act unkindly give legitimacy and permission to those they lead to think, speak, and act in exactly the same unkind ways. Today, in a world where a leaders' words and

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actions travel quickly through social media channels such as Twitter, their influence - unkind or kind - is amplified through repeated views and sharing. In an increasingly fragmented, polarized and divided world, we need leaders who will bring people together not divide them. Leaders who value and model cooperation and collaboration over competition. And who model ways to think kindly, speak kindly and act kindly. We need kindness to become synonymous with good leadership. So that when someone is asked to describe the traits of a good leader, kindness will be the first word that comes to mind. Essentially, the purpose of this book is to teach

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leaders how to lead with kindness so they can influence the people they lead to create kinder workplaces, organizations and the world. Each chapter contains a mixture of theory, case studies and reflections from leaders and the people they influence. As well, the book follows the fictional stories of Kay ' La Janson and Kevin Landrell, as they become leaders in a failing organization that is ultimately turned around through kind leadership. Between chapters there are a series of practical exercises based on concepts presented in the previous chapter with space to record outcomes and reflections on the practice process. This book gives you a deep theoretical

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understanding of the importance of leading with kindness and also provides practical exercises for you to use to turn theory into practice. Because "change means doing things differently," and because we only really "learn by doing" to create kinder organizations, kinder communities and a kinder world, leaders must be able to begin practicing kindness right away. By the time you finish the book, you will feel confident in your ability to lead with kindness and also to address organizational problems at work, at home and in the community, with kindness.

The Global Information Technology
Report 2002-2003
Book of Anonymity

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Brand Innovation Manifesto

A Practical Guide to Eliminating
Fear, Creating Trust, and Leading
with Kindness

The Kind Leader

Where Old and New Media Collide

The Practical Guide to Wi-Fi

Networks for Windows and

Macintosh. - "Covers 802.11a and

802.11b, Including Apple's

AirPort"--Cover. - Includes Index

This text details the entire

OpenGL ES 3.0 pipeline with

detailed examples in order to

provide a guide for developing a

wide range of high performance

3D applications for embedded

devices

In Nanotechnology: A Gentle

Introduction to the Next Big Idea,

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nanotech pioneer Mark Ratner and tech entrepreneur Daniel Ratner show how nanotech works, what's new, what's next, and why nanotech may be the next \$1 trillion industry. They survey every area of R&D: nanobots, quantum and DNA computing, nanosensors, biostructures, neuro-electronic interfaces, molecular motors, and much more. Simple, brief, and nearly math-free, this is the perfect briefing on nanotech technology and business for every non-technical reader. "The Sound Studies Reader is a groundbreaking anthology blending recent work that self-consciously describes itself as

'sound studies' with earlier and lesser known scholarship on sound. The collection begins with an introduction to welcome novice readers to the field and acquaint them with key themes and concepts in sound studies. Individual section introductions give readers further background on the essays and an extensive up to date bibliography for further reading in 'sound studies' make this an original and accessible guide to the field"-- Updated and expanded, this new edition is the perfect starter text for students of film studies. The book illustrates basic film concepts in context and in depth. It addresses techniques and

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terminology used in film production and criticism, emphasizing thinking and writing critically and effectively. With reference to 460 new and existing images, the authors discuss contemporary films and film studies scholarship, as well as recent developments in film production and exhibition, such as digital technologies and new modes of screen media.

Learning Go Programming

Criminology of Homicidal

Poisoning

Information Science and

Applications

Globalization, Love and

(Be)longing in Contemporary

India

***The Word Rhythm Dictionary
Plotting Time and Space in
Narrative Fiction
Film***

Film: A Critical Introduction is an exciting new offering that provides students with a comprehensive introduction to film studies. It does not merely address techniques and terminology used in film production and film criticism, but also emphasizes thinking and writing critically and effectively about film.

This work has been selected by scholars as being culturally important and is part of the knowledge base of civilization as we know it. This work is in the public domain in the United States of America, and possibly other nations. Within the United States, you

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may freely copy and distribute this work, as no entity (individual or corporate) has a copyright on the body of the work. Scholars believe, and we concur, that this work is important enough to be preserved, reproduced, and made generally available to the public. To ensure a quality reading experience, this work has been proofread and republished using a format that seamlessly blends the original graphical elements with text in an easy-to-read typeface. We appreciate your support of the preservation process, and thank you for being an important part of keeping this knowledge alive and relevant.

Comprehensive assessment of networked readiness, covering eighty-two of the leading economies of the

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world.

Through a multi-sited ethnography in an online-offline community, Parmesh Shahani examines how Internet technologies, the media industry, audiences and broader socio-historical contexts shape gay identity in contemporary urban India. He realizes that the identity of a gay man in the community is negotiated on the stability of the idea of Indianness. For readers across the world focused on India, Gay Bombay will serve as a memorable journey through various transitions in urban India.

Practices, Policies, and Discourses in
the European Neighbourhood
Frontiers of Astronomy
Global Information Technology
Report 2008-2009

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Readiness for the Networked World
19 Key Essays on How Internet Is
Changing Our Lives

The Inside Story of the South Korean
Giant That Set Out to Beat Apple and
Conquer Tech

Convergence Culture

This book provides an overview of historical and contemporary cases of homicidal poisoning. While homicidal poisoning is sometimes thought of as a thing of the past, it continues to be a contemporary problem, and in fact the unknown offender rate for poisoning cases is 20-30 times that of other homicide types in contemporary research, and many poisoners commit serial homicides while going undetected.

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The author of this important and timely work explores the theoretical bases for understanding homicidal poisoning, the nature of poisons used in homicidal cases, the characteristics of poisoners and their victims, and techniques for detection and prevention. This unique book will be of particular interest to: students of criminology (classes dealing with criminal psychology, and murder investigation); students of the history of crime; criminal justice professionals: attorneys, homicide detectives, forensic pathologists, forensic and clinical toxicologists, and other forensic investigators; and all interested in poisons,

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poisoners and the detection of poisoning. It has relevance to criminology, law and policing, toxicology and forensic science, the history of crime and detection, and criminal psychology. Endorsements: "A most welcomed addition to the important subject of the criminal poisoner. The author has done a fantastic job of researching the world literature, and distilling it down for the reader. The work is very well referenced, and provides critical information for law enforcement, forensic pathologists, and others, that could be dealing with the criminal poisoner." John H. Trestrail III Toxicologist Los Lunas, New Mexico USA "Dr Michael

Farrell has produced a comprehensive and authoritative work on a most serious but often overlooked aspect of criminal assault - the act of poisoning. In the Criminology of Homicidal Poisoning, Farrell seamlessly weaves together the facts about poisons and their use as an instrument of homicide with the context of the larger issue of murder. By examining the poisoner and the victim, the reader is provided a depth of understanding about how a deadly outcome arose and why the choice was made to employ poison to get the grisly job done. With criminal homicide by poisoning making up a small

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percentage of known crimes, the danger of insufficient scholarly attention is present. Dr Michael Farrell makes a significant contribution to ensure against this potential. As a homicide researcher, I know Criminology of Homicidal Poisoning will join the works I turn to in understanding the nuances of the how and why of homicide." Dr Richard M. Hough, Sr., Criminology and Criminal Justice and Public Administration Program Coordinator, University of West Florida, US "This comprehensive text links forensic toxicology with criminology, making a solid contribution to both fields. Farrell not only describes how homicidal

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poisoning fits the most popular criminological theories for why people kill but also examines the nature and lethality of various poisons, identifies trends in poisoning, provides a history, and shows offender traits and victim characteristics. In addition, he discusses issues for investigators and prosecutors who will be taking a poisoning case to trial." Katherine Ramsland Professor of forensic psychology at DeSales University, Pennsylvania

Psychology Today/div Connects theory with real-life criminal cases in a clear and engaging way, providing a valuable companion to those studying forensic psychology.

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Rapid advances in networking technology have promoted a fully revised second edition of this successful introduction to communication networks.

"Having been born a freeman, and for more than thirty years enjoyed the blessings of liberty in a free State—and having at the end of that time been kidnapped and sold into Slavery, where I remained, until happily rescued in the month of January, 1853, after a bondage of twelve years—it has been suggested that an account of my life and fortunes would not be uninteresting to the public." -an excerpt

Gay Bombay

Art Beyond Digital

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*Epic Content Marketing: How to
Tell a Different Story, Break
through the Clutter, and Win More
Customers by Marketing Less
Nanotechnology*

Twelve Years a Slave

*Money and Power in Hong Kong
and South East Asia*

Samsung Rising

Post-Cinematic Affect is about what it feels like to live in the affluent West in the early 21st century. Specifically, it explores the structure of feeling that is emerging today in tandem with new digital technologies, together with economic globalization and the financialization of more and more human activities. The 20th

century was the age of film and television; these dominant media shaped and reflected our cultural sensibilities. In the 21st century, new digital media help to shape and reflect new forms of sensibility. Movies (moving image and sound works) continue to be made, but they have adopted new formal strategies, they are viewed under massively changed conditions, and they address their spectators in different ways than was the case in the 20th century. The book traces these changes, focusing on four recent moving-image works: Nick Hooker's music video for Grace Jones' song Corporate Cannibal; Olivier Assayas' movie Boarding Gate, starring Asia Argento; Richard Kelly's movie Southland Tales,

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**featuring Justin Timberlake,
Dwayne Johnson, and other pop
culture celebrities; and Mark
Neveldine and Brian Taylor's
Gamer.**

**Essentials of Management
Information Systems, 2/e,
prepares students of the
constantly changing demands of
information systems management
- first by relating MIS to
management, the organization,
and technology, focusing on the
importance of integrating these
elements; secondly by tracking
emerging technologies and
organizational trends; thirdly by
consistently using examples
taken from real businesses both
domestic and foreign. The Second
Edition explores the recent, rapid
expansion of INTERNET related**

technologies and the impact they are having on how business is being done. The CD ROM-based Multimedia Edition offers all the text content, including figures, graphs, illustrations, and photos plus added multimedia dimensions of audio, video, animations, and an interactive study guide. Students may use the traditional text or the CD ROM independently or use the CD in conjunction with the text as a multi-media learning tool.

Digital technology has interfered in all the spheres, private, public and professional, of our society and shaped them. Artists have always used the techniques or technologies of their time to express themselves. Yet, it takes time for the art world to integrate

new practices and new media. Impatient, the most fervent advocates of digital art have structured themselves into international communities by organizing dedicated events. Their practices have now matured and the public is culturally ready to welcome their creations as it already does in festivals. At the same time, we notice the first signs of digital acceptance in art, both in institutions and in the contemporary art market. The purpose of this book is to study the works of current practices without focusing on their shared use of digital technology, and to demonstrate that digital technology is a medium of contemporary art, but that it is important to consider

specificities.

With the development of mobile internet technology, people's lifestyle and consumer behavior are changing rapidly. Nowadays, the products on the market are updating more and more frequently, and the traditional marketing theory and brand theory fail to get with the mobile internet. So, what's the innovative marketing to take in the new era? Since 2012, China has entered into the mobile era, and became a major country of mobile internet application. The book summarizes the experience of the author accumulated from many trials and errors in management and marketing innovation, so as to form the pattern of management and

marketing for the next 30 years. Mobile Marketing Management lays the foundation for the new era with four pillars: service, substance, superuser, space, known as 4S theory for short. In view of the concept of customer-first, it is all about service, and products become productized service concepts. In view of the failure of mass communication, the competition among all services becomes the competition of substance differentiation. Regarding the popularity of self-organization, it becomes a trend to cooperate with people rather than the company to develop the market. In view of the principle of fuzzy market boundary, the enterprises shall optimize their living space and evolve their

development space. This book contains numerous case studies along with analysis and creates the discipline of mobile marketing management, providing innovative theories, methods and tools for the marketing of enterprises.

Through this book, readers can master the marketing methods of the mobile internet era. They can apply the marketing theory in this book to guide the marketing practice, thus improving marketing efficiency and reducing marketing costs.

**Coincidence and
Counterfactuality**

**A Gentle Introduction to the Next
Big Idea**

Lean CX

Asian Godfathers

**Key Cases in Forensic and
Criminological Psychology
The Mind of an Engineer
How Asia Works**

40 or 50 families control the economies of Hong Kong, Singapore, Thailand, the Philippines and Indonesia. Their interests range from banking to property, from shipping to sugar, from vice to gambling. 13 of the 50 richest families in the world are in South East Asia yet they are largely unknown outside confined business circles. Often this is because they control the press and television as well as everything else. How do they do it? What are their secrets? And is it good news or bad for the

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places where they operate? Joe Studwell explosively lifts the lid on a world of staggering secrecy and shows that the little most people know is almost entirely wrong. The days of the image brands are over, and 'new marketing' has gone mainstream. The world's biggest companies are pursuing a post-advertising strategy, moving away from advertising and investing in leading edge alternatives. In the vanguard of the revolution has been John Grant, co-founder of the legendary agency St. Luke's and author of "The New Marketing Manifesto," whose radical thinking has informed a generation. Now Grant is set to stun the industry

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again. In "The Brand Innovation Manifesto," he redefines the nature of brands, showing why old models and scales no longer work and revealing that the key to success today is impacting people's lifestyles (think Starbucks, iPod and eBay). At the heart of the book is the concept of the 'brand molecule' to which new cultural ideas can be constantly added to keep pace with change.

Cataloguing 32 classes of idea, Grant presents a practical approach to mixing and matching them within your own market to develop new brand ideas - and new ideas for existing brands.

Two aspirants are recruited into the

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Grey Knights, and must hone their psychic talents if they are to join the hallowed and mysterious ranks of the Space Marine daemon hunters. The Grey Knights are all that stands between mankind and the ravages of Chaos. Since their secretive beginnings during the Horus Heresy, these legendary Space Marine daemon hunters have journeyed into the dark realms of the warp – and beyond – in pursuit of their supernatural enemies. Through an intensive regime of psychic training, new recruits are brought to the clandestine fortress of Titan to join the hallowed and vaunted ranks of the 666th Chapter. More than ever,

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these legendary battle-brothers must be vigilant and ever ready to defend the Imperium for the forces of Chaos are never truly defeated, and Armageddon beckons'

Reach more customers than ever with TARGETED CONTENT Epic Content Marketing helps you develop strategies that seize the competitive edge by creating messages and "stories" tailored for instant, widespread distribution on social media, Google, and the mainstream press. It provides a step-by-step plan for developing powerful content that resonates with customers and describes best practices for social media sharing and search engine discoverability.

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Joe Pulizzi is a content marketing strategist, speaker and founder of the Content Marketing Institute, which runs the largest physical content marketing event in North America, Content Marketing World.

The Sound Studies Reader

A Critical Introduction

The China Dream

Case Studies from Successful
Practices

The Quest for the Last Great
Untapped Market on Earth

Consumer Behavior and Marketing
Strategy

Lowrider Space

“What the future fortunes of [Gramsci’s]
writings will be, we cannot know.

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However, his permanence is already sufficiently sure, and justifies the historical study of his international reception. The present collection of studies is an indispensable foundation for this.”

—Eric Hobsbawm, from the preface

Antonio Gramsci is a giant of Marxian thought and one of the world's greatest cultural critics. Antonio A. Santucci is perhaps the world's preeminent Gramsci scholar. Monthly Review Press is proud to publish, for the first time in English, Santucci's masterful intellectual biography of the great Sardinian scholar and revolutionary. Gramscian terms such as “civil society” and “hegemony” are much used in everyday political discourse. Santucci warns us, however, that these words have been appropriated by both radicals and conservatives for contemporary and often self-serving ends that often have nothing to do with

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Gramsci's purposes in developing them. Rather what we must do, and what Santucci illustrates time and again in his dissection of Gramsci's writings, is absorb Gramsci's methods. These can be summed up as the suspicion of "grand explanatory schemes," the unity of theory and practice, and a focus on the details of everyday life. With respect to the last of these, Joseph Buttigieg says in his Nota: "Gramsci did not set out to explain historical reality armed with some full-fledged concept, such as hegemony; rather, he examined the minutiae of concrete social, economic, cultural, and political relations as they are lived in by individuals in their specific historical circumstances and, gradually, he acquired an increasingly complex understanding of how hegemony operates in many diverse ways and under many aspects within the capillaries of society." The rigor of Santucci's examination of

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Gramsci's life and work matches that of the seminal thought of the master himself. Readers will be enlightened and inspired by every page.

In recent years, many companies have realised customer experience (CX) is the new marketing battle ground. Substantial investments have been made to map customer journeys, identify pain points and improve CX to try and create cut-through. Using real world applications to introduce next generation design tools based on proven concepts from strategy, marketing, psychology and creative problem solving, *Lean CX: How to Differentiate at Low Cost and Least Risk* discusses how to use Lean Management approaches to innovate your customer experience. This practical book describes how the tools from Lean Management can be applied to the CX innovation problem. The authors draw on hundreds of CX design and strategic

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innovation projects across a range of industries, both B2B and B2C, from primary research through client work and secondary case studies available in the public domain. The examples include many different vertical industry sectors, including those involving hybrid business models. The cases included share what worked really well and where CX failed. The content goes beyond what actually happened to present an idea of what might be possible with the right design approach and committed resources.

How Asia Works
Success and Failure In the World's Most Dynamic Region
Open Road + Grove/Atlantic

Aren't lowriders always gangbangers? And, don't they always hold high status in their neighborhoods? Contrary to both stereotypes, the people who build and drive lowrider cars perform diverse roles while mobilizing a distinctive aesthetic that is

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sometimes an act of resistance and sometimes of belonging. A fresh application of critical ethnographic methods, Lowrider Space looks beyond media portrayals, high-profile show cars, and famous cruising scenes to bring readers a realistic tour of the “ordinary” lowriders who turn streetscapes into stages on which dynamic identities can be performed. Drawing on firsthand participation in everyday practices of car clubs and cruising in Austin, Texas, Ben Chappell challenges histories of erasure, containment, and class immobility to emphasize the politics of presence evidenced in lowrider custom car style. Sketching out a partially personal map of the lowrider presence in Texas’s capital city, Chappell also explores the interior and exterior adornment of the cars (including the use of images of women’s bodies) and the intersecting production of

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personal and social space. As he moves through a second-hand economy to procure parts necessary for his own lowrider vehicle, on “service sector” wages, themes of materiality and physical labor intersect with questions of identity, ultimately demonstrating how spaces get made in the process of customizing one’s self.

A Resource for Writers, Rappers, Poets,
and Lyricists

OpenGL ES 3.0 Programming Guide
High-performance Communication
Networks

Organization and Technology
Rethinking Global Migration
The Emperor's Gift

“A good read for anyone who wants to understand what actually determines whether a developing economy will succeed” (Bill Gates, “Top 5 Books of the Year”). An

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Economist Best Book of the Year from a reporter who has spent two decades in the region, and who The Financial Times said “should be named chief myth-buster for Asian business.” In *How Asia Works*, Joe Studwell distills his extensive research into the economies of nine countries—Japan, South Korea, Taiwan, Indonesia, Malaysia, Thailand, the Philippines, Vietnam, and China—into an accessible, readable narrative that debunks Western misconceptions, shows what really happened in Asia and why, and for once makes clear why some countries have boomed while others have languished. Studwell’s in-depth analysis focuses on three main areas: land policy, manufacturing, and finance. Land reform has been essential to the success of Asian

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economies, giving a kick-start to development by utilizing a large workforce and providing capital for growth. With manufacturing, industrial development alone is not sufficient, Studwell argues. Instead, countries need “export discipline,” a government that forces companies to compete on the global scale. And in finance, effective regulation is essential for fostering, and sustaining growth. To explore all of these subjects, Studwell journeys far and wide, drawing on fascinating examples from a Philippine sugar baron’s stifling of reform to the explosive growth at a Korean steel mill. “Provocative . . . How Asia Works is a striking and enlightening book . . . A lively mix of scholarship, reporting and polemic.” —The Economist

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“An entertaining, if cautionary, tale of Western business woes in China, stretching back seven hundred years” (The Wall Street Journal). In *The China Dream*, acclaimed business journalist Joe Studwell challenges the predictions that China will become an economic juggernaut on the world stage in the twenty-first century—and instead foresees an economic crisis. Tracing the most recent developments in China from Deng Xiaoping’s “liberalization” of its market in the 1980s through the opening of its economy to foreign investment in the 1990s, Studwell examines the roadblocks to the continuation of the country’s unprecedented expansion and why its economy will fail once more—but this time, harder than ever before, and with potentially catastrophic

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results. Provocative and flawlessly researched, *The China Dream* analyzes what's really going on in China—and what we can do to prepare for the coming crisis. “The much-needed antidote to the delusions . . . about the riches to be made from investing and selling in China. Brimming with . . . statistics.” —*The Washington Post* “[A] detailed account . . . An excellent examination of the political and economic history of China, fascinating and mostly unknown to Westerners.” —*Booklist* (starred review) “Lays bare much of the stuff and nonsense that surrounds the China dream, and traces how myth and misunderstandings—compounded by hype and lashings of snake oil—have bewitched some of the world's most respected corporations and led them

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to ruin the proverbial \$1.3 billion consumer market . . . As such, it deserves to help redefine the debate on the nature of the China market.”

—James Kynge, China bureau chief of the Financial Times

The Indian National Academy of Engineering (INAE) promotes the endeavour of the practitioners of engineering and technology and related sciences to solve the problems of national importance. The book is an initiative of the INAE and a reflection of the experiences of some of the Fellows of the INAE in the fields of science, technology and engineering. The book is about the reminiscences, eureka moments, inspirations, challenges and opportunities in the journey the professionals took toward self-realisation and the goals they

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achieved. The book contains 58 articles on diverse topics that truly reflects the way the meaningful mind of an engineer works.

This work shows how the various elements of consumer analysis fit together in an integrated framework, called the Wheel of Consumer Analysis. Psychological, social and behavioural theories are shown as useful for understanding consumers and developing more effective marketing strategies. The aim is to enable students to develop skills in analyzing consumers from a marketing management perspective and in using this knowledge to develop and evaluate marketing strategies. The text identifies three groups of concepts - affect and cognition, behaviour and the environment - and shows how these

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they influence each other as well as marketing strategy. The focus of the text is managerial, with a distinctive emphasis on strategic issues and problems. Cases and questions are included in each chapter.

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