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book explains
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Management is,
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addresses the
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Engineering
(WGP) continues
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technology. These themes represent not only the key focus for the scientific work of the WGP, but also the central themes of the first annual conference in June 2011, whose paper is publically available in this

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volume. Such themes, including electric mobility, medical technology, lightweight construction, and resource efficiency, as well as mass production ability have all been

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identified as future, large-scale, and long-term drivers of change. Future trends influence changes sustainably and fundamentally; they permeate society, technology, economics, and

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value systems and have an effect in virtually all areas of life. The WGP has, as part of its research, established for itself the goal of not only observing these emerging changes, but also of supervising and

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influencing their development in order to ensure steady progress, secure sustainability, and shape the future.

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need to understand what the authors call the innovator's method—a set of tools emerging from lean start-up, design thinking, and agile software development that are revolutionizing how new ideas are

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created, refined,
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market. To date
these tools have
helped
entrepreneurs,
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developers
manage uncertainty—through cheap
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experiments that systematically lower failure rates and risk. But many managers and leaders struggle to apply these powerful tools within their organizations, as they often run counter to

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DNA—which Dyer wrote with Hal Gregersen and bestselling author Clay Christensen to provide a framework for generating ideas—this book shows how to make those ideas actually happen, to

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commercialize
them for success.
Based on their
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developed the
innovator's
method, an end-to-
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creating, refining,

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and bringing ideas to market. They show when and how to apply the tools of their method, how to adapt them to your business, and how to answer commonly asked questions about the method itself,

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including: How do we know if this idea is worth pursuing? Have we found the right solution? What is the best business model for this new offering? This book focuses on the “how”—how to test, how to

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techniques for sensed information, which are essential to the success of Internet of Things (IoT). The authors provide a multidisciplinary view of sensor technology from materials,

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domains and they
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to help you and
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move ahead in a
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competing in the
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evolution, or ride
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wave to new
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*stabilization that
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both offensive and
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strategies. It
reinterprets the
competitive challenge
as a circular journey,
that is, an endless*

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sequence of three competitive "seasons." The authors call them the games of movement, imitation, and position.

Concurrent Engineering is based on the concept that different phases of a product life cycle should be conducted

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concurrently and initiated as early as possible within the Product Creation Process (PCP). Its main goal is to increase the efficiency and effectiveness of the PCP and reduce errors in the later stages, and to

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incorporate

considerations for the full lifecycle, through-life operations, and environmental issues of the product. It has become the substantive basic methodology in many industries, and the initial basic concepts have matured and

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*become the
foundation of many
new ideas,
methodologies,
initiatives,
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management; human
factors in design;
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smart systems and the

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*Internet of Things.
The book provides a
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overview of recent
advances in
transdisciplinary
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and applications, and
will be of interest to
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quantitative,
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through end-of-
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Builds students'
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stimulus materials -
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supports revision with
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*Transdisciplinary
Engineering: A
Paradigm Shift
CAPS LOCK: How
Capitalism Took
Hold of Graphic
Design, and How to
Escape from It*

“ Supply Chain Risk
Management is an
issue that many
companies face and

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yet few companies know how to deal with it in a systematic and pragmatic manner. While avoiding and reducing supply chain risks are certainly preferable, developing ways to restore and stabilize supply chain

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operations rapidly after a major disruption is critical for managing global supply chains. Sodhi and Tang present important concepts, frameworks, strategies, and analyses that are essential for managing supply

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chain risks. Not only does this book suggest some practical ways to work with different partners to manage the risks that are present in a global supply chain, it creates a framework that would enable practitioners to

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engage researchers to work on this important area. ”

—Thomas A. Debrowski, Executive Vice President, Worldwide Operations, Mattel, Inc. “ When a firm outsources its operations to external suppliers, the firm is

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vulnerable to major and rare disruptions that can occur at any link in the global supply chain. Because these disruptions rarely occur, few firms take commensurable actions to identify, assess, mitigate and respond to various

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types of supply chain risks. By introducing frameworks and concepts along with several case studies and a review of academic literature, Sodhi and Tang treat this important subject with practical relevance and academic rigor. This

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book will bring practitioners and researchers to develop effective and efficient ways to manage supply chain risks. ” —Marshall L. Fisher, UPS Professor, Professor of Operations and Information Management and Co-

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Director of Fishman-
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book ties
observations in
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research. The rich case examples motivated the approaches and methodologies used to mitigate risks, and in the course of doing so, Sodhi and Tang provided insights on existing and new research opportunities. As a

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result, this book is highly relevant to both practitioners and academics. Also, the book is also written with management lessons on how risks can be mitigated, and how risks can be contained once disruptions have

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occurred. As such, it is also a book for management to gain insights and to develop management skills. ” —Hau L. Lee, Thoma Professor of Operations, Information and Technology and Director of the Stanford Global

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Management Forum,
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companies have
extended their supply
chains globally and as
the face increasing
resource issues, they
face a number of new
risk challenges. While

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there are various case studies written about supply chain risks, this book gives a comprehensive treatment of the subject with clarity. The concepts and frameworks developed by Sodhi and Tang in this book would create

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awareness of this important and yet not well understood subject, and strategies described in this book would stimulate practitioners to develop a holistic approach for identifying, assessing, mitigating, and responding to

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different types of supply chain risks. ”

—Nick Wildgoose,
Global Supply Chain
Proposition Manager,
Zurich Insurance

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documents, information graphics, interfaces, branding, and advertisements made by graphic designers. Even anti-consumerist strategies such as social design and speculative design are appropriated to serve economic growth. It

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seems design is
locked in a cycle of
exploitation and
extraction, furthering
inequality and
environmental
collapse. CAPS
LOCK uses clear
language and visual
examples to show
how graphic design
and capitalism are

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inextricably linked.
The book features
designed objects and
also examines how
the study, work, and
professional practice
of designers support
the market economy.
Six radical design
cooperatives are
featured that resist
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their own way,
hoping to inspire a
more socially aware
graphic design.

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functional strategies to support the more general multinational strategies. From the student's point of view, the approach is designed to answer the questions of "why do I really need to know all of this stuff?"

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Camera technology

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the topics covered in
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my first camera
be? Which lens should
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Sony? Is a mirrorless
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better for me? Do I
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The A77 II may look like the original Alpha 77, but inside it's a completely new design, sensor, and data path. There are a slew of new focusing modes, Wi-Fi and NFC functionality, and nuanced feature interactions which the manufacturer's manual just doesn't

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cover. What to do?

Written for the advanced user (with tutorials and easy explanations in case you're not so advanced), this easy-to-understand yet thorough guide provides a complete instruction manual which explains each feature in plain

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A portrait of the priest
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and colonialist who is one of the most important figures in California's history In the 1770s, just as Britain's American subjects were freeing themselves from the burdens of colonial rule, Spaniards moved up the California coast to build frontier outposts of empire and

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church. At the head of this effort was

Jun í pero Serra, an ambitious Franciscan who hoped to convert California Indians to Catholicism and turn them into European-style farmers. For his efforts, he has been beatified by the Catholic Church and widely celebrated as

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the man who laid the foundation for modern California. But his legacy is divisive. The missions Serra founded would devastate California's Native American population, and much more than his counterparts in colonial America, he remains a contentious

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and contested figure to this day. Steven W. Hackel's groundbreaking biography, *Jun í pero Serra: California's Founding Father*, is the first to remove Serra from the realm of polemic and place him within the currents of history. Born into a poor

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family on the Spanish island of Mallorca, Serra joined the Franciscan order and rose to prominence as a priest and professor through his feats of devotion and powers of intellect. But he could imagine no greater service to God than converting Indians, and in 1749

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he set off for the new world. In Mexico, Serra first worked as a missionary to Indians and as an uncompromising agent of the Inquisition. He then became an itinerant preacher, gaining a reputation as a mesmerizing orator who could inspire,

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enthrall, and terrify his audiences at will. With a potent blend of Franciscan piety and worldly cunning, he outmaneuvered Spanish royal officials, rival religious orders, and avaricious settlers to establish himself as a peerless frontier administrator. In the culminating years of

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his life, he extended Spanish dominion north, founding and promoting missions in present-day San Diego, Los Angeles, Monterey, and San Francisco. But even Serra could not overcome the forces massing against him. California's military leaders rarely shared

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his zeal, Indians often opposed his efforts, and ultimately the missions proved to be cauldrons of disease and discontent. Serra, in his hope to save souls, unwittingly helped bring about the massive decline of California's indigenous population. On the

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three-hundredth anniversary of Jun í pero Serra's birth, Hackel's complex, authoritative biography tells the full story of a man whose life and legacies continue to be both celebrated and denounced. Based on exhaustive research and a vivid narrative,

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this is an essential
portrait of America's
least understood
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New Curtains for
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including theories and best practices, for promoting a better integration of people and engineering systems. It covers a range of innovative topics related to: development

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of human-
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systems;
interface
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This one-stop, easy-to-read guide covers all the basic functions of the camera, and everything beyond. For the basics, turn to the quick start guide, which will get you up and running in

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five minutes.

For an understanding of your camera's many controls and features, check out the section called "The Camera." If all you need is a quick explanation,

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you'll find it.

If you're
looking for the
Whole Story,
you'll find
that, too.

Settings that
affect how your
pictures look
are accompanied
by full-color
examples that
show you

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exactly what you can expect. This section also covers the camera's menus, playback features, memory, and power sources. The section called "Software" shows you how

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to get the most out of your camera's software. It covers tethered shooting, color management, RAW conversion, storing your images, managing your library, and backup

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strategies - to name just a few topics.

Ultimately, this book's greatest strength isn't its focus on the camera or the software; it's the detailed, easy-to-follow

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instruction it offers on using your camera to take truly superior photographs. Sections devoted to lenses, subject matter, and light cover these variables in depth,

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techniques in
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Forty years

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ago, Buzz Aldrin became the second human - minutes after Neil Armstrong - to set foot on a celestial body other than the Earth. The event remains one of mankind's

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greatest
achievements
and was
witnessed by
the largest
worldwide
television
audience in
history. In the
years since,
millions more
have had their
earth-centric

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perspective
changed forever
by gazing at
the iconic
photograph of
Aldrin standing
on the surface
of the Moon
with the
blackness of
space behind
him. He
described what

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he saw as

'magnificent
desolation'.

The flight of
Apollo 11 made
Aldrin one of
the most famous
people on the
planet, yet few
people know the
rest of the
story. In

Magnificent

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Desolation,
Aldrin not only
gives us a
harrowing first-
person account
of the lunar
landing that
came within
seconds of
failure, as
well as the
ultimate
insider's view

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of life as one of the superstars of America's space program, he also opens up with remarkable candor about his more personal trials - and eventual triumphs - back on Earth. From

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the glory of
being part of
the mission
that fulfilled
President
Kennedy's
challenge to
reach the Moon
before the
decade was out,
Aldrin returned
home to an Air
Force career

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stripped of
purpose or
direction,
other than as a
public
relations tool
that NASA put
to relentless
use in a
seemingly
nonstop world
tour. The twin
demons of

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depression and
alcoholism
emerged - the
first of which
Aldrin
confronted
early and
publicly and
the second of
which he met
with denial
until it nearly
killed him. As

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an adventure
story, a
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the Cockpit of
QF32 On 4
November 2010,
a flight from
Singapore to
Sydney came
within a knife
edge of being
one of the
world's worst
air disasters.
Shortly after

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leaving Changi
Airport, an
explosion
shattered
Engine 2 of
Qantas flight
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pieces of shrapnel ripped through the wing and fuselage, creating chaos as vital flight systems and back-ups were destroyed or degraded. In other hands, the plane might

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have been lost with all 469 people on board, but a supremely experienced flight crew, led by Captain Richard de Crespigny, managed to land the crippled aircraft and

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making of a top-level airline pilot, and the extraordinary skills and training needed to keep us safe in the air.

Fascinating in its detail and vividly compelling in its narrative,

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