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This open access book explores the global challenges and experiences related to digital entrepreneurial activities, using

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carefully selected examples from leading companies and economies that shape world business today and tomorrow. Digital entrepreneurship and the companies steering it have an enormous global impact; they

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promise to transform the business world and change the way we communicate with each other. These companies use digitalization and artificial intelligence to enhance the quality of decisions and augment their business and

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customer operations. This book demonstrates how cloud services are continuing to evolve; how cryptocurrencies are traded in the banking industry; how platforms are created to commercialize business, and how, taken together, these

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developments provide new opportunities in the digitalized era. Further, it discusses a wide range of digital factors changing the way businesses operate, including artificial intelligence, chatbots, voice search, augmented and virtual

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reality, as well as cyber threats and data privacy management.

“Digitalization mirrors the Industrial Revolution’s impact. This book provides a complement of perspectives on the opportunities emanating from such a deep

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seated change in our economy. It is a comprehensive collection of thought leadership mapped into a very useful framework. Scholars, digital entrepreneurs and practitioners will benefit from this timely work.” Gina O’Connor,

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Professor of Innovation Management at Babson College, USA “This book defines and delineates the requirements for companies to enable their businesses to succeed in a post-COVID19 world. This book deftly

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examines how to accomplish and achieve digital entrepreneurship by leveraging cloud computing, AI, IoT and other critical technologies. This is truly a unique “must-read” book because it goes beyond theory and provides practical examples.”

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Charlie Isaacs, CTO of Customer Connection at Salesforce.com, USA "This book provides digital entrepreneurs useful guidance identifying, validating and building their venture. The international authors developed new

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perspectives on digital entrepreneurship that can support to create impact ventures.” Felix Staeritz, CEO FoundersLane, Member of the World Economic Forum Digital Leaders Board and bestselling author of FightBack,

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Germany

Introduces a Powerful New Brief Therapy Approach This groundbreaking book is the first to provide a comprehensive model for effectively blending the two main postmodern brief therapy

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approaches: solution-focused and narrative therapies. It harnesses the power of both models—the strengths-based, problem-solving approach of SFT and the value-honoring and re-descriptive approach of Narrative Therapy--to

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offer brief, effective help to clients that builds on their strengths and abilities to envision and craft preferred outcomes. Authored by a leading trainer, teacher, and practitioner in the field, the book provides an overview of the history

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of both models and outlines their differences, similarities, limitations and strengths. It then demonstrates how to blend these two approaches in working with such issues as trauma, addictions, grief, relationship issues, family therapy

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and mood issues. Each concern is illustrated with a case study from practice with individual adults, adolescents, children, and families. Useful client dialogue and forms are included to help the clinician guide clients in practice. Each

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chapter concludes with a summary describing and reinforcing the principles of the topic and a personal exercise so the reader can experience the approach first hand. Key Features: Describes how two popular postmodern therapy

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models are combined to create a powerful new therapeutic approach—the first book to do so
Includes case studies reflecting the model's use with individual adults, children, adolescents, and families
Provides supporting dialogue and

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forms for practitioners Authored by a leading figure in SFT and its application in a variety of setting Presents an overview of the history of both models Prevention magazine provides smart ways to live well with info and

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tips from experts on weight loss, fitness, health, nutrition, recipes, anti-aging & diets.

* Thoroughly revised and updated new edition * Features one of the most detailed histories of Tibetan culture and geography available for

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travelers * Includes a new trekking route over a glaciated 19,300-foot pass used by Heinrich Harrer, author of *Seven Years in Tibet* In the new edition of this indispensable trekking guide to Tibet, travelers will learn the necessities of pre-trip

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planning and how to seek out the most rewarding treks in a region of the world few get to visit. New features of the 3rd edition include:

- > Expanded section on East Tibet >
- New five-day trek in the popular Lhasa region of the pilgrimage

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circuit of Lhamo Latsho > New trek route over a pass used by George Mallory in 1921 on his first reconnaissance of Everest > New two-day trek in the Shishapangma region > Four new treks in the Mount Kailash region

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Infotech Teacher's Book
Entering 21st Century Global
Society
A Novel
Livable Cities from a Global
Perspective
The Encyclopædia Britannica

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Social, Legal, and Ethical Issues for Computing Technology
Dowling's Engineering Your Future: An Australasian Guide, Fourth Edition is used for first year, core subjects across all Engineering disciplines. Building

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on the previous editions, this text has been updated with new references, while still maintaining a strong and practical emphasis on skills that are essential for problem solving and design. Numerous topical and locally

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focused examples of projects across engineering disciplines help demonstrate the role and responsibilities of a professional engineer. Themes of sustainability, ethical practice and effective communication are a

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constant throughout the text. This full-coloured print with interactive e-text resource has a variety of digital media embedded at the point of learning such as videos and knowledge-check questions to engage students and to help

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consolidate their learning.

Fully updated for 2010, this atlas presented in A3 format provides super-clear road mapping of New Zealand. Each page is titled with its geographical location so you can turn to the page you need

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more easily. There is additional information on distances, journey times, map symbols, route-planning and key-to-map pages making this the perfect reference for motoring through New Zealand.

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Daniels' Orchestral Music is the gold standard reference for conductors, music programmers, librarians, and any other music professional researching an orchestral program. This sixth edition, celebrating the fiftieth

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anniversary of the original work, includes over 14,000 entries with a vast number of new listings and updates.

Livable Cities from a Global Perspective offers case studies from around the world on how

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cities approach livability. They address the fundamental question, what is considered "livable?" The journey each city has taken or is currently taking is unique and context specific. There is no such thing as a one-

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size-fits-all approach to livability. Some cities have had a long history of developing livability policies and programs that focus on equity, economic, and environmental concerns, while other cities are relatively new to

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the game. In some areas, government has taken the lead while in other areas, grassroots activism has been the impetus for livability policies and programs. The challenge facing our cities is not simply developing a livability

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program. We must continually monitor and readjust policies and programs to meet the livability needs of all people. The case studies investigate livability issues in such cities as Austin, Texas; Helsinki, Finland; London, United

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Kingdom; Warsaw, Poland; Tehran, Iran; Salt Lake City, United States; Rio de Janeiro, Brazil; Sydney, Australia; and Cape Town, South Africa. The chapters are organized into such themes as livability in capital city

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regions, livability and growth and development, livability and equity concerns, livability and metrics, and creating livability. Each chapter provides unique insights into how a specific area has responded to calls for livable

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cities. In doing so, the book adds to the existing literature in the field of livable cities and provides policy makers and other organizations with information and alternative strategies that have been developed and

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implemented in an effort to become a livable city.

Review Questions and Case Studies

A Dictionary of Arts, Sciences, Literature & General Information.
13th Ed., Being Volumes One to

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Twenty-eight of the Latest
Standard Edition with the Three
New Volumes Covering Recent
Years and the Index Volume
Impact on Business and Society
The Big Questions: A Short
Introduction to Philosophy

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Go H*ck Yourself

Decoding the Patterns of Human Connection

Prevention

Ever dream of being an elite endurance athlete and competing in races like

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Hawaii's Ironman?

Professional athletes are not the only people who have the ability to attain superior athletic accomplishments.

Every season tens of thousands of amateur

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triathletes compete head-to-head, pushing their physical and mental strength to the absolute limits. The standard Ironman competition is a true test: a 2.4-mile open-water swim,

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followed by a 112-mile bike leg, and a 26.2-mile marathon run. Sought-after multisport coach, Don Fink assures readers that the challenge is not too difficult, the dream is not impossible.

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His time-efficient training methods have been honed over the years and have been proved to aid anyone in achieving their athletic dreams. Be Iron-Fit provides practical training

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information in a step-by-step, enjoyable way so that even everyday athletes can attain ultimate conditioning. Included in this revolutionary guide is information on: - The

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essential workouts - The training cycle- Core training
- 12-week training programs
- Effective time management
- The principle of gradual adaptation - Effective heart-rate training - Preparing

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with training races - Proper technique - Equipment tips - Race and pre-race strategies - Mental training - Effective goal setting and race selection- Nutrition - And much more With the proper

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preparation and training techniques explained here, virtually anyone can attain supreme fitness.

"Superb. The best junior novel I've ever read about big-city life." — The New

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York Times. After another fight with Pop, 14-year-old Dave storms out of their apartment and nearly gets hit by a car. Kate, the local cat lady, comes to the rescue, and Dave returns

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home with an ally: Cat, the stray tom that becomes Dave's confidante and his key to new friendships and experiences. Cat inadvertently leads Dave to Tom, a troubled 19-year-old

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who needs help, and Mary, a shy girl who opens Dave's eyes and ears to music and theater. Even the Cat-related confrontations with Pop take on a new spirit, with less shouting and more

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understanding. It's Like This, Cat offers a vivid tour of New York City in the 1960s. From the genteel environs of Gramercy Park to a bohemian corner of Coney Island, the

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atmospheric journey is punctuated by stickball games, pastrami sandwiches, and a ride on the Staten Island Ferry. Recounted with humor, a remarkably realistic teenage

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voice, and Emil Weiss's pitch-perfect illustrations, this 1964 Newbery Award-winning tale recaptures the excitement and challenges of growing up in the big city. "...a must-read text that

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provides a historical lens to see how ubicomp has matured into a multidisciplinary endeavor. It will be an essential reference to researchers and those who want to learn

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more about this evolving field." -From the Foreword, Professor Gregory D. Abowd, Georgia Institute of Technology First introduced two decades ago, the term ubiquitous computing is now

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part of the common vernacular. Ubicomp, as it is commonly called, has grown not just quickly but broadly so as to encompass a wealth of concepts and technology that serves any number of

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purposes across all of human endeavor. While such growth is positive, the newest generation of ubicomp practitioners and researchers, isolated to specific tasks, are in danger

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of losing their sense of history and the broader perspective that has been so essential to the field's creativity and brilliance. Under the guidance of John Krumm, an original ubicomp

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pioneer, Ubiquitous Computing Fundamentals brings together eleven ubiquitous computing trailblazers who each report on his or her area of expertise. Starting with a

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historical introduction, the book moves on to summarize a number of self-contained topics. Taking a decidedly human perspective, the book includes discussion on how

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to observe people in their natural environments and evaluate the critical points where ubiquitous computing technologies can improve their lives. Among a range of topics this book

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examines: How to build an infrastructure that supports ubiquitous computing applications Privacy protection in systems that connect personal devices and personal information

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Moving from the graphical to the ubiquitous computing user interface Techniques that are revolutionizing the way we determine a person's location and understand other sensor

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measurements While we needn't become expert in every sub-discipline of ubicomp, it is necessary that we appreciate all the perspectives that make up the field and understand

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how our work can influence and be influenced by those perspectives. This is important, if we are to encourage future generations to be as successfully innovative as

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**the field's originators.
Social Chemistry**

**Thornton International
System of Garment Cutting
Sister Light, Sister Dark
Strategic Management and**

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**Business Policy
Developer Marketing and
Relations: the Essential
Guide**

“ A terrifying journey into the darkest corners of the psyche ” by the author of Requiem for a Dream and Last Exit to

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Brooklyn (The Guardian). A small-time criminal sits alone in his cell, his mind reeling with sadistic thoughts of retribution against the police and, eventually, all those he believes have failed him throughout his life. A deeply disturbing exploration of a character the

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Guardian described as “ a genuinely frightening American Psycho, ” Hubert Selby Jr. ’ s second novel is made all the more chilling by the narrator ’ s brief flashes of humanity. The Room is a tale so terrifying the author himself couldn ’ t read it for decades after

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writing it. Called “ brutal ” by the New York Times when it was first published, it is a dark masterpiece about a man who may be temporarily trapped in jail, but whose true prison is his own anger, as he is enslaved by out-of-control passions and sickening fantasies of revenge. This

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ebook features an illustrated biography of Hubert Selby Jr. including rare photos from the author ' s estate.

Thornton International System of Garment Cutting is an unchanged, high-quality reprint of the original edition of 1885. Hansebooks is editor of the

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literature on different topic areas such as research and science, travel and expeditions, cooking and nutrition, medicine, and other genres. As a publisher we focus on the preservation of historical literature. Many works of historical writers and scientists are

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available today as antiques only.

Hansebooks newly publishes these books and contributes to the preservation of literature which has become rare and historical knowledge for the future.

Undergraduate course in

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Entrepreneurship and New Venture creation. Entrepreneurship 2/e takes students on the entire journey of launching a new venture, with a unique emphasis on the front end of the entrepreneurial process.

Up-to-the-Minute, Complete Guidance

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for Developing Embedded Solutions with Linux Linux has emerged as today ' s #1 operating system for embedded products. Christopher Hallinan ' s Embedded Linux Primer has proven itself as the definitive real-world guide to building efficient, high-

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value, embedded systems with Linux. Now, Hallinan has thoroughly updated this highly praised book for the newest Linux kernels, capabilities, tools, and hardware support, including advanced multicore processors. Drawing on more than a decade of embedded Linux

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experience, Hallinan helps you rapidly climb the learning curve, whether you 're moving from legacy environments or you 're new to embedded programming. Hallinan addresses today 's most important development challenges and

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demonstrates how to solve the problems you ' re most likely to encounter.

You ' ll learn how to build a modern, efficient embedded Linux development environment, and then utilize it as productively as possible. Hallinan offers up-to-date guidance on everything from

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kernel configuration and initialization to bootloaders, device drivers to file systems, and BusyBox utilities to real-time configuration and system analysis. This edition adds entirely new chapters on UDEV, USB, and open source build systems. Tour the typical embedded

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system and development environment and understand its concepts and components. Understand the Linux kernel and userspace initialization processes. Preview bootloaders, with specific emphasis on U-Boot. Configure the Memory Technology Devices

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(MTD) subsystem to interface with flash (and other) memory devices. Make the most of BusyBox and latest open source development tools. Learn from expanded and updated coverage of kernel debugging. Build and analyze real-time systems with Linux. Learn to

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configure device files and driver loading with UDEV. Walk through detailed coverage of the USB subsystem.

Introduces the latest open source embedded Linux build systems.

Reference appendices include U-Boot and BusyBox commands.

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Electronics Buying Guide

Il Mondo

The Best Gender-Neutral Baby Name Book

Engineering Your Future

Solution Focused Narrative Therapy

Futu. Re

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Infotech, second edition, is a comprehensive course for intermediate level learners who need to be able to understand the English of computing for study and work. Thoroughly revised by the same author it offers up to date material on this fast moving area.

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The course does not require a specialist knowledge of computers on either the part of the student or the teacher. The 30 units are organized into seven thematically linked sections and cover a range of subject matter, from Input/output devices for the disabled to

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Multimedia and Internet issues. Key features of the Teacher's Book: -
exhaustive support for the teacher, with technical help where needed -
a photocopiable extra activities section - answer key and tapescripts

The ultimate collection of unique,

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unisex baby names—from traditional to modern—including the origin and history of the name, and any cultural icons (men or women) who share the name. What's in a name? A lot. For generations, they've indicated a lot about a person: their family history, personality traits,

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and qualities—and let's not forget about nicknames, both good and bad. But while a name may have special significance to the parents who choose it, when you stop and think about it, there's little else it can reveal about a baby, or the adult that child grows into. Try to

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accurately imagine what a kid named Frankie looks like...he could be a preschool boy who loves to paint or a teenage girl who is the star of her track team. Same goes for Casey, Jamie, or Taylor. Just as we no longer automatically choose "girl" (pink) or "boy" (blue) colors,

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today's parents want their child to have a unique name that defies stereotypes. This one-of-a-kind book compiles the best gender-neutral baby names for your child, along with fun "Top 5 Lists that Make Unique Baby Names" sprinkled throughout (including

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foods, mythological places, surnames, and more). Use as a guide or read it cover to cover—or dip into specific chapters if you've already got a first letter in mind. Have fun, be creative, and know that whatever name you choose, your baby will be a unique and

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amazing person who defines themselves.

Transfusion Medicine, Apheresis, and Hemostasis: Review Questions and Case Studies is the collaborative effort that spanned a time period of 2 years and included 50 experts, many whom are national

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leaders in their respected fields. It also represents the passion and privilege we feel to teach the next generation of physicians in Transfusion Medicine and Apheresis. The main goal for this book is to help the readers build a solid foundation of both basic and

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advanced conceptual knowledge to prepare for the American Board of Pathology (ABP) certification exam in Transfusion Medicine. This book is not intended to be a substitute for textbooks, original research or review articles, and/or clinical training. Further, since the field of

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medicine, both from a scientific and regulatory perspective, rapidly changes, the readers are advised to continuously update their knowledge by attending national meetings and reading clinical journals. To equip the readers with the basic knowledge in critical

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reading and data analysis, which is an essential skill in daily medical practice, a novel chapter titled "Data Interpretation in Laboratory Medicine" was included in this book. In this chapter, the readers are asked to make logical conclusions based on the given data and/or

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statistical results. Moreover, there is also a chapter on "Practical Calculations in Transfusion Medicine, Apheresis, and Hemostasis to help consolidate all the necessary formulas commonly used in daily practice for easy reference. These chapters are

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unique to our book and will not be found in any other currently on the market. All of the questions in this book were originally created by the authors of each chapter. Each question can either be standalone or part of a case scenario representing challenge cases in

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Transfusion Medicine, Apheresis, and Hemostasis. These questions often represent both rare and common clinical scenarios that the authors have seen during their clinical practice. Each question is then followed by 5 possible answers, with only one being

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correct (or the best answer). After the question, there is a conceptual explanation followed by a more factual explanation of the right and wrong answers. We gave the individual authors the freedom to choose how they explained the wrong answer choices. Some

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authors chose to be more direct (e.g. Answer A is incorrect because...), while other authors chose a more conversational style (e.g. Human resources (answer A) includes staffing, selection, orientation, training, and competency assessment of

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employees). This format is designed to help the student linking the conceptual and factual knowledge together to form a solid foundation for use in clinical practice. At the end of each chapter, there is a list of articles and textbooks that will prove useful to

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the motivated student who wishes to become an expert in the field. Another special feature to our textbook is the presence of a pre-test and post-test, which are provided to help the readers with self-assessment. As stated above, the main focus of this book is to

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help the readers preparing for the ABP certification exam in Transfusion Medicine. However, due to the interdisciplinary nature of the field of Transfusion Medicine, Apheresis, and Hemostasis, we believe that this book is also beneficial to and can be used by all

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clinicians involved in the management of complex transfusion, apheresis, and hemostasis issues, such as hematologists, anesthesiologists, surgeons, and critical care physicians. We further believe that it is a helpful guide for these

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specialists to prepare for their own specialty certification exam, when the topics are related to Transfusion Medicine, Apheresis, and Hemostasis.

This timely revision will feature the latest Internet issues and provide an updated comprehensive look at

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social and ethical issues in computing from a computer science perspective.

Who's who in Colored America
Fundamentals of Supply Chain Management

Transfusion Medicine, Apheresis, and Hemostasis

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Agile HR

The Ultimate Collection of Unique
Unisex Names

A Complete History of Fender
Instruments

***Presents a guide on how to
effectively search the Internet,***

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covering such topics as search engines, directories, newsgroups, image resources, and reference resources. Fender's guitars have long been the instruments of choice for artists such as Jeff

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Beck, Eric Clapton, Jimi Hendrix, and Stevie Ray Vaughan. This book tells the complete story of Fender guitars, detailing classics such as the Telecaster, Stratocaster, and Jazzmaster

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as well as lesser-known (and less successful) models. Dozens of photos reveal Fender's storied craftsmanship, while the text includes collector details for all models. The reference

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section lists all models and their statistics.

MARKETING STRATEGY, 6e, International Edition edition emphasizes teaching students to think and act like marketers. It presents strategy from a

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perspective that guides strategic marketing management in the social, economic, and technological arenas in which businesses function today--helping students develop a customer-

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oriented market strategy and market plan. Its practical approach to analyzing, planning, and implementing marketing strategies is based on the creative process involved in applying marketing

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concepts to the development and implementation of marketing strategy. An emphasis on critical thinking enables students to understand the essence of how marketing decisions fit

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together to create a coherent strategy. Well-grounded in developing and executing a marketing plan, the text offers a complete planning framework, thorough marketing plan worksheets,

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and a comprehensive marketing plan example for students to follow.

InfoWorld is targeted to Senior IT professionals. Content is segmented into Channels and Topic Centers. InfoWorld also

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celebrates people, companies, and projects.

Text and Cases

Be Iron Fit

Digital Entrepreneurship

Successfully Launching New Ventures

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Time-Efficient Training Secrets for Ultimate Fitness Prevention

Our political system in America is broken, right? Wrong. The truth is, the American political system is

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working exactly how it is designed to work, and it isn't designed or optimized today to work for us—for ordinary citizens. Most people believe that our political system is a public institution with high-minded

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principles and impartial rules derived from the Constitution. In reality, it has become a private industry dominated by a textbook duopoly—the Democrats and the Republicans—and plagued and

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perverted by unhealthy competition between the players. Tragically, it has therefore become incapable of delivering solutions to America's key economic and social challenges. In fact, there's virtually no

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connection between our political leaders solving problems and getting reelected. In The Politics Industry, business leader and path-breaking political innovator Katherine Gehl and world-renowned business

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strategist Michael Porter take a radical new approach. They ingeniously apply the tools of business analysis—and Porter's distinctive Five Forces framework—to show how the political system functions

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just as every other competitive industry does, and how the duopoly has led to the devastating outcomes we see today. Using this competition lens, Gehl and Porter identify the most powerful lever for change—a

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strategy comprised of a clear set of choices in two key areas: how our elections work and how we make our laws. Their bracing assessment and practical recommendations cut through the endless debate about

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various proposed fixes, such as term limits and campaign finance reform. The result: true political innovation. The Politics Industry is an original and completely nonpartisan guide that will open your eyes to the true

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dynamics and profound challenges of the American political system and provide real solutions for reshaping the system for the benefit of all. THE INSTITUTE FOR POLITICAL INNOVATION The authors will donate all

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royalties from the sale of this book to the Institute for Political Innovation. In the new world of work, agility is a business imperative. From small tech start-ups or large traditional companies,

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organizations need to be fast, flexible and digitally empowered to succeed.

However, too many companies are stuck with siloed, compliance-driven HR processes that work in opposition to the business

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rather than supporting it. This results in the view that HR is slow and out of touch. However, Agile HR shows that this doesn't need to be the case. It is a practical guide written specifically for people

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professionals on how the HR function can develop agile processes and practices that save time, boost performance and support overall business goals. Covering every aspect of the HR function from people processes, ways of

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working and HR services to organization design, operating models and HR teams, Agile HR is an essential guide for all HR practitioners wanting to make their HR practices agile and drive business

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performance but don't know where to start. As well as guidance on how to deal with resistance, manage a backlog and deal with constraints, there is also invaluable guidance on how HR can prioritize effectively and

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assess which activities to pursue, which to develop, which to rework and which to abandon in order to achieve continuous business improvement. Supported by case studies from organizations who have seen

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the benefits of an agile approach to HR including Sky Betting & Gaming and MUJI, this is critical reading for all HR professionals in organizations of any size needing to adopt fast, flexible and evolving agile

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approaches to effectively compete in the new world of work.

*Learn firsthand just how easy a cyberattack can be. Go H*ck Yourself is an eye-opening, hands-on introduction to the world of*

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hacking, from an award-winning cybersecurity coach. As you perform common attacks against yourself, you'll be shocked by how easy they are to carry out—and realize just how vulnerable most people

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really are. You'll be guided through setting up a virtual hacking lab so you can safely try out attacks without putting yourself or others at risk. Then step-by-step instructions will walk you through executing every

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major type of attack, including physical access hacks, Google hacking and reconnaissance, social engineering and phishing, malware, password cracking, web hacking, and phone hacking. You'll even hack a

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virtual car! You'll experience each hack from the point of view of both the attacker and the target. Most importantly, every hack is grounded in real-life examples and paired with practical cyber defense

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tips, so you'll understand how to guard against the hacks you perform. You'll learn:

- How to practice hacking within a safe, virtual environment*
- How to use popular hacking tools the way real hackers do,*

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like Kali Linux, Metasploit, and John the Ripper • How to infect devices with malware, steal and crack passwords, phish for sensitive information, and more • How to use hacking skills for good, such as to access

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files on an old laptop when you can't remember the password • Valuable strategies for protecting yourself from cyber attacks You can't truly understand cyber threats or defend against them until you've

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experienced them firsthand. By hacking yourself before the bad guys do, you'll gain the knowledge you need to keep you and your loved ones safe.

"One of the most interesting and useful books ever

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written on networking.”—Adam Grant Social Chemistry will utterly transform the way you think about “networking.” Understanding the contours of your social network can dramatically enhance personal

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relationships, work life, and even your global impact. Are you an Expansionist, a Broker, or a Convener? The answer matters more than you think. . . . Yale professor Marissa King shows how anyone can build more

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meaningful and productive relationships based on insights from neuroscience, psychology, and network analytics. Conventional wisdom says it's the size of your network that matters, but social science research

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has proven there is more to it. King explains that the quality and structure of our relationships has the greatest impact on our personal and professional lives. As she illustrates, there are three basic types

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of networks, so readers can see the role they are already playing:

Expansionist, Broker, or Convener. This network decoder enables readers to own their network style and modify it for better

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alignment with their life plans and values. High-quality connections in your social network strongly predict cognitive functioning, emotional resilience, and satisfaction at work. A well-structured

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network is likely to boost the quality of your ideas, as well as your pay. Beyond the office, social connections are the lifeblood of our health and happiness. The compiled results from dozens of

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previous studies found that our social relationships have an effect on our likelihood of dying prematurely—equivalent to obesity or smoking. Rich stories of Expansionists like Vernon Jordan, Brokers

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like Yo-Yo Ma, and Conveners like Anna Wintour, as well as personal experiences from King's own world of connections, inform this warm, engaging, revelatory investigation into some of the most consequential

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*decisions we can make about
the trajectory of our lives.*

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version.

A warrior woman and her dark twin are destined to remake the world in this “powerful” tale, the first in a trilogy by a World Fantasy Award winner

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(Newsweek). Legend foretold the child named Jenna, who was three-times orphaned before she could crawl, a fate that would leave her in the hands of women who worshipped the

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benevolent goddess Great Alta. In this world without men, Jenna comes of age, learning quickly the skills of close combat. But her most powerful gift lies

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elsewhere: a mirror sister who emerges only in the darkness—a twin named Skada—and shares the soul of the young, white-haired warrior who might well be the goddess reborn. But if

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Jenna is, in truth, the one whose coming is awaited, there is cause for great alarm among those who rule the Dales, for the prophecy speaks of upheaval and change, and a

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devastating end of all things. An incomparable world-builder and one of America's premier fantasists, the remarkable Jane Yolen begins a three-part saga as inventive,

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intelligent, and exciting as anything that has ever been produced in the literature of the fantastic. Brilliantly contrasting the "true" story of Jenna with the

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later myths, poetry, and so-called scholarship that her coming engendered, Yolen creates a culture as richly imagined as those found in the acclaimed novels of Ursula K. Le

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Guin. A truly magnificent work, Sister Light, Sister Dark takes fantasy fiction to wondrous places it has never gone before.

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third edition of the book that has earned 14 5-star reviews. It's now bigger, richer and better. Your walk-through guide to Developer Marketing and Relations now has 9 new

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chapters since the first edition + 1 more reviewed chapter. Build your DevRel dream team and project. Learn from success and failure stories. Welcome to the third edition of

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"Developer Marketing and Relations: The Essential Guide". The history starts in October 2017, during the Future Developer Summit. There, Andreas Constantinou and Nicolas

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Sauvage fully recognized the fragmented nature of developer relations or DevRel - from the types of companies, the products they represented, and the knowledge of the

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practitioners. It was there we witnessed that the best practices were often locked behind the doors of the companies that mastered them. We knew we wanted develop an

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essential guide to share this knowledge with a broader audience of developer relations, evangelists & advocates, developer marketing practitioners and beyond.

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As we have watched the practice of DevRel grow and evolve over the last three years, there is a continued need for education of what DevRel is, along with the

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strategy and tactics needed for a successful program. The good news is, many of the leading practitioners from the best companies agreed to share their knowledge,

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stories, learnings, and best practices in this guide! We think you'll find the information insightful, whether you are a seasoned professional in developer

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relations or you are just getting started. A question we often get asked is: "Can you help us understand how Mozilla, Google, or Microsoft practice developer

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marketing?" (replace names with your favorite tech brands). That's exactly what this book aims to accomplish. This guide is arranged in an order that takes you from strategic

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issues to more tactical issues. You can read from start to finish, or jump into the chapter that focuses on what you need to know right now. At a strategic level, you may

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want to read "Using Developer Personas to Stay Customer-Obsessed" from Cliff Simpkins of Microsoft, or if you are building out a program you might try "Structuring

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Developer Relations", by Dirk Primbs of Google. If you are just starting out, be sure to read, "Starting from Scratch: How to Build a Developer Marketing Program", by Luke

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Kilpatrick of Nutanix. If you need to get many stakeholders together in a large organization, the "The Developer Relations Council: Leading and Aligning Developer

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Marketing within Large Companies" by Arabella David of Salesforce - a new chapter for the third edition- is a must. Then, learn how to understand numbers and KPIs in our

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new chapter "Measuring the success of a developer communications strategy" by our very own Rich Muir of SlashData. As mentioned, developer programs exist in many

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types, as different companies are marketing different types of products to developers. Ana Schafer and Christine Jorgensen of Qualcomm describe their experiences

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with communities around hardware in "Hardware Is the New Software - Building A Developer Community Around A Chip Instead Of An SDK". APIs are well known as a key

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product in DevRel so we are pleased to bring you a new chapter by Mehdi Medjaoui, founder of APIdays conferences "Developer Relations and APIs". We can't list all

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of the great chapters here, but we would be remiss if we didn't point out the chapters on community, the heart and soul of any leading developer relations

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program. Be sure to read "The Power Of Community" by Jacob Lehrbaum of Salesforce, and the new chapter "Building an Inclusive Developer Community" by Leandro

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Margulis, based on his days at TomTom. Andreas Constantinou, Founder & CEO, SlashData Nicolas Sauvage, President & Managing Director, TDK Ventures Caroline Lewko &

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Dana Fujikawa, Editors of the third edition, WIP 'A worthy successor to '1984' and 'Brave New World" - PLAYBOYWhat would I do for eternal life?Discoveries made

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within our lifetime will allow people to remain young forever. There is no more death. Our children will never die. Welcome to a world inhabited by people who are perfectly

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healthy, beautiful and eternally young. Every utopia has its shadowy backstreets. Someone has to make sure that overpopulation doesn't bring the wonderful world

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of the future crashing down. Someone has to make people forget their animal instincts and live in a fitting way for immortals. Maybe that someone is me?The utopia "FUTURE" is

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the first novel after five years' silence from Dmitry Glukhovksy, author of the cult novel "METRO 2033". The author's books have been translated into dozens of foreign

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languages, selling in millions of copies, and have been adapted for the big screen in Hollywood - but none of them will grip you like "FUTURE".

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