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KEY=AUDI - OCONNOR COCHRAN

TECHNOLOGY FOR ADAPTIVE AGING

National Academies Press **Emerging and currently available technologies offer great promise for helping older adults, even those without serious disabilities, to live healthy, comfortable, and productive lives. What technologies offer the most potential benefit? What challenges must be overcome, what problems must be solved, for this promise to be fulfilled? How can federal agencies like the National Institute on Aging best use their resources to support the translation from laboratory findings to useful, marketable products and services? Technology for Adaptive Aging is the product of a workshop that brought together distinguished experts in aging research and in technology to discuss applications of technology to communication, education and learning, employment, health, living environments, and transportation for older adults. It includes all of the workshop papers and the report of the committee that organized the workshop. The committee report synthesizes and evaluates the points made in the workshop papers and recommends priorities for federal support of translational research in technology for older adults.**

WESTERN EUROPE 2020

The definitive survey of the countries and territories of Western Europe, comprising expert analysis and commentary, up-to-date economic and socio-political data and extensive directory information. General Survey Essays by leading experts on the area cover issues of regional importance. Country Surveys Individual chapters on each country, comprising: an introductory survey, containing essays on the geography, history and economy of each country, including a chronology and map. an extensive statistical survey of economic and demographic indicators, including area and population, health and welfare, agriculture, forestry, fishing, mining, industry, finance, trade, transport, tourism, communications media and education. a comprehensive directory of names and contact details covering the most significant political and commercial institutions. Regional Information a directory of research institutes specializing in the region bibliographies of books and periodicals covering the region.

HEALTH COMMUNICATION

Jones & Bartlett Learning **Health Communication: Strategies and Skills for a New Era provides a practical process model for developing a health communication intervention. The book also explores exposure to media and how it shapes our conceptions of health and illness. Using a life stages and environments approach, the book touches on the patient role and how we 'hear' information from health care providers as well as guidance on how to be a thoughtful consumer of health information.**

THE CAR HACKER'S HANDBOOK

A GUIDE FOR THE PENETRATION TESTER

No Starch Press **Modern cars are more computerized than ever. Infotainment and navigation systems, Wi-Fi, automatic software updates, and other innovations aim to make driving more convenient. But vehicle technologies haven't kept pace with today's more hostile security environment, leaving millions vulnerable to attack. The Car Hacker's Handbook will give you a deeper understanding of the computer systems and embedded software in modern vehicles. It begins by examining vulnerabilities and providing detailed explanations of communications over the CAN bus and between devices and systems. Then, once you have an understanding of a vehicle's communication network, you'll learn how to intercept data and perform specific hacks to track vehicles, unlock doors, glitch engines, flood communication, and more. With a focus on low-cost, open source hacking tools such as Metasploit, Wireshark, Kayak, can-utils, and ChipWhisperer, The Car Hacker's Handbook will show you how to: –Build an accurate threat model for your vehicle –Reverse engineer the CAN bus to fake engine signals –Exploit vulnerabilities in diagnostic and data-logging systems –Hack the ECU and other firmware and embedded systems –Feed exploits through infotainment and vehicle-to-vehicle communication systems –Override factory settings with performance-tuning techniques –Build physical and virtual test benches to try out exploits safely If you're curious about automotive security and have the urge to hack a two-ton computer, make The Car Hacker's Handbook your first stop.**

FREE-TO-PLAY

MAKING MONEY FROM GAMES YOU GIVE AWAY

New Riders **" Will's knowledge of F2P comes from years of building games, as well as writing about and consulting with developers on the model. All the topics covered in this book—economics, gameplay, monetization, analytics and marketing—are important to consider when you're building an F2P game, and Will covers each with an easy-to-digest style." —Ian Marsh, co-founder, NimbleBit Free-to-Play: Making Money From Games You Give Away is an accessible and complete guide to the business model that has revolutionized the videogames industry, creating huge hits, multi-billion-dollar startups and a new deal for players: Play for free, spend on what you like. Written by respected game designer and consultant Will Luton, Free-to-Play gives you the in-the-trenches insight you need to build, run and make money from games you give away. In it you'll find: Psychology behind player decisions and the motivations to play Simple and accessible explanations of the math and economic theories behind F2P, including working examples Processes for capturing and using player data to improve your game Marketing tips on positioning your game and attracting players Plus: A downloadable F2P spreadsheet, articles from the author, a foreword by NimbleBit co-founder Ian Marsh and an interview with Zynga CEO, Mark Pincus.**

MOBILE LEARNING

TRANSFORMING THE DELIVERY OF EDUCATION AND TRAINING

Athabasca University Press **This collection is directed towards anyone interested in the use of mobile learning for various applications. Readers will discover how to design learning materials for delivery on mobile technology and become familiar with the best practices of other educators, trainers, and researchers in the field as well as the most recent research initiatives in mobile learning. Businesses and governments can find out how to deliver timely information to staff using mobile devices. Professors and trainers can use this book as a textbook in courses on distance education, mobile learning, and educational technology. In fact, the book can be used by anyone interested in delivering education and training at a distance, but especially by graduate students of emerging technology in learning.**

THE MAUDSLEY PRESCRIBING GUIDELINES IN PSYCHIATRY

John Wiley & Sons **The revised 13th edition of the essential reference for the prescribing of drugs for patients with mental health disorders The revised and updated 13th edition of The Maudsley Prescribing Guidelines in Psychiatry provides up-to-date information, expert guidance on prescribing practice in mental health, including drug choice, treatment of adverse effects and how to augment or switch medications. The text covers a wide range of topics including pharmacological interventions for schizophrenia, bipolar disorder, depression and anxiety, and many other less common conditions. There is advice on prescribing in children and adolescents, in substance misuse and in special patient groups. This world-renowned guide has been written in concise terms by an expert team of psychiatrists and specialist pharmacists. The Guidelines help with complex prescribing problems and include information on prescribing psychotropic medications outside their licensed indications as well as potential interactions with other medications and substances**

such as alcohol, tobacco and caffeine. In addition, each of the book's 165 sections features a full reference list so that evidence on which guidance is based can be readily accessed. This important text: Is the world's leading clinical resource for evidence-based prescribing in day-to-day clinical practice and for formulating prescribing policy Includes referenced information on topics such as transferring from one medication to another, prescribing psychotropic medications during pregnancy or breastfeeding, and treating patients with comorbid physical conditions, including impaired renal or hepatic function. Presents guidance on complex clinical problems that may not be encountered routinely Written for psychiatrists, neuropharmacologists, pharmacists and clinical psychologists as well as nurses and medical trainees, The Maudsley Prescribing Guidelines in Psychiatry are the established reference source for ensuring the safe and effective use of medications for patients presenting with mental health problems.

CURRICULUM DEVELOPMENT FOR MEDICAL EDUCATION

A SIX STEP APPROACH

JHU Press At a time when society is demanding accountability from the medical education system and residency review committees are demanding written curricula, this book offers a practical, yet theoretically sound, approach to curriculum development in medicine. Short, practical, and generic in its approach, the book begins with an overview of a six-step approach to curriculum development. Each succeeding chapter then covers one of the six steps: problem identification, targeted needs assessment, goals and objectives, education methods, implementation, and evaluation. Additional chapters address curriculum maintenance, enhancement, and dissemination. Throughout, examples are used to illustrate major points. An appendix provides the reader with a selected list of published and unpublished resources on funding, faculty development, and already developed curricula.

INTERACTION DESIGN

John Wiley & Sons

FROM PRINT TO EBOOKS

A HYBRID PUBLISHING TOOLKIT FOR THE ARTS

This Toolkit is meant for everyone working in art and design publishing. No specific expertise of digital technology, or indeed traditional publishing technology, is required. The Toolkit provides hands-on practical advice and tools, focusing on working solutions for low-budget, small-edition publishing. Everything in the Hybrid Publishing Toolkit is based on real-world projects with art and design publishers. Editorial scenarios include art and design catalogues and periodicals, research publications, and artists'/designer's books.

THE FUNCTIONAL ART

AN INTRODUCTION TO INFORMATION GRAPHICS AND VISUALIZATION

New Riders Unlike any time before in our lives, we have access to vast amounts of free information. With the right tools, we can start to make sense of all this data to see patterns and trends that would otherwise be invisible to us. By transforming numbers into graphical shapes, we allow readers to understand the stories those numbers hide. In this practical introduction to understanding and using information graphics, you'll learn how to use data visualizations as tools to see beyond lists of numbers and variables and achieve new insights into the complex world around us. Regardless of the kind of data you're working with–business, science, politics, sports, or even your own personal finances–this book will show you how to use statistical charts, maps, and explanation diagrams to spot the stories in the data and learn new things from it. You'll also get to peek into the creative process of some of the world's most talented designers and visual journalists, including Condé Nast Traveler's John Grimwade, National Geographic Magazine's Fernando Baptista, The New York Times' Steve Duenes, The Washington Post's Hannah Fairfield, Hans Rosling of the Gapminder Foundation, Stanford's Geoff McGhee, and European superstars Moritz Stefaner, Jan Willem Tulp, Stefanie Posavec, and Gregor Aisch. The book also includes a DVD-ROM containing over 90 minutes of video lessons that expand on core concepts explained within the book and includes even more inspirational information graphics from the world's leading designers. The first book to offer a broad, hands-on introduction to information graphics and visualization, The Functional Art reveals: • Why data visualization should be thought of as "functional art" rather than fine art • How to use color, type, and other graphic tools to make your information graphics more effective, not just better looking • The science of how our brains perceive and remember information ¿ • Best practices for creating interactive information graphics • A comprehensive look at the creative process behind successful information graphics ¿ • An extensive gallery of inspirational work from the world's top designers and visual artists On the DVD-ROM: In this introductory video course on information graphics, Alberto Cairo goes into greater detail with even more visual examples of how to create effective information graphics that function as practical tools for aiding perception. You'll learn how to: incorporate basic design principles in your visualizations, create simple interfaces for interactive graphics, and choose the appropriate type of graphic forms for your data. Cairo also deconstructs successful information graphics from The New York Times and National Geographic magazine with sketches and images not shown in the book. All of Peachpit's eBooks contain the same content as the print edition. You will find a link in the last few pages of your eBook that directs you to the media files. Helpful tips: If you are able to search the book, search for "Where are the lesson files?" Go to the very last page of the book and scroll backwards. You will need a web-enabled device or computer in order to access the media files that accompany this ebook. Entering the URL supplied into a computer with web access will allow you to get to the files. Depending on your device, it is possible that your display settings will cut off part of the URL. To make sure this is not the case, try reducing your font size and turning your device to a landscape view. This should cause the full URL to appear.

HITCH-22

A MEMOIR

Twelve Over the course of his 60 years, Christopher Hitchens has been a citizen of both the United States and the United Kingdom. He has been both a socialist opposed to the war in Vietnam and a supporter of the U.S. war against Islamic extremism in Iraq. He has been both a foreign correspondent in some of the world's most dangerous places and a legendary bon vivant with an unquenchable thirst for alcohol and literature. He is a fervent atheist, raised as a Christian, by a mother whose Jewish heritage was not revealed to him until her suicide. In other words, Christopher Hitchens contains multitudes. He sees all sides of an argument. And he believes the personal is political. This is the story of his life, lived large.

EMBEDDED SECURITY IN CARS

SECURING CURRENT AND FUTURE AUTOMOTIVE IT APPLICATIONS

Springer Science & Business Media Most innovations in the car industry are based on software and electronics, and IT will soon constitute the major production cost factor. It seems almost certain that embedded IT security will be crucial for the next generation of applications. Yet whereas software safety has become a relatively well-established field, the protection of automotive IT systems against manipulation or intrusion has only recently started to emerge. Lemke, Paar, and Wolf collect in this volume a state-of-the-art overview on all aspects relevant for IT security in automotive applications. After an introductory chapter written by the editors themselves, the contributions from experienced experts of different disciplines are structured into three parts. "Security in the Automotive Domain" describes applications for which IT security is crucial, like immobilizers, tachographs, and software updates. "Embedded Security Technologies" details security technologies relevant for automotive applications, e.g., symmetric and asymmetric cryptography, and wireless security. "Business Aspects of IT Systems in Cars" shows the need for embedded security in novel applications like location-based navigation systems and personalization. The first book in this area of fast-growing economic and scientific importance, it is indispensable for both researchers in software or embedded security and professionals in the automotive industry.

STUDYING ANIMAL LANGUAGES WITHOUT TRANSLATION: AN INSIGHT FROM ANTS

Springer **The Author of this new volume on ant communication demonstrates that information theory is a valuable tool for studying the natural communication of animals. To do so, she pursues a fundamentally new approach to studying animal communication and "linguistic" capacities on the basis of measuring the rate of information transmission and the complexity of transmitted messages. Animals' communication systems and cognitive abilities have long-since been a topic of particular interest to biologists, psychologists, linguists, and many others, including researchers in the fields of robotics and artificial intelligence. The main difficulties in the analysis of animal language have to date been predominantly methodological in nature. Addressing this perennial problem, the elaborated experimental paradigm presented here has been applied to ants, and can be extended to other social species of animals that have the need to memorize and relay complex "messages". Accordingly, the method opens exciting new dimensions in the study of natural communications in the wild.**

WINNING YOUR ELECTION THE WELLSTONE WAY

A COMPREHENSIVE GUIDE FOR CANDIDATES AND CAMPAIGN WORKERS

U of Minnesota Press **As the 2008 presidential race dominates political discussion and media coverage worldwide, thousands of lesser-known local contests are being hard-fought in our neighborhoods, cities, and states. Winning Your Election the Wellstone Way is based on the work of Wellstone Action, a leading-edge progressive training center that has instructed thousands of political activists, campaign managers, and volunteers, of whom more than two hundred have gone on to run for office and win. Jeff Blodgett and Bill Lofy analyze the crucial lessons learned from many successful (and several losing) campaigns and demystifies what it takes to run fora and wina a political seat.**

HANDBOOK OF CEREBROVASCULAR DISEASE AND NEUROINTERVENTIONAL TECHNIQUE

Springer Science & Business Media **Fully revised and updated, the Handbook serves as a practical guide to endovascular methods and as a concise reference for neurovascular anatomy and published data about cerebrovascular disease from a neurointerventionalist's perspective. Divided into three parts, the book covers: Fundamentals of neurovascular anatomy and basic angiographic techniques; Interventional Techniques and endovascular methods, along with useful device information and tips and tricks for daily practice; Specific Disease States, with essential clinical information about commonly encountered conditions. New features in the 2nd Edition include: Global Gems that illuminate aspects of the field outside the United States; Angio-anatomic and angio-pathologic image correlates; Newly released clinical study results influencing neurointerventional practice; Information on emerging technologies in this rapidly advancing field. The Handbook is a vital resource for all clinicians involved in neurointerventional practice, including radiologists, neurosurgeons, neurologists, cardiologists, and vascular surgeons.**

CLINICAL PATHWAYS IN STROKE REHABILITATION

EVIDENCE-BASED CLINICAL PRACTICE RECOMMENDATIONS

Springer Nature **This open access book focuses on practical clinical problems that are frequently encountered in stroke rehabilitation. Consequences of diseases, e.g. impairments and activity limitations, are addressed in rehabilitation with the overall goal to reduce disability and promote participation. Based on the available best external evidence, clinical pathways are described for stroke rehabilitation bridging the gap between clinical evidence and clinical decision-making. The clinical pathways answer the questions which rehabilitation treatment options are beneficial to overcome specific impairment constellations and activity limitations and are well acceptable to stroke survivors, as well as when and in which settings to provide rehabilitation over the course of recovery post stroke. Each chapter starts with a description of the clinical problem encountered. This is followed by a systematic, but concise review of the evidence (RCTs, systematic reviews and meta-analyses) that is relevant for clinical decision-making, and comments on assessment, therapy (training, technology, medication), and the use of technical aids as appropriate. Based on these summaries, clinical algorithms / pathways are provided and the main clinical-decision situations are portrayed. The book is invaluable for all neurorehabilitation team members, clinicians, nurses, and therapists in neurology, physical medicine and rehabilitation, and related fields. It is a World Federation for NeuroRehabilitation (WFNR) educational initiative, bridging the gap between the rapidly expanding clinical research in stroke rehabilitation and clinical practice across societies and continents. It can be used for both clinical decision-making for individuals and as well as clinical background knowledge for stroke rehabilitation service development initiatives.**

THE LITTLE BLACK BOOK OF NEUROPSYCHOLOGY

A SYNDROME-BASED APPROACH

Springer Science & Business Media **From translating the patient's medical records and test results to providing recommendations, the neuropsychological evaluation incorporates the science and practice of neuropsychology, neurology, and psychological sciences. The Little Black Book of Neuropsychology brings the practice and study of neuropsychology into concise step-by-step focus—without skimping on scientific quality. This one-of-a-kind assessment reference complements standard textbooks by outlining signs, symptoms, and complaints according to neuropsychological domain (such as memory, language, or executive function), with descriptions of possible deficits involved, inpatient and outpatient assessment methods, and possible etiologies. Additional chapters offer a more traditional approach to evaluation, discussing specific neurological disorders and diseases in terms of their clinical features, neuroanatomical correlates, and assessment and treatment considerations. Chapters in psychometrics provide for initial understanding of brain-behavior interpretation as well as more advanced principals for neuropsychology practice including new diagnostic concepts and analysis of change in performance over time. For the trainee, beginning clinician or seasoned expert, this user-friendly presentation incorporating 'quick reference guides' throughout which will add to the practice armentarium of beginning and seasoned clinicians alike. Key features of The Black Book of Neuropsychology: Concise framework for understanding the neuropsychological referral. Symptoms/syndromes presented in a handy outline format, with dozens of charts and tables. Review of basic neurobehavioral examination procedure. Attention to professional issues, including advances in psychometrics and diagnoses, including tables for reliable change for many commonly used tests. Special "Writing Reports like You Mean It" section and guidelines for answering referral questions. Includes appendices of practical information, including neuropsychological formulary. The Little Black Book of Neuropsychology is an indispensable resource for the range of practitioners and scientists interested in brain-behavior relationships. Particular emphasis is provided for trainees in neuropsychology and neuropsychologists. However, the easy to use format and concise presentation is likely to be of particular value to interns, residents, and fellows studying neurology, neurological surgery, psychiatry, and nurses. Finally, teachers of neuropsychological and neurological assessment may also find this book useful as a classroom text. "There is no other book in the field that covers the scope of material that is inside this comprehensive text. The work might be best summed up as being a clinical neuropsychology postdoctoral residency in a book, with the most up to date information available, so that it is also an indispensable book for practicing neuropsychologists in addition to students and residents...There is really no book like this available today. It skillfully brings together the most important foundationsof clinical neuropsychology with the 'nuts and bolts' of every facet of assessment. It also reminds the more weathered neuropsychologists among us of the essential value of neuropsychological assessment...the impact of the disease on the patient's cognitive functioning and behavior may only be objectively quantified through a neuropsychological assessment." Arch Clin Neuropsychol (2011) first published online June 13, 2011 Read the full review acn.oxfordjournals.org**

UPTIME

STRATEGIES FOR EXCELLENCE IN MAINTENANCE MANAGEMENT, THIRD EDITION

CRC Press **Uptime describes the combination of activities that deliver fewer breakdowns, improved productive capacity, lower costs, and better environmental performance. The bestselling second edition of Uptime has been used as a textbook on maintenance management in several postsecondary institutions and by many companies as the model framework for their maintenance management programs. Following in the tradition of its bestselling predecessors, Uptime: Strategies for Excellence in Maintenance Management, Third Edition explains how to deal with increasingly complex technologies, such as mobile and cloud computing, to support maintenance departments and set the stage for compliance with international standards for asset management. This updated edition reflects a far broader and deeper wealth of experience and knowledge. In addition, it restructures its previous model of excellence slightly to align what must be done more closely with how to do it. The book provides a strategy for developing and executing improvement plans**

that work well with the new values prevalent in today's workforce. It also explains how you can use seemingly competing improvement tools to complement and enhance each other. This edition also highlights action you can take to compensate for the gradual loss of skills in the current workforce as "baby boomers" retire.

PRIMAL LEADERSHIP

UNLEASHING THE POWER OF EMOTIONAL INTELLIGENCE

Harvard Business Press **Annotation.**

THE PSYCHOLOGY OF FAKE NEWS

ACCEPTING, SHARING, AND CORRECTING MISINFORMATION

Routledge **This volume examines the phenomenon of fake news by bringing together leading experts from different fields within psychology and related areas, and explores what has become a prominent feature of public discourse since the first Brexit referendum and the 2016 US election campaign. Dealing with misinformation is important in many areas of daily life, including politics, the marketplace, health communication, journalism, education, and science. In a general climate where facts and misinformation blur, and are intentionally blurred, this book asks what determines whether people accept and share (mis)information, and what can be done to counter misinformation? All three of these aspects need to be understood in the context of online social networks, which have fundamentally changed the way information is produced, consumed, and transmitted. The contributions within this volume summarize the most up-to-date empirical findings, theories, and applications and discuss cutting-edge ideas and future directions of interventions to counter fake news. Also providing guidance on how to handle misinformation in an age of "alternative facts", this is a fascinating and vital reading for students and academics in psychology, communication, and political science and for professionals including policy makers and journalists.**

ALL THAT IS SOLID MELTS INTO AIR

THE EXPERIENCE OF MODERNITY

Verso **The experience of modernization -- the dizzying social changes that swept millions of people into the capitalist world -- and modernism in art, literature and architecture are brilliantly integrated in this account.**

BRAIN-COMPUTER INTERFACES

PRINCIPLES AND PRACTICE

Oxford University Press **A recognizable surge in the field of Brain Computer Interface (BCI) research and development has emerged in the past two decades. This book is intended to provide an introduction to and summary of essentially all major aspects of BCI research and development. Its goal is to be a comprehensive, balanced, and coordinated presentation of the field's key principles, current practice, and future prospects.**

NEUROERGONOMICS

THE BRAIN AT WORK

Oxford University Press **Neuroergonomics can be defined as the study of brain and behavior at work. It combines two disciplines--neuroscience, the study of brain function, and human factors, the study of how to match technology with the capabilities and limitations of people so they can work effectively and safely. The goal of merging these two fields is to use the startling discoveries of human brain and physiological functioning both to inform the design of technologies in the workplace and home, and to provide new training methods that enhance performance, expand capabilities, and opitimize the fit between people and technology. Research in the area of neuroergonomics has blossomed in recent years with the emergence of noninvasive techniques for monitoring human brain function that cna be used to study various aspects of human behavior in relation to technology and work, including mental workload, visual attention, working memory, motor control, human-automation interaction, and adaptive automation. This volume will provide the first systematic overview of this emerging area, describing the theoretical background, basic research, major methods, as well as the new and future areas of application. This collection will benefit a number of readers: the experienced researcher investigating related questions in human factors and cognitive neuroscience, the student wishing to get a rapid but systematic overview of the field, and the designer interested in novel approaches and new ideas for application. Researchers in human factors and ergonomics, neuroscience, cognitive psychology, medicine, industrial engineering, and computer science will find this volume most helpful.**

BOSCH AUTOMOTIVE ELECTRICS AND AUTOMOTIVE ELECTRONICS

SYSTEMS AND COMPONENTS, NETWORKING AND HYBRID DRIVE

Springer Science & Business Media **This is a complete reference guide to automotive electrics and electronics. This new edition of the definitive reference for automotive engineers, compiled by one of the world's largest automotive equipment suppliers, includes new and updated material. As in previous editions different topics are covered in a concise but descriptive way backed up by diagrams, graphs, photographs and tables enabling the reader to better comprehend the subject. This fifth edition revises the classical topics of the vehicle electrical systems such as system architecture, control, components and sensors. There is now greater detail on electronics and their application in the motor vehicle, including electrical energy management (EEM) and discusses the topic of inter system networking within the vehicle. It also includes a description of the concept of hybrid drive a topic that is particularly current due to its ability to reduce fuel consumption and therefore CO_2 emissions.This book will benefit automotive engineers and design engineers, automotive technicians in training and mechanics and technicians in garages. It may also be of interest to teachers/ lecturers and students at vocational colleges, and enthusiasts.**

HANDBOOK OF ENERGY ENGINEERING

PYTHON DEEP LEARNING

Packt Publishing Ltd **Take your machine learning skills to the next level by mastering Deep Learning concepts and algorithms using Python. About This Book Explore and create intelligent systems using cutting-edge deep learning techniques Implement deep learning algorithms and work with revolutionary libraries in Python Get real-world examples and easy-to-follow tutorials on Theano, TensorFlow, H2O and more Who This Book Is For This book is for Data Science practitioners as well as aspirants who have a basic foundational understanding of Machine Learning concepts and some programming experience with Python. A mathematical background with a conceptual understanding of calculus and statistics is also desired. What You Will Learn Get a practical deep dive into deep learning algorithms Explore deep learning further with Theano, Caffe, Keras, and TensorFlow Learn about two of the most powerful techniques at the core of many practical deep learning implementations: Auto-Encoders and Restricted Boltzmann Machines Dive into Deep Belief Nets and Deep Neural Networks Discover more deep learning algorithms with Dropout and Convolutional Neural Networks Get to know device strategies so you can use deep learning algorithms and libraries in the real world In Detail With an increasing interest in AI around the world, deep learning has attracted a great deal of public attention. Every day, deep learning algorithms are used broadly across different industries. The book will give you all the practical information available on the subject, including the best practices,**

using real-world use cases. You will learn to recognize and extract information to increase predictive accuracy and optimize results. Starting with a quick recap of important machine learning concepts, the book will delve straight into deep learning principles using Sci-kit learn. Moving ahead, you will learn to use the latest open source libraries such as Theano, Keras, Google's TensorFlow, and H20. Use this guide to uncover the difficulties of pattern recognition, scaling data with greater accuracy and discussing deep learning algorithms and techniques. Whether you want to dive deeper into Deep Learning, or want to investigate how to get more out of this powerful technology, you'll find everything inside. Style and approach Python Machine Learning by example follows practical hands on approach. It walks you through the key elements of Python and its powerful machine learning libraries with the help of real world projects.

UBIQUITOUS COMPUTING FUNDAMENTALS

CRC Press "...a must-read text that 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 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 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 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 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 pioneer, Ubiquitous Computing Fundamentals brings together eleven ubiquitous computing trailblazers who each report on his or her area of expertise. Starting with a 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 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 examines: How to build an infrastructure that supports ubiquitous computing applications Privacy protection in systems that connect personal devices and personal information 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 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 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 the field's originators.

INSIDE THE SMART HOME

Springer Science & Business Media Using clear and accessible language this book examines the growing field of 'smart technology' for the home. The author first introduces the field before exploring the various background issues, including how the home differs from other environments. He then shows how these background issues affect the design and usability of these technologies. A detailed case study looks at the use of handheld and wearable digital technology in sheltered housing. The last section examines what it is like to live in a smart home and why they have so far failed to reach the levels of success originally predicted. Invaluable reading for anybody interested in designing smart technologies for the home.

TAKING YOUR TALENT TO THE WEB

A GUIDE FOR THE TRANSITIONING DESIGNER

Waite Group Press This is an explicit and detailed guide, an intelligent "how-to" book for professionals. It lays the groundwork and creates context by exploring essential concepts, defines terms that may be new or unfamiliar, and then moves forward with practical software techniques. All the while it is building on the existing knowledge and experience of its professional design audience. Taking Your Talent to the Web is based on the Populi Curriculum in Web Communications Design, developed by Jeffrey Zeldman in cooperation with Populi, Inc., (www.populi.com) and the Pratt Institute. The book's purpose is to guide traditional art directors and print designers as they expand their existing careers to include the new field of professional Web Design.

CHRYSLER SLANT SIX ENGINES

HOW TO REBUILD AND MODIFY

CarTech Inc Now 60 years old, your Slant Six could probably use some freshening up. Slant Six engine expert Doug Dutra has produced this volume to walk you through every aspect of disassembly, evaluation, rebuild, and reassembly in an easy-to-read, step-by-step format. The book also covers modifications, showing how to squeeze the most out of your engine. The year 1960 was an important one in auto manufacturing; it was the year all of the Big Three unveiled entrants in a new class of car called the compact. Chrysler's offering, the Plymouth Valiant, was paired with its redesigned 6-cylinder engine entrant, the Slant Six, known by its nickname the "leaning tower of power." This engine powered the Valiants when they swept the top seven positions in the newly christened compact race that precluded the Daytona 500. With its legacy intact, Chrysler's Slant Six powered Mopar automobiles for decades to come in three displacement offerings (170, 198, 225). With millions of Slant Six engines built over the 30-plus years that the engine was produced, it's always a good idea to have this book handy, as you never know when the next "leaning tower of power" will find its way into your garage! p.p1 {margin: 0.0px 0.0px 0.0px 0.0px; font: 12.0px Arial}

PYTHON DEEP LEARNING

EXPLORING DEEP LEARNING TECHNIQUES AND NEURAL NETWORK ARCHITECTURES WITH PYTORCH, KERAS, AND TENSORFLOW, 2ND EDITION

Packt Publishing Ltd Learn advanced state-of-the-art deep learning techniques and their applications using popular Python libraries Key FeaturesBuild a strong foundation in neural networks and deep learning with Python librariesExplore advanced deep learning techniques and their applications across computer vision and NLPLearn how a computer can navigate in complex environments with reinforcement learningBook Description With the surge in artificial intelligence in applications catering to both business and consumer needs, deep learning is more important than ever for meeting current and future market demands. With this book, you'll explore deep learning, and learn how to put machine learning to use in your projects. This second edition of Python Deep Learning will get you up to speed with deep learning, deep neural networks, and how to train them with high-performance algorithms and popular Python frameworks. You'll uncover different neural network architectures, such as convolutional networks, recurrent neural networks, long short-term memory (LSTM) networks, and capsule networks. You'll also learn how to solve problems in the fields of computer vision, natural language processing (NLP), and speech recognition. You'll study generative model approaches such as variational autoencoders and Generative Adversarial Networks (GANs) to generate images. As you delve into newly evolved areas of reinforcement learning, you'll gain an understanding of state-of-the-art algorithms that are the main components behind popular games Go, Atari, and Dota. By the end of the book, you will be well-versed with the theory of deep learning along with its real-world applications. What you will learnGrasp the mathematical theory behind neural networks and deep learning processesInvestigate and resolve computer vision challenges using convolutional networks and capsule networksSolve generative tasks using variational autoencoders and Generative Adversarial NetworksImplement complex NLP tasks using recurrent networks (LSTM and GRU) and attention modelsExplore reinforcement learning and understand how agents behave in a complex environmentGet up to date with applications of deep learning in autonomous vehiclesWho this book is for This book is for data science practitioners, machine learning engineers, and those interested in deep learning who have a basic foundation in machine learning and some Python programming experience. A background in mathematics and conceptual understanding of calculus and statistics will help you gain maximum benefit from this book.

MANAGING BRAND EQUITY

Simon and Schuster The most important assets of any business are intangible: its company name, brands, symbols, and slogans, and their underlying associations, perceived quality, name awareness, customer base, and proprietary resources such as patents, trademarks, and channel relationships. These assets, which comprise brand equity, are a primary source of competitive advantage and future earnings, contends David Aaker, a national authority on branding. Yet, research shows that managers cannot identify with confidence their brand associations, levels of consumer awareness, or degree of customer loyalty. Moreover, in the last decade, managers desperate for short-term financial results have often unwittingly damaged their brands through price promotions and unwise brand extensions, causing irreversible deterioration of the value of the brand name. Although several companies, such as Canada Dry and Colgate-Palmolive, have recently created an equity management position to be guardian of the value of brand names, far too few managers, Aaker concludes, really understand the concept of brand equity and how it must be implemented. In a fascinating and insightful examination of the phenomenon of brand equity, Aaker provides a clear and well-defined structure of the relationship between a brand and its symbol and slogan, as well as each of the five underlying assets, which will clarify for managers exactly how brand equity does contribute value. The author opens each chapter with a historical analysis of either the success or failure of a particular

company's attempt at building brand equity: the fascinating Ivory soap story; the transformation of Datsun to Nissan; the decline of Schlitz beer; the making of the Ford Taurus; and others. Finally, citing examples from many other companies, Aaker shows how to avoid the temptation to place short-term performance before the health of the brand and, instead, to manage brands strategically by creating, developing, and exploiting each of the five assets in turn

THE FUTURE INTERNET

FUTURE INTERNET ASSEMBLY 2011: ACHIEVEMENTS AND TECHNOLOGICAL PROMISES

Springer Irrespective of whether we use economic or societal metrics, the Internet is one of the most important technical infrastructures in existence today. It will be a catalyst for much of our innovation and prosperity in the future. A competitive Europe will require Internet connectivity and services beyond the capabilities offered by current technologies. Future Internet research is therefore a must. This book is published in full compliance with the Open Access publishing initiative; it is based on the research carried out within the Future Internet Assembly (FIA). It contains a sample of representative results from the recent FIA meetings spanning a broad range of topics, all being of crucial importance for the future Internet. The book includes 32 contributions and has been structured into the following sections, each of which is preceded by a short introduction: Foundations: architectural issues; socio-economic issues; security and trust; and experiments and experimental design. Future Internet Areas: networks, services, and content; and applications.

SOFT POWER

THE MEANS TO SUCCESS IN WORLD POLITICS

PublicAffairs Joseph Nye coined the term "soft power" in the late 1980s. It is now used frequently—and often incorrectly—by political leaders, editorial writers, and academics around the world. So what is soft power? Soft power lies in the ability to attract and persuade. Whereas hard power—the ability to coerce—grows out of a country's military or economic might, soft power arises from the attractiveness of a country's culture, political ideals, and policies. Hard power remains crucial in a world of states trying to guard their independence and of non-state groups willing to turn to violence. It forms the core of the Bush administration's new national security strategy. But according to Nye, the neo-conservatives who advise the president are making a major miscalculation: They focus too heavily on using America's military power to force other nations to do our will, and they pay too little heed to our soft power. It is soft power that will help prevent terrorists from recruiting supporters from among the moderate majority. And it is soft power that will help us deal with critical global issues that require multilateral cooperation among states. That is why it is so essential that America better understands and applies our soft power. This book is our guide.

ENVIRONMENTAL COMMUNICATION. SECOND EDITION

SKILLS AND PRINCIPLES FOR NATURAL RESOURCE MANAGERS, SCIENTISTS, AND ENGINEERS.

Springer Science & Business Media Environmental professionals can no longer simply publish research in technical journals. Informing the public is now a critical part of the job. Environmental Communication demonstrates, step by step, how it's done, and is an essential guide for communicating complex information to groups not familiar with scientific material. It addresses the entire communications process, from message planning, audience analysis and media relations to public speaking - skills a good communicator must master for effective public dialogue. Environmental Communication provides all the knowledge and tools you need to reach your target audience in a persuasive and highly professional manner. "This book will certainly help produce the skills for environmental communications sorely needed for industry, government and non-profit groups as well as an informed public". Sol P. Baltimore, Director, Environmental Communications and Adjunct faculty, Hazardous Waste management program, Department of Chemical Engineering, College of Engineering, Wayne State University, Detroit, Michigan. "All environmental education professionals agree that the practice of good communications is essential for the success of any program. This book provides practical skills for this concern". Ju Chou, Associate Professor, Graduate Institute of Environmental Education National Taiwan Normal University Taipei, Taiwan

MANAGEMENT

Cengage Learning Make today's management theories and applications meaningful, memorable, and engaging for your students with MANAGEMENT. Master storyteller, award-winning educator, and accomplished author Chuck Williams uses a captivating narrative style to illuminate today's most important management concepts and to highlight practices that really work in today's workplace. Because students retain and better understand information that is personally relevant, Dr. Williams weaves more than 50 detailed, unforgettable examples and stories into each chapter in this edition. Proven learning features and self-assessments keep concepts intriguing and applicable to students' daily lives. In addition, fresh scenarios, new cases, and new video cases reflect the latest management innovations at work in well-known organizations throughout the world. The book's comprehensive support package further helps you prepare each student for managerial success. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

SOUND TO SENSE, SENSE TO SOUND

A STATE OF THE ART IN SOUND AND MUSIC COMPUTING

Logos Verlag Berlin GmbH Since the 1950's, Sound and Music Computing (SMC) research has been producing a profound impact on the development of culture and technology in our post-industrial society. SMC research approaches the whole sound and music communication chain from a multidisciplinary point of view. By combining scientific, technological and artistic methodologies it aims at understanding, modelling, representing and producing sound and music using computational approaches. This book, by describing the state of the art in SMC research, gives hints of future developments, whose general purpose will be to bridge the semantic gap, the hiatus that currently separates sound from sense and sense from sound.

TO LIFE!

ECO ART IN PURSUIT OF A SUSTAINABLE PLANET

Univ of California Press This title documents the burgeoning eco art movement from A to Z, presenting a panorama of artistic responses to environmental concerns, from Ant Farms anti-consumer antics in the 1970s to Marina Zurkows 2007 animation that anticipates the havoc wreaked upon the planet by global warming.

AUDI VEHICLE SERVICE AND MAINTENANCE BOOK

A convenient size to fit any glove compartment, this service history book is provided as a supplementary maintenance log to your existing Audi service booklet. This book will allow you to continue a service log history when the page entries in your original book are full and may also serve as a new service history book if you have purchased a secondhand vehicle that has no service history book. This book includes: Tips on more efficient driving while helping the environment Your Vehicle Details form Advice on regular inspections 30 pages of service entries 15 pages for major service entries Blank pages at end of book where you can attach any larger reports of major work The essential service and maintenance history book for your glove compartment.