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Electric motors are the largest consumer of electric energy and they play a critical role in the growing market for electrification. Due to their simple construction, switched reluctance motors (SRMs) are exceptionally attractive for the industry to respond to the increasing demand for

high-efficiency, high-performance, and low-cost electric motors with a more secure supply chain. Switched Reluctance Motor Drives: Fundamentals to Applications is a comprehensive textbook covering the major aspects of switched reluctance motor drives. It provides an overview of the use of electric motors in the industrial, residential, commercial, and transportation sectors. It explains the theory behind the operation of switched reluctance motors and provides models to analyze them. The book extensively concentrates on the fundamentals and applications of SRM design and covers various design details, such as materials,

mechanical construction, and controls. Acoustic noise and vibration is the most well-known issue in switched reluctance motors, but this can be reduced significantly through a multidisciplinary approach. These methodologies are explained in two chapters of the book. The first covers the fundamentals of acoustic noise and vibration so readers have the necessary tools to analyze the problems and explains the surface waves, spring-mass models, forcing harmonics, and mode shapes that are utilized in modeling and analyzing acoustic noise and vibration. The second applies these fundamentals to switched reluctance motors and provides

examples for determining the sources of any acoustic noise in switched reluctance motors. In the final chapter two SRM designs are presented and proposed as replacements for permanent magnet machines in a residential HVAC application and a hybrid-electric propulsion application. It also shows a high-power and compact converter design for SRM drives. Features: Comprehensive coverage of switched reluctance motor drives from fundamental principles to design, operation, and applications A specific chapter on electric motor usage in industrial, residential, commercial, and transportation

applications to address the benefits of switched reluctance machines Two chapters address acoustic noise and vibration in detail Numerous illustrations and practical examples on the design, modeling, and analysis of switched reluctance motor drives Examples of switched reluctance motor and drive design Encyclopedia of Major Marketing Campaigns CRC Press

This compendium of everything thats new in cars and trucks is packed with feedback from Canadian drivers, insider tips, internal service bulletins, and confidential memos to help the consumer select whats safe, reliable, and fuel-frugal.

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the the confusion and anxiety of new and used vehicle purchases like no other car-and-truck book on the market. “Dr. Phil,” along with George Iny and the Editors of the Automobile Protection Association, pull no punches.

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From the Dachis Group—the global leader in social business—comes the groundbreaking book on transformative social business strategies. Social Business By Design is the definitive management book on how to rethink the modern organization in the social media era. Based on their research and work through the Dachis Group, thought leaders

Dion Hinchcliffe and Peter Kim deftly explore how the social, cultural, and technological trends provoked by the social media explosion are transforming the business environment. Designed as both a strategic overview and a hands-on resource, Social Business By Design clearly shows how to choose and implement a social business strategy and maximize its impact. Explains the mechanisms, applications, and advantages of a strategic array of social media topics, including social media marketing, social product development, crowdsourcing, social supply chains, social customer relationship management, and more Features

examples from high-profile companies such as SAP, Procter & Gamble, MillerCoors, Bloomberg, HBO, Ford, and IBM who have implemented social business strategies. Draws on the extensive research and expertise of the Dachis Group, which has helped numerous Fortune 500 clients plan, build, and activate effective social business solutions. Containing actionable, high-impact techniques that save time and the bottom line, Social Business By Design will transform any organization's strategy to ensure success and avoid disruption in a fast-moving world.

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 Eye Sight

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 SGP  
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 60% 50%

**Digital Storytelling**

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**Convergence of IoT,  
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buyer through the economic meltdown unlike any other car-and-truck books on the market. Phil Edmonston, Canada's automotive "Dr. Phil" for more than 40 years, pulls no punches. In this all-new guide he says: Chrysler's days are numbered with the dubious help of Fiat. Electric cars and ethanol power are PR gimmicks. Diesel and natural gas are the future. Be wary of "zombie" vehicles: Jaguar, Land Rover, Saab, and Volvo. Mercedes-Benz -- rich cars, poor quality. There's only one Saturn you should buy. Toyota -- enough apologies: "when you mess up, 'fess up."

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The second edition of *Ads to Icons* examines current and future trends in advertising. Through 50 updated international case studies of new and iconic advertising campaigns, author Paul Springer identifies why they were successful and analyses their contribution to the continued development of advertising. New digital formats analysed include Google's AdSense and AdWords, which reworked their search facility as a revenue-generating advertising service. The growing potential of the Internet as an



advertising vehicle is illustrated. This updated new edition includes an online campaign entitled Non Stop Fernando, a campaign that exploits the potential of online film. It also features the new Nike+ case study, which details Nike's third party association with Apple iPod through Nike+ and brought together Apple's digital know-how and music expertise with Nike's industry sector experience. The author shows how traditional media have been revitalised by the adoption of revolutionary approaches to their use, making the resulting adverts more creative and impactful than before. Other campaigns have extended beyond

conventional formats, including the first personal SMS text messaging campaign for Cadbury chocolate and Levi's creation of a brand character, Flat Eric, to drive viral communication before the television commercials aired. Finally, the impact on the structure of agencies and job functions is discussed, illustrated by profiles of industry professionals.

### Lemon-Aid New Cars and Trucks 2010

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## Automotive Ethernet

Cambridge University Press

Learn about the latest developments in Automotive Ethernet technology and implementation with this fully revised third edition. Including 20%

new material and greater technical depth, coverage is expanded to include detailed explanations of the new PHY technologies 10BASE-T1S (including multidrop) and 2.5, 5, and 10GBASE-T1, discussion of EMC interference models, and description of the new TSN standards for automotive use. Featuring details of security concepts, an overview of power saving possibilities with Automotive Ethernet, and explanation of functional safety in the context of Automotive Ethernet. Additionally provides an overview of test strategies and main lessons learned. Industry pioneers share the technical and non-technical decisions that have led to the success of Automotive



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