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Time For A Change

A Primer on Corporate Governance

A Profile of the Oil and Gas Industry

An Introduction to Project Management, Sixth Edition

A Brief History of Everything Wireless

Advanced Control of Doubly Fed Induction Generator for Wind Power Systems

A Refresher in Financial Accounting

A Survey on 3D Cameras: Metrological

Comparison of Time-of-Flight, Structured-Light and Active Stereoscopy Technologies

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Time For A Change
Orion
Contemporary public relations practice has developed over the last several decades from the weak third sister in marketing, advertising, and public relations mix to a full player. To help you keep up to speed with the exciting changes and developments of publications, this book has been updated to provide you with the necessary understanding of the problems and promises of public relations research, measurement, and evaluation. As a public relations professional, this book will guide you

through the effective use of methods, measures, and evaluation in providing grounded evidence of the success (or failure) of public relations campaigns. This third edition takes a best practices approach-one that focuses on choosing the appropriate method and rigorously applying that method to collect the data that best answers the objectives of the research. It also presents an approach to public relations that emphasizes the profession's impact on the client's return on investment in the public relations function, the measurement of social media and the use of standardized measures.

**A Primer on
Corporate**

Governance Business Expert Press
 This two-volume set (CCIS 905 and CCIS 906) constitutes the refereed proceedings of the Second International Conference on Advances in Computing and Data Sciences, ICACDS 2018, held in Dehradun, India, in April 2018. The 110 full papers were carefully reviewed and selected from 598 submissions. The papers are centered around topics like advanced computing, data sciences, distributed systems organizing principles, development frameworks and environments, software verification and validation, computational complexity and cryptography, machine

learning theory, database theory, probabilistic representations. *A Profile of the Oil and Gas Industry* Springer
 What do great enterprises have in common? What sort of person starts them? A single idea can help you find the next big thing, but it takes time to trawl through hundreds of business books to find inspiration. With insightful commentaries on the landmark writings of old and new, 50 Business Classics presents the great entrepreneur stories, the best management thinking and the proven ideas on strategy, innovation and marketing - in one volume. 50 Business Classics presents the key ideas from classic

texts such as My Years with General Motors and Michael Gerber's The E-Myth Revisited to contemporary business lessons from the rise of tech giants like Google, Apple and Amazon. It contains revealing biographies of luminaries like Steve Jobs and Warren Buffett, as well as lesser-known stories including creation of publishing giant Penguin and Chinese behemoth Alibaba. Here you'll find the texts and ideas that matter in:

- Entrepreneurship
- Leadership
- Management
- Strategy
- Business history
- Personal development
- Technology and innovation

Summarising the smartest thinking for today's professional success, 50 Business

Classics provides inspiration and insights for entrepreneurs, executives and students of business and management alike.

An Introduction to Project Management, Sixth Edition

Wentworth Press

This book is a valuable resource to deeply understand the technology used in 3D cameras. In this book, the authors summarize and compare the specifications of the main 3D cameras available in the mass market. The authors present a deep metrological analysis of the main camera based on the three main technologies: Time-of-Flight, Structured-Light and Active Stereoscopy, and provide qualitative results for any user to

understand the underlying technology within 3D camera, as well as practical guidance on how to get the most of them for a given application.

A Brief History of Everything Wireless

Springer Nature

Lean healthcare is waste elimination in every service area with the goal of reducing inventory, cycle time of service, and cost, so that high-quality patient care can be provided in a way that is as efficient, as effective, and as responsive as possible while retaining the financial integrity of a hospital. The Lean philosophy in healthcare demands a person's attitude, in all aspects of care, understand the process which happens, observe it, and gather

information in order to identify the root of an inefficiency of the process. In short, Lean and its emphasis on efficiency can be a critical tool in the management of health services in hospitals around the world. This book provides guidance and examples on how Lean principles can be implemented into the infrastructure and every day operations of a hospital from the emergency room to hospital facilities and maintenance. The book also demonstrates how Lean is the cultural commitment of organizations to implement the scientific method in designing, conducting, and improving work sustainably through teamwork, bringing in better value and

satisfaction to the patient. It shortens the time between ordering and service delivery by eliminating waste from the service flow value. The author uses numerous examples of Lean thinking in various hospital departments with the overall of goal of taking that department from good to great.

Advanced Control of Doubly Fed Induction Generator for Wind Power Systems

Bloomsbury Publishing
Accounting history continues in Volume 2 with six chapters, four supplements, plus conclusions. Chapters 1 to 3 of the second volume cover specialty topics, specifically auditing, taxes, and government accounting. Chapters 4 to 6 march along from

the New Deal to beyond the mortgage meltdown and Great Recession. Supplements include audit opinions (the audit reports written for the annual financial audits), the scandals and corruption associated with accounting fraud, the formal standard setting process creating generally accepted accounting principles (GAAP), and finally computer technology, a key component of the accounting profession—and civilization. The concept of accounting as a profession developed by the 19th century, as accounting-related services (bankruptcy, taxes, and auditing) became important enough to hire experts and separate businesses to

support these functions. Soon, licensing was required. Auditing and tax proved to be major money-makers for accountants. Accounting firms became mammoth and global (especially the Big 4) providing audit, tax and consulting services to giant multinational corporations as well as smaller business, governments, nonprofits organizations, and individuals. The rest of the book covers accounting since the early 20th century, when accounting became increasingly sophisticated and important to the commercial and political worlds. The 1920 reverted to “free markets,” financial market manipulation

and speculation, fueled by abundant credit precipitating a boom; then the Great Depression, followed by FDR’s New Deal. Chapter 5 covers most of the post-World War II period. Chapter 6 covers the bubbles and busts of the late-20th century and beyond, with particular attention to Enron. Conclusions summarize the last 10,000 years of accounting, its overall impact on civilization, and predictions for the future.

A Refresher in Financial Accounting Springer

This book is an excellent, helpful and up-to-date resource for all candidates preparing for the ISTQB Foundation Level certification exam based on the new Foundation Level 2018

Syllabus. Although there are plenty of sample questions and information related to the Foundation Level exam on the web, there are two problems with these: Firstly, most of them will soon be outdated, as the old syllabus and exams are going to be retracted in June 2019. Secondly, much of what is available is of poor quality, since many of the sample questions do not follow the strict ISTQB examination rules. This book stands out from other ISTQB-related works through a number of special features: Topicality: The material complies with the latest version of the Foundation Level syllabus published in 2018. Quality and originality: The exam questions are original, not redundant, of high

quality, fully aligned with the ISTQB exam requirements and have not been published before. Huge amount of material: It includes 5 full sample exams (200 questions in total) designed in accordance with the ISTQB exam rules, and with the appropriate distribution of questions regarding the learning objectives and K-levels. Well-thought-out sample questions: The questions not only appropriately cover the corresponding learning objectives (LOs), but also to show the typical pitfalls. Diversity: The questions from various sample exams related to the same LO are diversified, that is, each of them points out different aspects of a given LO. This is an excellent method for

better and more effective learning and preparing for the exam. Comprehensive, intelligible explanations: All answers are justified and there are detailed and easy-to-understand explanations not only of why a given answer is correct, but also why all the others are wrong. A lot of bonus material: The book includes a great bonus pack: chapters that explain the white-box and black-box test techniques in a detailed way, a set of exercises on test techniques and the detailed solutions to them, and much more.

A Survey on 3D Cameras: Metrological Comparison of Time-of-Flight, Structured-Light and Active Stereoscopy Technologies Springer

This book presents a variety of widely used algorithms, expressing them in a pure functional programming language to make their structure and operation clearer to readers. In the opening chapter the author introduces the specific notations that constitute the variant of Scheme that he uses. The second chapter introduces many of the simpler and more general patterns available in functional programming. The chapters that follow introduce and explain data structures, sorting, combinatorial constructions, graphs, and sublist search. Throughout the book the author presents the algorithms in a purely functional version of the Scheme

programming language, which he makes available on his website. The book is supported with exercises, and it is suitable for undergraduate and graduate courses on programming techniques.

A Dictionary of Electronics and Electrical Engineering
Yale University Press
Right triangles are at the heart of this textbook's vibrant new approach to elementary number theory. Inspired by the familiar Pythagorean theorem, the author invites the reader to ask natural arithmetic questions about right triangles, then proceeds to develop the theory needed to respond. Throughout, students are encouraged to engage

with the material by posing questions, working through exercises, using technology, and learning about the broader context in which ideas developed. Progressing from the fundamentals of number theory through to Gauss sums and quadratic reciprocity, the first part of this text presents an innovative first course in elementary number theory. The advanced topics that follow, such as counting lattice points and the four squares theorem, offer a variety of options for extension, or a higher-level course; the breadth and modularity of the later material is ideal for creating a senior capstone course. Numerous exercises are included throughout, many of

which are designed for SageMath. By involving students in the active process of inquiry and investigation, this textbook imbues the foundations of number theory with insights into the lively mathematical process that continues to advance the field today. Experience writing proofs is the only formal prerequisite for the book, while a background in basic real analysis will enrich the reader's appreciation of the final chapters.

African American

Entrepreneurs

Bloomsbury Publishing
This carefully written textbook offers a thorough introduction to abstract algebra, covering the fundamentals of groups, rings and

fields. The first two chapters present preliminary topics such as properties of the integers and equivalence relations. The author then explores the first major algebraic structure, the group, progressing as far as the Sylow theorems and the classification of finite abelian groups. An introduction to ring theory follows, leading to a discussion of fields and polynomials that includes sections on splitting fields and the construction of finite fields. The final part contains applications to public key cryptography as well as classical straightedge and compass constructions. Explaining key topics at a gentle pace, this book is aimed at undergraduate

students. It assumes no prior knowledge of the subject and contains over 500 exercises, half of which have detailed solutions provided.

A Little History of Economics Oxford University Press

This popular dictionary, formerly published as the Penguin Dictionary of Electronics, has been extensively revised and updated, providing more than 5,000 clear, concise, and jargon-free A-Z entries on key terms, theories, and practices in the areas of electronics and electrical science.

Topics covered include circuits, power, systems, magnetic devices, control theory, communications, signal processing, and telecommunications, together with coverage

of applications areas such as image processing, storage, and electronic materials. The dictionary is enhanced by dozens of equations and nearly 400 diagrams. It also includes 16 appendices listing mathematical tables and other useful data, including essential graphical and mathematical symbols, fundamental constants, technical reference tables, mathematical support tools, and major innovations in electricity and electronics. More than 50 useful web links are also included with appropriate entries, accessible via a dedicated companion website. A Dictionary of Electronics and Electrical Engineering is the most up-to-date quick reference

dictionary available in its field, and is a practical and wide-ranging resource for all students of electronics and of electrical engineering.

A First Introduction to Quantum Physics
Cambridge University Press

Information is a key resource for all enterprises. From the time information is created to the moment it is destroyed, technology plays a significant role in containing, distributing and analysing information.

Technology is increasingly advanced and has become pervasive in enterprises and the social, public and business environments.

COBIT 5 for Risk
Springer

The toy industry is one of the most consistently misunderstood sectors of American business, comprising a wide range of businesses under one banner-entertainment, commodities, fashion and licensing-that each behave differently. Broad-based change is constant, with more than 40 percent of toy products new each year. The U.S. market comprises about 600 publicly and privately held companies, valued at about \$22 billion per year at wholesale for traditional toys, which has remained relatively constant since the 1990s. It is also the only industry where success depends on the whims of a child. This book is a concise and in-depth

introduction to the structure, practices, and market forces that impact the toy industry, including a short history, a description of the current market landscape, product trends, emerging opportunities and threats and expectations for the future, as well as aspects of retailing, consumer behavior, and financial markets. While the book's primary focus is the U.S. toy industry, one cannot ignore the global scope of the business, particularly related to manufacturing, growth potential and emerging markets. It is intended to provide a foundation for understanding the diverse and dynamic nature of the toy industry and many

things that make it unique and to provide an introduction to this fast-paced, always changing and fiercely competitive business where success is often more an art than a science.

An Introduction to Machine Learning MIT Press

Annotation This book will provide a comprehensive insight of the characteristics and development of corporate governance in Italy. Both the external institutional mechanisms, such as the codes of best practices and the mandatory auditor rotation, and the internal corporate governance devices, such as boards's (tm) structure and composition and director compensation, will be analyzed. In

particular, this book is presented to provide the reader an insight on the ownership structure and the control enhancement mechanisms adopted by the Italian dominant shareholders as well as the typical - and unique - two tier-board structure, with a board of directors and a board of statutory auditors, that is widely adopted among Italian companies. This book reveals that while corporate governance in Italy has - to some extent - converged towards other European and international models, there are certain core features that remain (and are likely to do so in the near future as well) and their knowledge and understanding is relevant to investors

and other stakeholders.

A Communication Guide for Investor Relations in an Age of Activism Hachette UK

A lively, inviting account of the history of economics, told through events from ancient to modern times and the ideas of great thinkers in the field What causes poverty? Are economic crises inevitable under capitalism? Is government intervention in an economy a helpful approach or a disastrous idea? The answers to such basic economic questions matter to everyone, yet the unfamiliar jargon and math of economics can seem daunting. This clear, accessible, and even humorous book is ideal

for young readers new to economics and for all readers who seek a better understanding of the full sweep of economic history and ideas. Economic historian Niall Kishtainy organizes short, chronological chapters that center on big ideas and events. He recounts the contributions of key thinkers including Adam Smith, David Ricardo, Karl Marx, John Maynard Keynes, and others, while examining topics ranging from the invention of money and the rise of agrarianism to the Great Depression, entrepreneurship, environmental destruction, inequality, and behavioral economics. The result is a uniquely enjoyable volume that succeeds

in illuminating the economic ideas and forces that shape our world.

A Professional and Practitioner's Guide to Public Relations Research, Measurement, and Evaluation, Third Edition Business

Expert Press

In this undergraduate textbook, the author develops the quantum theory from first principles based on very simple experiments: a photon travelling through beam splitters to detectors, an electron moving through a Stern-Gerlach machine, and an atom emitting radiation. From the physical description of these experiments follows a natural mathematical description in terms of matrices and complex

numbers. The first part of the book examines how experimental facts force us to let go of some deeply held preconceptions and develops this idea into a mathematical description of states, probabilities, observables, and time evolution using physical applications. The second part of the book explores more advanced topics, including the concept of entanglement, the process of decoherence, and extension of the quantum theory to the situation of a particle in a one-dimensional box. Here, the text makes contact with more traditional treatments of quantum mechanics. The remaining chapters delve deeply into the idea of uncertainty relations

and explore what the quantum theory says about the nature of reality. The book is an ideal and accessible introduction to quantum physics, with modern examples and helpful end-of-chapter exercises.

A Play of Bodies

Springer

An investigation of the embodied engagement between the playing body and the videogame: how player and game incorporate each other. Our bodies engage with videogames in complex and fascinating ways.

Through an entanglement of eyes-on-screens, ears-at-speakers, and muscles-against-interfaces, we experience games with our senses. But, as Brendan Keogh argues in *A Play of Bodies*, this

corporal engagement goes both ways; as we touch the videogame, it touches back, augmenting the very senses with which we perceive. Keogh investigates this merging of actual and virtual bodies and worlds, asking how our embodied sense of perception constitutes, and becomes constituted by, the phenomenon of videogame play. In short, how do we perceive videogames? Keogh works toward formulating a phenomenology of videogame experience, focusing on what happens in the embodied engagement between the playing body and the videogame, and anchoring his analysis in an eclectic series of games that range from

mainstream to niche titles. Considering smartphone videogames, he proposes a notion of co-attentiveness to understand how players can feel present in a virtual world without forgetting that they are touching a screen in the actual world. He discusses the somatic basis of videogame play, whether games involve vigorous physical movement or quietly sitting on a couch with a controller; the sometimes overlooked visual and audible pleasures of videogame experience; and modes of temporality represented by character death, failure, and repetition. Finally, he considers two metaphorical characters: the

“hacker,” representing the hegemonic, masculine gamers concerned with control and configuration; and the “cyborg,” less concerned with control than with embodiment and incorporation.

A Profile of the United States Toy Industry, Second Edition

Business Expert Press
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around the world), and other notations in the work. This work is in the public domain in the United States of America, and possibly other nations. Within the United States, you may freely copy and distribute this work, as no entity (individual or corporate) has a copyright on the body of the work. As a reproduction of a historical artifact, this work may contain missing or blurred pages, poor pictures, errant marks, etc. Scholars believe, and we concur, that this work is important enough to be preserved, reproduced, and made generally available to the public. We appreciate your support of the preservation process, and thank you for being an important

part of keeping this knowledge alive and relevant.

Lean Implementation in Hospital

Departments Springer

This fresher guide is designed for students who took accounting in their freshman year but struggled with double-entry bookkeeping or have forgotten it and need a quick revision of key accounting adjustments such as accrued expenses, prepaid expenses, bad debt expense, depreciation techniques, inventory valuation, and unearned revenue. The author also discusses the preparation and interpretation of financial statements including the income statement, statement of retained earnings, balance sheet, and

cash flow statement. Corporate accounting is introduced, especially the impact of tax, dividends, and the changes to the income statement, statement of retained earnings, and balance sheet. The book is packed with worked examples and four comprehensive case studies that apply the aforementioned accounting concepts. After working through this text, the student should be better prepared for intermediate financial reporting classes.

A Practical Guide for Holistic Project Management John Wiley & Sons

This textbook presents fundamental machine learning concepts in an easy to understand manner by providing practical advice, using

straightforward examples, and offering engaging discussions of relevant applications. The main topics include Bayesian classifiers, nearest-neighbor classifiers, linear and polynomial classifiers, decision trees, neural networks, and support vector machines. Later chapters show how to combine these simple tools by way of “boosting,” how to exploit them in more complicated domains, and how to deal with diverse advanced practical issues. One chapter is dedicated to the popular genetic algorithms. This

revised edition contains three entirely new chapters on critical topics regarding the pragmatic application of machine learning in industry. The chapters examine multi-label domains, unsupervised learning and its use in deep learning, and logical approaches to induction. Numerous chapters have been expanded, and the presentation of the material has been enhanced. The book contains many new exercises, numerous solved examples, thought-provoking experiments, and computer assignments for independent work.

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