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Letterboxed

The Evolution of Widescreen Cinema

University Press of Kentucky **When widescreen technology was introduced to filmmaking in 1953, it revolutionized the visual framework and aesthetic qualities of cinema. Many modern moviegoers are already familiar with the widescreen revolution, which recently made its way from the big screen to the home screen. What remains hidden, however, is the rich history of this technology and its origins. Letterboxed: The Evolution of Widescreen Cinema tracks the development of widescreen cinema from the early twentieth century to contemporary technologies such as video games and IMAX. Examining early filmmakers such as buster Keaton and D.W. Griffith and genre pioneers like Nicholas Ray and Douglas Sirk, Harper Cossar explains how directors use wider aspect ratios to enhance their creative visions. Whereas previous analyses of widescreen cinema have pointed out the format capacity to increase an audience's level of engagement during viewing, or have heralded it as an end to the era of montage by analyzing a few canonical films. Cossar's new assessment of widescreen technology offers deeper insights into the aesthetic implications of the format. Letterboxed examines the impact of widescreen cinema by broadening the scope of films included in the discussion and by focusing specifically on classical Hollywood genre films directed by recognized auteurs. By examining the differences between widescreen format and its predecessor, the Academy ration, Cossar distinguishes between the physical and stylistic ruptures prompted by widescreen technology. Not only did widescreen offer an alternative to the traditional aspect ratio of the screen, but it also introduced new methods of working within cinematic tropes to utilize space and action more effectively. Cossar examines films throughout the history of cinema, uncovering the trends and changes that result from the use of widescreen, and also discusses the flexibility of widescreen methods as applied in various film genres. He reviews existing scholarship and offers his own insights about the origins of this technology, its impact, and its more recent uses in both live-action and animated film.**

Mike Meyers' CompTIA A+ Guide to Managing and Troubleshooting PCs Lab Manual, Sixth Edition (Exams 220-1001 & 220-1002)

McGraw Hill Professional **Publisher's Note: Products purchased from Third Party sellers are not guaranteed by the publisher for quality, authenticity, or access to any online entitlements included with the product. 140+ Hands-On, Step-by-Step Labs, Fully Updated for the Core 1 and Core 2 Exams This practical workbook contains more than 140 labs that challenge you to solve real-world problems by applying key concepts. Thoroughly revised for the 220-1001 and 200-1002 exam objectives, this book maps directly to Mike Meyers' CompTIA A+® Guide to Managing and Troubleshooting PCs, Sixth Edition. You will get complete materials lists, setup instructions, and start-to-finish lab scenarios. "Hint" and "Warning" icons guide you through tricky situations, and post-lab questions measure your knowledge. This manual covers: Hardware and OS Troubleshooting Professional Behavior Windows 7/8.1/10 Configuration and Maintenance macOS and Linux Configuration and Maintenance CPUs and RAM BIOS and UEFI Firmware Motherboards, Expansion Cards, and Ports Power Supplies and Mass Storage PC Assembly and Configuration Users, Groups, and Permissions Display Technologies Local Area and Wi-Fi Networking The Internet, Computer Security, and more**

Mike Meyers' CompTIA A+ Guide to Managing and Troubleshooting PCs Lab Manual, Fifth Edition (Exams 220-901 & 220-902)

McGraw Hill Professional **130+ Hands-On, Step-By-Step Labs, Fully Updated for the 2015 Exams This practical workbook contains more than 130 labs that challenge you to solve real-world problems by applying key concepts. Thoroughly revised for 2015 exam objectives, the book maps directly to Mike Meyers' CompTIA A+ Guide to Managing and Troubleshooting PCs, Fifth Edition. You will get complete materials lists, setup instructions, and start-to-finish lab scenarios. "Hint" and "Warning" icons guide you through tricky situations, and post-lab questions measure your knowledge. Mike Meyers' CompTIA A+ Guide to Managing and Troubleshooting PCs Lab Manual, Fifth Edition covers: Microprocessors and Motherboards BIOS and RAM Power Supplies and Hard Drives PC Assembly Users, Groups, and Permissions Windows Vista/7/8 Virtualization OS Troubleshooting Display Technologies Local Area and WiFi Networking The Internet Mobile Device Configuration and Management Printers and Peripherals Computer Security ABOUT THE AUTHORS: Mike Meyers CompTIA A+, CompTIA Network+®, CompTIA Security+®, MCP, is the industry's leading authority on CompTIA certification and training. He is the author of eight editions of CompTIA A+ Certification All-in-One Exam Guide—the bestselling CompTIA A+ exam prep guide on the market. Faithe Wempen, M.A., CompTIA A+, has been teaching PC hardware and software architecture at Purdue University for more than a decade. She has written over 140 retail, trade, and academic books on computer applications and technologies, and her online courses for corporate clients such as CNET, Sony, and HP have educated more than a quarter of a million students.**

The Voice in the Machine

Building Computers That Understand Speech

MIT Press **An examination of more than sixty years of successes and failures in developing technologies that allow computers to understand human spoken language. Stanley Kubrick's 1968 film 2001: A Space Odyssey famously featured HAL, a computer with the ability to hold lengthy conversations with his fellow space travelers. More than forty years later, we have advanced computer technology that Kubrick never imagined, but we do not have computers that talk and understand speech as HAL did. Is it a failure of our technology that we have not gotten much further than an automated voice that tells us to "say or press 1"? Or is there something fundamental in human language and speech that we do not yet understand deeply enough to be able to replicate in a computer? In The Voice in the Machine, Roberto Pieraccini examines six decades of work in science and technology to develop computers that can interact with humans using speech and the industry that has arisen around the quest for these technologies. He shows that although the computers today that understand speech may not have HAL's capacity for conversation, they have capabilities that make them usable in many applications today and are on a fast track of improvement and innovation. Pieraccini describes the evolution of speech recognition and speech understanding processes from waveform methods to artificial intelligence approaches to statistical learning and modeling of human speech based on a rigorous mathematical model—specifically, Hidden Markov Models (HMM). He details the development of dialog systems, the ability to produce speech, and the process of bringing talking machines to the market. Finally, he asks a question that only the future can answer: will we end up with HAL-like computers or something completely unexpected?**

Mac OS X Leopard

Beyond the Manual

Apress **Mac OS X Leopard: Beyond the Manual** is written for the sophisticated computer user who would find an introductory manual tedious. Features new to Leopard are emphasized, as are complex features that, though available in earlier versions of OS X, were not readily accessible. The narrative is fast-paced, concise, and respectful of the reader's familiarity with earlier versions of the program.

The Essential Guide to Telecommunications

Prentice Hall "Annabel Dodd has cogently untangled the wires and switches and technobabble of the telecommunications revolution and explained how the introduction of the word 'digital' into our legislative and regulatory lexicon will affect consumers, companies and society into the next millennium." - United States Senator Edward J. Markey of Massachusetts; Member, U.S. Senate Subcommittee on Communications, Technology, Innovation, and the Internet "Annabel Dodd has a unique knack for explaining complex technologies in understandable ways. This latest revision of her book covers the rapid changes in the fields of broadband, cellular, and streaming technologies; newly developing 5G networks; and the constant changes happening in both wired and wireless networks. This book is a must-read for anyone who wants to understand the rapidly evolving world of telecommunications in the 21st century!" - David Mash, Retired Senior Vice President for Innovation, Strategy, and Technology, Berklee College of Music Completely updated for current trends and technologies, *The Essential Guide to Telecommunications, Sixth Edition*, is the world's top-selling, accessible guide to the fast-changing global telecommunications industry. Writing in easy-to-understand language, Dodd demystifies today's most significant technologies, standards, architectures, and trends. She introduces leading providers worldwide, explains where they fit in the marketplace, and reveals their key strategies. New topics covered in this edition include: LTE Advanced and 5G wireless, modern security threats and countermeasures, emerging applications, and breakthrough techniques for building more scalable, manageable networks. Gain a practical understanding of modern cellular, Wi-Fi, Internet, cloud, and carrier technologies Discover how key technical, business, and regulatory innovations are changing the industry See how streaming video, social media, cloud computing, smartphones, and the Internet of Things are transforming networks Explore growing concerns about security and privacy, and review modern strategies for detecting and mitigating network breaches Learn how Software Defined Networks (SDN) and Network Function Virtualization (NFV) add intelligence to networks, enabling automation, flexible configurations, and advanced networks Preview cutting-edge, telecom-enabled applications and gear-from mobile payments to drones Whether you're an aspiring network engineer looking for a broad understanding of the industry, or a salesperson, marketer, investor, or customer, this indispensable guide provides everything you need to know about telecommunications right now. This new edition is ideal for both self-study and classroom instruction. Register your product for convenient access to downloads, updates, and/or corrections as they become available.

Mergers, Acquisitions, and Other Restructuring Activities

An Integrated Approach to Process, Tools, Cases, and Solutions

Academic Press Two strengths distinguish this textbook from others. One is its presentation of subjects in the contexts wherein they occur. The other is its use of current events. Other improvements have shortened and simplified chapters, increased the numbers and types of pedagogical supplements, and expanded the international appeal of examples.

Entertainment Science

Data Analytics and Practical Theory for Movies, Games, Books, and Music

Springer The entertainment industry has long been dominated by legendary screenwriter William Goldman's "Nobody-Knows-Anything" mantra, which argues that success is the result of managerial intuition and instinct. This book builds the case that combining such intuition with data analytics and rigorous scholarly knowledge provides a source of sustainable competitive advantage - the same recipe for success that is behind the rise of firms such as Netflix and Spotify, but has also fueled Disney's recent success. Unlocking a large repertoire of scientific studies by business scholars and entertainment economists, the authors identify essential factors, mechanisms, and methods that help a new entertainment product succeed. The book thus offers a timely alternative to "Nobody-Knows" decision-making in the digital era: while coupling a good idea with smart data analytics and entertainment theory cannot guarantee a hit, it systematically and substantially increases the probability of success in the entertainment industry. Entertainment Science is poised to inspire fresh new thinking among managers, students of entertainment, and scholars alike. Thorsten Hennig-Thurau and Mark B. Houston - two of our finest scholars in the area of entertainment marketing - have produced a definitive research-based compendium that cuts across various branches of the arts to explain the phenomena that provide consumption experiences to capture the hearts and minds of audiences. Morris B. Holbrook, W. T. Dillard Professor Emeritus of Marketing, Columbia University Entertainment Science is a must-read for everyone working in the entertainment industry today, where the impact of digital and the use of big data can't be ignored anymore. Hennig-Thurau and Houston are the scientific frontrunners of knowledge that the industry urgently needs. Michael Kölmel, media entrepreneur and Honorary Professor of Media Economics at University of Leipzig Entertainment Science's winning combination of creativity, theory, and data analytics offers managers in the creative industries and beyond a novel, compelling, and comprehensive approach to support their decision-making. This ground-breaking book marks the dawn of a new Golden Age of fruitful conversation between entertainment scholars, managers, and artists. Allègre Hadida, Associate Professor in Strategy, University of Cambridge

Management Information Systems

Managing the Digital Firm

Pearson Educación **Management Information Systems** provides comprehensive and integrative coverage of essential new technologies, information system applications, and their impact on business models and managerial decision-making in an exciting and interactive manner. The twelfth edition focuses on the major changes that have been made in information technology over the past two years, and includes new opening, closing, and Interactive Session cases.

MythBusters

The Explosive Truth Behind 30 of the Most Perplexing Urban Legends of All Time

Simon and Schuster Special effects experts and hosts of Discovery Channel's "MythBusters" use modern-day science to show what's real and what's fiction, providing the explosive truth behind the 30 most perplexing urban legends of all time.

Customer Relationship Management

The Foundation of Contemporary Marketing Strategy

Taylor & Francis This book balances the behavioral and database aspects of customer relationship management, providing students with a comprehensive introduction to an often overlooked, but important aspect of marketing strategy. Baran and Galka deliver a book that helps students understand how an enhanced customer relationship strategy can differentiate an organization in a highly competitive marketplace. This edition has several new features: Updates that take into account the latest research and changes in organizational dynamics, business-to-business relationships, social media, database management, and technology advances that impact CRM New material on big data and the use of mobile technology An overhaul of the social networking chapter, reflecting the true state of this dynamic aspect of customer relationship management today A broader discussion of the relationship between CRM and the marketing function, as well as its implications for the organization as a whole Cutting edge examples and images to keep readers engaged and interested A complete typology of marketing strategies to be used in the CRM strategy cycle: acquisition, retention, and win-back of customers With chapter summaries, key terms, questions, exercises, and cases, this book will truly appeal to upper-level students of customer relationship management. Online resources, including PowerPoint slides, an instructor's manual, and test bank, provide instructors with everything they need for a comprehensive course in customer relationship management.

Media for All

Subtitling for the Deaf, Audio Description, and Sign Language

Rodopi This book, a first in its kind, offers a survey of the present state of affairs in media accessibility research and practice. It focuses on professional practices which are relative newcomers within the field of audiovisual translation and media studies, namely, audio description for the blind and visually impaired, sign language, and subtitling for the deaf and the hard-of-hearing for television, DVD, cinema, internet and live performances. Thanks to the work of lobbying groups and the introduction of legislation in some countries, media accessibility is an area that has recently gained marked visibility in our society. It has begun to appear in university curricula across Europe, and is the topic of numerous specialised conferences. The target readership of this book is first and foremost the growing number of academics involved in audiovisual translation at universities ? researchers, teachers and students ? but it is also of interest to the ever-expanding pool of practitioners and translators, who may wish to improve their crafts. The collection also addresses media scholars, members of deaf and blind associations, TV channels, and cinema or theatre managements who have embarked on the task of making their programmes and venues accessible to the visually and hearing impaired. Table of contents Acknowledgements Jorge DIAZ CINTAS, Pilar ORERO, Aline REMAEL: Media for all: a global challenge Section 1: Subtitling for the deaf and hard-of-hearing (SDH) Aline REMAEL: Sampling subtitling for the deaf and the hard-of-hearing in Europe Clive MILLER: Access symbols for use with video content and information and communications technology devices Christopher STONE: Deaf access for Deaf people: the translation of the television news from English into British Sign Language Joselia NEVES: A world of change in a changing world Vera Lucia SANTIAGO ARAUJO: Subtitling for the deaf and hard-of-hearing in Brazil Section 2: Audio description (AD) Pilar ORERO: Sampling audio description in Europe Joan GREENING, Deborah ROLPH: Accessibility: raising awareness of audio description in the UK Gert VERCAUTEREN: Towards a European guideline for audio description Andrew SALWAY: A corpus-based analysis of audio description Julian BOURNE, Catalina JIMENEZ HURTADO: From the visual to the verbal in two languages: a contrastive analysis of the audio description of The Hours in English and Spanish Karin De COSTER, Volkmar MUHLEIS: Intersensorial translation: visual art made up by words Anna MATAMALA, Pilar ORERO: Accessible opera in Catalan: opera for all Greg YORK: Verdi made visible: audio introduction for opera and ballet Jessica YEUNG: Audio description in the Chinese world Notes on contributors Index

Dungeons & Dragons Baldur's Gate: Descent Into Avernus Hardcover Book (D&D Adventure)

Wizards of the Coast Diabolical dangers await in this adventure for the world's greatest roleplaying game. Welcome to Baldur's Gate, a city of ambition and corruption. You've just started your adventuring career, but already find yourself embroiled in a plot that sprawls from the shadows of Baldur's Gate to the front lines of the planes-spanning Blood War! Do you have what it takes to turn infernal war machines and nefarious contracts against the archdevil Zariel and her diabolical hordes? And can you ever hope to find your way home safely when pitted against the infinite evils of the Nine Hells? • This heroic Dungeons & Dragons adventure book takes players from levels 1 to 13 as they journey through Baldur's Gate and into Avernus, the first layer of the Nine Hells. • Baldur's Gate is among the most iconic locations in fantasy culture. A mist-cloaked metropolis on the Sword Coast, it's a place of history and a home to heroes. • The book introduces the infernal war machines to fifth edition D&D—battle-ready vehicles, which you can customize as you blast off into the Blood War. • Dungeon Masters will entice their heroes with devils' deals, designed to lure adventurers with the ultimate temptations of power and treasure. • Created in 1974, D&D transformed gaming culture by blending traditional fantasy with miniatures and wargaming. Fifth edition D&D draws from every prior edition to create a universally compelling play experience

The Book of Broken Promises

\$400 Billion Broadband Scandal & Free the Net

CreateSpace Broken Promises is the third book in a trilogy spanning 18 years. Bruce Kushnick, author, senior telecom analyst and industry insider, lays out, in all of the gory details, how America paid over \$400 billion to be the first fully fiber optic-based nation yet ended up 27th in the world for high-speed Internet (40th in upload speeds). But this is only a part of this story. With over four million people filing with the FCC to 'Free the Net', one thing is abundantly clear -- customers know something is terribly wrong. Every time you pay your bills you notice that the price of your services keeps going up, you don't have a serious choice for Internet (ISP), broadband or cable service, much less competitors fighting for your business, or maybe you can't even get very fast broadband service. Worse, over the last few years, America's ISPs and cable companies have been rated "the most hated companies in America". While Net Neutrality concerns (detailed in Broken Promises) are important, the actions are only a first step and will most likely be tied up in court for the next few years. More importantly, it does not resolve most of the customer issues and there is nothing else on the horizon that will fix what's broken. Broken Promises documents the massive overcharging and failure to properly upgrade the networks, the deceptive billing practices, the harms caused from a lack of competition, the gaming and manipulating of the regulatory system, from the states to the FCC, and exposes the companies' primary strategy: How much can we get away with? There has been little, if any, regard for the customers they serve.--From <http://newnetworks.com/bookbrokenpromises/> --(viewed on June 12, 2015).

Captive Audience

The Telecom Industry and Monopoly Power in the New Gilded Age

Yale University Press Ten years ago, the United States stood at the forefront of the Internet revolution. With some of the fastest speeds and lowest prices in the world for high-speed Internet access, the nation was poised to be the global leader in the new knowledge-based economy. Today that global competitive advantage has all but vanished because of a series of government decisions and resulting monopolies that have allowed dozens of countries, including Japan and South Korea, to pass us in both speed and price of broadband. This steady slide backward not only deprives consumers of vital services needed in a competitive employment and business market—it also threatens the economic future of the nation. This important book by leading telecommunications policy expert Susan Crawford explores why Americans are now paying much more but getting much less when it comes to high-speed Internet access. Using the 2011 merger between Comcast and NBC Universal as a lens, Crawford examines how we have created the biggest monopoly since the breakup of Standard Oil a century ago. In the clearest terms, this book explores how telecommunications monopolies have affected the daily lives of consumers and America's global economic standing.

Amazon Fire TV For Dummies

John Wiley & Sons Enjoy more entertainment with this friendly user guide to making the most of Amazon Fire TV! Find and watch more of the shows you enjoy with Amazon Fire TV For Dummies. This book guides you through Fire TV connections and setup and then shows you how to get the most out of your device. This guide is the convenient way to access quick viewing tips, so there's no need to search online for information or feel frustrated. With this book by your side, you'll quickly feel right at home with your streaming device. Content today can be complicated. You want to watch shows on a variety of sources, such as Hulu, Amazon Prime, Netflix, and the top premium channels. Amazon's media device organizes the streaming of today's popular content services. It lets you use a single interface to connect to the entertainment you can't wait to watch. This book helps you navigate your Fire TV to find the content you really want. It will show you how to see your favorite movies, watch binge-worthy TV shows, and even play games on Fire TV. Get the information you need to set up and start using Fire TV. Understand the basics of how to use the device Explore an array of useful features and streaming opportunities Learn techniques to become a streaming pro Conquer the world of Fire TV with one easy-to-understand book. Soon you'll be discovering the latest popcorn-worthy shows.

The Chromebook Classroom

How to Deploy, Manage and Use Chromebooks in the K-12 Classroom

The Chromebook Classroom gives you a fast, clear road map for turning a new fleet of Chromebooks into rich learning tools for a single classroom or an entire district! The Chromebook Classroom is the perfect companion for educators just getting started with Chromebooks - or looking for new ways to boost their students' learning through technology.

Fiber Optics Technician's Manual

Delmar Pub This newly updated edition reflects recent changes in fiber optic technology, marketing, and applications, including wider usage of Fiber To The Home (FTTH) applications and LANs (Local Area Networks). A practical guide for designers, installers, and troubleshooters of fiber optic cable plants and networks, this book provides a comprehensive overview of all aspects of fiber optics as used in communications systems, including telephone, CATV, and computers. Beginning with a brief history of the development of fiber optics, the third edition progresses from the basics of the technology and its components, to installation and testing.

The Political Economy of Television Sports Rights

Springer Sport on television is big business, but it is about more than just commerce. Using a range of national case studies from Europe and beyond, this book analyses the political, economic, social and regulatory issues raised in relation to the buying and selling of television sports rights.

Journey to Joyful

Transform Your Life with Pranashama Yoga

North Atlantic Books "Heartfelt personal anecdotes, easy to understand explanations of yoga philosophy, and enlivening exercises help readers to access the "expansive openness of love within" and eliminate addiction, tame stress, enhance their well-being and sensuality, and realize their true goals in life"--Provided by publisher.

The Yankee Years

Anchor The definitive story of one of the greatest dynasties in baseball history, Joe Torre's New York Yankees. When Joe Torre took over as manager of the Yankees in 1996, they had not won a World Series title in eighteen years. In that time seventeen others had tried to take the helm of America's most famous baseball team. Each one was fired by George Steinbrenner. After twelve triumphant seasons—with twelve straight playoff appearances, six pennants, and four World Series titles—Torre left the Yankees as the most beloved manager in baseball. But dealing with players like Jason Giambi, A-Rod, Derek Jeter, Mariano Rivera, Roger Clemens, and Randy Johnson is what managing is all about. Here, for the first time, Joe Torre and Tom Verducci take readers inside the dugout, the clubhouse, and the front office, showing what it took to keep the Yankees on top of the baseball world.

Audiovisual Translation

Language Transfer on Screen

Springer An introduction by leading experts in the field to the fascinating subject of translating audiovisual programmes for the television, the cinema, the Internet and the stage and the problems the differences between cultures can cause.

Setting the Gender Agenda for Communication Policy new proposals from the Global Alliance on Media and Gender

UNESCO Publishing

FOA Reference Guide to Fiber Optics

Study Guide to FOA Certification

CreateSpace Updated February 2014 This book is an guide to the design and installation of outside plant fiber optic cabling networks. It was written as a reference book for instructors and students in classes aimed at FOA CFOT and CFOS/O OSP specialist certification as well as a reference for anyone working in the field. This book offers expansive coverage on the components and processes of fiber optics as used in all outside plant applications and installation practices. Underground, buried, aerial and submarine/underwater installations are covered in detail as is specialized testing for extreme long distance networks. Fiber to the home is given special treatment in an appendix where these new generation networks are described in detail. Complete OSP curriculum materials are available from FOA.

Historic Little Rock

An Illustrated History

HPN Books An illustrated history of Little Rock, Arkansas, paired with histories of the local companies.

Windows Server 2012: Up and Running

"O'Reilly Media, Inc." Discusses how to configure and manage Microsoft Server 2012's expanded capabilities, covering data management, user permissions, networking tools, and data integrity.

Radar Instruction Manual

Since 1958 the Maritime Administration has continuously conducted instructions in use of collision avoidance radar for qualified U.S. seafaring personnel and representatives of interested Federal and State Agencies. Beginning in 1963, to facilitate the expansion of training capabilities and at the same time to provide the most modern techniques in training methods, radar simulators were installed in Maritime Administration's three region schools. It soon became apparent that to properly instruct the trainees, even with the advanced equipment, a standardize up-to-date instruction manual was needed. The first manual was later revised to serve both as a classroom textbook and as an onboard reference handbook. This newly updated manual, the fourth revision, in keeping with Maritime Administration policy, has been restructured to include improved and more effective methods of plotting techniques for use in Ocean, Great Lakes, Coastwise and Inland Waters navigation. Robert J. Blackwell Assistant Secretary for Maritime Affairs

The Craft of Research, Third Edition

University of Chicago Press With more than 400,000 copies now in print, *The Craft of Research* is the unrivaled resource for researchers at every level, from first-year undergraduates to research reporters at corporations and government offices. Seasoned researchers and educators Gregory G. Colomb and Joseph M. Williams present an updated third edition of their classic handbook, whose first and second editions were written in collaboration with the late Wayne C. Booth. *The Craft of Research* explains how to build an argument that motivates readers to accept a claim; how to anticipate the reservations of readers and to respond to them appropriately; and how to create introductions and conclusions that answer that most demanding question, "So what?" The third edition includes an expanded discussion of the essential early stages of a research task: planning and drafting a paper. The authors have revised and fully updated their section on electronic research, emphasizing the need to distinguish between trustworthy sources (such as those found in libraries) and less reliable sources found with a quick Web search. A chapter on warrants has also been thoroughly reviewed to make this difficult subject easier for researchers. Throughout, the authors have preserved the amiable tone, the reliable voice, and the sense of directness that have made this book indispensable for anyone undertaking a research project.

The Evolution of Yield Management in the Airline Industry

Origins to the Last Frontier

Springer Nature This book chronicles airline revenue management from its early origins to the last frontier. Since its inception revenue management has now become an integral part of the airline business process for competitive advantage. The field has progressed from inventory control of the base fare, to managing bundles of base fare and air ancillaries, to the precise inventory control at the individual seat level. The author provides an end-to-end view of pricing and revenue management in the airline industry covering airline pricing, advances in revenue management, availability, and air shopping, offer management and product distribution, agency revenue management, impact of revenue management across airline planning and operations, and emerging technologies is travel. The target audience of this book is practitioners who want to understand the basics and have an end-to-end view of revenue management.

iRules

What Every Tech-Healthy Family Needs to Know about Selfies, Sexting, Gaming, and Growing up

Rodale Books As Janell Burley Hofmann, mother of five, wrapped her 13-year-old's iPhone on Christmas Eve, she was overwhelmed by questions: "Will my children learn to sit and wonder without Googling? Should I know their passwords for online accounts? Will they experience the value of personal connection without technology?" To address her concerns, she outlined boundaries and expectations in a contract for her son to sign upon receiving his first cell phone. When Hofmann's editor at The Huffington Post posted the contract, now known as iRules, it resonated on a massive scale and went viral, resulting in a tsunami of media coverage and requests. It quickly became apparent that people across the country were hungry for more. In iRules, Hofmann provides families with the tools they need to find a balance between technology and human interaction through a philosophy she calls Slow Tech Parenting. In the book, she educates parents about the online culture tweens and teens enter the minute they go online, exploring issues like cyberbullying, friend fail, and sexting, as well as helping parents create their own iRules contracts to fit their families' needs. As funny and readable as it is prescriptive, iRules will help parents figure out when to unplug and how to stay in sync with the changing world of technology, while teaching their children self-respect, integrity, and responsibility.

Financial Peace

Lampo Dave Ramsey explains those scriptural guidelines for handling money.

The Visual Made Verbal

A Comprehensive Training Manual and Guide to the History and Applications of Audio Description

Æ Academic Publishing Verbal descriptions of life have been around for centuries, but the digital age has made access to those descriptions even more important. Dr. Joel Snyder, an audio description pioneer, has created a book and website offering the first overview of the field, including its history, application to a range of genres, description of training techniques, and list of resources. Audio description brings the visual world to life, making theater productions, television shows, films, visual art and events accessible to people who are blind or have low vision. Describers employ succinct, vivid, imaginative words to convey visual images those with sight take for granted. Although countries worldwide have taken up the cause, the United States has fallen short on research and institutions to study the field. Dr. Snyder's book helps fill in some of those gaps. "For decades, Joel Snyder has combined his astonishing command of language with his keen attention to detail to create word pictures that stir the mind's eye, especially for patrons of the arts whose physical eyes cannot see. [...] His book has been long-awaited, and no doubt will become the standard for prospective audio describers around the world." -Kelsey Marshall, Founding Director of Accessibility, The John F. Kennedy Center for the Performing Arts, Washington, DC Dr. Joel Snyder is known internationally as one of the world's first "audio describers," a pioneer in the field of audio description, making theater events, museum exhibitions, and media accessible to people who are blind or have low vision. Since 1981, he has introduced audio description techniques in 36 states and D.C. and in 35 countries. He holds a PhD in accessibility audio description from the Universitat Autònoma de Barcelona. Dr. Snyder's company, Audio Description Associates, LLC (www.audiodescribe.com) uses audio description to enhance a wide range of arts projects including video and film, museum exhibitions, and live events. As Director of Described Media for the National Captioning Institute, he supervised the production of descriptions for Sesame Street and dozens of feature films and nationally broadcast television; his descriptions can be heard at Smithsonian Institution exhibits, the Getty Museum, the Albright-Knox Gallery, and throughout the country at National Park Service visitor centers. As Director of the American Council of the Blind's Audio Description Project (www.acb.org/adp), Dr. Snyder voiced description for network coverage of President Obama's inauguration in 2009 and 2013, and recently produced the first-ever audio-described tour of The White House. The ADP website is the nation's principal provider of information and resources on audio description.

Upgrading and Repairing PCs

Que Pub Explains how to maintain or enhance systems running the Linux operating system

Annual performance report fiscal year

DIANE Publishing

How to Create a Digital Fort Knox

Backing Up Your Digital Life

In today's digital world we produce vast amounts of data; photos, videos, music, documents, and more. Our risk of catastrophic data loss has never been greater as many of us rely on third parties or "The Cloud" for data storage and security. The question we must ask ourselves is simply what happens when, not if, but when stormy weather strikes, the cloud opens up, and our data is lost forever? Over the years, we've all heard reports of large corporations providing cloud storage backup losing customers' critical data. The bottom line is, the cloud isn't as secure as many believe it to be. In the Terms Of Service, which we must all agree to, most of these companies are provided legal protection against data loss. Many of us are not aware of or do not practice the 3-2-1 time-honored backup strategy which states, you must have 3 copies of your data at all times. A primary (working copy), secondary (archival copy), and an off-site (cold-storage copy) for disaster recovery. This book covers the archival data backup portion of the 3-2-1 rule by providing a step-by-step easy, and affordable method of creating a safe and secure local data backup solution. This includes an easy-to-follow installation and configuration of an Unraid Server. I've deliberately used older components unearth from my garage to show that shiny new "expensive" parts are not required to build a reliable, safe, and secure backup solution. By providing both practical knowledge and understanding this book will continue to be an asset for many years to come. Don't wait! Now is the time to backup and safeguard your digital life! Grab a cup of tea or maybe some coffee and let's get started?

Fair Value Measurements

Successful Fiber Optic Installation

A Rapid Start Guide

CreateSpace The objective of this Rapid Start Guide [RSG] is to 'jump start you' on your path to becoming successful in fiber optic installation. This RSG will 'jump start' you by providing two types of information. The first type is the basic information the installer must have to get started in fiber optic installation. Without this information, the installer will have little chance of achieving the three goals of installation. The second type of information is the more subtle information that the installer must have to be consistently successful as a professional installer. In addition, this subtle information enables the installer to troubleshoot problems. As this is a Rapid Start Guide (RSG), it will provide the first type and a list of the information of the second type. See 'Other Terms' for a list of this subtle, but essential information. This Guide will reference the Building Wiring Standard, TIA/EIA-568-C, which is the latest version of the document used by most data network designers to design and implement their data networks.

Principles of Physics

Longman International Education Division (a Pearson Education Company) Principles of Physics is a well-established popular textbook which has been completely revised and updated.

Tai Chi

The 24 Forms

Based on Yang style, this gentle and graceful set contains all essential principles of tai chi and is suitable for students of almost all levels of ability, age and physical fitness.

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The Last Man