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Kingdom of Nokia How a Nation Served the Needs of One Company *Helsinki University Press* **Kingdom of Nokia tells a fascinating story of corporatism in Finland. How did the mobile phone giant Nokia make the Finnish elite willing to serve the interests of the company? Nokia became a global player in mobile communications in the 1990s, and helped establish Anglo-Saxon capitalism in Finland. Through its success and strong lobbying, the company managed to capture the attention of Finnish politicians, civil servants, and journalists nationwide. With concrete detailed examples, Kingdom of Nokia illustrates how Nokia organised lavishing trips to journalists and paid direct campaign funding to politicians to establish its role at the core of Finnish decision-making. As a result, the company influenced important political decisions such as joining the European Union and adopting the euro, and further, Nokia even drafted its own law to serve its special interests. All this in a country considered one of the least corrupt in the world. 21st Century Sports How Technologies Will Change Sports in the Digital Age** *Springer Nature* **This book outlines the effects that technology-induced change will have on sport within the next five to ten years, and provides food for thought concerning what lies further ahead. Presented as a collection of essays, the authors are leading academics from renowned institutions such as Massachusetts Institute of Technology, Queensland University of Technology, and the University of Cambridge, and practitioners with extensive technological expertise. In their essays, the authors examine the impacts of emerging technologies like artificial intelligence, the Internet of Things, and robotics on sports and assess how they will change sport itself, consumer behavior, and existing business models. The book will help athletes, entrepreneurs, and innovators working in the sports industry to spot trendsetting technologies, gain deeper**

insights into how they will affect their activities, and identify the most effective responses to stay ahead of the competition both on and off the pitch. Advanced Theory and Practice in Sport Marketing *Routledge* Effective marketing is essential for any successful sport organization, from elite international teams to local leagues. Now in a fully revised and updated third edition, Advanced Theory and Practice in Sport Marketing is still the only text to introduce key theory and best practice at an advanced level. This new edition goes beyond the introductory marketing course by exploring advanced marketing theories related to social responsibility, global issues, information systems, consumer behavior, product management, logistics, sales, promotions, and social/digital/mobile media. New to the edition are sections on branding, destination marketing, and performance evaluation that demonstrate how to measure impacts through sport marketing and how to use analytics to determine sport marketing success. Every chapter contains extended case studies and theory-to-practice insights from marketing professionals around the world and a companion website includes an impressive array of additional teaching and learning resources. Advanced Theory and Practice in Sport Marketing goes further than any other textbook to prepare students for the real world of sport marketing. It is essential reading for any upper-level undergraduate or postgraduate course in sport marketing or sport business. Global Innovation Index 2020 Who Will Finance Innovation? *WIPO* The Global Innovation Index 2020 provides detailed metrics about the innovation performance of 131 countries and economies around the world. Its 80 indicators explore a broad vision of innovation, including political environment, education, infrastructure and business sophistication. The 2020 edition sheds light on the state of innovation financing by investigating the evolution of financing mechanisms for entrepreneurs and other innovators, and by pointing to progress and remaining challenges – including in the context of the economic slowdown induced by the coronavirus disease (COVID-19) crisis. Mobile Phone Programming and its Application to Wireless Networking *Springer Science & Business Media* This book provides a solid overview of mobile phone programming for readers in both academia and industry. Coverage includes all commercial realizations of the Symbian, Windows Mobile and Linux platforms. The text introduces each programming language (JAVA, Python, C/C++) and offers a set of development environments "step by step," to help familiarize developers with limitations, pitfalls, and challenges. The Engineering of Sport *CRC Press* Science and technology has been used more and more in the last few decades to gain advantage over competitors. Quite often, however, the actual science involved is not published because a suitable journal cannot be found. The Engineering of Sport brings together work from a very diverse range of subjects including Engineering, Physics, Materials and Biomechanics. The Engineering of Sport represent work which was represented at the 1st International Conference on the Engineering of Sport held in Sheffield, UK in July 1996. Many sports were represented and the material covered split into nine topics covering

aerodynamics, biomechanics, design, dynamics, instrumentation, materials, mechanics, modelling, motion analysis, and vibrations. It should be of interest to specialists in all areas of sports research. Sports and Entertainment Marketing *Cengage Learning* SPORTS AND ENTERTAINMENT MARKETING. 3E incorporates feedback from instructors across the country and has expanded by three chapters. The popular sports and entertainment topics continue to be the foundation for teaching marketing concepts. Each marketing function is incorporated throughout the text and is highlighted with an icon to indicate how it is used in the marketing process. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version. Sustainable Energy--without the Hot Air *Uit Cambridge Limited* Provides an overview of the sustainable energy crisis that is threatening the world's natural resources, explaining how energy consumption is estimated and how those numbers have been skewed by various factors and discussing alternate forms of energy that can and should be used. Essentials of Business Research A Guide to Doing Your Research Project *SAGE* Written specifically for business students, this best-selling, jargon-free textbook highlights each stage of the research process, guiding the reader through actionable steps and explicitly setting out how best to meet a supervisor's expectations. Easy to navigate and full of practical advice, it shows you how to choose a topic and write a proposal, with easy to follow tips and detailed screenshots and diagrams. Key student features include: 'You're the Supervisor' sections - helps students to meet learning objectives 'Common questions and answers' - real-world advice on how to tackle common challenges Examples from different types of international businesses Detailed guidance on software packages such as SPSS Student case studies Annotated further reading Accompanied by a fully integrated companion website designed to support learning. Free to access, it includes author podcasts, guides to online tools, links to downloadable journal articles, examples of completed projects, PowerPoint slides and students' multiple choice questions to test progress. Available on publication: www.uk.sagepub.com/jonathanwilson2e. A must-have title for all business and management students; this is the ideal companion for achieving success in your research project. Lecturers/instructors - request a free digital inspection copy here Principles of Marketing An introduction to marketing concepts, strategies and practices with a balance of depth of coverage and ease of learning. Principles of Marketing keeps pace with a rapidly changing field, focussing on the ways brands create and capture consumer value. Practical content and linkage are at the heart of this edition. Real local and international examples bring ideas to life and new feature 'linking the concepts' helps students test and consolidate understanding as they go. The latest edition enhances understanding with a unique learning design including revised, integrative concept maps at the start of each chapter, end-of-chapter features summarising ideas and themes, a mix of mini and major case studies to illuminate concepts, and critical thinking exercises for

applying skills. **Distance Education for Teacher Training** *Routledge* **First published in 2002. Routledge is an imprint of Taylor & Francis, an informa company. 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. Introduction to e-Business** *Routledge* **An Introduction to e-Business provides the contemporary knowledge of the key issues affecting the modern e-business environment and links theory and practice of management strategies relating to e-business. This book brings together the most cogent themes for an introduction to e-business and constitutes a valuable contribution to formalising common themes for teaching the subject in higher education. It brings together theoretical perspectives based on academic research and the application of e-business strategies. These concepts are further explored in the six case studies that follow the set chapters. This new textbook integrates the main themes to provide a complete picture of the key elements relevant to an introductory text in e-business. To fully appreciate the e-business environment it is necessary to understand the links between the different disciplines that come together to form Business Ethics Head First Java A Brain-Friendly Guide** *"O'Reilly Media, Inc."* **Learning a complex new language is no easy task especially when it s an object-oriented computer programming language like Java. You might think the problem is your brain. It seems to have a mind of its own, a mind that doesn't always want to take in the dry, technical stuff you're forced to study. The fact is your brain craves novelty. It's constantly searching, scanning, waiting for something unusual to happen. After all, that's the way it was built to help you stay alive. It takes all the routine, ordinary, dull stuff and filters it to the background so it won't interfere with your brain's real work--recording things that matter. How does your brain know what matters? It's like the creators of the Head First approach say, suppose you're out for a hike and a tiger jumps in front of you, what happens in your brain? Neurons fire. Emotions crank up. Chemicals surge. That's how your brain knows. And that's how your brain will learn Java. Head First Java combines puzzles, strong visuals, mysteries, and soul-searching interviews with famous Java objects to engage you in many different ways. It's fast, it's fun, and it's effective. And, despite its playful appearance, Head First Java is serious stuff: a complete introduction to object-oriented programming and Java. You'll learn everything from the fundamentals to**

advanced topics, including threads, network sockets, and distributed programming with RMI. And the new. second edition focuses on Java 5.0, the latest version of the Java language and development platform. Because Java 5.0 is a major update to the platform, with deep, code-level changes, even more careful study and implementation is required. So learning the Head First way is more important than ever. If you've read a Head First book, you know what to expect--a visually rich format designed for the way your brain works. If you haven't, you're in for a treat. You'll see why people say it's unlike any other Java book you've ever read. By exploiting how your brain works, Head First Java compresses the time it takes to learn and retain--complex information. Its unique approach not only shows you what you need to know about Java syntax, it teaches you to think like a Java programmer. If you want to be bored, buy some other book. But if you want to understand Java, this book's for you. Engage!, Revised and Updated The Complete Guide for Brands and Businesses to Build, Cultivate, and Measure Success in the New Web *John Wiley & Sons* The ultimate guide to branding and building your business in the era of the Social Web—revised and updated with a Foreword by Ashton Kutcher Engage! thoroughly examines the social media landscape and how to effectively use social media to succeed in business—one network and one tool at a time. It leads you through the detailed and specific steps required for conceptualizing, implementing, managing, and measuring a social media program. The result is the ability to increase visibility, build communities of loyal brand enthusiasts, and increase profits. Covering everything you need to know about social media marketing and the rise of the new social consumer, Engage! shows you how to create effective strategies based on proven examples and earn buy-in from your marketing teams. Even better, you'll learn how to measure success and ROI. Introduces you to the psychology, behavior, and influence of the new social consumer Shows how to define and measure the success of your social media campaigns for the short and long term Features an inspiring Foreword by actor Ashton Kutcher, who has more than 5 million followers on Twitter Revised paperback edition brings the book completely up to date to stay ahead of the lightning fast world of social media Today, no business can afford to ignore the social media revolution. If you're not using social media to reach out to your customers and the people who influence them, who is? IBM Intelligent Operations Center for Smarter Cities Administration Guide *IBM Redbooks* IBM® defines a smarter city as one that makes optimal use of all available information to better understand and control its operations and optimize the use of resources. There is much information available from different sources. However, city officials often lack the holistic view of the city's operations that is required to respond to the citizens' needs in a timely manner and use the city resources wisely. IBM Intelligent Operations Center delivers a unified view of city agencies, providing three primary elements for successful management of cities: use information, anticipate problems, and coordinate actions and resources. Chapter 1 of this

IBM Redbooks® publication introduces the IBM Intelligent Operations Center solution. The chapter provides a high-level overview of its features, benefits, and architecture. This information is intended for city officials and IT architects that must understand the business value of IBM Intelligent Operations Center and its architecture. The remaining chapters of this book focus on information that help IBM Intelligent Operations Center administrators perform daily administration tasks. This book describes commands and tools that IBM Intelligent Operations Center administrators must use to keep the solution running, troubleshoot and diagnose problems, and perform preventive maintenance. This book includes preferred practices, tips and techniques, and general suggestions for administrators of IBM Intelligent Operations Center on-premises deployments. For related information about this topic, refer to the following IBM Redbooks publications: IBM Intelligent Operations Center for Smarter Cities Redpaper, REDP-4939 IBM Intelligent Operations Center for Smarter Cities Solution Guide Mobile Positioning and Tracking From Conventional to Cooperative Techniques *John Wiley & Sons* 12.3 Cooperative Data Fusion and Filtering Techniques -- 12.4 COMET: A Cooperative Mobile Positioning System -- 12.5 Experimental Activity in a Cooperative WLAN Scenario -- 12.6 Conclusions -- References -- Index -- End User License Agreement Mathematical Literacy, Grade 10 Study & Master Mathematical Literacy Grade 10 has been especially developed by an experienced author team according to the Curriculum and Assessment Policy Statement (CAPS). This new and easy-to-use course helps learners to master essential content and skills in Mathematical Literacy. The Teacher's File includes: * a weekly teaching schedule, divided into the four terms to guide the teacher on what to teach * extra project templates for teachers to choose from * solutions to all the activities in the Learner's Book. Business Model Generation A Handbook for Visionaries, Game Changers, and Challengers *John Wiley & Sons* Business Model Generation is a handbook for visionaries, game changers, and challengers striving to defy outmoded business models and design tomorrow's enterprises. If your organization needs to adapt to harsh new realities, but you don't yet have a strategy that will get you out in front of your competitors, you need Business Model Generation. Co-created by 470 "Business Model Canvas" practitioners from 45 countries, the book features a beautiful, highly visual, 4-color design that takes powerful strategic ideas and tools, and makes them easy to implement in your organization. It explains the most common Business Model patterns, based on concepts from leading business thinkers, and helps you reinterpret them for your own context. You will learn how to systematically understand, design, and implement a game-changing business model--or analyze and renovate an old one. Along the way, you'll understand at a much deeper level your customers, distribution channels, partners, revenue streams, costs, and your core value proposition. Business Model Generation features practical innovation techniques used today by leading consultants and companies worldwide, including 3M, Ericsson, Capgemini, Deloitte, and others. Designed for

doers, it is for those ready to abandon outmoded thinking and embrace new models of value creation: for executives, consultants, entrepreneurs, and leaders of all organizations. If you're ready to change the rules, you belong to "the business model generation!" Names in Focus An Introduction to Finnish Onomastics *BoD - Books on Demand* **Names in Focus delves deep into the vast field of Finnish onomastics, covering place names, personal names, animal names, commercial names and names in literature. It provides the history and current trends in this area of research, and also supplements international terminology with the Finnish point of view on the subject. Brimming with examples and clear explanations, the book can be enjoyed by the most studious of researchers as well as the casual reader who has a genuine interest in the study of names. E-learning Methodologies A Guide for Designing and Developing E-learning Courses** *Food & Agriculture Org* **The "E-Learning Methodologies" guide will support professionals involved in the design and development of e-learning projects and products. The guide reviews the basic concepts of e-learning with a focus on adult learning, and introduces the various activities and roles involved in an e-learning project. The guide covers methodologies and tips for creating interactive content and for facilitating online learning, as well as some of the technologies used to create and deliver e-learning. Mind Tools for Managers 100 Ways to be a Better Boss** *John Wiley & Sons* **"This book helps new and experienced leaders develop the skills they need to be more effective in everything they do. It brings together the 100 most important leadership skills--as voted for by 15,000 managers and professionals worldwide--into a single volume, providing an easy-access solutions manual for people wanting to be the best manager they can be. Each chapter details a related group of skills, providing links to additional resources as needed, plus the tools you need to put ideas into practice. Read beginning-to-end, this guide provides a crash course on the essential skills of any effective manager; used as a reference, its clear organization allows you to find the solution you need quickly and easily"-- Computer Literacy BASICS** *Cengage Learning* **Bring your computer literacy course back to the BASICS. COMPUTER LITERACY BASICS: A COMPREHENSIVE GUIDE TO IC3 provides an introduction to computer concepts and skills, which maps to the newest Computing Core Certification (IC3) standards. Designed with new learners in mind, this text covers Computing Fundamentals, Key Applications, and Living Online everything your students need to be prepared to pass the IC3 exam, and finish the course as confident computer users. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version. PC Hardware: A Beginner's Guide** *McGraw Hill Professional* **Ideal for PC owners looking for an accessible, easy-to-follow reference, this beginner's guide to PC hardware offers expert advice on every component--processors, motherboards, memory, BIOS, CD-ROM and DVD drives, video cards, and much more. You'll also get details on external devices, including monitors, printers, keyboards, and modems. The book covers both Intel and non-Intel CPUs and USB and AGP ports. The Mobile**

Frontier A Guide for Designing Mobile Experiences *Rosenfeld Media* **Mobile user experience is a new frontier. Untethered from a keyboard and mouse, this rich design space is lush with opportunity to invent new and more human ways for people to interact with information. Invention requires casting off many anchors and conventions inherited from the last 50 years of computer science and traditional design and jumping head first into a new and unfamiliar design space. Guide to Supply Chain Management An End to End Perspective** *Springer* **This essential guide brings supply chain theory to life. Intended for readers with a business interest in supply chain management, the book covers the key topics in eleven chapters, including planning, sourcing, making, delivering and returning, as well as strategy, people, finance, customer service and outsourcing. Each chapter starts with a brief summary and learning objectives that guide the reader through the text. This second edition also explores digital, sustainability and innovation impacts on today's global supply chains. The book is written in a clear and simple way, featuring a variety of figures, tables and recommendations for further reading. The respective chapters conclude with real-life case studies from different companies, illustrating best practices. In the course of their work, the authors have met professionals all over the world who are passionate about their business achievements. By including their vivid examples, the guide brings theory to life, enabling readers to understand and embrace the concepts and ideas presented. Colin Scott, Henriette Lundgren and Paul Thompson are experts in supply chain management and have worked with practitioners in businesses across the globe. Endorsement: This guide is a really useful reminder of what good practice is and how it should be applied within supply chain management. The book is relevant for students of supply chain management and professional practitioners alike. This book offers an invaluable guide to understanding the specific dynamics of your supply chain and the fundamentals underpinning it. It provides the framework for delivering a supply chain strategy based upon recognised best practice. Martin McCourt, CEO, Dyson Limited . Study and Master Accounting Grade 11 Teacher's Guide Study & Master Accounting was developed with the help of practising teachers, and covers all the requirements of the National Curriculum Statement for accounting. Innovation Policy A Guide for Developing Countries** *World Bank Publications* **This volume offers a detailed conceptual framework for understanding and learning about technology innovation policies and programs, and their implementation in the context of different countries. The New Business Road Test What Entrepreneurs and Executives Should Do Before Writing a Business Plan** *Ft Press* **Starting your own business is a daunting task. No matter how talented you are, no matter how much capital you have, no matter how good your business plan is, if you're pursuing a fundamentally flawed opportunity you're heading for failure. So before spending time and money on a new enterprise it's vital to know if your idea is actually going to work in practice. The New Business Road Test shows you how to avoid the obvious mistakes that everyone else makes. The new edition**

of this best-selling book features: * *A new version of the 7 domains model. *Updated case studies that reflect the changes that have happened in the last four years. *Chapter 13 has been rewritten to make the Industry Analysis Checklist more understandable. *A new author run companion website for readers to access extra information. The third edition of The New Business Road Test will show you how to honestly assess your idea so that you can ensure your business is built on a winning concept. Building on lessons learned by real entrepreneurs and international companies including Nike, Tesco and Starbucks, and using his unique seven domains model of attractive opportunities, John Mullins will show you how to avoid the obvious mistakes that everyone else makes and make sure that your business stands a fighting chance of success. Digital Entrepreneurship Impact on Business and Society *Springer Nature* This open access book explores the global challenges and experiences related to digital entrepreneurial activities, using carefully selected examples from leading companies and economies that shape world business today and tomorrow. Digital entrepreneurship and the companies steering it have an enormous global impact; they promise to transform the business world and change the way we communicate with each other. These companies use digitalization and artificial intelligence to enhance the quality of decisions and augment their business and customer operations. This book demonstrates how cloud services are continuing to evolve; how cryptocurrencies are traded in the banking industry; how platforms are created to commercialize business, and how, taken together, these developments provide new opportunities in the digitalized era. Further, it discusses a wide range of digital factors changing the way businesses operate, including artificial intelligence, chatbots, voice search, augmented and virtual reality, as well as cyber threats and data privacy management. "Digitalization mirrors the Industrial Revolution's impact. This book provides a complement of perspectives on the opportunities emanating from such a deep seated change in our economy. It is a comprehensive collection of thought leadership mapped into a very useful framework. Scholars, digital entrepreneurs and practitioners will benefit from this timely work." Gina O'Connor, Professor of Innovation Management at Babson College, USA "This book defines and delineates the requirements for companies to enable their businesses to succeed in a post-COVID19 world. This book deftly examines how to accomplish and achieve digital entrepreneurship by leveraging cloud computing, AI, IoT and other critical technologies. This is truly a unique "must-read" book because it goes beyond theory and provides practical examples." Charlie Isaacs, CTO of Customer Connection at Salesforce.com, USA "This book provides digital entrepreneurs useful guidance identifying, validating and building their venture. The international authors developed new perspectives on digital entrepreneurship that can support to create impact ventures." Felix Staeritz, CEO FoundersLane, Member of the World Economic Forum Digital Leaders Board and bestselling author of FightBack, Germany Backstage Leadership The Invisible Work of Highly

Effective Leaders *Springer Nature* **Most of us would recognize a star leader by their charisma, emotional intelligence and public communication prowess. What is truly impressive but often overlooked is the silent work of leadership that garners real results. Exercising influence in a complex and global organization – whilst also shaping and executing strategies across borders in a disruptive age – is the true mark of success as a leader. Backstage Leadership takes a comprehensive look at the background processes that leaders must master in order to shape the culture, direction and capability of a successful company. With an emphasis on strategy, the author provides an integrated toolkit for developing your knowledge and skills as a 'backstage leader.' You will learn how to: Mobilize people towards new strategic directions Scan your business environment for threats and disruptive forces Diagnose and help to shape the culture of your organization Develop talent and capabilities towards a specific goal. Focusing on the key and consistent underlying processes of leadership, this book is essential reading for managers who wish to bring focus and coherence to their leadership role and integrate themselves within the engine of the organization. Technology Transfer and Innovation for Low-Carbon Development** *International Development in F* **Technology Transfer and Innovation for Low-Carbon Development Key Account Management The Definitive Guide** *John Wiley & Sons* **"This book is crammed with distilled, practical wisdom for key account managers and their directors. Organizations claiming to practise key account management should equip everyone involved with a copy, so they really understand what they are supposed to be doing. Anything less is just old-fashioned selling." Developing successful business-to-business relationships with more customers in highly competitive markets requires processes and skills that go beyond traditional selling activity. The very best state-of-the-art strategies are set out clearly in this book by intentionally known authors who have worked at the highest levels with more key and strategic account managers worldwide than probably any other leading advisors. Based on the hugely influential KEY CUSTOMERS it looks at: Why has account management become so critical to commercial success? What are the key challenges and how do successful companies respond? What part does key account management play in strategic planning? How do companies build profitable relationships with their customers? How does key account management actually work? What does a successful key account manager look like and what skills does he/she need? How should key account managers be evaluated and rewarded? How do companies achieve key account management? By addressing these key questions Woodburn and McDonald provide tools and processes for success honed by tough consultancy projects with the boards of some of the world's leading companies. The book stresses the elements that really matter - from developing a customer categorization system that really works and analyzing the needs of key accounts; to understanding the new skills required by key account managers and ensuring that key account plans are implemented. The 'real world' approach is backed by tested principles and the**

latest research from the renowned Cranfield School of Management. Key Account Management comes from authors who have taught leading companies how to approach their most powerful and demanding customers and still make money. It is essential reading for all senior management with strategic responsibility, for key or strategic account directors, and for marketing and sales executives. The clear and authoritative approach also makes it an outstanding text for the serious MBA and executive student as well as business-to-business company directors and key account managers. **Guide to Management Ideas and Gurus** *John Wiley & Sons* **Good management is a precious commodity in the corporate world. Guide to Management Ideas and Gurus is a straight-forward manual on the most innovative management ideas and the management gurus who developed them. The earlier edition, Guide to Management Ideas, presented the most significant ideas that continue to underpin business management. This new book builds on those ideas and adds detailed biographies of the people who came up with them-the most influential business thinkers of the past and present. Topics covered include: Active Inertia, Disruptive Technology, Genchi Genbutsu (Japanese for "Go and See for Yourself"), The Halo Effect, The Long Tail, Skunkworks, Tipping Point, Triple Bottom Line, and more. The management gurus covered include: Dale Carnegie, Jim Collins, Stephen Covey, Peter Drucker, Philip Kotler, Michael Porter, Tom Peters, and many others. Beautiful Data The Stories Behind Elegant Data Solutions** *"O'Reilly Media, Inc."* **In this insightful book, you'll learn from the best data practitioners in the field just how wide-ranging -- and beautiful -- working with data can be. Join 39 contributors as they explain how they developed simple and elegant solutions on projects ranging from the Mars lander to a Radiohead video. With Beautiful Data, you will: Explore the opportunities and challenges involved in working with the vast number of datasets made available by the Web Learn how to visualize trends in urban crime, using maps and data mashups Discover the challenges of designing a data processing system that works within the constraints of space travel Learn how crowdsourcing and transparency have combined to advance the state of drug research Understand how new data can automatically trigger alerts when it matches or overlaps pre-existing data Learn about the massive infrastructure required to create, capture, and process DNA data That's only small sample of what you'll find in Beautiful Data. For anyone who handles data, this is a truly fascinating book. Contributors include: Nathan Yau Jonathan Follett and Matt Holm J.M. Hughes Raghu Ramakrishnan, Brian Cooper, and Utkarsh Srivastava Jeff Hammerbacher Jason Dykes and Jo Wood Jeff Jonas and Lisa Sokol Jud Valeski Alon Halevy and Jayant Madhavan Aaron Koblin with Valdean Klump Michal Migurski Jeff Heer Coco Krumme Peter Norvig Matt Wood and Ben Blackburne Jean-Claude Bradley, Rajarshi Guha, Andrew Lang, Pierre Lindenbaum, Cameron Neylon, Antony Williams, and Egon Willighagen Lukas Biewald and Brendan O'Connor Hadley Wickham, Deborah Swayne, and David Poole Andrew Gelman, Jonathan P. Kastellec, and Yair Ghitza Toby Segaran A Scrum Book The Spirit**

of the Game *Pragmatic Bookshelf* **Building a successful product usually involves teams of people, and many choose the Scrum approach to aid in creating products that deliver the highest possible value. Implementing Scrum gives teams a collection of powerful ideas they can assemble to fit their needs and meet their goals. The ninety-four patterns contained within are elaborated nuggets of insight into Scrumâ€™s building blocks, how they work, and how to use them. They offer novices a roadmap for starting from scratch, yet they help intermediate practitioners fine-tune or fortify their Scrum implementations. Experienced practitioners can use the patterns and supporting explanations to get a better understanding of how the parts of Scrum complement each other to solve common problems in product development. The patterns are written in the well-known Alexandrian form, whose roots in architecture and design have enjoyed broad application in the software world. The form organizes each pattern so you can navigate directly to organizational design tradeoffs or jump to the solution or rationale that makes the solution work. The patterns flow together naturally through the context sections at their beginning and end. Learn everything you need to know to master and implement Scrum one step at a timeâ€”the agile way. Supply Chain Management Strategy, Planning, and Operation 'Supply Chain Management' illustrates the key drivers of good supply chain management in order to help students understand what creates a competitive advantage. It also provides strong coverage of analytic skills so that students can gauge the effectiveness of the techniques described. Basic Economics** *Hachette UK* **The bestselling citizen's guide to economics Basic Economics is a citizen's guide to economics, written for those who want to understand how the economy works but have no interest in jargon or equations. Bestselling economist Thomas Sowell explains the general principles underlying different economic systems: capitalist, socialist, feudal, and so on. In readable language, he shows how to critique economic policies in terms of the incentives they create, rather than the goals they proclaim. With clear explanations of the entire field, from rent control and the rise and fall of businesses to the international balance of payments, this is the first book for anyone who wishes to understand how the economy functions. This fifth edition includes a new chapter explaining the reasons for large differences of wealth and income between nations. Drawing on lively examples from around the world and from centuries of history, Sowell explains basic economic principles for the general public in plain English. On the Move with the Mobile Web Libraries and Mobile Technologies** *American Library Association* **The mobile Web is still evolving, and this is an exciting time of early development, but some hurdles still need to be overcome. This Library Technology Reports examines the various components of the mobile web and explores how they can and have been utilized by librarians. In the Report, author and library-technology blogger Ellyssa Kroski outlines the components of the mobile Web the users, devices, the operating systems, the services, the content and illuminates the research tracking how users currently engage with information on the World**

Wide Web via their mobile devices. Kroski also details several library mobile initiatives and provides a "how to" chapter for libraries interested in developing a mobile experience for their users.