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Launch! Advertising and Promotion in Real Time

Flat World Knowledge

The Complete Book of BMW

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

Understanding Automotive Electronics

101 Performance Projects for Your BMW 3 Series 1982-2000

Motorbooks Since its introduction in 1975, the BMW 3-series has earned a reputation as one of the world's greatest sports sedans. Unfortunately, it has also proven one of the more expensive to service and maintain. This book is dedicated to the legion of BMW 3-series owners who adore their cars and enjoy restoring, modifying, and maintaining them to perfection; its format allows more of these enthusiasts to get out into the garage and work on their BMWs-and in the process, to save a fortune. Created with the weekend mechanic in mind, this extensively illustrated manual offers 101 projects that will help you modify, maintain, and enhance your BMW 3-series sports sedan. Focusing on the 1984-1999 E30 and E36 models, 101 Performance Projects for Your BMW 3-Series presents all the necessary information, covers all the pitfalls, and assesses all the costs associated with performing an expansive array of weekend projects.

Fundamentals of Astrodynamics

Courier Corporation Teaching text developed by U.S. Air Force Academy and designed as a first course emphasizes the universal variable formulation. Develops the basic two-body and n-body equations of motion; orbit determination; classical orbital elements, coordinate transformations; differential correction; more. Includes specialized applications to lunar and interplanetary flight, example problems, exercises. 1971 edition.

The Readaholics and the Poirot Puzzle

Berkley Includes excerpts from The Readaholics and the Gothic Gala, and The Readaholics and the falcon fiasco.

Challenge to Apollo

The Soviet Union and the Space Race, 1945-1974

U. S. National Aeronautics & Space Administration The book received the Emme Award for Astronautical Literature at the March 20 2000 luncheon of the Goddard Memorial Symposium, sponsored by the American Astronautical Society. Named in honor of the first NASA Historian, Eugene Emme, the Emme award was created in 1982 to annually recognize an outstanding book that increases public understanding of the past and potential impact of the field of astronautics.

An Introduction to Modern Vehicle Design

Elsevier An Introduction to Modern Vehicle Design starts from basic principles and builds up analysis procedures for all major aspects of vehicle and component design. Subjects of current interest to the motor industry - such as failure prevention, designing with modern material, ergonomics, and control systems - are covered in detail, with a final chapter discussing future trends in automotive design. Extensive use of illustrations, examples, and case studies provides the reader with a thorough understanding of design issues and analysis methods.

Modelling Driver Behaviour in Automotive Environments

Critical Issues in Driver Interactions with Intelligent Transport Systems

Springer Science & Business Media This book presents a general overview of the various factors that contribute to modelling human behaviour in automotive environments. This long-awaited volume, written by world experts in the field, presents state-of-the-art research and case studies. It will be invaluable reading for professional practitioners graduate students, researchers and alike.

Modern Mathematical Statistics with Applications

Springer Nature This 3rd edition of *Modern Mathematical Statistics with Applications* tries to strike a balance between mathematical foundations and statistical practice. The book provides a clear and current exposition of statistical concepts and methodology, including many examples and exercises based on real data gleaned from publicly available sources. Here is a small but representative selection of scenarios for our examples and exercises based on information in recent articles: Use of the “Big Mac index” by the publication *The Economist* as a humorous way to compare product costs across nations Visualizing how the concentration of lead levels in cartridges varies for each of five brands of e-cigarettes Describing the distribution of grip size among surgeons and how it impacts their ability to use a particular brand of surgical stapler Estimating the true average odometer reading of used Porsche Boxsters listed for sale on www.cars.com Comparing head acceleration after impact when wearing a football helmet with acceleration without a helmet Investigating the relationship between body mass index and foot load while running The main focus of the book is on presenting and illustrating methods of inferential statistics used by investigators in a wide variety of disciplines, from actuarial science all the way to zoology. It begins with a chapter on descriptive statistics that immediately exposes the reader to the analysis of real data. The next six chapters develop the probability material that facilitates the transition from simply describing data to drawing formal conclusions based on inferential methodology. Point estimation, the use of statistical intervals, and hypothesis testing are the topics of the first three inferential chapters. The remainder of the book explores the use of these methods in a variety of more complex settings. This edition includes many new examples and exercises as well as an introduction to the simulation of events and probability distributions. There are more than 1300 exercises in the book, ranging from very straightforward to reasonably challenging. Many sections have been rewritten with the goal of streamlining and providing a more accessible exposition. Output from the most common statistical software packages is included wherever appropriate (a feature absent from virtually all other mathematical statistics textbooks). The authors hope that their enthusiasm for the theory and applicability of statistics to real world problems will encourage students to pursue more training in the discipline.

World War Z

An Oral History of the Zombie War

Broadway Books An account of the decade-long conflict between humankind and hordes of the predatory undead is told from the perspective of dozens of survivors who describe in their own words the epic human battle for survival, in a novel that is the basis for the June 2013 film starring Brad Pitt. Reissue. Movie Tie-In.

BMW 5 Series (E39) Service Manual 1997-2002, Volume 2: 525i, 528i, 530i, 540i, Sedan, Sport Wagon

Bentley Publishers The ultimate service manuals! Bentley manuals are the only comprehensive, single source of service information and specifications available for BMW cars. These manuals provide the highest level of clarity and completeness for all service and repair procedures. Enthusiasts, do-it-yourselfers, and professional technicians will appreciate the quality of photographs and illustrations, theory of operation, and accurate step-by-step instructions. If you are looking for better understanding of your BMW, look no further than Bentley. Even if you do not repair your own vehicle, knowledge of its internal workings will help you when discussing repairs and maintenance with your professional automotive technician. This Bentley Manual is the only comprehensive, single source of service information and specifications available specifically for BMW 5 Series from 1997 to 2002. The aim throughout this manual has been simplicity, clarity and completeness, with practical explanations, step-by-step procedures and accurate specifications. Whether you are a professional or a do-it-yourself BMW owner, this manual will help you understand, care for and repair your E39 5 Series. Though the do-it-yourself BMW owner will find this manual indispensable as a source of detailed maintenance and repair information, the BMW owner who has no intention of working on his or her car will find that reading and owning this manual will make it possible to discuss repairs more intelligently with a professional technician.

Brakes and Electronic Stability Control

Simulation and Testing for Vehicle Technology

7th Conference, Berlin, May 12-13, 2016

Springer The book includes contributions on the latest model-based methods for the development of personal and commercial vehicle control devices. The main topics treated are: application of simulation and model design to development of driver assistance systems; physical and database model design for engines, motors, powertrain, undercarriage and the whole vehicle; new simulation tools, methods and optimization processes; applications of simulation in function and software development; function and software testing using HiL, MiL and SiL simulation; application of simulation and optimization in application of control devices; automation approaches at all stages of the development process.

Brake Design and Safety

Memoirs of a Hack Mechanic

How Fixing Broken BMWs Helped Make Me Whole

For over 25 years Rob Siegel has written a monthly column called "The Hack Mechanic" for the BMW Car Club of America's magazine Roundel. In Memoirs of a Hack Mechanic, Rob Siegel shares his secrets to buying, fixing, and driving cool cars without risking the kids' tuition money or destroying his marriage. And that's something to brag about considering the dozens of cars, including twenty-five BMW 2002s, that have passed through his garage over the past three decades. With a steady dose of irreverent humor, Memoirs of a Hack Mechanic blends car stories, DIY advice, and cautionary tales in a way that will resonate with the car-obsessed (and the people who love them).

Build To Order

The Road to the 5-Day Car

Springer Science & Business Media Over the past 100 years the European Automotive Industry has been repeatedly challenged by best practice. First by the United States, through the development of 'mass production' pioneered by Henry Ford and more recently by 'lean production techniques' as practised by the leading Japanese producers, particularly Toyota. It has consistently risen to these challenges and has shown it can compete and even outperform its competitors with world-class products. However, the European industry is now faced with growing competition and growth from new emerging low-cost countries and needs to re-define its competitive advantage to remain at the forefront of the sector. Automotive growth is driven by two factors, new markets and new technologies. Global competition is increasing, with technology and product differentiation becoming the most important sales factors, but with continued cost pressure. Within the market the winners will be more profitable and the losers will disappear. The Automotive Industry makes a significant contribution to the socio-economic fabric of the European Union. Manufacturing output represents €700 billion and research and development spending €24 billion. European automotive suppliers number 5000 member companies and represent 5 million employees and generate €500 billion in revenues. These are significant figures that generate wealth and high value employment within the EU. European firms must consistently improve their competitive position to ensure that the industry does not migrate to growing new markets.

Tool and Manufacturing Engineers Handbook: Plastic Part Manufacturing

Society of Manufacturing Engineers This volume focuses on the practical application of processes for manufacturing plastic products. It includes information on design for manufacturability (DFM), material selection, process selection, dies, molds, and tooling, extrusion, injection molding, blow molding, thermoforming, lamination, rotational molding, casting, foam processing, compression and transfer molding, fiber reinforced processing, assembly and fabrication, quality, plant engineering and maintenance, management.

Volkswagen Jetta, Golf, GTI (A4) Service Manual: 1999, 2000, 2001, 2002, 2003, 2004, 2005: 1.8l Turbo, 1.9l Tdi Diesel, Pd Diesel, 2.0l Gasoline, 2.8l

The Volkswagen Jetta, Golf, GTI Service Manual: 1999-2005 contains in-depth maintenance, service and repair information for Volkswagen Jetta, Golf and GTI models from 1999 to 2005 built on the A4 platform. Whether you're a professional or a do-it-yourself Volkswagen owner, this manual will help you understand, care for, and repair your Volkswagen. Engines covered: * 1.8L turbo gasoline (engine codes: AWD, AWW, AWP) * 1.9L TDI diesel (engine code: ALH) * 1.9L Turbo diesel Pumpe D se (PD) (engine code: BEW) * 2.0L gasoline (engine codes: AEG, AVH, AZG, BBW, BEV) * 2.8L gasoline (engine code: AFP, BDF) Transmissions covered (remove, install, external service): * 02J 5-speed manual * 02M 6-speed manual * 01M 4-speed automatic * 09A 5-speed automatic

Reframing Organizations

Artistry, Choice, and Leadership

John Wiley & Sons In this fifth edition of the bestselling text in organizational theory and behavior, Bolman and Deal's update includes coverage of pressing issues such as globalization, changing workforce, multi-cultural and virtual workforces and communication, and sustainability. A full instructor support package is available including an instructor's guide, summary tip sheets for each chapter, hot links to videos & extra resources, mini-assessments for each of the frames, and podcast Q&As with Bolman & Deal.

Computer Forensics For Dummies

John Wiley & Sons Uncover a digital trail of e-evidence by using the helpful, easy-to-understand information in Computer Forensics For Dummies! Professional and armchair investigators alike can learn the basics of computer forensics, from digging out electronic evidence to solving the case. You won't need a computer science degree to master e-discovery. Find and filter data in mobile devices, e-mail, and other Web-based technologies. You'll learn all about e-mail and Web-based forensics, mobile forensics, passwords and encryption, and other e-evidence found through VoIP, voicemail, legacy mainframes, and databases. You'll discover how to use the latest forensic software, tools, and equipment to find the answers that you're looking for in record time. When you understand how data is stored, encrypted, and recovered, you'll be able to protect your personal privacy as well. By the time you finish reading this book, you'll know how to: Prepare for and conduct computer forensics investigations Find and filter data Protect personal privacy Transfer evidence without contaminating it Anticipate legal loopholes and opponents' methods Handle passwords and encrypted data Work with the courts and win the case Plus, Computer Forensics for Dummies includes lists of things that everyone interested in computer forensics should know, do, and build. Discover how to get qualified for a career in computer forensics, what to do to be a great investigator and expert witness, and how to build a forensics lab or toolkit. Note: CD-ROM/DVD and other supplementary materials are not included as part of eBook file.

BMW 5 & 6 Series E12 - E24 - E28 -E34 Restoration Tips and Techniques

Brooklands Books A wealth of restoration tips and techniques covering E12, E24, E28, E34, 5 and 6 Series BMWs built between 1972 and 1995. Covers all models from 518 to M6. Advice is given on acquiring a good BMW 5 & 6 Series model, plus tips on restoring, engines, bodywork, trim, electrics, suspension & much more. If you have a car like this then you can save thousands as you bring it back up to specification - for your safety or as a restoration project this is the book you need.

Enterprise Knowledge Infrastructures

Springer Science & Business Media Success of an organization is increasingly dependent on its capability to create an environment in order to improve productivity of knowledge work. This book focuses on the concepts, models and technologies that are used to design and implement such an environment. It develops the vision of a modular, yet highly integrated enterprise knowledge infrastructure and presents an idealized architecture replete with current technologies and systems. The most important streams of technological development that are covered in the book are communication, collaboration, document and content management, e-learning, enterprise portals, business process management, information life cycle management, information retrieval and visualization, knowledge management, mobile computing, application and network infrastructure, Semantic Web and social software. It includes learning goals, exercises and case examples that help the reader to easily understand and practice the concepts.

The Hack Mechanic Guide to European Automotive Electrical Systems

Bentley Publishers Electrical issues in European cars can be intimidating. The Hack Mechanic Guide to European Automotive Electrical Systems shows you how to think about electricity in your car and then take on real-world electrical problems. The principles discussed can be applied to most conventional internal-combustion-engined vehicles, with a focus on European cars spanning the past six decades. Drawing on The Hack Mechanic's wisdom and experience, the 38 chapters cover key electrical topics such as battery, starter, alternator, ignition, circuits, and relays. Through a practical and informal approach featuring hundreds of full-color illustrations, author Rob Siegel takes the fear-factor out of projects like making wire repairs, measuring voltage drops, or figuring out if you have a bad fuel pump relay. Essential tools such as multimeters (DVOM), oscilloscopes, and scan tools are discussed, with special attention given to the automotive multimeter needed to troubleshoot many modern sensors. You'll get step-by-step troubleshooting procedures ranging from safely jump starting a battery to diagnosing parasitic current drain and vehicle energy diagnosis. And you'll find detailed testing procedures for most problematic electrical components on your European car such as oxygen sensors, crankshaft and camshaft sensors, wheel speed sensors, fuel pumps, solenoids, and actuators. Reading wiring diagrams and decoding the German DIN standard are also covered. Whether you are a DIY mechanic or a professional technician, The Hack Mechanic Guide to European Automotive Electrical Systems will increase your confidence in tackling automotive electrical problem-solving. This book applies to gasoline and diesel powered internal combustion engine vehicles. Not intended for hybrid or electric vehicles.

Resurrecting Bertha

Buying Back Our Wedding Car After 26 Years in Storage

To most people, cars are just appliances to be disposed of when they rust, become unreliable, or are outgrown. But to car people, it's different. Cars are like photographs that occupy physical space. They hold aromas that trigger memories, and remind us of who we once were. In addition, to some people, the relationship with the car itself is a real thing. Many enthusiasts pine for the cars of their youth, regret that they ever let them go, and yearn and search for them the way people do with old lovers, hoping to find them and rekindle that old spark. In Resurrecting Bertha, Rob Siegel assures you that this is normal (well, as normal as anything is with car people), and embarks on this journey himself. Writing in his trademark Hack Mechanic voice that's enthralled readers for 35 years, Rob describes his original eight-year relationship with his highly-modified 1975 BMW 2002 "Bertha," selling the car to a dear friend, its 26 years of storage, and buying it back in a weak whisky-soaked moment only to experience the "oh dear God what did I just do" regret when he raises the long-closed garage door and comes face-to-face with the badly deteriorated car. The book details the steps Rob went through to get the car running, then driving, then sufficiently sorted to make a 2000-mile drive, and how the reconnection with the car was so much deeper than he expected. Resurrecting Bertha is about more than just the nuts and bolts; it's about deciding what's important, the joy of doing good, and how, if you do it right, not only can you go home again, but you can do so in the same car.

Kasserine Pass

Rommel's Bloody, Climactic Battle for Tunisia

Cooper Square Pub This text covers the desert battle at Kasserine Pass in February 1943, the first real confrontation between American and German troops and the one that pitted Eisenhower's and Patton's leadership against Rommel's.

Low-Speed Wind Tunnel Testing

John Wiley & Sons A brand-new edition of the classic guide on low-speed wind tunnel testing While great advances in theoretical and computational methods have been made in recent years, low-speed wind tunnel testing remains essential for obtaining the full range of data needed to guide detailed design decisions for many practical engineering problems. This long-awaited Third Edition of William H. Rae, Jr.'s landmark reference brings together essential information on all aspects of low-speed wind tunnel design, analysis, testing, and instrumentation in one easy-to-use resource. Written by authors who are among the most respected wind tunnel engineers in the world, this edition has been updated to address current topics and applications, and includes coverage of digital electronics, new instrumentation, video and photographic methods, pressure-sensitive paint, and liquid crystal-based measurement methods. The book is organized for quick access to topics of interest, and examines basic test techniques and objectives of modeling and testing aircraft designs in low-speed wind tunnels, as well as applications to fluid motion analysis, automobiles, marine vessels, buildings, bridges, and other structures subject to wind loading. Supplemented with real-world examples throughout, Low-Speed Wind Tunnel Testing, Third Edition is an indispensable resource for aerospace engineering students and professionals, engineers and researchers in the automotive industries, wind tunnel designers, architects, and others who need to get the most from low-speed wind tunnel technology and experiments in their work.

The Know-It-All's Guide to Life

How to Climb Mount Everest, Cure Hiccups, Live to 100, and Dozens of Other Practical Unusual, Or Just Plain Fantastical Things

Career Press These topics and many more are illuminated with wit and brevity. You'll get useful advice about a myriad of subjects including: personal finance, health, sports, travel, automobiles, careers, and food. And the information is not hidden behind a lot of jargon or filler material. With just a few pages devoted to each area of discussion, you will learn things like how to negotiate with a contractor, try your own court case, join Mensa, become a movie star, get a patent, avoid being hit by lightning, run a democracy...even save the Earth. And that's just a small sample of topics -- from the glorious to the goofy -- covered within. Book jacket.

Introductory Grammar of Amharic

Otto Harrassowitz Verlag This book closes the gap for beginners who want to study the Amharic language and had difficulties in finding the right grammar for this purpose: The first grammar of Amharic, the national language of Ethiopia, was published by Hiob Ludolf in 1698. The Amharic grammar published by Praetorius in 1879 is based on Amharic religious texts and on scattered material, usually composed by missionaries. A milestone in the study of Amharic is Marcel Cohen's *Traite de langue amharique* (1936), but this grammar, too is not completely suited for beginners since the author's generalizations are at times aimed at linguists. The grammar that comes closest to the concept of a beginner's grammar is that of C.H. Dawkin (1960), yet this grammar is extremely short, does not give examples and does not introduce the student to the intricacies of the language. The new book gives all the grammatical forms and the sentences of the present grammar in Amharic script and in phonetic transcription. The illustrative examples have a free and a literal translation. This procedure should likewise prove to be useful for the Semitist as well as for the general linguist.

How to Restore Your C3 Corvette 1968-1982

CarTech Inc This restoration guide provides in-depth, step-by-step information of common restoration procedures and features brilliant color photos so the reader can complete a bumper-to-bumper restoration in their own garage.

The Wankel Engine: Design, Development, Applications Just Needs a Recharge

The Hack Mechanic Guide to Vintage Air Conditioning

Air conditioning in vintage cars often falls into disrepair, as owners figure that it never really worked all that well when it was new, and assume that rejuvenation would be prohibitively expensive. In his new book, Just Needs a Recharge: The Hack Mechanic Guide to Vintage Air Conditioning, Rob Siegel details exactly what's needed to resurrect long-dead air conditioning in a vintage car, or install a/c in a car that never had it. In a level of detail not found in any other automotive a/c book, Rob reveals what you need to know about flare and o-ring fittings, upgrading to a rotary-style compressor and a parallel-flow condenser, making or specifying custom hoses, and selecting refrigerant so that the a/c blows cold enough to be usable. Although the book draws from Rob's BMW experience (with specifics for the BMW 2002 and 3.0CS), and concentrates on vintage a/c systems (those that have flare fittings and originally contained R12), most of the information applies to any air conditioning system, foreign or domestic, vintage or modern. Written in Rob's entertaining Hack Mechanic narrative voice, and including 240 photographs and illustrations, the book covers theory, the choice of refrigerant (R12, R134a, other EPA-approved, non-EPA-approved), legality, tools for a/c work, fittings and sizes, the compressor, the evaporator assembly and expansion valve or orifice tube, the condenser and fan, the receiver/drier or accumulator, electrical connections and compressor cycling, connecting and using manifold gauges, the basic steps for a/c rejuvenation, from-scratch a/c retrofit, making and installing hoses, flushing the system, pressure-testing and leak detection, evacuating and charging the system troubleshooting, and other things that heat up the cabin.

BMW E30

The Complete Story

The Crowood Press The E30 3 Series was the car that defined BMW more than any other during the 1980s, and it has gone on to become a much-loved modern classic. This book tells the full story of the cars from the time in 1976 when work first began on the successor to the original E21 3 Series. This new book features the story of how and why BMW designed their new compact E30 saloon for the 1980s; the styling, engineering and specification changes introduced over the lifetime of the model. There are full technical specifications, including paint and interior trim choices given along with a chapter on the special US variants. Details of the M3 and the cars produced by the leading German tuners and finally, there is a chapter on buying and owning a BMW E30.

BMW E30 3 Series

1981 to 1994

Veloce Publishing Ltd Having this book in your pocket is just like having a real marque expert at your side. Benefit from Ralph Hosier's years of BMW experience, learn how to spot a bad car quickly, and how to assess a promising one like a true professional. Get the right car at the right price!

Datsun Z

From Fairlady to 280Z

Veloce The complete history of the groundbreaking sportscar that opened up export markets for the Japanese - particularly in America. Covered are all the FairLady (Datsun 1600/2000 roadster) sportscars, through 240Z, 260Z and 280Z.

Automotive Ergonomics

Springer Ergonomics teaches how to design technology in such a way that it is optimally adapted to the needs, wishes and characteristics of the user. In this context, the concept of the human-machine system has become established. In a systematic way and with a detailed view of the complicated technical and perceptual psychological and methodological connections, this book explains the basics of automotive ergonomics with numerous examples. The application is shown in examples such as package, design of displays and control elements, of environmental ergonomics such as lighting, sound, vibrations, climate and smell. The design of driver assistance systems from an ergonomic perspective is also a central topic. The book is rounded off by methods of ergonomic vehicle development, the use of mock-ups, driving simulators and tests in real vehicles and prototypes. For the first time, those responsible in the automotive industry and in the field of relevant research are provided with a specialized systematic work that provides the ergonomic findings in the design of today's automobiles. This provides planners and designers of today's automobiles with concrete information for ergonomic product development, enabling them to keep an eye on decisive requirements and subsequent customer acceptance. This book is a translation of the original German 1st edition *Automobilergonomie* by Heiner Bubb, Klaus Bengler, Rainer E. Grünen & Mark Vollrath, published by Springer Fachmedien Wiesbaden GmbH, part of Springer Nature in 2015. The translation was done with the help of artificial intelligence (machine translation by the service DeepL.com). A subsequent human revision was done primarily in terms of content, so that the book will read stylistically differently from a conventional translation. Springer Nature works continuously to further the development of tools for the production of books and on the related technologies to support the authors.

E-business and E-commerce Management

Strategy, Implementation and Practice

Pearson Education Aimed at students, this work covers various aspects of e-business - focusing on sales and marketing, as well as detailing procurement, supply chains, and the legal and security considerations. It contains a range of features to help you learn effectively including margin definitions, international case studies, activities and web links.

X-Rated!

The Power of Mythic Symbolism in Popular Culture

Springer Many attack pop culture as a crude 'sexual' and 'celebrity-based' culture that is purportedly bringing about the end of moral values. Renowned semiotician Marcel Danesi adds his signature insight to the debate by delving deep into pop culture through a consideration of symbols. Danesi's treatment of letters, such as the X in 'X-Rated,' the 'i' in 'iPod,' and other such symbols, reveals an ancient mythic structure that blends the sacred and profane dimensions of human psychic life. Danesi takes the reader on a remarkable exploration of the radical turns in American society, a society in

which the search for pleasure and sexual expression often reign supreme. X-Rated! is a fascinating trip through what gives pop culture its secret appeal.

Automotive Ergonomics

CRC Press This important book focuses on the role of human factors in the design and use of automobiles. It should review current knowledge of human characteristics as related to passenger car design and thus serve as a basis for new car design and design evaluation. Comprehensive and accessible, the book is organized around the following themes: human capabilities and limitations in car design - anthropometry, biomechanics, human vision, motorskills, and cognition; the physical aspects of car design - occupant packaging', entry and egress, seating, luggage loading, occupant protection, thermal environment; informational aspects of design - displays and controls, HUDS, icons, warnings, vehicle lighting and sounds; and special topics such as driving performance models, driver workload, older drivers, and computer-aided ergonomic design.; It is Aimed At Automotive Designers, Government Agencies Concerned With Car passenger transport issues and the ergonomics research community.