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KEY=HYUNDAI - FORD KRUEGER

RUSSIA AUTOMOBILE INDUSTRY DIRECTORY - STRATEGIC INFORMATION AND CONTACTS

Lulu.com *Russia Automobile Industry Directory*

INSIDER GUIDE TO EASY CAR BUYING: SPEND A TENNER SAVE A GRAND

АВТОМИР NO20/2015

Litres «АвтоМир» – единственный в России еженедельный автомобильный журнал. Самые свежие новости из мира автомобилей. Сравнительные тест-драйвы автомобилей-одноклассников. В каждом номере представляем: автомобиль недели – лидер российских продаж. Концепт-кары – авто будущего. Российские и международные автомобильные выставки и автогонки. Рекомендации по выбору подержанных иномарок. Технические характеристики и актуальные цены в автосалонах Москвы.

АВТОМИР NO30/2014

Litres «АвтоМир» – единственный в России еженедельный автомобильный журнал. Самые свежие новости из мира автомобилей. Сравнительные тест-драйвы автомобилей-одноклассников. В каждом номере представляем: автомобиль недели – лидер российских продаж. Концепт-кары – авто будущего. Российские и международные автомобильные выставки и автогонки. Рекомендации по выбору подержанных иномарок. Технические характеристики и актуальные цены в автосалонах Москвы.

АВТОМИР NO27-28/2015

Litres «АвтоМир» – единственный в России еженедельный автомобильный журнал. Самые свежие новости из мира автомобилей. Сравнительные тест-драйвы автомобилей-одноклассников. В каждом номере представляем: автомобиль недели – лидер российских продаж. Концепт-кары – авто будущего. Российские и международные автомобильные выставки и автогонки. Рекомендации по выбору подержанных иномарок. Технические характеристики и актуальные цены в автосалонах Москвы.

MATT KEEGAN

This is the first significant publication to explore the output of Matt Keegan, the New York-based artist known for his work across mediums, as well as independent publishing including the acclaimed editioned art journal North Drive Press. This monograph expands on a recent solo exhibition by the artist at Rogaland Kunstcenter; Stavanger, Norway, titled "Portable Document Format." The show was organized as an idiosyncratic retrospective, with Keegan remaking sculptures dating from 2006 to 2015, initially fabricated in Sheetrock and steel, in cardboard. Like the exhibition, the publication serves both as a project and a reference for the artist's work. Essays by Tom McDonough and John Miller theorize Keegan's production, while interviews with Sara VanDerBeek and Anna Craycroft underscore the artist's ongoing engagement with his peer group. Furthered by contributions from colleagues Uri Aran, Leslie Hewitt and James Richards, situated alongside full-color installation photos and reproductions of work from the past decade, Matt Keegan: OR provides a solid introduction and layered overview of the artist's multifarious practice.

MARKETING MANAGEMENT

AN INDIAN PROSPECTIVE

Educreation Publishing Beginning of 21st century, there is various facet of marketing. The fundamental of marketing is utilized in every aspect. The marketing trends are making the marketers assimilate the innovations into marketing realities. The definitive impact is seen in the market place. Today companies are using the mode of application of innovations in product solution for the customer problems. Marketing is changed a lot from 1960's. The fundamental topics such as segmentation, targeting, positioning still used by companies though there are new contemporary trends in marketing. Service market has grown significantly in this liberalized economy. Customers look for experiences while consuming. Customer lifestyle has changed substantially. New Indian customers graduating for nuclear family values, owning number of brands, having shopping experiences in retail outlet, flying in Airline, watching movies in multiplexes, food in good restaurant, pleasant stay in good hotel and health checkup in healthcare centers are becoming ices, properties, persons, places, events, information, ideas or organization is of interest to everyone. Customer feedback is implemented by the companies. Even the companies are tracking how many customers are clicking on what in webpage, and how many advertisements they are seeing. It makes marketers plan their market offerings. India's image now that it is able to provide services for the products augurs well for the country. Every chapter in this book explains in detail about fundamentals, challenges and contemporary issues. This book represents relevant topics for insightful marketing for the new century.

АВТОМИР NO07/2017

Litres «АвтоМир» – единственный в России еженедельный автомобильный журнал. Самые свежие новости из мира автомобилей. Сравнительные тест-драйвы автомобилей-одноклассников. В каждом номере представляем: автомобиль недели – лидер российских продаж. Концепт-кары – авто будущего. Российские и международные автомобильные выставки и автогонки. Рекомендации по выбору подержанных иномарок. Технические характеристики и актуальные цены в автосалонах Москвы.

АВТОМИР NO05/2017

Litres «АвтоМир» – единственный в России еженедельный автомобильный журнал. Самые свежие новости из мира автомобилей. Сравнительные тест-драйвы автомобилей-одноклассников. В каждом номере представляем: автомобиль недели – лидер российских продаж. Концепт-кары – авто будущего. Российские и международные автомобильные выставки и автогонки. Рекомендации по выбору подержанных иномарок. Технические характеристики и актуальные цены в автосалонах Москвы.

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KIPLINGER'S PERSONAL FINANCE

The most trustworthy source of information available today on savings and investments, taxes, money management, home ownership and many other personal finance topics.

LEMON-AID NEW AND USED CARS AND TRUCKS 1990-2016

Dundurn *This book steers buyers through the the confusion and anxiety of new and used vehicle purchases unlike any other car-and-truck book on the market. "Dr. Phil," Canada's best-known automotive expert for more than forty-five years, pulls no punches.*

АВТОМИР

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POPULAR MECHANICS

Popular Mechanics inspires, instructs and influences readers to help them master the modern world. Whether it's practical DIY home-improvement tips, gadgets and digital technology, information on the newest cars or the latest breakthroughs in science -- PM is the ultimate guide to our high-tech lifestyle.

THE CONSUMER RESPONSE TO GASOLINE PRICE CHANGES

EMPIRICAL EVIDENCE AND POLICY IMPLICATIONS

Stanford University When gasoline prices rise, people notice: the news is filled with reports of pinched household budgets and politicians feeling pressure to do something to ameliorate the burden. Yet, raising the gasoline tax to internalize externalities is widely considered by economists to be among the most economic efficiency-improving policies we could implement in the transportation sector. This dissertation brings new evidence to bear on quantifying the responsiveness to changing gasoline prices, both on the intensive margin (i.e., how much to drive) and the extensive margin (i.e., what vehicles to buy). I assemble a unique and extremely rich vehicle-level dataset that includes all new vehicle registrations in California 2001 to 2009, and all of the mandatory smog check program odometer readings for 2002 to 2009. The full dataset exceeds 49 million observations. Using this dataset, I quantify the responsiveness to gasoline price changes on both margins, as well as the heterogeneity in the responsiveness. I develop a novel structural model of vehicle choice and subsequent utilization, where consumer decisions are modeled in a dynamic setting that explicitly accounts for selection on unobserved driving preference at both the time of purchase and the time of driving. This utility-consistent model allows for the analysis of the welfare implications to consumers and government of a variety of different policies, including gasoline taxes and feebates. I find that consumers are responsive to changing gasoline prices in both vehicle choice and driving decisions, with more responsiveness than in many recent studies in the literature. I estimate a medium-run (i.e., roughly two-year) elasticity of fuel economy with respect to the price of gasoline for new vehicles around 0.1 for California, a response that varies by whether the vehicle manufacturer faces a tightly binding fuel economy standard. I estimate a medium-run elasticity of driving with respect to the price of gasoline around -0.15 for new personal vehicles in the first six years. Older vehicles are driven much less, but tend to be more responsive, with an elasticity of roughly -0.3. I find that the vehicle-level responsiveness in driving to gasoline price changes varies by vehicle class, income, geographic, and demographic groups. I also find that not including controls for economic conditions and not accounting for selection into different types of new vehicles based on unobserved driving preference tend to bias the elasticity of driving away from zero -- implying a greater responsiveness than the true responsiveness. This is an important methodological point, for much of the literature estimating similar elasticities ignores these two issues. These results have significant policy implications for policies to reduce gasoline consumption and greenhouse gas emissions from transportation. The relatively inelastic estimated responsiveness on both margins suggests that a gasoline tax policy may not lead to dramatic reductions in carbon dioxide emissions, but is a relatively non-distortionary policy instrument to raise revenue. When the externalities of driving are considered, an increased gasoline tax may not only be relatively non-distortionary, but even economic efficiency-improving. However, I find that the welfare changes from an increased gasoline tax vary significantly across counties in California, an important consideration for the political feasibility of the policy. Finally, I find suggestive evidence that the "rebound effect" of a policy that works only on the extensive margin, such as a feebate or CAFE standards, may be closer to zero than the elasticity of driving with respect to the price of gasoline. This suggestive finding is particularly important for the analysis of the welfare effects of any policy that focuses entirely on the extensive margin.

FUEL CELLS

CURRENT TECHNOLOGY CHALLENGES AND FUTURE RESEARCH NEEDS

Newnes "This book is a one of a kind, definitive reference source for technical students and researchers, government policymakers, and business leaders. It provides an overview of past and present initiatives to improve and commercialize fuel cell technologies. It provides context and analysis to help potential investors assess current fuel cell commercialization activities and future prospects. Most importantly, it gives top executive policymakers and company presidents with detailed policy recommendations as to what should be done to successfully commercialize fuel cell technologies."--pub. desc.

АВТОПИЛОТ 12-2013-2013

Litres Журнал для автомобилистов. Ежемесячно на страницах издания вы найдете новости зарубежного и российского авто-рынка, статьи об автомобильном образе жизни и мышления, материалы об удовольствии езды на больших скоростях, тест-драйвы новинок автопрома, рейтинг лучших автомобилей мира и интервью с персонами, которые не мыслят себя без гонок на своих автомобилях. А также ретро-рубрика «Машина времени» и авторские материалы лучших корреспондентов «Коммерсанта».

LEMOM-AID NEW AND USED CARS AND TRUCKS 2007-2018

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

THE POWER REPORT

J.D. Power and Associates automotive journal.

THE NEW DOMESTIC AUTOMAKERS IN THE UNITED STATES AND CANADA

HISTORY, IMPACTS, AND PROSPECTS

Lexington Books This book provides a unique historical and qualitative review of ten foreign automakers with plants in developed North America from their early beginnings to their export entry into North America. It seeks to expand the knowledge of American and Canadian policymakers pursuing a new foreign motor vehicle assembly plant or Foreign Direct Investment.

INDIAN BUSINESS CASE STUDIES VOLUME I

Oxford University Press This volumes has multidisciplinary Indian case studies from different areas of management like finance, human resource management, marketing, and strategic operations management.

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ЖУРНАЛ «ТЕСТ-ДРАЙВ»

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THE STICK FAMILY

Createspace Independent Publishing Platform In this book, two siblings whose names are Ham and Wall go on the adventure of their lives. Ham is the younger brother, and Wall the older sister. These two Stick people live in a house together, waiting everyday for something big to happen in their lives. And one day, something does. They get a package in the mail. They open it up. And it has a baby in it! And the baby has a BEARD! Read to find out what happens to these two as they go on a hilarious comedic adventure! And also read it because I told you to. But mainly because you should find out what happens. Anyways, enjoy! :)

QUATTRORUOTE NO10/2016

Litres Quattroruote (Кватроруте) - это великолепно изданный автомобильный журнал, охватывающий весь спектр машин, существующих в настоящее время на планете. Его главная цель - дать читателям самую объективную и исчерпывающую информацию обо всех автомобилях мира, представленных на российском рынке. Журнал Quattroruote имеет собственный автомобильный полигон, который находится на территории Италии, располагает отлично оборудованной скоростной трассой и великолепными условиями для самых разнообразных высокотехнологичных исследований. Всевозможные тесты автомобилей проводятся здесь постоянно, по самым высоким стандартам качества и выявляют все достоинства и недостатки каждой машины. Большое внимание журнал Quattroruote уделяет автокаталогу с техническими характеристиками и актуальными ценами на все новые автомобили и машины с пробегом. Каталог журнала Quattroruote пользуется большой популярностью как у автолюбителей, так и у опытных водителей-профессионалов со стажем. Важные темы каждого номера - lifestyle и путешествия. В номере:Проба руляTesla Model XАвтополигонLand Rover Discovery SportСпецтестПо коробкам! Перевозим мебель в компактных кроссоверахЧтого ждатьFord FiestaLifestyleАльпийская рапсодия. Автомобильное путешествие по ШвейцарииГид покупателяЦены на новые автомобилии многое другое

WEEKEND DRIVER

SAN DIEGO

Sunbelt Publications, Inc. A guide to day drives in and around San Diego County. Includes maps, photos, driving directions, some historical information, and a comprehensive index. Author writes the bi-

weekly Weekend Driver column for the Wheels section of the San Diego Union Tribune.

AUTOMOBILY: JMÉNA, ZNAČKY A ZNAKY

VÝZNAM JMEN A ZNAČEK, LOGA, PŘEHLED TYPŮ, HISTORIE A ZAJÍMAVOSTI

Grada Publishing a.s. Jakou výbavu měla speciální série vozů Aston Martin, nazvaná Alfred Dunhill? Jak souvisí logo Maserati s fontánou z 16. století? Je slovo Aero spojeno jen s českou automobilkou, nebo najdeme vozy tohoto jména i v jiných částech světa? Co přesně jsou „daňové koně“? Vymysleli název Citroën Ellysée Číňané? Jak ovlivnil vývoj automobilového průmyslu fakt, že zakladatelé značek Ferrari a Lamborghini spolu nevycházel? Ing. Jiří Fiala (publicista, automobilový historik a sběratel automobilové literatury) a doc. Petr Strossa (vědec, expert přes jazyky a dorozumívání s počítači) předkládají všem automobilovým fanatikům unikátní výkladový slovník jmen značek a jejich typů, který obsahuje hesla o přibližně 1600 značkách a více než 5000 typech a modelech. Čtenáři v knize najdou mimo jiné základní informace o výrobcích automobilů, jejich filozofii označování typů, používání interních kódů či recyklování názvů vozů. Dozvědí se, proč se jeden automobil prodával pod různými názvy, proč se některá jména nesměla používat nebo jakých dosáhly jednotlivé vozy sportovních úspěchů. Vůbec poprvé je u nás pak publikován systém kódů sovětských vozidel a přehled čínských značek a výrobců. Zvláštní pozornost je věnována znakům (logům) všech důležitých značek, jejich vzniku a proměnám v čase. Celá tato speciální problematika je navíc zasazena do kontextu společenských a geopolitických událostí a okořeněná množstvím pozoruhodných historek a kuriozit souvisejících s auty, jejich jmény a výrobci.

KIPLINGER'S PERSONAL FINANCE

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WHY IT SELLS

DECODING THE MEANINGS OF BRAND NAMES, LOGOS, ADS, AND OTHER MARKETING AND ADVERTISING PLOYS

Rowman & Littlefield Marcel Danesi is an entertaining and insightful tour guide to decoding the messages woven into the advertisements, commercials, brand names, and logos we see on a daily basis. Guiding readers through the basics of how to interpret ads, Danesi explores everything from product and package design to jingles, cyberadvertising, ad campaigns, global impacts, culture jamming, and advertising effects. Why It Sells will fascinate and inform all readers interested in how ads, marketing, and branding take hold in the consumer psyche.

ENCYCLOPEDIA OF LANGUAGE AND LINGUISTICS

Elsevier The first edition of ELL (1993, Ron Asher, Editor) was hailed as "the field's standard reference work for a generation". Now the all-new second edition matches ELL's comprehensiveness and high quality, expanded for a new generation, while being the first encyclopedia to really exploit the multimedia potential of linguistics. * The most authoritative, up-to-date, comprehensive, and international reference source in its field * An entirely new work, with new editors, new authors, new topics and newly commissioned articles with a handful of classic articles * The first Encyclopedia to exploit the multimedia potential of linguistics through the online edition * Ground-breaking and International in scope and approach * Alphabetically arranged with extensive cross-referencing * Available in print and online, priced separately. The online version will include updates as subjects develop ELL2 includes: * c. 7,500,000 words * c. 11,000 pages * c. 3,000 articles * c. 1,500 figures: 130 halftones and 150 colour * Supplementary audio, video and text files online * c. 3,500 glossary definitions * c. 39,000 references * Extensive list of commonly used abbreviations * List of languages of the world (including information on no. of speakers, language family, etc.) * Approximately 700 biographical entries (now includes contemporary linguists) * 200 language maps in print and online Also available online via ScienceDirect - featuring extensive browsing, searching, and internal cross-referencing between articles in the work, plus dynamic linking to journal articles and abstract databases, making navigation flexible and easy. For more information, pricing options and availability visit www.info.sciencedirect.com. The first Encyclopedia to exploit the multimedia potential of linguistics Ground-breaking in scope - wider than any predecessor An invaluable resource for researchers, academics, students and professionals in the fields of: linguistics, anthropology, education, psychology, language acquisition, language pathology, cognitive science, sociology, the law, the media, medicine & computer science. The most authoritative, up-to-date, comprehensive, and international reference source in its field

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AUTOMOTIVE TRANSMISSIONS

FUNDAMENTALS, SELECTION, DESIGN AND APPLICATION

Springer Science & Business Media This book gives a full account of the development process for automotive transmissions. Main topics: - Overview of the traffic - vehicle - transmission system - Mediating the power flow in vehicles - Selecting the ratios - Vehicle transmission systems - basic design principles - Typical designs of vehicle transmissions - Layout and design of important components, e.g. gearshifting mechanisms, moving-off elements, pumps, retarders - Transmission control units - Product development process, Manufacturing technology of vehicle transmissions, Reliability and testing The book covers manual, automated manual and automatic transmissions as well as continuously variable transmissions and hybrid drives for passenger cars and commercial vehicles. Furthermore, final drives, power take-offs and transfer gearboxes for 4-WD-vehicles are considered. Since the release of the first edition in 1999 there have been a lot of changes in the field of vehicles and transmissions. About 40% of the second edition's content is new or revised with new data.

LEMON-AID NEW CARS AND TRUCKS 2012

Dundurn Offers advice for prospective buyers of cars and trucks, reveals information on secret warranties and confidential service bulletins, and tells how to complain and get results.

BOATING

TORQUE

Singapore's best homegrown car magazine, with an editorial dream team driving it. We fuel the need for speed!

INNOVATIVE ENVIRONMENTAL TECHNOLOGIES

FIELD HEARING BEFORE THE COMMITTEE ON ENVIRONMENT AND PUBLIC WORKS, UNITED STATES SENATE, ONE HUNDRED SEVENTH CONGRESS, FIRST SESSION, ON EMERGING ENVIRONMENTAL TECHNOLOGY AND NATIONAL ENERGY POLICY, MAY 30, 2001, DURHAM, NH.
