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MIMO-OFDM Wireless Communications with MATLAB *John Wiley & Sons* MIMO-OFDM is a key technology for next-generation cellular communications (3GPP-LTE, Mobile WiMAX, IMT-Advanced) as well as wireless LAN (IEEE 802.11a, IEEE 802.11n), wireless PAN (MB-OFDM), and broadcasting (DAB, DVB, DMB). In MIMO-OFDM Wireless Communications with MATLAB®, the authors provide a comprehensive introduction to the theory and practice of wireless channel modeling, OFDM, and MIMO, using MATLAB® programs to simulate the various techniques on MIMO-OFDM systems. One of the only books in the area dedicated to explaining simulation aspects Covers implementation to help cement the key concepts Uses materials that have been classroom-tested in numerous universities Provides the analytic solutions and practical examples with downloadable MATLAB® codes Simulation examples based on actual industry and research projects Presentation slides with key equations and figures for instructor use MIMO-OFDM Wireless Communications with MATLAB® is a key text for graduate students in wireless communications. Professionals and technicians in wireless communication fields, graduate students in signal processing, as well as senior undergraduates majoring in wireless communications will find this book a practical introduction to the MIMO-OFDM techniques. Instructor materials and MATLAB® code examples available for download at www.wiley.com/go/chomimo **The Official Railway Guide How to Wow 68 Effortless Ways to Make Every Customer Experience Amazing** *Pearson UK* Looking to improve your customer experience? These 68 strategies will show you how to stand out from your competitors, whatever your business. Full of practical tips, inspiring insights and interviews with a wide range of leaders and entrepreneurs, How to Wow reveals all you need to deliver a world-class customer experience. Covering both the customer and business side of the equation, you'll learn how to attract new customers, design a leading customer experience and quickly resolve a wide range of problems, plus much more. Don't let your business fall behind, look inside and take your customer experience to the next level. "Essential and powerful insights for everyone who aspires to map out and enhance the customer journey and drive growth." Keith Lewis, COO, Matchtech Group plc "At last - a book that provides practical ways of delivering the superior experience that today's customers demand." Olivier Njamfa, Co-Founder and CEO of customer experience software company Eptica **UMTS Security** *John Wiley & Sons* Can you afford not to read this book?..... The Universal Mobile Telecommunication System (UMTS) offers a consistent set of services to mobile computer and phone users and numerous different radio access technologies will co-exist within the UMTS system's core network - security is, therefore, of the utmost importance. UMTS Security focuses on the standardized security features of UMTS and brings together material previously only available in specifications, design documents and presentations in one concise form. In addition, this unique volume also covers non-standard implementation specific features that allow differentiation between operators and manufacturers. Describes the security solutions specified for UMTS Provides a comprehensive presentation of the UMTS security specifications and explains the role of the security functionality in the UMTS system Presents the UMTS security system in its totality from the theoretical background through to the design process Discusses the new security features included in Release 4 and 5 By providing a unified treatment of the security services provided by the UMTS system, this volume will provide invaluable information and have instant appeal to planners, constructors and implementers of UMTS networks, and developers and analysts of application oriented security services that make use of UMTS communication networks. It will also be of considerable interest to postgraduates and researchers of modern communication security technology. **Exploring Zynq Mpsoc With Pynq and Machine Learning Applications** This book introduces the Zynq MPSoC (Multi-Processor System-on-Chip), an embedded device from Xilinx. The Zynq MPSoC combines a sophisticated processing system that includes ARM Cortex-A53 applications and ARM Cortex-R5 real-time processors, with FPGA programmable logic. As well as guiding the reader through the architecture of the device, design tools and methods are also covered in detail: both the conventional hardware/software co-design approach, and the newer software-defined methodology using Xilinx's SDx development environment. Featured aspects of Zynq MPSoC design include hardware and software development, multiprocessing, safety, security and platform management, and system booting. There are also special features on PYNQ, the Python-based framework for Zynq devices, and machine learning applications. This book should serve as a useful guide for those working with Zynq MPSoC, and equally as a reference for technical managers wishing to gain familiarity with the device and its associated design methodologies. **People and Computers XX - Engage Proceedings of HCI 2006** *Springer Science & Business Media* Reading has arguably the longest and richest history of any domain for scientifically considering the impact of technology on the user. From the 1920s to the 1950s, Miles Tinker [1963] and other researchers ran hundreds of user tests that examined the effects of different fonts and text layout variables, such as the amount of vertical space between each line of text (called leading). Their research focused on user performance, and reading speed was the favoured measure. They charted the effect of the manipulated variables on reading speed, looking for the point at which their participants could read the fastest. Their assumption was that faster reading speeds created a more optimal experience. Printers and publishers eagerly consumed this research. In recent years, some of these variables have been reexamined as the technology and capabilities evolve with the advent of computers and computer screens. Dillon [1992] examined how to design textual information for an electronic environment. Boyarski et al. [1998] examined the effect of fonts that were designed for computer screens. Dyson & Kipping [1998] examined the effect of line length on computer screens. Larson et al. [2000] examined the effect of 3-D rotation on reading. Gugerty et al. [2004] demonstrated a reading performance advantage with the Microsoft ClearType display technology. **Official Airline Guide Wiley IFRS Practical Implementation Guide and Workbook** *John Wiley & Sons* Wiley IFRS: Practical Implementation Guide and Workbook, Second Edition is a quick reference guide on IFRS/IAS that includes easy-to-understand IFRS/IAS standards outlines, practical insights, case studies with solutions, illustrations and multiple-choice questions with solutions. The book greatly facilitates your understanding of the practical implementation issues involved in applying these complex "principles-based" standards. **PS-Line Internet and Mobile Phone Addiction Health and Educational Effects MDPI** Internet use-related addiction problems (e.g., Internet addiction, problem mobile phone use, problem gaming, and social networking) have been defined according to the same core element: the addictive symptomatology presented by individuals who excessively and problematically behave using the technology. Online activity is the most important factor in their lives, causing them the loss of control by stress and difficulties in managing at least one aspect of their daily life, affecting users' wellbeing and health. In 2018, Gaming Disorder was included as a mental disease in the 11th Revision of the International Classification of Diseases by the World Health Organization. In 2013, the American Psychiatric Association requested additional research on Internet Gaming Disorder. The papers contained in this e-Book provide unique and original perspectives on the concept, development, and early detection of the prevention of these health problems. They are diverse in the nature of the problems they deal with, methodologies, populations, cultures, and contain insights and a clear indication of the impact of individual, social, and environmental factors on Internet use-related addiction problems. The e-Book illustrates recent progress in the evolution of research, with great emphasis on gaming and smartphone problems, signaling areas in which research would be useful, even cross-culturally. **Intelligent Algorithms in Ambient and Biomedical Computing** *Springer Science & Business Media* This book is the outcome of a series of discussions at the Philips Symposium on Intelligent Algorithms, held in Eindhoven in December 2004. It offers exciting and practical examples of the use of intelligent algorithms in ambient and biomedical computing. It contains topics such as bioscience computing, database design, machine consciousness, scheduling, video summarization, audio classification, semantic reasoning, machine learning, tracking and localization, secure computing, and communication. **AI and Learning Systems Industrial Applications and Future Directions BoD - Books on Demand** Over the last few years, interest in the industrial applications of AI and learning systems has surged. This book covers the recent developments and provides a broad perspective of the key challenges that characterize the field of Industry 4.0 with a focus on applications of AI. The target audience for this book includes engineers involved in automation system design, operational planning, and decision support. Computer science practitioners and industrial automation platform developers will also benefit from the timely and accurate information provided in this work. The book is organized into two main sections comprising 12 chapters overall: •Digital Platforms and Learning Systems •Industrial Applications of AI **Wireless Networking Technology From Principles to Successful Implementation** *Elsevier* As the demand for higher bandwidth has led to the development of increasingly complex wireless technologies, an understanding of both wireless networking technologies and radio frequency (RF) principles is essential for implementing high performance and cost effective wireless networks. Wireless Networking Technology clearly explains the latest wireless technologies, covering all scales of wireless networking from personal (PAN) through local area (LAN) to metropolitan (MAN). Building on a comprehensive review of the underlying technologies, this practical guide contains 'how to' implementation information, including a case study that looks at the specific requirements for a voice over wireless LAN application. This invaluable resource will give engineers and managers all the necessary knowledge to design, implement and operate high performance wireless networks. · Explore in detail wireless networking technologies and understand the concepts behind RF propagation. · Gain the knowledge and skills required to install, use and troubleshoot wireless networks. · Learn how to address the problems involved in implementing a wireless network, including the impact of signal propagation on operating range, equipment inter-operability problems and many more. · Maximise the efficiency and security of your wireless network. **Design, Automation, and Test in Europe The Most Influential Papers of 10 Years DATE** *Springer Science & Business Media* In 2007 The Design, Automation and Test in Europe (DATE) conference celebrated its tenth anniversary. As a tribute to the chip and system-level design and design technology community, this book presents a compilation of the three most influential papers of each year. This provides an excellent historical overview of the evolution of a domain that contributed substantially to the growth and competitiveness of the circuit electronics and systems industry. **Official Railway Guide Wireless Communications** *Cambridge University Press* Wireless technology is a truly revolutionary paradigm shift, enabling multimedia communications between people and devices from any location. It also underpins exciting applications such as sensor networks, smart homes, telemedicine, and automated highways. This book provides a comprehensive introduction to the underlying theory, design techniques and analytical tools of wireless communications, focusing primarily on the core principles of wireless system design. The book begins with an overview of wireless systems and standards. The characteristics of the wireless channel are then described, including their fundamental capacity limits. Various modulation, coding, and signal processing schemes are then discussed in detail, including state-of-the-art adaptive modulation, multicarrier, spread spectrum, and multiple antenna techniques. The concluding chapters deal with multiuser communications, cellular system design, and ad-hoc network design. Design insights and tradeoffs are emphasized throughout the book. It contains many worked examples, over 200 figures, almost 300 homework exercises, over 700 references, and is an ideal textbook for students. **The Analysis and Use of Financial Statements** *John Wiley & Sons* Accounting Standards (US and International) have been updated to reflect the latest pronouncements. * An increased international focus with more coverage of IASC and non-US GAAPs and more non-US examples. **Twenty-six Characters An Alphabetical Book about Nokia Pure** *Die Gestalten Verlag* This exploration of Nokia's new typeface, designed by typography icon Bruno Maag, offers inspiration and insight for establishing an indispensable visual language. **A Guide to Global Liquidity Liquidity II. The Computer Graphics Manual** *Springer Science & Business Media* This book presents a broad overview of computer graphics (CG), its history, and the hardware tools it employs. Covering a substantial number of concepts and algorithms, the text describes the techniques, approaches, and algorithms at the core of this field. Emphasis is placed on practical design and implementation, highlighting how graphics software works, and explaining how current CG can generate and display realistic-looking objects. The mathematics is non-rigorous, with the necessary mathematical background introduced in the Appendixes. Features: includes numerous figures, examples and solved exercises; discusses the key 2D and 3D transformations, and the main types of projections; presents an extensive selection of methods, algorithms, and techniques; examines advanced techniques in CG, including the nature and properties of light and color, graphics standards and file formats, and fractals; explores the principles of image compression; describes the important input/output graphics devices. **Proceedings of International Conference on Advances in Computing** *Springer Science & Business Media* This is the first International Conference on Advances in Computing (ICAdC-2012). The scope of the conference includes all the areas of New Theoretical Computer Science, Systems and Software, and Intelligent systems. Conference Proceedings is a culmination of research results, papers and the theory related to all the three major areas of computing mentioned above. Helps budding researchers, graduates in the areas of Computer Science, Information Science, Electronics, Telecommunication, Instrumentation, Networking to take forward their research work based on the reviewed results in the paper by mutual interaction through e-mail contacts in the proceedings. **The SPARC Architecture Manual Version 8** This in-depth guide to Version 8 SPARC, a high-speed RISC computer chip, provides the reader with the background, design philosophy, high-level features and implementations of this new model. Includes an expanded index of terms for easy reference and a table of synthetic instructions added to the suggested assembly language syntax. **Security Owner's Stock Guide Wiley IFRS Practical Implementation Guide and Workbook** *John Wiley & Sons* A one-stop resource for understanding and applying current International Financial Reporting Standards As the International

Accounting Standards Board (IASB) makes rapid progress towards widespread acceptance and use of IFRS® (formerly named International Accounting Standards) worldwide, the need to understand these new standards increases. Now fully revised and updated, IFRS® Practical Implementation Guide and Workbook, Third Edition is the straightforward handbook for understanding and adapting the IFRS® standards. This quick reference guide includes easy-to-understand IAS/IFRS® outlines, explanations, and practical insights that greatly facilitate understanding of the practical implementation issues involved in applying these complex standards. Clearly explaining the IASB standards so that even first-time adopters of IFRS® will understand the complicated requirements, the Third Edition presents: Ten recently issued and revised IFRS® standards including business combinations, financial instruments and newly issued IFRS® for SMEs New International Financial Reporting Interpretations Committee (IFRIC) projects Multiple-choice questions with solutions and explanations to ensure thorough understanding of the complex IFRS®/IAS standards Case studies or "problems" with solutions illustrating the practical application of IFRS®/IAS Excerpts from published financial statements around the world Designed with the needs of the user in mind, IFRS® Practical Implementation Guide and Workbook, Third Edition is an essential desktop reference for accountants and finance professionals, as well as a thorough review guide for the IFRS®/IAS certification exam. **THz Communications Paving the Way Towards Wireless Tbps** *Springer Nature* This book describes the fundamentals of THz communications, spanning the whole range of applications, propagation and channel models, RF transceiver technology, antennas, baseband techniques, and networking interfaces. The requested data rate in wireless communications will soon reach from 100 Gbit/s up to 1 Tbps necessitating systems with ultra-high bandwidths of several 10s of GHz which are available only above 200 GHz. In the last decade, research at these frequency bands has made significant progress, enabling mature experimental demonstrations of so-called THz communications, which are thus expected to play a vital role in future wireless networks. In addition to chapters by leading experts on the theory, modeling, and implementation of THz communication technology, the book also features the latest experimental results and addresses standardization and regulatory aspects. This book will be of interest to both academic researchers and engineers in the telecommunications industry. **Soft Computing: Theories and Applications Proceedings of SoCTA 2018** *Springer Nature* The book focuses on soft computing and its applications to solve real-world problems in different domains, ranging from medicine and health care, to supply chain management, image processing and cryptanalysis. It includes high-quality papers presented at the International Conference on Soft Computing: Theories and Applications (SoCTA 2018), organized by Dr. B. R. Ambedkar National Institute of Technology, Jalandhar, Punjab, India. Offering significant insights into soft computing for teachers and researchers alike, the book inspires more researchers to work in the field of soft computing. **Microwave and RF Design, Volume 1 Radio Systems** *NC State University* Microwave and RF Design: Radio Systems is a circuits- and systems-oriented approach to modern microwave and RF systems. Sufficient details at the circuits and sub-system levels are provided to understand how modern radios are implemented. Design is emphasized throughout. The evolution of radio from what is now known as 0G, for early radio, through to 6G, for sixth generation cellular radio, is used to present modern microwave and RF engineering concepts. Two key themes unify the text: 1) how system-level decisions affect component, circuit and subsystem design; and 2) how the capabilities of technologies, components, and subsystems impact system design. This book is suitable as both an undergraduate and graduate textbook, as well as a career-long reference book. Key Features * The first volume of a comprehensive series on microwave and RF design * Open access ebook editions are hosted by NC State University Libraries at <https://repository.lib.ncsu.edu/handle/1840.20/36776> * 31 worked examples * An average of 38 exercises per chapter * Answers to selected exercises * Coverage of cellular radio from 1G through 6G * Case study of a software defined radio illustrating how modern radios partition functionality between analog and digital domains * A companion book, Fundamentals of Microwave and RF Design, is suitable as a comprehensive undergraduate textbook on microwave engineering **Machine Learning, Optimization, and Data Science 4th International Conference, LOD 2018, Volterra, Italy, September 13-16, 2018, Revised Selected Papers** *Springer* This book constitutes the post-conference proceedings of the 4th International Conference on Machine Learning, Optimization, and Data Science, LOD 2018, held in Volterra, Italy, in September 2018. The 46 full papers presented were carefully reviewed and selected from 126 submissions. The papers cover topics in the field of machine learning, artificial intelligence, reinforcement learning, computational optimization and data science presenting a substantial array of ideas, technologies, algorithms, methods and applications. **Computational Intelligence Methods in COVID-19: Surveillance, Prevention, Prediction and Diagnosis** *Springer Nature* The novel coronavirus disease 2019 (COVID-19) pandemic has posed a major threat to human life and health. This book is beneficial for interdisciplinary students, researchers, and professionals to understand COVID-19 and how computational intelligence can be used for the purpose of surveillance, control, prevention, prediction, diagnosis, and potential treatment of the disease. The book contains different aspects of COVID-19 that includes fundamental knowledge, epidemic forecast models, surveillance and tracking systems, IoT- and IoMT-based integrated systems for COVID-19, social network analysis systems for COVID-19, radiological images (CT, X-ray) based diagnosis system, and computational intelligence and in silico drug design and drug repurposing methods against COVID-19 patients. The contributing authors of this volume are experts in their fields and they are from various reputed universities and institutions across the world. This volume is a valuable and comprehensive resource for computer and data scientists, epidemiologists, radiologists, doctors, clinicians, pharmaceutical professionals, along with graduate and research students of interdisciplinary and multidisciplinary sciences. **Introductory Statistics The 9th Symbol** *Rose is a princess, a Cinder, and half-human. She is the last one born of her kind, and on her twenty-first birthday, she must enter the woods and travel to find her Prince, as her sisters did before her. "... And we will all dance at the Grand Ball," her sisters would always say. But the Human servants are keeping a secret that could prevent the Cinders from reaching their Happily Ever After.... Hidden in Rose's dreams and vision are the answers of the past between Cinders and Humans, and she is quickly running out of time trying to solve their hidden messages. She knows the answer lies in her first clue--identifying an animal she has never seen before--that persistent vision of a furry white animal, holding a gold metal object and exclaiming, "Oh dear! Oh dear! I shall be too late!"* **RapidMiner Data Mining Use Cases and Business Analytics Applications** *CRC Press* Powerful, Flexible Tools for a Data-Driven World As the data deluge continues in today's world, the need to master data mining, predictive analytics, and business analytics has never been greater. These techniques and tools provide unprecedented insights into data, enabling better decision making and forecasting, and ultimately the solution of increasingly complex problems. Learn from the Creators of the RapidMiner Software Written by leaders in the data mining community, including the developers of the RapidMiner software, RapidMiner: Data Mining Use Cases and Business Analytics Applications provides an in-depth introduction to the application of data mining and business analytics techniques and tools in scientific research, medicine, industry, commerce, and diverse other sectors. It presents the most powerful and flexible open source software solutions: RapidMiner and RapidAnalytics. The software and their extensions can be freely downloaded at www.RapidMiner.com. **Understand Each Stage of the Data Mining Process** The book and software tools cover all relevant steps of the data mining process, from data loading, transformation, integration, aggregation, and visualization to automated feature selection, automated parameter and process optimization, and integration with other tools, such as R packages or your IT infrastructure via web services. The book and software also extensively discuss the analysis of unstructured data, including text and image mining. **Easily Implement Analytics Approaches Using RapidMiner and RapidAnalytics** Each chapter describes an application, how to approach it with data mining methods, and how to implement it with RapidMiner and RapidAnalytics. These application-oriented chapters give you not only the necessary analytics to solve problems and tasks, but also reproducible, step-by-step descriptions of using RapidMiner and RapidAnalytics. The case studies serve as blueprints for your own data mining applications, enabling you to effectively solve similar problems. **The Symbian OS Architecture Sourcebook Design and Evolution of a Mobile Phone OS** *John Wiley & Sons* The current Symbian Press list focuses very much on the small scale features of Symbian OS in a programming context. The Architecture Sourcebook is different. It's not a how-to book, it's a 'what and why' book. And because it names names as it unwinds the design decisions which have shaped the OS, it is also a 'who' book. It will show where the OS came from, how it has evolved to be what it is, and provide a simple model for understanding what it is, how it is put together, and how to interface to it and work with it. It will also show why design decision were made, and will bring those decisions to life in the words of Symbian's key architects and developers, giving an insider feel to the book as it weaves the "inside story" around the architectural presentation. The book will describe the OS architecture in terms of the Symbian system model. It will show how the model breaks down the system into parts, what role the parts play in the system, how the parts are architected, what motivates their design, and how the design has evolved through the different releases of the system. Key system concepts will be described; design patterns will be explored and related to those from other operating systems. The unique features of Symbian OS will be highlighted and their motivation and evolution traced and described. The book will include a substantial reference section itemising the OS and its toolkit at component level and providing a reference entry for each component. **Wearable Robots Biomechatronic Exoskeletons** *John Wiley & Sons* A wearable robot is a mechatronic system that is designed around the shape and function of the human body, with segments and joints corresponding to those of the person it is externally coupled with. Teleoperation and power amplification were the first applications, but after recent technological advances the range of application fields has widened. Increasing recognition from the scientific community means that this technology is now employed in telemanipulation, man-amplification, neuromotor control research and rehabilitation, and to assist with impaired human motor control. Logical in structure and original in its global orientation, this volume gives a full overview of wearable robotics, providing the reader with a complete understanding of the key applications and technologies suitable for its development. The main topics are demonstrated through two detailed case studies; one on a lower limb active orthosis for a human leg, and one on a wearable robot that suppresses upper limb tremor. These examples highlight the difficulties and potentialities in this area of technology, illustrating how design decisions should be made based on these. As well as discussing the cognitive interaction between human and robot, this comprehensive text also covers: the mechanics of the wearable robot and its biomechanical interaction with the user, including state-of-the-art technologies that enable sensory and motor interaction between human (biological) and wearable artificial (mechatronic) systems; the basis for bioinspiration and biomimeticism, general rules for the development of biologically-inspired designs, and how these could serve recursively as biological models to explain biological systems; the study on the development of networks for wearable robotics. **Wearable Robotics: Biomechatronic Exoskeletons** will appeal to lecturers, senior undergraduate students, postgraduates and other researchers of medical, electrical and bio engineering who are interested in the area of assistive robotics. Active system developers in this sector of the engineering industry will also find it an informative and welcome resource. **Mobile and Ubiquitous Information Access Mobile HCI 2003 International Workshop, Udine, Italy, September 8, 2003, Revised and Invited Papers** *Springer Science & Business Media* This book constitutes the thoroughly refereed post-proceedings of the International Workshop on Mobile and Ubiquitous Information Access held in Udine, Italy in September 2003 during Mobile HCI 2003. Besides selected and revised workshop papers, several papers were specially invited to complete coverage of all relevant issues and extend the volume to a more representative survey of the state of the art in the area. The 21 articles in the book are organized in topical sections on - foundations: concepts, models, and paradigms; - interactions; - applications and experimental evaluations; - context and location. **Inside Symbian SQL A Mobile Developer's Guide to SQLite** *John Wiley & Sons* This is the definitive guide for Symbian C++ developers looking to use Symbian SQL in applications or system software. Since Symbian SQL and SQLite are relatively new additions to the Symbian platform, Inside Symbian SQL begins with an introduction to database theory and concepts, including a Structured Query Language (SQL) tutorial. Inside Symbian SQL also provides a detailed overview of the Symbian SQL APIs. From the outset, you will "get your hands dirty" writing Symbian SQL code. The book includes snippets and examples that application developers can immediately put to use to get started quickly. For device creators and system software developers, Inside Symbian SQL offers a unique view into the internals of the implementation and a wealth of practical advice on how to make best and most efficient use of the Symbian SQL database. Several case studies are presented - these are success stories 'from the trenches', written by Symbian engineers. **Special Features:** The book assumes no prior knowledge of databases Includes detailed and approachable explanations of database concepts Easy to follow SQL tutorial with SQLite examples Unique view into the Symbian SQL internals Troubleshooting section with solutions to common problems Written by the Symbian engineers who implemented SQLite on Symbian, with more than 40 years combined Symbian C++ experience, this book is for anyone interested in finding out more about using a database on Symbian. **Applied Conjoint Analysis** *Springer Science & Business Media* Conjoint analysis is probably the most significant development in marketing research in the past few decades. It can be described as a set of techniques ideally suited to studying customers' decision-making processes and determining tradeoffs. Though this book is oriented towards methods and applications of conjoint analysis in marketing, conjoint methods are also applicable for other business and social sciences. After an introduction to the basic ideas of conjoint analysis the book describes the steps involved in designing a ratings-based conjoint study, it covers various methods for estimating partworth functions from preference ratings data, and dedicates a chapter on methods of design and analysis of conjoint-based choice experiments, where choice is measured directly. Chapter 5 describes several methods for handling a large number of attributes. Chapters 6 through 8 discuss the use of conjoint analysis for specific applications like product and service design or product line decisions, product positioning and market segmentation decisions, and pricing decisions. Chapter 9 collates miscellaneous applications of marketing mix including marketing resource allocation or store location decisions. Finally, Chapter 10 reviews more recent developments in experimental design and data analysis and presents an assessment of future developments. **National Union Catalog** Includes entries for maps and atlases. **Strategic Purchasing and Supply Management A Strategy-Based Selection of Suppliers** *Springer Science & Business Media* Roger Moser analyses the relationships between business priorities and PSM strategy and shows in detail how business strategies influence PSM. He develops a PSM strategy concept which enables supply managers to break down strategic priorities from a business strategy level to a PSM level and to define appropriate actions when dealing with suppliers, supply markets and internal customers. **PC Magazine The Independent Guide to IBM-standard Personal Computing Multimedia Content Analysis and Mining International Workshop, MCAM 2007, Weihai, China, June 30-July 1, 2007, Proceedings** *Springer* Prominent international experts came together to present and debate the latest findings in the field at the 2007 International

Workshop on Multimedia Content Analysis and Mining. This volume includes forty-six papers from the workshop as well as thirteen invited papers. The papers cover a wide range of cutting-edge issues, including all aspects of multimedia in the fields of entertainment, commerce, science, medicine, and public safety.