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**KEY=GUIDE - ALVARO AVILA**

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## The Ultimate Chrome OS Guide For The Samsung Galaxy Chromebook

hatch

*Keith I Myers There are several books available for Chrome OS users however many of them focus on the limitations of Chrome OS, not teach readers how to unlock the full potential of their Chrome OS powered device. The Ultimate Chrome OS Guide for the Samsung Galaxy Chromebook will provide a comprehensive overview of the Samsung Galaxy Chromebook and how to get the most out of your purchase. This book was designed to appeal to readers from all walks of life, it does not matter if this is your first Chrome OS powered device or you are like me and have a quickly growing collection.*

## The Ultimate Chrome OS Guide For The Samsung Chromebook Pro

caroline

*Keith I Myers There are several books available for Chrome OS users however many of them focus on the limitations of Chrome OS, not teach readers how to unlock the full potential of their Chrome OS powered device. The Ultimate Chrome OS Guide for the Samsung Chromebook Pro will provide a comprehensive overview of the Samsung Chromebook Pro and how to get the most out of your purchase. This book was designed to appeal to readers from all walks of life, it does not matter if this is your first Chrome OS powered device or you are like me and have a quickly growing collection.*

## The Ultimate Chrome OS Guide For The Samsung Chromebook Plus

kevin

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## The Ultimate Chrome OS Guide For The Samsung Chromebook Plus LTE

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## The Ultimate Chrome OS Guide For The Samsung Chromebook 4+

octopus

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## The Ultimate Chrome OS Guide For The Samsung Chromebook 3

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## The Ultimate Chrome OS Guide For The Samsung Chromebox Series 3

stumpy

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## The Ultimate Chrome OS Guide For The Samsung Series 5 Chromebook

x86-alex

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## The Ultimate Chrome OS Guide For The Samsung Chromebook 2 11 - XE500C12

winky

[Keith I Myers](#) There are several books available for Chrome OS users however many of them focus on the limitations of Chrome OS, not teach readers how to unlock the full potential of their Chrome OS powered device. The Ultimate Chrome OS Guide for the Samsung Chromebook 2 11 - XE500C12 will provide a comprehensive overview of the Samsung Chromebook 2 11 - XE500C12 and how to get the most out of your purchase. This book was designed to appeal to readers from all walks of life, it does not matter if this is your first Chrome OS powered device or you are like me and have a quickly growing collection.

## The Ultimate Chrome OS Guide For The Samsung Chromebook 2 13 Inch

peach\_pi

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## The Ultimate Chrome OS Guide For The Samsung Chromebook 2 11 Inch

peach\_pit

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## The Ultimate Chrome OS Guide For The Samsung Chromebook Series 5 550

lumpy

[Keith I Myers](#) There are several books available for Chrome OS users however many of them focus on the limitations of Chrome OS, not teach readers how to unlock the full potential of their Chrome OS powered device. The Ultimate Chrome OS Guide for the Samsung Chromebook Series 5 550 will provide a comprehensive overview of the Samsung Chromebook Series 5 550 and how to get the most out of your purchase. This book was designed to appeal to readers from all walks of life, it does not matter if this is your first Chrome OS powered device or you are like me and have a quickly growing collection.

## Body & Soul

## The Customer Experience Model

[Routledge](#) For any company, defining the most efficient marketing concept to create a competitive customer experience (CX) is vital for sustained development. The focus of this research is the creation of a comprehensible practical approach to the development of client experience: the Customer Experience Model (CXM). The practical application of the CX model will allow companies to create value for their customers and key stakeholders, thus generating the necessary profit and building conditions for further development. Balancing academic research and real-world applications, The Customer Experience Model provides a framework that readers can understand and utilize to implement improvements in a company. In this work the readers also will learn about application in customer experience formation of such concepts as "systems thinking", "learning organization", "Lewinian Experiential learning cycle". The role of a leader in the formation of an effective customer experience will be shown as well. Also the readers will get an obvious idea of how to plan customer experience and measure its effectiveness. The Customer Experience Model shows the latest state of knowledge on the topic and will be of interest both to students of business schools and universities at an advanced level, academics and reflective practitioners in the fields of leadership, organizational studies, marketing, and strategic management and consulting.

## Environmental Communication. Second Edition

### Skills and Principles for Natural Resource Managers, Scientists, and Engineers.

*Springer Science & Business Media Environmental professionals can no longer simply publish research in technical journals. Informing the public is now a critical part of the job. Environmental Communication demonstrates, step by step, how it's done, and is an essential guide for communicating complex information to groups not familiar with scientific material. It addresses the entire communications process, from message planning, audience analysis and media relations to public speaking - skills a good communicator must master for effective public dialogue. Environmental Communication provides all the knowledge and tools you need to reach your target audience in a persuasive and highly professional manner. "This book will certainly help produce the skills for environmental communications sorely needed for industry, government and non-profit groups as well as an informed public". Sol P. Baltimore, Director, Environmental Communications and Adjunct faculty, Hazardous Waste management program, Department of Chemical Engineering, College of Engineering, Wayne State University, Detroit, Michigan. "All environmental education professionals agree that the practice of good communications is essential for the success of any program. This book provides practical skills for this concern". Ju Chou, Associate Professor, Graduate Institute of Environmental Education National Taiwan Normal University Taipei, Taiwan*

## Good Housekeeping

## Cultural Globalization

### A User's Guide

*John Wiley & Sons Cultural Globalization: A User's Guide is a personal and engaging journey through theories of culture and globalization. Drawing on extensive examples and interdisciplinary research, Wise explores concepts of culture, territory and identity in order to give students a new perspective on issues of globalization. Includes numerous examples from Asian, European, and North American youth culture and popular music Draws on interdisciplinary research from the fields of anthropology, cultural studies, cultural geography, and media studies Considers how global processes carry with them the ethical questions of how to act in the world and how to care for others Provides an original and stimulating overview of theories of culture and globalization, encouraging students think more broadly about the key issues*

## Android Hacker's Handbook

*John Wiley & Sons The first comprehensive guide to discovering and preventing attacks on the Android OS As the Android operating system continues to increase its share of the smartphone market, smartphone hacking remains a growing threat. Written by experts who rank among the world's foremost Android security researchers, this book presents vulnerability discovery, analysis, and exploitation tools for the good guys. Following a detailed explanation of how the Android OS works and its overall security architecture, the authors examine how vulnerabilities can be discovered and exploits developed for various system components, preparing you to defend against them. If you are a mobile device administrator, security researcher, Android app developer, or consultant responsible for evaluating Android security, you will find this guide is essential to your toolbox. A crack team of leading Android security researchers explain Android security risks, security design and architecture, rooting, fuzz testing, and vulnerability analysis Covers Android application building blocks and security as well as debugging and auditing Android apps Prepares mobile device administrators, security researchers, Android app developers, and security consultants to defend Android systems against attack Android Hacker's Handbook is the first comprehensive resource for IT professionals charged with smartphone security.*

## Green Consumerism

### An A-to-Z Guide

*SAGE This sixth volume in the SAGE Series on Green Society covers the consumption, availability, and distribution of energy and other resources in the personal consumer environment.*

## F\*ck Like a Goddess

### Heal Yourself. Reclaim Your Voice. Stand in Your Power.

*Sounds True "I felt as if I had had a cathartic emotional experience not by talking but by following Ms. Roxo's coaching to tune into my energy and desire." —New York Times What if your deepest fears and wounds were the KEY to living a turned on, passionate life, sharing your gifts with the world, and having mind-blowing orgasms along the way? And what if you could embrace all of you—all of your messy, wild, raw, sensual self—exactly as you are right now AND still feel good? This is what it means to f\*ck like a goddess—literally and metaphorically. To let life make love to you and enjoy every bit, even the parts that hurt, and to find the magic in all of it. And this is your birthright. So why is it so damn hard for women to simply feel comfortable in their own skin, let alone feel strong and secure enough to freely share their gifts with the world? "Because each of us has been conditioned, programmed, and literally brainwashed into thinking we are not enough," writes Alexandra Roxo, "and it is up to us to rewrite that story." A prominent voice in transformational healing and the divine feminine, Roxo shares tried-and-true methods that have led to both her own healing and that of hundreds of her coaching clients over the years. "We are in need of an uprising of bold, wild women who have reclaimed their bodies and stand in their sacred sexuality for them," she writes. "As women, we need to liberate our voices, step into total security within ourselves, and fully own our raw, sensual power, finally letting go of the shame, guilt, denial, and repression that's been put upon us." The methods in this book will inspire you, challenge you, bring up your resistance, and unleash your gifts. It won't always be easy, but if you do the work, you'll discover what it really feels like to f\*ck like a goddess.*

## IBM FlashSystem 7200 Product Guide

*IBM Redbooks This IBM® Redbooks® Product Guide publication describes the IBM FlashSystem® 7200 solution, which is a comprehensive, all-flash, and NVMe-enabled enterprise storage solution that delivers the full capabilities of IBM FlashCore® technology. In addition, it provides a rich set of software-defined storage (SDS) features, including data reduction and de-duplication, dynamic tiering, thin-provisioning, snapshots, cloning, replication, data copy services, and IBM HyperSwap® for high availability (HA). Scale-out and scale-up configurations further enhance capacity and throughput for better availability*

## My Data My Privacy My Choice

### A Step-by-step Guide to Secure your Personal Data and Reclaim your Online Privacy!

**BPB Publications** Learn to secure your personal data & reclaim your online privacy! **KEY FEATURES** - Understand your cyber risk exposure by calculating your Privacy Score™ - Improve your Privacy Score with easy-to-follow recommendations - Different recommendations for different levels of expertise - YOUR choice! - An 'interactive' book with inline QR code references for further learning! - Instantly applicable recommendations that show immediate results! - Gamification of recommended actions to incentivize best practice behaviors. - Quantifiable\* improvement by the end of the book! **DESCRIPTION** This book intends to be a comprehensive step-by-step guide on how to take control of all your digital footprints on the internet. You will begin with a quick analysis that will calculate your current Privacy Score. The aim of this book is to improve this Privacy Score by the end of the book. By the end of this book, you will have ensured that the information being leaked by your phone, your desktop, your browser, and your internet connection is minimal-to-none. All your online accounts for email, social networks, banking, shopping, etc. will be made secure and (almost) impervious to attackers. You will have complete control over all of your personal information that is available in public view. Your personal information belongs to you and you alone. It should never ever be available for anyone else to see without your knowledge and without your explicit permission. **WHAT WILL YOU LEARN** - How to safeguard your privacy online - How to secure your personal data & keep it private - How to prevent your devices from leaking your private info - How to prevent various websites & services from 'spying' on you - How to 'lock down' your social media profiles - How to identify threats to your privacy and what counter-measures to take **WHO THIS BOOK IS FOR** Anyone who values their digital security and privacy and wishes to 'lock down' their personal data will find this book useful. Corporate IT departments can use this as a reference book to design data security practices and training modules for employees. **TABLE OF CONTENTS** 1. Prologue 2. Internet and Privacy 3. Android Devices 4. Apple iPhones 5. Smartphone Apps 6. Smart Devices & IoT 7. Desktops - Operating Systems 8. Desktops - Software Applications 9. Desktops - Browsers 10. Services - Email 11. Software-as-a-Service (SaaS) 12. Networks: Connectivity, & Internet 13. Operational Security (OPSEC) 14. Epilogue 15. Bonus Chapter: Useful Tips and Tricks

## Reclaim the Power of Your Senses

### A Complete Guide To Help Business Leaders Build Their Business In Their Own Authentic And Distinctive Way

**Youcanprint** Truly delight costumers and differentiate his own business... ..very business leader has to deal with it. If you're a business leader, you probably know exactly how these target can become difficult to reach. But there's a way to that: Aesthetic Intelligence (AI) In addition to traditional and emotional intelligence, great leaders also need to develop Aesthetic Intelligence or AI. It is not easy to give a definition of Aesthetic Intelligence. This means knowing what good taste is and thinking about how your services and products stimulate all five senses to create delight. However it is not about design, although design is important. It is not about beauty, because sometimes aesthetics can be less than beautiful, at least in the conventional definition of beauty, but still utterly compelling, exciting, and pleasurable. Here's what you'll find inside the guide: the Aesthetic advantage the use of senses interpreting and reinterpreting personal style the art of curating the future of Aesthetics ...and much more!

## Global Trends 2040

### A More Contested World

**Cosimo Reports** "The ongoing COVID-19 pandemic marks the most significant, singular global disruption since World War II, with health, economic, political, and security implications that will ripple for years to come." -Global Trends 2040 (2021) Global Trends 2040-A More Contested World (2021), released by the US National Intelligence Council, is the latest report in its series of reports starting in 1997 about megatrends and the world's future. This report, strongly influenced by the COVID-19 pandemic, paints a bleak picture of the future and describes a contested, fragmented and turbulent world. It specifically discusses the four main trends that will shape tomorrow's world: - Demographics-by 2040, 1.4 billion people will be added mostly in Africa and South Asia. - Economics-increased government debt and concentrated economic power will escalate problems for the poor and middleclass. - Climate-a hotter world will increase water, food, and health insecurity. - Technology-the emergence of new technologies could both solve and cause problems for human life. Students of trends, policymakers, entrepreneurs, academics, journalists and anyone eager for a glimpse into the next decades, will find this report, with colored graphs, essential reading.

## IBM FlashSystem 9200 Product Guide

**IBM Redbooks** This IBM® Redbooks® Product Guide publication describes the IBM FlashSystem® 9200 solution, which is a comprehensive, all-flash, and NVMe-enabled enterprise storage solution that delivers the full capabilities of IBM FlashCore® technology. In addition, it provides a rich set of software-defined storage (SDS) features, including data reduction and de-duplication, dynamic tiering, thin-provisioning, snapshots, cloning, replication, data copy services, and IBM HyperSwap® for high availability (HA). Scale-out and scale-up configurations further enhance capacity and throughput for better availability.

## The Smart Enough City

### Putting Technology in Its Place to Reclaim Our Urban Future

**MIT Press** Why technology is not an end in itself, and how cities can be "smart enough," using technology to promote democracy and equity. Smart cities, where technology is used to solve every problem, are hailed as futuristic urban utopias. We are promised that apps, algorithms, and artificial intelligence will relieve congestion, restore democracy, prevent crime, and improve public services. In *The Smart Enough City*, Ben Green warns against seeing the city only through the lens of technology; taking an exclusively technical view of urban life will lead to cities that appear smart but under the surface are rife with injustice and inequality. He proposes instead that cities strive to be "smart enough": to embrace technology as a powerful tool when used in conjunction with other forms of social change—but not to value technology as an end in itself. In a technology-centric smart city, self-driving cars have the run of downtown and force out pedestrians, civic engagement is limited to requesting services through an app, police use algorithms to justify and perpetuate racist practices, and governments and private companies surveil public space to control behavior. Green describes smart city efforts gone wrong but also smart enough alternatives, attainable with the help of technology but not reducible to technology: a livable city, a democratic city, a just city, a responsible city, and an innovative city. By recognizing the complexity of urban life rather than merely seeing the city as something to optimize, these *Smart Enough Cities* successfully incorporate technology into a holistic vision of justice and equity.

## IBM FlashSystem 9100 Architecture, Performance, and Implementation

**IBM Redbooks** IBM® FlashSystem 9100 combines the performance of flash and Non-Volatile Memory Express (NVMe) with the reliability and innovation of IBM FlashCore® technology and the rich features of IBM Spectrum™ Virtualize — all in a powerful 2U storage system. Providing intensive data driven multi-cloud storage capacity, FlashSystem 9100 is deeply integrated with the software-defined capabilities of IBM Spectrum Storage™, which allows you to easily add the multi-cloud solutions that best support your business. In this IBM Redbooks® publication, we discuss the product's features and planning steps, architecture, installation, configuration, and hints and tips.

## ANDROID A PROGRAMMERS GUIDE

[McGraw Hill Professional](#) Master the Android mobile development platform Build compelling Java-based mobile applications using the Android SDK and the Eclipse open-source software development platform. Android: A Programmer's Guide shows you, step-by-step, how to download and set up all of the necessary tools, build and tune dynamic Android programs, and debug your results. Discover how to provide web and chat functions, interact with the phone dialer and GPS devices, and access the latest Google services. You'll also learn how to create custom Content Providers and database-enable your applications using SQLite. Install and configure Java, Eclipse, and Android plugin Create Android projects from the Eclipse UI or command line Integrate web content, images, galleries, and sounds Deploy menus, progress bars, and auto-complete functions Trigger actions using Android Intents, Filters, and Receivers Implement GPS, Google Maps, Google Earth, and GTalk Build interactive SQLite databases, calendars, and notepads Test applications using the Android Emulator and Debug Bridge

## Unraveled

### The Life and Death of a Garment

[Penguin](#) Longlisted for the FT/McKinsey Business Book of the Year Award A groundbreaking chronicle of the birth--and death--of a pair of jeans, that exposes the fractures in our global supply chains, and our relationships to each other, ourselves, and the planet Take a look at your favorite pair of jeans. Maybe you bought them on Amazon or the Gap; maybe the tag says "Made in Bangladesh" or "Made in Sri Lanka." But do you know where they really came from, how many thousands of miles they crossed, or the number of hands who picked, spun, wove, dyed, packaged, shipped, and sold them to get to you? The fashion industry operates with radical opacity, and it's only getting worse to disguise countless environmental and labor abuses. It epitomizes the ravages inherent in the global economy, and all in the name of ensuring that we keep buying more while thinking less about its real cost. In *Unraveled*, entrepreneur, researcher, and advocate Maxine Bédat follows the life of an American icon--a pair of jeans--to reveal what really happens to give us our clothes. We visit a Texas cotton farm figuring out how to thrive without relying on fertilizers that poison the earth. Inside dyeing and weaving factories in China, where chemicals that are banned in the West slosh on factory floors and drain into waterways used to irrigate local family farms. Sewing floors in Bangladesh and Sri Lanka are crammed with women working for illegally low wages to produce garments as efficiently as machines. Back in America, our jeans get stowed, picked, and shipped out by Amazon warehouse workers pressed to be as quick as the robots primed to replace them. Finally, those jeans we had to have get sent to landfills--or, if they've been "donated," shipped back around the world to Africa, where they're sold for pennies in secondhand markets or buried and burned in mountains of garbage. A sprawling, deeply researched, and provocative tour-de-force, *Unraveled* is not just the story of a pair of pants, but also the story of our global economy and our role in it. Told with piercing insight and unprecedented reporting, *Unraveled* challenges us to use our relationship with our jeans--and all that we wear--to reclaim our central role as citizens to refashion a society in which all people can thrive and preserve the planet for generations to come.

## Firewalls Don't Stop Dragons

### A Step-by-Step Guide to Computer Security for Non-Techies

[Apress](#) Rely on this practical, end-to-end guide on cyber safety and online security written expressly for a non-technical audience. You will have just what you need to protect yourself—step by step, without judgment, and with as little jargon as possible. Just how secure is your computer right now? You probably don't really know. Computers and the Internet have revolutionized the modern world, but if you're like most people, you have no clue how these things work and don't know the real threats. Protecting your computer is like defending a medieval castle. While moats, walls, drawbridges, and castle guards can be effective, you'd go broke trying to build something dragon-proof. This book is not about protecting yourself from a targeted attack by the NSA; it's about armoring yourself against common hackers and mass surveillance. There are dozens of no-brainer things we all should be doing to protect our computers and safeguard our data—just like wearing a seat belt, installing smoke alarms, and putting on sunscreen. Author Carey Parker has structured this book to give you maximum benefit with minimum effort. If you just want to know what to do, every chapter has a complete checklist with step-by-step instructions and pictures. The book contains more than 150 tips to make you and your family safer. It includes: Added steps for Windows 10 (Spring 2018) and Mac OS X High Sierra Expanded coverage on mobile device safety Expanded coverage on safety for kids online More than 150 tips with complete step-by-step instructions and pictures What You'll Learn Solve your password problems once and for all Browse the web safely and with confidence Block online tracking and dangerous ads Choose the right antivirus software for you Send files and messages securely Set up secure home networking Conduct secure shopping and banking online Lock down social media accounts Create automated backups of all your devices Manage your home computers Use your smartphone and tablet safely Safeguard your kids online And more! Who This Book Is For Those who use computers and mobile devices, but don't really know (or frankly care) how they work. This book is for people who just want to know what they need to do to protect themselves—step by step, without judgment, and with as little jargon as possible.

## Farnsworth's Classical English Rhetoric

[David R. Godine Publisher](#) Rhetoric is among the most ancient academic disciplines, and we all use it every day whether expertly or not. This book is a lively set of lessons on the subject. It is about rhetorical figures: practical ways of applying old and powerful principles--repetition and variety, suspense and relief, concealment and surprise, the creation of expectations and then the satisfaction or frustration of them--to the composition of a simple sentence or a complete paragraph. --from publisher description.

## Momentum

### How to Build it, Keep it or Get it Back

[John Wiley & Sons](#) Achieve the ultimate state of continual success Momentum is your personal guidebook to the art and science of success. Momentary victories and small wins don't last, and the frustration of reclaiming that energy is real. This book shows you how to cultivate a different type of achievement - measureable, sustainable and constant. It's the difference between winning a battle and winning the war, and requires more than a single brilliant move. It's about activity, focus and consistency, and working smarter instead of harder. This insightful guide helps you dig to the core of who and where you are, and start implementing the core practices and characteristics that keep the successes coming. You'll discover the traps that have been pushing you off course, and learn when to push through and when to change course entirely. Case studies illustrate the pitfalls of momentum-traps through the lens of individuals and organisations who ignored early warning signs at their own peril - and ultimately, detriment. Momentum is not a fleeting or transient feeling. It's a skill that can be fostered, encouraged and nurtured, and it's the biggest success tool in the box. This book walks you through the principles, practices and ideas that help you build and maintain a positive trajectory. Achieve breakthrough results and sustainable success Overcome baggage, monotony and the appeal of immediacy Build, maintain or reclaim your dynamism and vitality Avoid the common traps that hinder forward progress Whether you've had a taste of success and long for its return, or feel that something's holding you back from achieving your potential - momentum is your missing piece. Find it and grab it with both hands using the invaluable guidance in Momentum, the handbook for long-term success.

## Android Internals - Volume I

## A Confectioner's Cookbook

*An in-depth exploration of the inner-workings of Android: In Volume I, we take the perspective of the Power User as we delve into the foundations of Android, filesystems, partitions, boot process, native daemons and services.*

## Electronics Buying Guide 2006

*Digital technology is touching all aspects of our lives from cell phones to digital cameras. Going digital can be exhilarating for some, but stressful for others. Deciding on the right digital product can be difficult when you look at all the choices that are available in the market place. The new edition of Consumers' Report Digital Buying Guide 2006 can guide consumers in selecting a digital product and easing their anxieties about their purchase. The experts provide hundreds of smart ways to: "Save money and find the best values in computers, plasma televisions, cell phones, cameras, DVD players and more "Get the right high speed Internet connection or go wireless "Establish a communication link between your home computers (networking) "Weeding out spam and protecting your computer from security and privacy threats "Shoot, enhance, and send digital pictures by email "Download music from the internet "Create a home theater with high-definition TV "Enjoy the latest video games online of off "Plus: Exclusive e-Ratings of the best shopping websites*

## PC Magazine

## The Independent Guide to IBM-standard Personal Computing

## The Little Black Book of Scams

## Your Guide to Protection Against Fraud, The Canadian Edition

*Competition Bureau Canada The Canadian edition of The Little Black Book of Scams is a compact and easy to use reference guide filled with information Canadians can use to protect themselves against a variety of common scams. It debunks common myths about scams, provides contact information for reporting a scam to the correct authority, and offers a step-by-step guide for scam victims to reduce their losses and avoid becoming repeat victims. Consumers and businesses can consult The Little Black Book of Scams to avoid falling victim to social media and mobile phone scams, fake charities and lotteries, dating and romance scams, and many other schemes used to defraud Canadians of their money and personal information.*

## Региональная экономика: теория и практика No 21 (348) 2014

*Litres В журнале освещаются проблемы экономики и развития административно-территориальных образований, отраслей и производств; экономическая стратегия устойчивого развития РФ и её регионов, экономическая безопасность регионов, социальные вопросы, образование, культура, здравоохранение, экология и природопользование, развитие инфраструктуры; вопросы народонаселения и демографии.В номере:- Повышение социальной привлекательности регионов- Формирование и развитие выставочно-конгрессной деятельности- Отношение российских потребителей к экопродукции- Транспортная инфраструктура Сахалинской области и иностранные инвестиции многое другое!*

## The Computer Engineering Handbook

*CRC Press There is arguably no field in greater need of a comprehensive handbook than computer engineering. The unparalleled rate of technological advancement, the explosion of computer applications, and the now-in-progress migration to a wireless world have made it difficult for engineers to keep up with all the developments in specialties outside their own*

## The Age of Surveillance Capitalism

## The Fight for a Human Future at the New Frontier of Power

*PublicAffairs The challenges to humanity posed by the digital future, the first detailed examination of the unprecedented form of power called "surveillance capitalism," and the quest by powerful corporations to predict and control our behavior. In this masterwork of original thinking and research, Shoshana Zuboff provides startling insights into the phenomenon that she has named surveillance capitalism. The stakes could not be higher: a global architecture of behavior modification threatens human nature in the twenty-first century just as industrial capitalism disfigured the natural world in the twentieth. Zuboff vividly brings to life the consequences as surveillance capitalism advances from Silicon Valley into every economic sector. Vast wealth and power are accumulated in ominous new "behavioral futures markets," where predictions about our behavior are bought and sold, and the production of goods and services is subordinated to a new "means of behavioral modification." The threat has shifted from a totalitarian Big Brother state to a ubiquitous digital architecture: a "Big Other" operating in the interests of surveillance capital. Here is the crucible of an unprecedented form of power marked by extreme concentrations of knowledge and free from democratic oversight. Zuboff's comprehensive and moving analysis lays bare the threats to twenty-first century society: a controlled "hive" of total connection that seduces with promises of total certainty for maximum profit -- at the expense of democracy, freedom, and our human future. With little resistance from law or society, surveillance capitalism is on the verge of dominating the social order and shaping the digital future -- if we let it.*

## Reagan at Reykjavik

## Forty-Eight Hours That Ended the Cold War

*Harper Collins The dramatic, first-hand account of the historic 1986 Reagan-Gorbachev summit in Iceland—the definitive weekend that was the key turning point in the Cold War—by President Reagan's arms control director, Ken Adelman. In October 1986, Ronald Reagan and Mikhail Gorbachev met for a forty-eight-hour summit in Reykjavik, Iceland. Planned as a short, inconsequential gathering to outline future talks, the meeting quickly turned to major international issues, including the strategic defense initiative and the possibility of eliminating all nuclear weapons—negotiations that laid the groundwork for the most sweeping arms accord in history the following year. Scrupulously researched and based on now-declassified information, Reagan at Reykjavik tells the gripping tale of this weekend that changed the world. Filled with illustrative accounts of the private discussions between Reagan and his team, Ken Adelman provides an honest and up-close portrait of President Reagan at one of his finest and most challenging moments. Reagan at Reykjavik includes 16 pages of black-and-white photos and 11 illustrations.*