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See MIPS Run

Elsevier See MIPS Run, Second Edition, is not only a thorough update of the first edition, it is also a marriage of the best-known RISC architecture--MIPS--with the best-known open-source OS--Linux. The first part of the book begins with MIPS design principles and then describes the MIPS instruction set and programmers' resources. It uses the MIPS32 standard as a baseline (the 1st edition used the R3000) from which to compare all other versions of the architecture and assumes that MIPS64 is the main option. The second part is a significant change from the first edition. It provides concrete examples of operating system low level code, by using Linux as the example operating system. It describes how Linux is built on the foundations the MIPS hardware provides and summarizes the Linux application environment, describing the libraries, kernel device-drivers and CPU-specific code. It then digs deep into application code and library support, protection and memory management, interrupts in the Linux kernel and multiprocessor Linux. Sweetman has revised his best-selling MIPS bible for MIPS programmers, embedded systems designers, developers and programmers, who need an in-depth understanding of the MIPS architecture and specific guidance for writing software for MIPS-based systems, which are increasingly Linux-based. Completely new material offers the best explanation available on how Linux runs on real hardware. Provides a complete, updated and easy-to-use guide to the MIPS instruction set using the MIPS32 standard as the baseline architecture with the MIPS64 as the main option. Retains the same engaging writing style that made the first edition so readable, reflecting the authors 20+ years experience in designing systems based on the MIPS architecture.

Professional Android 4 Application Development

John Wiley & Sons Developers, build mobile Android apps using Android 4 The fast-growing popularity of Android smartphones and tablets creates a huge opportunities for developers. If you're an experienced developer, you can start creating robust mobile Android apps right away with this professional guide to Android 4 application development. Written by one of Google's lead Android developer advocates, this practical book walks you through a series of hands-on projects that illustrate the features of the Android SDK. That includes all the new APIs introduced in Android 3 and 4, including building for tablets, using the Action Bar, Wi-Fi Direct, NFC Beam, and more. Shows experienced developers how to create mobile applications for Android smartphones and tablets Revised and expanded to cover all the Android SDK releases including Android 4.0 (Ice Cream Sandwich), including all updated APIs, and the latest changes to the Android platform. Explains new and enhanced features such as drag and drop, fragments, the action bar, enhanced multitouch support, new environmental sensor support, major improvements to the animation framework, and a range of new communications techniques including NFC and Wi-Fi direct. Provides practical guidance on publishing and marketing your applications, best practices for user experience, and more This book helps you learn to master the design, lifecycle, and UI of an Android app through practical exercises, which you can then use as a basis for developing your own Android apps.

Bank 2.0

How Customer Behaviour and Technology Will Change the Future of Financial Services

Brett King The financial crisis is just beginning for retail institutions. Ninety to ninety-five per cent of bank transactions are executed electronically today. The Internet, ATMs, call centres and smartphones have become mainstream for customers. But banks still classify these as alternative channels and maintain an organisation structure where Branch dominates thinking. Continued technology innovations, Web 2.0, social networking, app phones and mobility are also stretching traditional banking models to the limit. BANK 2.0 reveals why customer behaviour is so rapidly changing, how branches will evolve, why cheques are disappearing, and why your mobile phone will replace your wallet all within the next 10 years.

Programming Embedded Systems in C and C++

"O'Reilly Media, Inc." An introduction to embedding systems for C and C++ programmers encompasses such topics as testing memory devices, writing and erasing Flash memory, verifying nonvolatile memory contents, and much more. Original. (Intermediate).

Product Design and Development

Treating such contemporary design and development issues as identifying customer needs, design for manufacturing, prototyping, and industrial design, Product Design and Development, 3/e, by Ulrich and Eppinger presents in a clear and detailed way a set of product development techniques aimed at bringing together the marketing, design, and manufacturing functions of the enterprise. The integrative methods in the book facilitate problem solving and decision making among people with different disciplinary perspectives, reflecting the current industry trend to perform product design and development in cross-functional teams.

Handheld Usability

John Wiley & Sons Offering an overview of usability, testing, and information architecture for EPOC, WAP, PDAs, handhelds, and handsets, this how-to guide dives into the details about medium-specific issues and design strategies. * Discusses designing for the current wireless platforms: cellular phones and PDAs * Covers both stand alone as well as Web-based application design * Contains a case study of a usability test

Mobiles magazine

Mobiles magazine est depuis 1997 le magazine de référence en langue française sur les téléphones mobiles, avec plus de 15.000 pages publiées et 1.000 tests de produits depuis le n°1. Tous les mois, Mobiles magazine décrypte les tendances, teste les nouveaux modèles et apporte à ses lecteurs le meilleur des informations pratiques pour être à la pointe des usages et produits mobiles.

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Invisible Engines

How Software Platforms Drive Innovation and Transform Industries

MIT Press Harnessing the power of software platforms: what executives and entrepreneurs must know about how to use this technology to transform industries and how to develop the strategies that will create value and drive profits. Software platforms are the invisible engines that have created, touched, or transformed nearly every major industry for the past quarter century. They power everything from mobile phones and automobile navigation systems to search engines and web portals. They have been the source of enormous value to consumers and helped some entrepreneurs build great fortunes. And they are likely to drive change that will dwarf the business and technology revolution we have seen to this point. Invisible Engines examines the business dynamics and strategies used by firms that recognize the transformative power unleashed by this new revolution—a revolution that will change both new and old industries. The authors argue that in order to understand the successes of software platforms, we must first understand their role as a technological meeting ground where application developers and end users converge. Apple, Microsoft, and Google, for example, charge developers little or nothing for using their platforms and make most of their money from end users; Sony PlayStation and other game consoles, by contrast, subsidize users and make more money from developers, who pay royalties for access to the code they need to write games. More applications attract more users, and more users attract more applications. And more applications and more users lead to more profits. Invisible Engines explores this story through the lens of the companies that have mastered this platform-balancing act. It offers detailed studies of the personal computer, video game console, personal digital assistant, smart mobile phone, and digital media software platform industries, focusing on the business decisions made by industry

players to drive profits and stay a step ahead of the competition. Shorter discussions of Internet-based software platforms provide an important glimpse into a future in which the way we buy, pay, watch, listen, learn, and communicate will change forever. An electronic version of this book is available under a Creative Commons license.

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Used Cars & Trucks Buyer's Guide 2005 Annual

Edmunds Publications For more than 39 years, millions of consumers have turned to Edmunds' buyer's guides for their shopping needs. This format makes it easy for consumers to get the advice and information they need to make a wise purchase on their next used vehicle. Readers benefit from features such as: - Recommendations for the Best Bets in the used car market - Detailed histories on popular models - Certified Used Vehicle Information - Hundreds of photographs - Glossary of Used Car Buying Terms In addition to these features, vehicle shoppers can benefit from the best they've come to expect from the Edmunds name: - True Market Value pricing for trade-in, private party and dealer retail - Highlighted yearly model changes - In-depth advice on buying and selling a used car

Asian Sources Telecom Products

The Poetics of Power in Augustan Rome

Latin Poetic Responses to Early Imperial Iconography

Cambridge University Press Explores the dynamic interactions among Latin poets, artists, and audiences in constructing and critiquing imperial power in Augustan Rome.

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Samsung Rising

The Inside Story of the South Korean Giant That Set Out to Beat Apple and Conquer Tech

Currency An explosive exposé of Samsung that “reads like a dynastic thriller, rolling through three generations of family intrigue, embezzlement, bribery, corruption, prostitution, and other bad behavior” (The Wall Street Journal). **LONGLISTED FOR THE FINANCIAL TIMES AND MCKINSEY BUSINESS BOOK OF THE YEAR AWARD** Based on years of reporting on Samsung for The Economist, The Wall Street Journal, and Time, from his base in South Korea, and his countless sources inside and outside the company, Geoffrey Cain offers a penetrating look behind the curtains of the biggest company nobody in America knows. Seen for decades in tech circles as a fast follower rather than an innovation leader, Samsung today has grown to become a market leader in the United States and around the globe. They have captured one quarter of the smartphone market and have been pushing the envelope on every front. Forty years ago, Samsung was a rickety Korean agricultural conglomerate that produced sugar, paper, and fertilizer, located in a backward country with a third-world economy. With the rise of the PC revolution, though, Chairman Lee Byung-chul began a bold experiment: to make Samsung a major supplier of computer chips. The multimillion-dollar plan was incredibly risky. But Lee, wowed by a young Steve Jobs, who sat down with the chairman to offer his advice, became obsessed with creating a tech empire. And in Samsung Rising, we follow Samsung behind the scenes as the company fights its way to the top of tech. It is one of Apple's chief suppliers of technology critical to the iPhone, and its own Galaxy phone outsells the iPhone. Today, Samsung employs over 300,000 people (compared to Apple's 80,000 and Google's 48,000). The company's revenues have grown more than forty times from that of 1987 and make up more than 20 percent of South Korea's exports. Yet their disastrous recall of the Galaxy Note 7, with numerous reports of phones spontaneously bursting into flames, reveals the dangers of the company's headlong attempt to overtake Apple at any cost. A sweeping insider account, Samsung Rising shows how a determined and fearless Asian competitor has become a force to be reckoned with.

ABCs of z/OS System Programming

IBM Redbooks A major goal of operating systems is to process jobs while making the best use of system resources. Thus, one way of viewing operating systems is as resource managers. Before job processing, operating systems reserve input and output resources for jobs. During job processing, operating systems manage resources such as processors and storage. After job processing, operating systems free all resources used by the completed jobs, making the resources available to other jobs. This process is called resource management. There is more to the processing of jobs than the managing of resources needed by the jobs. At any instant, a number of jobs can be in various stages of preparation, processing, and post-processing activity. To use resources efficiently, operating systems divide jobs into parts. They distribute the parts of jobs to queues to wait for needed resources. Keeping track of where things are and routing work from queue to queue is called workflow management, and is a major function of any operating system. JES3 considers job priorities, device and processor alternatives, and installation-specified preferences in preparing jobs for processing job output. This IBM® Redbooks® publication describes a JES3 environment that includes the following: - Single-system image - Workload balancing - Availability - Control flexibility - Physical planning flexibility.

Information Technology

An Introduction for Today's Digital World

CRC Press Information Technology: An Introduction for Today's Digital World introduces undergraduate students to a wide variety of concepts they will encounter throughout their IT studies and careers. The book covers computer organization and hardware, Windows and Linux operating systems, system administration duties, scripting, computer networks, regular expressions, binary numbers, the Bash shell in Linux, DOS, managing processes and services, and computer security. It also gives students insight on IT-related careers, such as network and web administration, computer forensics, web development, and software engineering. Suitable for any introductory IT course, this classroom-tested text presents many of the topics recommended by the ACM Special Interest Group on IT Education (SIGITE). It offers a far more detailed examination of the computer than current computer literacy texts, focusing on concepts essential to all IT professionals—from operating systems and hardware to information security and computer ethics. The book highlights Windows/DOS and Linux with numerous examples of issuing commands and controlling the operating systems. It also provides details on hardware, programming, and computer networks. Ancillary Resources The book includes laboratory exercises and some of the figures from the text online. PowerPoint lecture slides, answers to exercises, and a test bank are also available for instructors.

The Decision Book: 50 Models for Strategic Thinking

W. W. Norton & Company A short, sharp guide to tackling life's biggest challenges: understanding ourselves and making the right choices. Every day offers moments of decision, from what to eat for lunch to how to settle a dispute with a colleague. Still larger questions loom: How can I motivate my team? How can I work more efficiently? What is the long tail anyway? Whether you're a newly minted MBA, a chronic second-guesser, or just someone eager for a new vantage point, The Decision Book presents fifty models for better structuring, and subsequently understanding, life's steady challenges. Interactive and thought-provoking, this illustrated workbook offers succinct summaries of popular strategies, including the Rubber Band Model for dilemmas with many directions, the Personal Performance Model to test whether to change jobs, and the Black Swan Model to illustrate why experience doesn't guarantee wisdom. Packed with familiar tools like the Pareto Principle, the Prisoner's Dilemma, and an unusual exercise inspired by Warren Buffet, The Decision Book is the ideal reference for flexible thinkers.

Android Wireless Application Development

Pearson Education The complete, start-to-finish guide to Android development -- from concept to market -- completely updated for the latest Android SDK! • •At least one market research firm has predicted that by 2012 there will be more Android phones than iPhones. •Covers application design, development, debugging, packaging, distribution, and much

more. •Includes invaluable real-world tips from experienced mobile developers. •This book covers multiple Android SDK versions, which is how developers must work with Android. Android is rapidly gaining traction as an exciting alternative to Apple's iPhone platform, and thousands of developers are eagerly seeking the information they need to begin creating Android applications. Drawing on their experience in mobile and wireless software development, the authors walk through the entire process of developing successful Android applications, from concept through coding, testing through distribution. The only book developers will need, *Android Wireless Application Development 2/e* is the comprehensive resource for developers who are new to Android - or to wireless development in general. Conder and Darcey cover: •Mastering the Android development environment. •Understanding the entire Android application lifecycle. •Building effective user interfaces. •Using Android's APIs for networking, location-based services, data, storage, multimedia, telephony, graphics, and more •Working with Android's optional hardware-specific APIs •Designing more effective applications using Notifications and Services •Developing and testing bulletproof Android applications The book also provides valuable appendices on Android's Emulator, DDMS, Debug Bridge, and SQLite database, as well as a convenient glossary that demystifies the terminology of mobile development.

In Search of Stupidity

Over 20 Years of High-Tech Marketing Disasters

Describes influential business philosophies and marketing ideas from the past twenty years and examines why they did not work.

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Mobile Forensic Investigations: A Guide to Evidence Collection, Analysis, and Presentation, Second Edition

McGraw Hill Professional Master the tools and techniques of mobile forensic investigations Conduct mobile forensic investigations that are legal, ethical, and highly effective using the detailed information contained in this practical guide. *Mobile Forensic Investigations: A Guide to Evidence Collection, Analysis, and Presentation, Second Edition* fully explains the latest tools and methods along with features, examples, and real-world case studies. Find out how to assemble a mobile forensics lab, collect prosecutable evidence, uncover hidden files, and lock down the chain of custody. This comprehensive resource shows not only how to collect and analyze mobile device data but also how to accurately document your investigations to deliver court-ready documents. •Legally seize mobile devices, USB drives, SD cards, and SIM cards•Uncover sensitive data through both physical and logical techniques•Properly package, document, transport, and store evidence•Work with free, open source, and commercial forensic software•Perform a deep dive analysis of iOS, Android, and Windows Phone file systems•Extract evidence from application, cache, and user storage files•Extract and analyze data from IoT devices, drones, wearables, and infotainment systems•Build SQLite queries and Python scripts for mobile device file interrogation•Prepare reports that will hold up to judicial and defense scrutiny

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How to Speak Machine

Computational Thinking for the Rest of Us

Penguin Visionary designer and technologist John Maeda defines the fundamental laws of how computers think, and why you should care even if you aren't a programmer. "Maeda is to design what Warren Buffett is to finance." --Wired John Maeda is one of the world's preeminent interdisciplinary thinkers on technology and design. In *How to Speak Machine*, he offers a set of simple laws that govern not only the computers of today, but the unimaginable machines of the future. Technology is already more powerful than we can comprehend, and getting more powerful at an exponential pace. Once set in motion, algorithms never tire. And when a program's size, speed, and tirelessness combine with its ability to learn and transform itself, the outcome can be unpredictable and dangerous. Take the seemingly instant transformation of Microsoft's chatbot Tay into a hate-spewing racist, or how crime-predicting algorithms reinforce racial bias. *How to Speak Machine* provides a coherent framework for today's product designers, business leaders, and policymakers to grasp this brave new world. Drawing on his wide-ranging experience from engineering to computer science to design, Maeda shows how businesses and individuals can identify opportunities afforded by technology to make world-changing and inclusive products--while avoiding the pitfalls inherent to the medium.

Programming the Mobile Web

O'Reilly Media Today's market for mobile apps goes beyond the iPhone to include BlackBerry, Nokia, Windows Phone, and smartphones powered by Android, webOS, and other platforms. If you're an experienced web developer, this book shows you how to build a standard app core that you can extend to work with specific devices. You'll learn the particulars and pitfalls of building mobile apps with HTML, CSS, and other standard web tools. You'll also explore platform variations, finicky mobile browsers, Ajax design patterns for mobile, and much more. Before you know it, you'll be able to create mashups using Web 2.0 APIs in apps for the App Store, App World, OVI Store, Android Market, and other online retailers. Learn how to use your existing web skills to move into mobile development Discover key differences in mobile app design and navigation, including touch devices Use HTML, CSS, JavaScript, and Ajax to create effective user interfaces in the mobile environment Learn about technologies such as HTML5, XHTML MP, and WebKit extensions Understand variations of platforms such as Symbian, BlackBerry, webOS, Bada, Android, and iOS for iPhone and iPad Bypass the browser to create offline apps and widgets using web technologies

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Thoughtful Machine Learning with Python

A Test-Driven Approach

"O'Reilly Media, Inc." Gain the confidence you need to apply machine learning in your daily work. With this practical guide, author Matthew Kirk shows you how to integrate and test machine learning algorithms in your code, without the academic subtext. Featuring graphs and highlighted code examples throughout, the book features tests with Python's Numpy, Pandas, Scikit-Learn, and SciPy data science libraries. If you're a software engineer or business analyst interested in data science, this book will help you: Reference real-world examples to test each algorithm through engaging, hands-on exercises Apply test-driven development (TDD) to write and run tests before you start coding Explore techniques for improving your machine-learning models with data extraction and feature development Watch out for the risks of machine learning, such as underfitting or overfitting data Work with K-Nearest Neighbors, neural networks, clustering, and other algorithms

Understanding and Writing Compilers

A Do-it-yourself Guide

Scholium International

Red Eagles

America's Secret MiGs

Osprey Publishing From the late 1960s until the end of the Cold War, the United States Air Force acquired and flew Russian-made MiG jets, culminating in a secret squadron dedicated to exposing American fighter pilots to enemy technology and tactics. Red Eagles tells the story of this squadron from the first tests of MiGs following the Vietnam War when the USAF had been woefully under-prepared in aerial combat. These initial flights would develop into the "black" or classified program known internally as Constant Peg. At a secret air base in Nevada, ace American fighter pilots were presented with a range of different MiG jets with a simple remit: to expose "the threat" to as many of their brethren as possible. Maintaining and flying these "assets" without spare parts or manuals was an almost impossible task, putting those flying the MiGs in mortal danger on every flight. Despite these challenges, in all more than 5,900 American aircrews would train against America's secret MiGs, giving them the skills they needed to face the enemy in real combat situations. For the first time, this book tells the story of Constant Peg and the 4477th Red Eagles Squadron in the words of the men who made it possible.

Innovative Data Communication Technologies and Application

Proceedings of ICIDCA 2020

Springer This book presents the latest research in the fields of computational intelligence, ubiquitous computing models, communication intelligence, communication security, machine learning, informatics, mobile computing, cloud computing and big data analytics. The best selected papers, presented at the International Conference on Innovative Data Communication Technologies and Application (ICIDCA 2020), are included in the book. The book focuses on the theory, design, analysis, implementation and applications of distributed systems and networks.

Creating Customer Evangelists

How Loyal Customers Become a Volunteer Sales Force

Lightning Source Incorporated When customers are truly thrilled about their experience with a product or service, they have the potential to become one of its influential evangelists. Savvy marketing professionals know that this group of true believers can be leveraged as a potent force to build word of mouth that leads to new customers. *Creating Customer Evangelists* explains how to develop marketing and sales strategies that create communities of passionate customers. By cultivating a dialogue and then creating emotion-driven relationships with customers, companies can inspire grassroots support. *Creating Customer Evangelists* shows how to convert good customers into exceptional ones who willingly spread the word. "Lessons of customer evangelism related through real life company stories make this book an absorbing read." -- Harvard Business School "I'll admit it: at first, I was a skeptic. But halfway through this savvy and compelling book, I became a convert. And by the time I'd turned the last page, I'd become an evangelist. Say it with me, brothers and sisters: customer evangelism is the future!" -- Dan Pink, author of *Drive* and *A Whole New Mind* "An inspiring and thorough book packed with real life examples, action items and insight." -- Emanuel Rosen, author of *The Anatomy of Buzz* Jackie Huba and Ben McConnell, authors of *Citizen Marketers*, popularized the term "customer evangelism." The Seth Godin-edited New York Times bestseller *The Big Moo* featured them among 33 of "the world's smartest business thinkers."

Exploring Corporate Strategy

Text & Cases

Pearson Education An extensive process of market research & product development has formed the basis for this new edition. It covers all of the underlying concepts, processes of development & analytical methods of corporate strategy within a variety of organisations.

Own Your Niche

Hype-Free Internet Marketing Tactics to Establish Authority in Your Field and Promote Your Service-Based Business

Own Your Niche brings authenticity back to internet marketing, teaching you how to showcase your business with practical, easy-to-use strategies that you can implement yourself. Also included are interviews with successful service-based business owners who share how they have built their audiences and created successful enterprises. If internet marketing sounds intimidating to you, or you've gotten started but need more guidance, this book can remove the fear and give you the solutions you need to achieve your goals. *Own Your Niche* is ideal for consultants, coaches, freelancers, health and wellness professionals, attorneys, doctors, authors, professional speakers, financial advisers, and other service-based businesses.

Managing Closed-Loop Supply Chains

Springer Science & Business Media Closed-Loop Supply Chains (CLSC) offer companies a unique opportunity to improve their profits whilst serving societal responsibility. The management of CLSC differs in a number of ways from managing supply chains in general. The book examines these differences and how these differences may be dealt with in practice, by offering a concrete framework, introducing the different aspects related to CLSC and their mutual relations, in a systematic logical way as well as cases clustered according to the inputs for a CLSC. The framework and especially the cases from successful companies offer the reader an invaluable help to build and improve CLSC.

The Annotated C++ Reference Manual

Pearson Education India

Designing Connected Products

UX for the Consumer Internet of Things

"O'Reilly Media, Inc." Networked thermostats, fitness monitors, and door locks show that the Internet of Things can (and will) enable new ways for people to interact with the world around them. But designing connected products for consumers brings new challenges beyond conventional software UI and interaction design. This book provides experienced UX designers and technologists with a clear and practical roadmap for approaching consumer product strategy and design in this novel market. By drawing on the best of current design practice and academic research, *Designing Connected Products* delivers sound advice for working with cross-device interactions and the complex ecosystems inherent in IoT technology.

Designing for Emerging Technologies

UX for Genomics, Robotics, and the Internet of Things

"O'Reilly Media, Inc." The recent digital and mobile revolutions are a minor blip compared to the next wave of technological change, as everything from robot swarms to skin-top embeddable computers and bio printable organs start appearing in coming years. In this collection of inspiring essays, designers, engineers, and researchers discuss their approaches to experience design for groundbreaking technologies. Design not only provides the framework for how technology works and how it's used, but also places it in a broader context that includes the total ecosystem with which it interacts and the possibility of unintended consequences. If you're a UX designer or engineer open to complexity and dissonant ideas, this book is a revelation. Contributors include: Stephen Anderson, PoetPainter, LLC Lisa Caldwell, Brazen UX Martin Charlier, Independent Design Consultant Jeff Faneuff, Carbonite Andy Goodman, Fjord US Camille Goudeseune, Beckman Institute, University of Illinois at Urbana-Champaign Bill Hartman, Essential Design Steven Keating, MIT Media Lab, Mediated Matter Group Brook Kennedy, Virginia Tech Dirk Knemeyer, Involution Studios Barry Kudrowitz, University of Minnesota Gershom Kutliroff, Omek Studio at Intel Michal Levin, Google Matt Nish-Lapidus, Normative Erin Rae Hoffer, Autodesk Marco Righetto, SumAll Juhan Sonin, Involution Studios Scott Stropkay, Essential Design Scott Sullivan,

Adaptive Path Hunter Whitney, Hunter Whitney and Associates, Inc. Yaron Yanai, Omek Studio at Intel

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PC Magazine

The Independent Guide to IBM-standard Personal Computers

The Decision Book: Fifty Models for Strategic Thinking (Fully Revised Edition)

W. W. Norton & Company An updated edition of the international bestseller that distills into a single volume the fifty best decision-making models. Every day, we face the same questions: How do I make the right decision? How can I work more efficiently? And, on a more personal level, what do I want? This updated edition of the international bestseller distills into a single volume the fifty best decision-making models used in MBA courses, and elsewhere, that will help you tackle these important questions. In minutes you can become conversant with: The Long Tail • The Maslow Pyramids • SWOT Analysis • The Rubber Band Model • The Prisoner's Dilemma • Cognitive Dissonance • The Eisenhower Matrix • Conflict Resolution • Flow • The Personal Potential Trap • and many more. Stylish and compact, this little book is a powerful asset. Whether you need to plan a presentation, assess someone's business idea, or get to know yourself better, this unique guide—bursting with useful visual tools—will help you simplify any problem and make the best decision.