Best Car Blogs 2016

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Los Angeles is undergoing a makeover. Leaving behind its image as all freeways and suburbs, sunshine and noir, it is reinventing itself for the twenty-first century as a walkable, pedestrian friendly, ecologically healthy and global urban hotspot of fashion and style, while driving initiatives to rejuvenate its downtown core, public spaces and ethnic neighborhoods. By providing a locational history of Los Angeles fashion and style mythologies through the lens of institutions such as manufacturing, museums and designers and readings of contemporary film, literature and new media, L.A. Chic provides an in-depth analysis of the social changes, urban processes, desires and politics that inform how the good life is being re-imagined in Los Angeles. Throughout the book, Susan Ingram and Markus Reisenleitner dig up submerged and marginalized elements of the city's cultural history but also tap into the global circuits of urban affect that are being mobilized for promoting L.A. as an example for the global, multi-ethnic city of the future. Engagingly written, highly visual and featuring numerous photographs throughout, L.A. Chic will appeal to any culturally inclined reader with an interest in Los Angeles, its cultural history and modern urban style.

Communication Technology Update and Fundamentals, now in its 17th edition, has set the standard as the single best resource for students and professionals looking to brush up on how communication technologies have developed, grown, and converged, as well as what's in store for the future. The book covers the fundamentals of communication technology in five chapters that explain the communication technology ecosystem, its history, theories, structure, and regulations. Each chapter is written by experts who each provide a snapshot of an individual field. The book also dives into the latest developments in electronic mass media, computers, consumer electronics, networking, and telephony. Together, these updates provide a broad overview of these industries and examine the role communication technologies play in our everyday lives. In addition to substantial updates to each chapter, the 17th edition includes the first-ever chapter on Artificial Intelligence; updated user data in every chapter; an overview of industry structure, including recent and proposed mergers and acquisitions; and sidebars exploring sustainability and relevance of each technology to Gen Z. Communication Technology Update and Fundamentals continues to be the industry-leading resource for both students and professionals seeking to understand how communication technologies have developed and where they are headed.

The second in the Women Securing the Future with TIPPSS series, this book provides insight and expert advice from seventeen women leaders in technology, healthcare and policy to address the challenges of Trust, Identity, Privacy, Protection, Safety and Security (TIPPSS) for connected healthcare, and the growing Internet of Medical Things (IoMT) ecosystem. The ten chapters in this book delve into trust, security and privacy risks in connected healthcare for patients, medical devices, personal and clinical data, healthcare providers and institutions, and provide practical approaches to manage and protect the data, devices, and humans. Cybersecurity, technology and legal experts discuss risks, from data and device hacks to ransomware, and propose approaches to address the challenges including new frameworks for architecting and evaluating medical device and connected hospital cybersecurity. We all need to be aware of the TIPPSS challenges in connected healthcare, and we call upon engineers, device manufacturers, system developers and healthcare providers to ensure trust and manage the risk. Featuring contributions from prominent female experts and role models in technology, cybersecurity, engineering, computer science, data science, business, healthcare, accessibility, research, law, privacy and policy, this book sets the stage to improve security and safety in our increasingly connected world.

As the automotive world looks towards a future of electric vehicles, driverless technology and anonymous styling, what can be learned from the individuals who resist these trends and cling to their love of street rods and muscle cars? The hot rodding world still exists, but will it continue to hold a place in tomorrow's automotive culture? Gearhead and geographer David Miller has crisscrossed America in his custom built 1958 Chevy Apache pickup, interviewing hot rodders about what drives their passions, values and way of life. Their collected stories present a detailed portrait of modern hot rodding--a distinctly American subculture that survives by bucking the trends and attitudes that increasingly shape the transportation landscape.

Principles of Supply Chain Management: A Balanced Approach
Women Securing the Future with TIPPSS for Connected Healthcare
Assuring the Automotive Software Development Lifecycle
A Guide to Developing, Building & Managing an International Brand

Foundations of Marketing
How Power Works in Our Hyperconnected World--and How to Make It Work for You
Examine the latest practices, trends, and developments from the field, PRINCIPLES OF SUPPLY CHAIN MANAGEMENT: A BALANCED APPROACH, 5E guides readers step-by-step through the management of all supply chain activities. Readers review real concerns related to domestic and global supply chains. Comprehensive, one-of-a-kind coverage encompasses important processes in operations, purchasing, logistics, as well as process integration. A balanced approach follows the natural flow through the supply chain. Well-organized chapters demonstrate the practical applications of supply chain management in today's workplace with the help of intriguing SCM Profiles and interesting real business examples. Relevant end-of-chapter questions, problems, and new cases help readers put skills into practice. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

This is a complete update of the best-selling undergraduate textbook on Electronic Commerce (EC). New to this 4th Edition is the addition of material on Social Commerce (two chapters); a new tutorial on the major EC support technologies, including cloud computing, RFID, and EDI; ten new learning outcomes; and video exercises added to most chapters. Wherever appropriate, material on Social Commerce has been added to existing chapters. Supplementary material includes an Instructor's Manual; Test Bank questions for each chapter; Powerpoint Lecture Notes; and a Companion Website that includes EC support technologies as well as online files. The book is organized into 12 chapters grouped into 6 parts. Part 1 is an Introduction to E-Commerce and E-Marketplaces. Part 2 focuses on EC Applications, while Part 3 looks at Emerging EC Platforms, with two new chapters on Social Commerce and Enterprise Social Networks. Part 4 examines EC Support Services, and Part 5 looks at E-Commerce Strategy and Implementation. Part 6 is a collection of online tutorials on Launching Online Businesses and EC Projects, with tutorials focusing on e-CRM; EC Technology; Business Intelligence, including Data-, Text-, and Web Mining; E-Collaboration; and Competition in Cyberspace. the following= "" tutorials= "" are= "" not= "" related= "" to= "" any= "" specific= "" chapter.= "" they= "" cover= "" the= "" essentials= "" ec= "" technologies= "" and= "" provide= "" a= "" guide= "" relevant= "" resources.= "" p
Explores how the automotive industry can address the increased risks of cyberattacks and incorporate security into the software development lifecycle While increased connectivity and advanced software-based automotive systems provide tremendous benefits and improved user experiences, they also make the modern vehicle highly susceptible to cybersecurity attacks. In response, the automotive industry is investing heavily in establishing cybersecurity engineering processes. Written by a seasoned automotive expert with abundant international industry expertise, Building Secure Cars: Assuring the Software Development Lifecycle introduces readers to various types of cybersecurity activities, measures, and solutions that can be applied at each stage in the typical automotive development process. This book aims to assist auto industry insiders build more secure cars by incorporating key security measures into their software development lifecycle. Readers will learn to better understand common problems and pitfalls in the development process that lead to security vulnerabilities. To overcome such challenges, this book details how to apply and optimize various automated solutions, which allow software development and test teams to identify and fix vulnerabilities in their products quickly and efficiently. This book balances technical solutions with automotive technologies, making implementation practical. Building Secure Cars is: One of the first books to explain how the automotive industry can address the increased risks of cyberattacks, and how to incorporate security into the software development lifecycle An optimal resource to help improve software security with relevant organizational workflows and technical solutions A complete guide that covers introductory information to more advanced and practical topics Written by an established professional working at the heart of the automotive industry Fully illustrated with tables and visuals, plus real-life problems and suggested solutions to enhance the learning experience This book is written for software development process owners, security policy owners, software developers and engineers, and cybersecurity teams in the automotive industry. All readers will be empowered to improve their organizations' security postures by understanding and applying the practical technologies and solutions inside.

NEW YORK TIMES BESTSELLER USA TODAY BESTSELLER Amazon, Apple, Facebook, and Google are the four most influential companies on the planet. Just about everyone thinks they know how they got there. Just about everyone is wrong. For all that's been written about the Four over the last two decades, no one has captured their power and staggering success as insightfully as Scott Galloway. Instead of buying the myths these companies broadcast, Galloway asks fundamental questions. How did the Four infiltrate our lives so completely that they're almost impossible to avoid (or boycott)? Why does the stock market forgive them for sins that would destroy other firms? And as they race to become the world's first trillion-dollar company, can anyone challenge them? In the same irreverent style that has made him one of the world's most celebrated business professors, Galloway deconstructs the strategies of the Four that lurk beneath their shiny veneers. He shows how they manipulate the fundamental emotional needs that have driven us since our ancestors lived in caves, at a speed and scope others can't match. And he reveals how you can apply the lessons of their ascent to your own business or career. Whether you want to compete with them, do business with them, or simply live in the world they dominate, you need to understand the Four.

How Artificial Intelligence Works and Why It's Making the World a Weirder Place
Internet of Things
A Managerial and Social Networks Perspective
A Comprehensive Approach to a Persistent Problem
The Energy Disruption Triangle
Internet of Things From Hype to Reality
Focus On: 100 Most Popular Compact Cars

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"Affluenza is that strange desire we feel to spend money we don't have to
buy things we don't need to impress people we don't know . . . A truly
modern affliction, affluenza is endemic in Western societies, encouraged
by those who profit from a culture of exploitation and waste. So how do
we cure ourselves? In this sparkling book of ideas, Richard Denniss shows
we must distinguish between consumerism, the love of buying things, which
is undeniably harmful to us and the planet, and materialism, the love of
things, which can in fact be beneficial. We should cherish the things we
own - preserve them, repair them, and then gift or sell them when we no
longer need them. We must foster new ways of thinking and acting that do
not squander limited resources, and which support the things we value
most: vibrant communities and rich experiences. At once a lucid
explanation of a critical global issue and a stirring call to action,
Curing Affluenza will change the way you think about your place in the
world. With special contributions from Bob Brown • Kumi Naidoo • Marilyn
Waring • John Quiggin • Leanne Minshull • Jim Stanford • Bill McKibben •
Craig Bennett"
An introductory textbook that provides students with the essential
information needed to plan and perform marketing research for the first
time. The Second Edition presents a balanced mix of qualitative and
quantitative methods, reflecting contemporary trends. This includes a new
chapter on Netnography and new and increased coverage of the digital
aspects of marketing research and the impact of social media and the
online environment. The book includes exercises and activities within the
chapters that can be used in class. Along with a collection of new
international case studies, including: Europe - Renault (France), Miele
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(Germany) & Online grocery markets in France and Germany. Africa - The
Robben Island Museum in Cape Town, South Africa, Vergenoegd Wine Estate
in South Africa, text message surveying in Kenya Australia - Campos
Coffee Asia - Uber and social media usage in India; Cinemas and
confectionary markets in China; Coffee culture in South Korea The book is
complemented by chapter specific lecturer PowerPoint slides, these can be
accessed here. Suitable reading for students who are new to marketing
research.
MGMT4 is the fourth Asia-Pacific edition of this innovative approach to
teaching and learning the principles of management. Concise yet complete
coverage of the subject, supported by a suite of online learning tools
and teaching material equips students and instructors with the resources
required to successfully undertake an introductory management course.
This highly visual and engaging resource is now available on the MindTap
eLearning platform, allowing for seamless delivery both online and in-
class. With the Cengage Mobile app students can take course materials
with them - anytime, anywhere. New, print versions of this book include
access to the MindTap platform.
4LTR Press solutions give students the option to choose the format that
best suits their learning preferences. This option is perfect for those
students who focus on the textbook as their main course resource.
Important Notice: Media content referenced within the product description
or the product text may not be available in the ebook version.
Getting to Zero Alcohol-Impaired Driving Fatalities
The Context Marketing Revolution
The Clean Energy Age
How the Answers to Four Simple Questions Explain America's Great Divide
New Power
Building Secure Cars
MKTG

NOW A NATIONAL BESTSELLER The definitive guide to spreading ideas, building movements, and leaping ahead in our chaotic, connected age. Get the book New York Times columnist David Brooks calls "the best window I've seen into this new world." Why do some leap ahead while others fall behind in our chaotic, connected age? In New Power, Jeremy Heimans and Henry Timms confront the biggest stories of our time--the rise of mega-platforms like Facebook and Uber; the out-of-nowhere victories of Obama and Trump; the unexpected emergence of movements like #MeToo--and reveal what's really behind them: the rise of "new power." For most of human history, the rules of power were clear: power was something to be seized and then jealously guarded. This "old power" was out of reach for the vast majority of people. But our ubiquitous connectivity makes possible a different kind of power. "New power" is made by many. It is open, participatory, and peer-driven. It works like a current, not a currency--and it is most forceful when it surges. The battle between old and new power is determining who governs us, how we work, and even how we think and feel. New Power shines fresh light on the cultural phenomena of our day, from #BlackLivesMatter to the Ice Bucket Challenge to Airbnb, uncovering the new power forces that made them huge. Drawing on examples from business, activism, and pop culture, as well as the study of organizations like Lego, NASA, Reddit, and TED, Heimans and Timms explain how to build new power and channel it successfully. They also explore the dark side of these forces: the way ISIS has co-opted new power to monstrous ends, and the rise of the alt-right's "intensity machine." In an era increasingly shaped by new power, this groundbreaking book offers us a new way to understand the world--and our role in it.
Two award-winning political scientists provide the psychological key to America's deadlocked politics, showing that we are divided not by ideologies but something deeper: personality differences that appear in everything from politics to parenting to the workplace to TV preferences, and which would be innocuous if only we could decouple them from our noxious political debate. What's in your garage: a Prius or a pickup? What's in your coffee cup: Starbucks or Dunkin' Donuts? What about your pet: cat or dog? As award-winning political scholars Marc Hetherington and Jonathan Weiler explain, even our smallest choices speak volumes about us--especially when it comes to our personalities and our politics. Liberals and conservatives seem to occupy different worlds because we have fundamentally different worldviews: systems of values that can be quickly diagnosed with a handful of simple parenting questions, but which shape our lives and decisions in the most elemental ways. If we're to overcome our seemingly intractable differences, Hetherington and Weiler show, we must first learn to master the psychological impulses that give rise to them, and to understand how politicians manipulate our mindsets for their own benefit. Drawing on groundbreaking original research, Prius or Pickup? is an incisive, illuminating study of the fracturing of the American mind.

As heard on NPR's "Science Friday," discover the book recommended by Malcolm Gladwell, Susan Cain, Daniel Pink, and Adam Grant: an "accessible, informative, and hilarious" introduction to the weird and wonderful world of artificial intelligence (Ryan North). "You look like a thing and I love you" is one of the best pickup lines ever . . . according to an artificial intelligence trained by scientist Janelle Shane, creator of the popular blog AI Weirdness. She creates silly AIs that learn how to name paint colors, create the best recipes, and even flirt (badly) with humans—all to understand the technology that governs so much of our daily lives. We rely on AI every day for recommendations, for translations, and to put cat ears on our selfie videos. We also trust AI with matters of life and death, on the road and in our hospitals. But how smart is AI really... and how does it solve problems, understand humans, and even drive self-driving cars? Shane delivers the answers to every AI question you've ever asked, and some you definitely haven't. Like, how can a computer design the perfect sandwich? What does robot-generated Harry Potter fan-fiction look like? And is the world's best Halloween costume really "Vampire Hog Bride"? In this smart, often hilarious introduction to the most interesting science of our time, Shane shows how these programs learn, fail, and adapt—and how they reflect the best and worst of humanity. You Look Like a Thing and I Love You is the perfect book for anyone curious about what the robots in our lives are thinking. "I can't think of a better way to learn about artificial intelligence, and I've never had so much fun along the way." —Adam Grant, New York Times bestselling author of Originals
This book comprehensively describes an end-to-end Internet of Things (IoT) architecture that is comprised of devices, network, compute, storage, platform, applications along with management and security components. It is organized into five main parts, comprising of a total of 11 chapters. Part I presents a generic IoT reference model to establish a common vocabulary for IoT solutions. This includes a detailed description of the Internet protocol layers and the Things (sensors and actuators) as well as the key business drivers to realize the IoT vision. Part II focuses on the IoT requirements that impact networking protocols and provides a layer-by-layer walkthrough of the protocol stack with emphasis on industry progress and key gaps. Part III introduces the concept of Fog computing and describes the drivers for the technology, its constituent elements, and how it relates and differs from Cloud computing. Part IV discusses the IoT services platform, the cornerstone of the solution followed by the Security functions and requirements. Finally, Part V provides a treatment of the topic of connected ecosystems in IoT along with practical applications. It then surveys the latest IoT standards and discusses the pivotal role of open source in IoT. "Faculty will find well-crafted questions and answers at the end of each chapter, suitable for review and in classroom discussion topics. In addition, the material in the book can be used by engineers and technical leaders looking to gain a deep technical understanding of IoT, as well as by managers and business leaders looking to gain a competitive edge and understand innovation opportunities for the future." Dr. Jim Spohrer, IBM "This text provides a very compelling study of the IoT space and achieves a very good balance between engineering/technology focus and business context. As such, it is highly-recommended for anyone interested in this rapidly-expanding field and will have broad appeal to a wide cross-section of readers, i.e., including engineering professionals, business analysts, university students, and professors." Professor Nasir Ghani, University of South Florida
How to Motivate Buyers in the Age of Infinite Media
Introduction to Strategic Public Relations
Age Of Fire Is Over, The: A New Approach To The Energy Transition
Communication Technology Update and Fundamentals
Sustainability and Hope in an American City
MGMT4
Business Ethics
Artificial intelligence (AI) and robotics are major breakthrough technologies that are transforming the economy and society. The OECD's Artificial Intelligence and the Future of Skills (AIFS) project is developing a programme to assess the capabilities of AI and robotics, and their impact on education and work.
This book explores the geography of the everyday roadway and contemplates how regulation and design shape our streets. People may question the hegemony of cars, but reimagining public streets is a major conceptual and technical challenge. Drawing from "new mobilities" and transport studies, Prytherch addresses how streets are structured by policy standards; what it means to have a right to the street; and how a more just street would look—in both theory and practice. He summarizes key traffic statutes, case laws, and engineering manuals, and interprets these in relation to mobility rights and justice. At its core, the book moves beyond criticism to highlight emerging movements which aim to develop more complete and livable streets for everyone.

This new Edition of Electronic Commerce is a complete update of the leading graduate level/advanced undergraduate level textbook on the subject. Electronic commerce (EC) describes the manner in which transactions take place over electronic networks, mostly the Internet. It is the process of electronically buying and selling goods, services, and information. Certain EC applications, such as buying and selling stocks and airline tickets online, are reaching maturity, some even exceeding non-Internet trades. However, EC is not just about buying and selling; it also is about electronically communicating, collaborating, and discovering information. It is about e-learning, e-government, social networks, and much more. EC is having an impact on a significant portion of the world, affecting businesses, professions, trade, and of course, people. The most important developments in EC since 2014 are the continuous phenomenal growth of social networks, especially Facebook, LinkedIn and Instagram, and the trend toward conducting EC with mobile devices. Other major developments are the expansion of EC globally, especially in China where you can find the world's largest EC company. Much attention is lately being given to smart commerce and the use of AI-based analytics and big data to enhance the field. Finally, some emerging EC business models are changing industries (e.g., the shared economy models of Uber and Airbnb). The 2018 (9th) edition, brings forth the latest trends in e-commerce, including smart commerce, social commerce, social collaboration, shared economy, innovations, and mobility.

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			Seth
Godin		This is Marketing	
		Geoffrey Colon	Microsoft
Advertising			Disruptive Marketing
Rohrs	Audience		Jeffrey K.
			Doc
Searls	The Intent Economy		The Cluetrain
Manifesto			
	Dharmesh Shah	HubSpot	
	Charlene Li		

The

Disruption Mindset

How to Buy Less Stuff and Save the World

Capabilities and Assessments

Imagining a More Just Street

The State of American Hot Rodding

Introduction to Electronic Commerce and Social Commerce

Trends, Technologies, Innovations and Applications

Select Proceedings of the 4th VAE2022, Miskolc, Hungary

Alcohol-impaired driving is an important health and social issue as it remains a major risk to Americans' health today, surpassing deaths per year of certain cancers, HIV/AIDS, and drownings, among others, and contributing to long-term disabilities from head and spinal injuries. Progress has been made over the past decades towards reducing these trends, but that progress has been incremental and has stagnated more recently. Getting to Zero Alcohol-Impaired Driving Fatalities examines which interventions (programs, systems, and policies) are most promising to prevent injuries and death from alcohol-impaired driving, the barriers to action and approaches to overcome them, and which interventions need to be changed or adopted. This report makes broad-reaching recommendations that will serve as a blueprint for the nation to accelerate the progress in reducing alcohol-impaired driving fatalities.

In a world of limitless media noise, how can businesses break through to customers? Context. We are in the midst of a massive media revolution. For the first time in history, ordinary people around the world have the ability to create, distribute, and consume content instantly, from anywhere, using connected devices. The massive increase in media "noise" created by these consumers and devices creates an entirely new situation that makes conventional marketing models obsolete. And yet countless companies and marketing organizations continue to rely on traditional models, assuming that their "campaigns" will sway customers. They couldn't be more wrong. In this provocative and practical book, Salesforce marketing maven Mathew Sweezey boldly outlines this new "infinite media" environment and poses a profound question: In a transformed world where customers shape their own experience, what is the key to breaking through and motivating them to buy? It is context--the close linkage between an individual's immediate desires and the experiences a brand creates to fulfill them. Drawing on new research and new insights into current consumer psychology, Sweezey defines the five key elements of context. Customer experiences must be: Available: Helping people achieve the value they seek in the moment Permissioned: Giving people what they've asked for, on their terms Personal: Going beyond how personal it is to how personally you can deliver it Authentic: Combining voice, empathy, and brand congruence simultaneously Purposeful: Creating a deeper connection to the brand, beyond the product Sweezey uses vivid examples to highlight a new marketing model used by high-performing brands big and small. The final part of the book shifts to execution, providing a new rule book for context-based marketing. The Context Marketing Revolution will change forever how you think about the purpose and practice of marketing.

The Clean Energy Age - A guide to beating climate change is a how-to handbook providing Top 10 Lists of priorities, helping homeowners, business, and government officials to take immediate action against climate change and benefit from new sources of energy. It is based on 15 years of research and hundreds of expert interviews.

In recent years, intelligent cities, also known as smart cities or cognitive cities, have become a perceived solution for improving the quality of life of citizens while boosting the efficiency of city services and processes. This new vision involves the integration of various sectors of society through the use of the internet of things. By continuing to enhance research for the better development of the smart environments needed to sustain intelligent cities, citizens will be empowered to provision the e-services provided by the city; city officials will have the ability to interact directly with the community as well as monitor digital environments, and smart communities will be developed where citizens can enjoy improved quality of life. Developing and Monitoring Smart Environments for Intelligent Cities compiles the latest research on the development, management, and monitoring of digital cities and intelligent environments into one complete reference source. The book contains chapters that examine current technologies and the future use of internet of things frameworks as well as device connectivity approaches, communication protocols, security challenges, and their inherent issues and limitations. Including unique coverage on topics such as connected vehicles for smart transportation, security issues for smart homes, and building smart cities for the blind, this reference is ideal for practitioners, urban developers, urban planners, academicians, researchers, and students.

Expert Advice for Millennials

A Guide to Beating Climate Change

MGMT

The Hidden DNA of Amazon, Apple, Facebook, and Google

Vehicle and Automotive Engineering 4

Three Sectors That Will Change How We Generate, Use, and Store Energy

The Road to Digitization

Internet of Things: Challenges, Advances, and Applications provides a comprehensive introduction to IoT, related technologies, and common issues in the adoption of IoT on a large scale. It surveys recent technological advances and novel solutions for challenges in the IoT environment. Moreover, it provides detailed discussion of the utilization of IoT and its underlying technologies in critical application areas, such as smart grids, healthcare, insurance, and the automotive industry. The chapters of this book are authored by several international researchers and industry experts. This book is composed of 18 self-contained chapters that can be read, based on interest. Features: Introduces IoT, including its history, common definitions,

underlying technologies, and challenges Discusses technological advances in IoT and implementation considerations Proposes novel solutions for common implementation issues Explores critical application domains, including large-scale electric power distribution networks, smart water and gas grids, healthcare and e-Health applications, and the insurance and automotive industries The book is an excellent reference for researchers and post-graduate students working in the area of IoT, or related areas. It also targets IT professionals interested in gaining deeper knowledge of IoT, its challenges, and application areas.

Gain the understanding you need to address all of the decision areas in marketing practice today with the most current principles of marketing resource -- Pride/Ferrell's FOUNDATIONS OF MARKETING 9E. This edition blends marketing fundamentals with discussions of the latest, emerging topics and contemporary trends reshaping marketing today. You examine the power of market research and analytics and the impact of artificial intelligence on marketing choices. This edition also introduces you to marketing within social media, digital marketing, ethics, globalization, and marketing technology interface. Updated intriguing visuals, timely content, real cases and fascinating videos work with the book's inviting presentation to emphasize the importance of what you're learning and to guide you in effectively putting principles into practice in today's fast-paced business world. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

A foundational text for the modern business student and an essential instructor resource, this book presents a thorough and comprehensive introduction to business ethics. Taking a strategic stakeholder approach—one that emphasizes how important it is to balance multiple stakeholders' needs—students will develop the critical skills they need to analyze and solve complex ethical issues, while ensuring overall business success. The second edition retains Business Ethics' strong balance of theory and practice, but incorporates several new features, including: Fresh cases ensuring students are exposed to the most topical real-world examples A global view, with examples from international and emerging markets, and coverage of ethical standards from around the world An expanded chapter on individual ethical decision-making, as well as a new chapter devoted to ethical theory A renewed emphasis on the popular boxed features with more integration of newer case studies, and the addition of "Emerging Market Business Ethics Insights" The latest data on business ethics and ethics related issues from a variety of reputable sources A comprehensive set of lecture slides, test questions, and instructor notes provide additional material for the classroom.

In today's hyper-connected world, any brand with a website or digital presence is 'global' by its very definition; yet in practice it takes an enormous amount of strategic planning and adaptability to successfully manage an international brand. Global Brand Management explores the increasingly universal scope of brand management. In an era when many brand managers will find themselves working for large multinationals operating across varied territories, categories and consumer groups, developing an understanding of both the opportunities and risks of multinational brands is truly essential. Meticulously researched, Global Brand Management shows readers how to manage an existing global brand, while simultaneously equipping them with the skills to build one from scratch. The text uses fascinating case studies including Oreo, Harley Davidson and Xiaomi to demonstrate the challenges of maintaining a stable brand identity when operating across territories with different languages, cultural values and logistics. With helpful pedagogy throughout and built-in features to enhance classroom learning, Global Brand Management is the perfect springboard for students to appreciate, enjoy and embrace the nuances and complexities of brand management on an international scale.

Your Money Mentors

Law, Engineering, and the American Right-of-Way

Global Brand Management

Curing Affluenza

Developing and Monitoring Smart Environments for Intelligent Cities

Principles of Marketing

The term smart city has become a buzzword. City planners develop ubiquitous connectivity through Wi-Fi hotspots, establish science parks, introduce bike and car sharing, and push entrepreneurship. All this is happening under the flagship of becoming a knowledge city. This book investigates the digital and cognitive infrastructure of 31 cities and how they meet the demands of the knowledge society in an increasingly digitized environment.

The heart of the contemporary argument on climate change and energy transition focuses on how energy supply should be decarbonized to mitigate greenhouse gas emissions. This book proposes an alternative approach. The Age of Fire Is Over: A New Approach to the Energy Transition finds that energy transitions are not driven by supply-side driven transformations but rather by evolutions in demand patterns. Exploring the potential of recently emerged key technologies, The Age of Fire Is Over argues

that the so-called Energy Transition has not yet started. In the future, key technologies will significantly transform demand and provide services at a fraction of today's cost or offer new services not yet imagined. To a large extent, energy paradigm shifts are driven by such evolutions, largely inevitable and often unanticipated, because they provide societies with greater benefits: lower costs, more jobs, and rapid adaptation. This book closes with key novel recommendations for government institutions to accelerate the energy transition, which — instead of replicating an approach from the past — should focus on these demand transformations to both advance civilization and mitigate climate change. With Foreword by Jean-Pascal Tricoire, Schneider Electric Chief Executive Officer.

Winner of the 2019 Textbook & Academic Authors Association's The Most Promising New Textbook Award How can public relations play a more active role in the betterment of society? Introduction to Strategic Public Relations: Digital, Global, and Socially Responsible Communication prepares you for success in today's fast-changing PR environment. Recognizing that developments in technology, business, and culture require a fresh approach, Janis T. Page and Lawrence Parnell have written a practical introductory text that aligns these shifts with the body of knowledge from which the discipline of public relations was built. Because the practice of public relations is rooted in credibility, the authors believe that you must become ethical and socially responsible communicators more concerned with building trust and respect with diverse communities than with creating throwaway content. The authors balance this approach with a focus on communication theory, history, process, and practice and on understanding how these apply to strategic public relations planning, as well as on learning how to create a believable and persuasive message. Key Features Chapter-opening Scenarios capture your attention by discussing current PR challenges—such as the Wells Fargo cross-selling, VW emissions cover-up, and P&G's "Like a Girl" campaign—and thus frame the chapter content and encourage active reading. At the end of the chapter, you explore various aspects of socially responsible communication to "solve" the PR challenge. Socially Responsible Case Studies in each chapter illustrate the key responsibilities of a modern public relations professional such as media relations, crisis communications, employee communications, applied communications research, and corporate and government-specific communications. Each case features problem-solving questions to encourage critical thinking. Social Responsibility in Action boxes feature short, specific social responsibility cases—such as Universals' #NoFoodWasted, Nespresso in South Sudan, and Merck's collaboration with AIDS activists—to highlight best practices and effective tactics, showing the link between sound public relations strategy and meaningful social responsibility programs. Insight boxes spark classroom discussion on particularly important or unique topics in each chapter. Personality Profile boxes will inspire you with stories from PR veterans and rising stars such as the U.S. CEO of Burson-Marstellor, the Chief Communication Officer of the United Nations Foundation, and the Executive VP at HavasPR.

Russell Robb, along with his millennial granddaughter, Katherine Robb Meehan, offers real-world financial and career advice, which encourages millennials to utilize their personality traits while seeking a job, set realistic financial goals, and budget wisely as they partner, start families, and prepare for retirement.

Educational Research and Innovation AI and the Future of Skills, Volume 1 Capabilities and Assessments

Portland's Good Life

L.A. Chic

A Locational History of Los Angeles Fashion

17th Edition

A Field Guide to the Hidden World of Everyday Design

Trust, Identity, Privacy, Protection, Safety, Security

A beautifully designed guidebook to the unnoticed yet essential elements of our cities, from the creators of the wildly popular 99% Invisible podcast

This comprehensive text/reference presents an in-depth review of the state of the art of automotive connectivity and cybersecurity with regard to trends, technologies, innovations, and applications. The text describes the challenges of the global automotive market, clearly showing where the multitude of innovative activities fit within the overall effort of cutting-edge automotive innovations, and provides an ideal framework for understanding the complexity of automotive connectivity and cybersecurity. Topics and features: discusses the automotive market, automotive research and development, and automotive electrical/electronic and software technology; examines connected cars and autonomous vehicles, and methodological approaches to cybersecurity to avoid cyber-attacks against vehicles; provides an overview on the automotive industry that introduces the trends driving the automotive industry towards smart mobility and autonomous driving; reviews automotive research and development, offering background on the complexity involved in developing new vehicle models; describes the technologies essential for the evolution of connected cars, such as cyber-physical systems and the Internet of Things; presents case studies on Car2Go and car sharing, car hailing and ridesharing, connected parking, and advanced driver assistance systems; includes review questions and exercises at the end of each chapter. The insights offered by this practical guide will be of great value to graduate students, academic researchers and professionals in industry seeking to learn about the advanced methodologies in automotive connectivity and cybersecurity.

In Portland's Good Life, R. Bruce Stephenson discusses how Portland's investment in sustainability helped stave off climate change and COVID-19. Stephenson tells the timeless story of the city's private

citizens who, devoted to the public good and grounded in the good life, built a city that honors their humanity.

A real-world guide for adapting to the new energy era The Energy Disruption Triangle is a treatise on the energy revolution's real-world impacts, and a handbook for anyone looking to weather the storm. Three major technologies are already changing the energy paradigm: solar energy, electric vehicles, and energy storage. As technology continues to evolve and become more accessible to the masses, the nation's energy habits will experience a dramatic upheaval; this book provides actionable guidance to help you adapt. We are already in the beginning stages of this black swan event, and most people don't know what's coming—but it will come much sooner and much faster than anyone thinks. This book reveals the revolution happening right before our eyes, and shows you how to thrive in this new era. Learn how our energy supplies—and usage—are changing Understand why energy storage matters, and how the technology is evolving Explore the history and future of groundbreaking energy technologies Delve into the disruption of the U.S. energy supply, and the possibility of energy independence Rapidly advancing battery technology is boosting energy storage for homeowners, utilities, and electric vehicle manufacturers, stranding fossil fuels in the ground due to the high price of extraction relative to cost-effective sources such as solar and wind. Traditional energy sources are being phased out, and our nation has come to a fork in the road: uphold the status quo and allow our energy supply to be disrupted, or adapt and advance to a state of total energy independence. The Energy Disruption Triangle explores the state of U.S. energy from source to consumer, and provides insight into the three sectors that are changing the world.

Electronic Commerce 2018

Prius Or Pickup?

The Four

Smart World Cities in the 21st Century

Marketing Research

Challenges, Advances, and Applications

The 99% Invisible City

This book presents the selected proceedings of the (third) fourth Vehicle and Automotive Engineering conference, reflecting the outcomes of theoretical and practical studies and outlining future development trends in a broad field of automotive research. The conference's main themes included design, manufacturing, economic and educational topics.

Guide to Automotive Connectivity and Cybersecurity

Digital, Global, and Socially Responsible Communication

You Look Like a Thing and I Love You

Interviews on the Craft and the Road Ahead

A Concise Introduction