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A powerful call to action, *Customer Centricity* upends some of our most fundamental beliefs about customer service, customer relationship management, and customer lifetime value. Despite what the old adage says, the customer is not always right. Even companies that can seemingly do no wrong—like the coffeehouse giant Starbucks—have only recently started to figure this out. Starbucks is one of many companies that has successfully executed a pivot that puts the company in a customer-centric mindset, an approach that Wharton professor Peter Fader describes in *Customer Centricity*. Fader advocates that in the world of customer centricity, there are good customers ... and then there is pretty much everybody else. In a new preface and afterword to *Customer Centricity*, Fader reflects on how the landscape has changed over nearly a decade since he first proposed that businesses radically rethink how they relate to customers. Using examples from Starbucks, Nordstrom, and more, Fader provides insights to help you understand: Why customer centricity is the new model for success in today's data-driven environment. How the ideas of brand equity and customer asset value help us understand what kinds of companies naturally lend themselves to the customer-centric model and which ones don't; Why the traditional models for determining the value of individual customers are flawed; How executives can use customer lifetime value (CLV) and other customer-centric data to make smarter decisions about their companies; How the well-intended idea of customer relationship management (CRM) lost its way—and how your company can properly put CRM to use; How customer centricity will help you realign your performance metrics, product development, customer relationship management and organization to make sure you focus directly on the needs of your most valuable customers and increase profits for the long term. ALSO AVAILABLE: Once Fader convinces you of the value of customer centricity in this book, *The Customer Centricity Playbook*, with Sarah Toms, will show you where to get started to bring it to the forefront of your organization. THE WHARTON EXECUTIVE ESSENTIALS SERIES The Wharton Executive Essentials series from Wharton School Press brings the ideas of the Wharton School's thought leaders to you wherever you are. Inspired by Wharton's Executive Education program, each book is authored by globally renowned faculty and filled with real-life business examples and actionable advice. Wharton Executive Essentials guides offer a quick-reading, penetrating, and comprehensive summary of the knowledge leaders need to excel in today's competitive business environment and capture tomorrow's opportunities.

Bicontinuous interfacially jammed emulsion gels, now commonly termed 'bijels', are a class of soft materials, in which interpenetrating, continuous domains of two immiscible fluids are maintained in a rigid arrangement by a jammed layer of colloidal particles at their interface. Such gels have unusual material properties that promise exciting applications across diverse fields from energy materials and catalysis, to food science. This is the first book on the subject and provides the reader with a fundamental introduction. Edited by a recognised authority on bijels, the reader will learn about the bijel and its formation. Bringing together current understanding, this book aims to bring the potential application of bijels to diverse materials challenges closer to fruition. This is a must-have resource for anyone working in soft matter and applied fields. If you are studying soft computing, intelligent machines or intelligent control then this book will give you the theory you need together with a vast array of examples and practical material, providing you with a thorough grounding in this exciting field. Practising professionals will find the introductory material, application oriented techniques and case studies especially helpful. Theory meets practice through numerous examples and solved real world problems. Comprehensive case studies demonstrate a wide range of applications across science and engineering. Extensive coverage of intelligent systems design including intelligent control and time series prediction.

Change is the one constant in business, and we must adapt or face obsolescence. Yet certain challenges never go away. That's what makes this book "must read." These are the 10 seminal articles by management's most influential experts, on topics of perennial concern to ambitious managers and leaders hungry for inspiration--and ready to run with big ideas to accelerate their own and their companies' success. If you read nothing else - full stop - read: Michael Porter on creating competitive advantage and distinguishing your company from rivals John Kotter on leading change through eight critical stages Daniel Goleman on using emotional intelligence to maximize performance Peter Drucker on managing your career by evaluating your own strengths and weaknesses Clay Christensen on orchestrating innovation within established organizations Tom Davenport on using analytics to determine how to keep your customers loyal Robert Kaplan and David Norton on measuring your company's strategy with the Balanced Scorecard Rosabeth Moss Kanter on avoiding common mistakes when pushing innovation forward Ted Levitt on understanding who your customers are and what they really want C. K. Prahalad and Gary Hamel on identifying the unique, integrated systems that support your strategy

This document is a collection of slang terms used by various subcultures of computer hackers. Though some technical material is included for background and flavor, it is not a technical dictionary; what we describe here is the language hackers use among themselves for fun, social communication, and technical debate.

Accompanying CD-ROM contains ... "Cases in civil engineering economy, second edition, by William R. Peterson and Ted G. Eschenbach. c2009"--CD-ROM label.

As technology expands and evolves, one-dimensional, graphical user interface (GUI) design becomes increasingly limiting and simplistic. Designers must meet the challenge of developing new and creative interfaces that adapt to meet human needs and technological trends. *HCI Beyond the GUI* provides designers with this know how by exploring new ways to reach users that involve all of the human senses. Dr. Kortum gathers contributions from leading human factors designers to present a single reference for professionals, researchers, and students. Explores the human factors involved in the design and implementation of the nontraditional interfaces, detailing design strategies, testing methodologies, and implementation techniques Provides an invaluable resource for practitioners who design interfaces

for children, gamers and users with accessibility needs Offers extensive case studies, examples and design guidelines An advanced introduction to the simulation and hardware implementation of BLDC motor drives A thorough reference on the simulation and hardware implementation of BLDC motor drives, this book covers recent advances in the control of BLDC motor drives, including intelligent control, sensorless control, torque ripple reduction and hardware implementation. With the guidance of the expert author team, readers will understand the principle, modelling, design and control of BLDC motor drives. The advanced control methods and new achievements of BLDC motor drives, of interest to more advanced readers, are also presented. Focuses on the control of PM brushless DC motors, giving readers the foundations to the topic that they can build on through more advanced reading Systematically guides readers through the subject, introducing basic operational principles before moving on to advanced control algorithms and implementations Covers special issues, such as sensorless control, intelligent control, torque ripple reduction and hardware implementation, which also have applications to other types of motors Includes presentation files with lecture notes and Matlab 7 coding on a companion website for the book

This updated volume provides a comprehensive guide to the recent developments of digital and intelligent technologies related to genitourinary surgery. New topics include the adaptation of simulators, training programs, standardized credentialing, evidence-based practice, as well as the economics of robotic surgery. The impact on public and global health is also covered. Robotics in Genitourinary Surgery aims to help surgeons and patients adopt the techniques and procedures discussed, and in turn educate and expand research activities within the field.

This volume presents a series of in-depth studies on the mutual interaction of space exploration and society--part of a larger need to understand the relationships between science, technology, and society. After beginning with a study of public attitudes toward space over time, it then moves on to specific case studies of potential "spinoffs" from NASA's space program in the areas of medical technology, integrated circuits, and the multibillion-dollar industry today known as MEMS (microelectromechanical systems). These studies explicitly raise the difficult questions of what can be considered spinoff and how much of any particular claimed spinoff can be attributed to NASA. Beyond spinoffs, the final part of the volume considers broader issues of space and society, including the controversy over the use of nuclear components in spacecraft, the relationship between NASA and the environment, the impact of applications satellites, and the impact of the Apollo program. Space exploration has also spawned entirely new disciplines, including astrogeology, astrochemistry, and even astrotheology. The final chapter explores the budding discipline of astrosociology.

The information revolution--which is as much an organizational as a technological revolution--is transforming the nature of conflict across the spectrum: from open warfare, to terrorism, crime, and even radical social activism. The era of massed field armies is passing, because the new information and communications systems are increasing the lethality of quite small units that can call in deadly, precise missile fire almost anywhere, anytime. In social conflicts, the Internet and other media are greatly empowering individuals and small groups to influence the behavior of states. Whether in military or social conflicts, all protagonists will soon be developing new doctrines, strategies, and tactics for swarming their opponents--with weapons or words, as circumstances require. Preparing for conflict in such a world will require shifting to new forms of organization, particularly the versatile, hardy, all-channel network. This shift will prove difficult for states and professional militaries that remain bastions of hierarchy, bound to resist institutional redesign. They will make the shift as they realize that information and knowledge are becoming the key elements of power. This implies, among other things, that Mars, the old brute-force god of war, must give way to Athena, the well-armed goddess of wisdom. Accepting Athena as the patroness of this information age represents a first step not only for preparing for future conflicts, but also for preventing them.

The perfect gift for aspiring leaders: 16 volumes of HBR 20-Minute Manager. This 16-volume, specially priced boxed set makes a perfect gift for aspiring leaders who are short on time but need advice fast, on topics from creating business plans and giving feedback to managing time and presentations. The set includes Creating Business Plans, Delegating Work, Difficult Conversations, Finance Basics, Getting Work Done, Giving Effective Feedback, Innovative Teams, Leading Virtual Teams, Managing Projects, Managing Time, Managing Up, Performance Reviews, Presentations, Running Meetings, Running Virtual Meetings, and Virtual Collaboration. Don't have much time? Get up to speed fast on the most essential business skills with HBR's 20-Minute Manager series. Whether you need a crash course or a brief refresher, each book in the series is a concise, practical primer that will help you brush up on a key management topic. Advice you can quickly read and apply, for ambitious professionals and aspiring executives--from the most trusted source in business. Also available as an ebook.

This book constitutes the refereed proceedings of the 24th International Conference on Computer Safety, Reliability, and Security, SAFECOMP 2005, held in Fredrikstad, Norway, in September 2005. The 30 revised full papers were carefully reviewed and selected for inclusion in the book. The papers address all aspects of dependability and survivability of critical computerized systems in various branches and infrastructures.

A utopian view of the future relationship between architects and machines.

This book describes how surface tension effects can be used by engineers to provide mechanical functions in miniaturized products (1 mm). Even if precursors of this field such as Jurin or Laplace already date back to the 18th century, describing surface tension effects from a mechanical perspective is very recent. The originality of this book is to consider the effects of capillary bridges on solids, including forces and torques exerted both statically and dynamically by the liquid along the 6 degrees-of-freedom. It provides a comprehensive approach to various applications, such as capillary adhesion (axial force), centering force in packaging and micro-assembly (lateral force) and recent developments such as a capillary motor (torque).

The perfect gift for aspiring leaders: 16 volumes of HBR Guide. This 16-volume, specially priced boxed set makes a

perfect gift for aspiring leaders looking for trusted advice on such diverse topics as data analytics, negotiating, business writing, and coaching. This set includes Persuasive Presentations, Better Business Writing, Finance Basics, Data Analytics, Building Your Business Case, Making Every Meeting Matter, Project Management, Emotional Intelligence, Getting the Right Work Done, Negotiating, Leading Teams, Coaching Employees, Performance Management, Delivering Effective Feedback, Dealing with Conflict, and Managing Up and Across. Arm yourself with the advice you need to succeed on the job, from the most trusted brand in business. Packed with how-to essentials from leading experts, the HBR Guides provide smart answers to your most pressing work challenges Also available as an ebook set.

The Information Age: An Anthology on Its Impacts and Consequences was originally prepared by The Center for Advanced Concepts, Technologies, and Information Strategies of the Institute for National Strategic Studies, National Defense University. The original four volumes have been combined into one volume for this printing. They are: Part One: The Information and Communication Revolution Part Two: Business, Commerce, and Services Part Three: Government and the Military Part Four: International Affairs

energy production, environmental management, transportation, communication, computation, and education. As the twenty-first century unfolds, nanotechnology's impact on the health, wealth, and security of the world's people is expected to be at least as significant as the combined influences in this century of antibiotics, the integrated circuit, and human-made polymers. Dr. Neal Lane, Advisor to the President for Science and Technology and former National Science Foundation (NSF) director, stated at a Congressional hearing in April 1998, "If I were asked for an area of science and engineering that will most likely produce the breakthroughs of tomorrow, I would point to nanoscale science and engineering." Recognizing this potential, the White House Office of Science and Technology Policy (OSTP) and the Office of Management and Budget (OMB) have issued a joint memorandum to Federal agency heads that identifies nanotechnology as a research priority area for Federal investment in fiscal year 2001. This report charts

"Nanotechnology Research Directions," as developed by the Interagency Working Group on Nano Science, Engineering, and Technology (IWGN) of the National Science and Technology Council (NSTC). The report incorporates the views of leading experts from government, academia, and the private sector. It reflects the consensus reached at an IWGN-sponsored workshop held on January 27-29, 1999, and detailed in contributions submitted thereafter by members of the U. S. science and engineering community. (See Appendix A for a list of contributors.)

An application of differential forms for the study of some local and global aspects of the differential geometry of surfaces. Differential forms are introduced in a simple way that will make them attractive to "users" of mathematics. A brief and elementary introduction to differentiable manifolds is given so that the main theorem, namely Stokes' theorem, can be presented in its natural setting. The applications consist in developing the method of moving frames expounded by E. Cartan to study the local differential geometry of immersed surfaces in R^3 as well as the intrinsic geometry of surfaces. This is then collated in the last chapter to present Chern's proof of the Gauss-Bonnet theorem for compact surfaces. This book tells 101 stories of company efforts to implement the many aspects of flow manufacturing -- including such topics as just-in-time production, total quality control, reorganization of factories into product-focused or customer-focused cells, plants-in-a-plant, material flows by the simplicity of visual kanban, supplier partnerships, quick setup of equipment, cross-training and job rotation of the work force, and many more. The 101 mini-case studies -- dubbed "caselets" -- include 26 non-U.S. companies from 12 countries and cover a wide swath of industrial sectors, and include many well-known corporations such as Apple, Campbell Soup, Honeywell, and Boeing. From the 1980s to the present, the author has been taking the message of process improvement and customer-focused excellence far and wide. Most of these travels, usually in connection with delivering a seminar, include brief factory tours in which he compiled detailed notes and then organized them as brief reports -- his unvarnished analysis or take on what they do well and what needs improvement. In the main the reports were then sent back to the hosts of the plant tour. These factory tours and these follow-up reports form the basis of the large majority of this book's caselets. Many of the caselets bring to life process-improvement methodologies in detail. With lots of caselets to draw from, the readers will find vivid examples of similar companies and processes within their respective industries. For example, the caselets often include applications of advanced concepts in cost management, employee training, performance management, supply chains, and logistics as well as applications of plant layout, quick setup, material handling, quality assurance, scheduling, ergonomics, and flow analysis.

KEY BENEFIT: This text allows students to apply what they've learned to real company challenges and best practices by offering a multitude of problems in the text and integrated case studies on video. **KEY TOPICS:** Its coverage includes an extensive amount of service applications and firms to give students an in-depth look at operations in the real world.

MARKET: For general business students interested in operations management and gaining the fundamental working knowledge of a firm.

Customer Centricity Focus on the Right Customers for Strategic Advantage University of Pennsylvania Press

Teaching project management is not an easy task. Part of the difficulty is the one-of-a-kind nature of projects. This book and the software that comes with it (Project Team Builder) present a unique approach to the teaching and training of project management -- an approach based on a software tool that combines an interactive, dynamic case study and a simple yet effective Project Management System. The book focuses on problems that the project manager faces in planning, monitoring and controlling projects. Together with the software, the book provides the user with the opportunity to experience complex Project Management situations, understand the situation, develop alternative ways to cope with it and select the best alternative based on rigorous analysis. Project Team Builder (PTB), the software that accompanies this book, is web-based, please visit <http://www.sandboxmodel.com>.

This book showcases cutting-edge research papers from the 5th International Conference on Research into Design -- the

largest in India in this area – written by eminent researchers from across the world on design process, technologies, methods and tools, and their impact on innovation, for supporting design across boundaries. The special features of the book are the variety of insights into the product and system innovation process, and the host of methods and tools from all major areas of design research for the enhancement of the innovation process. The main benefit of the book for researchers in various areas of design and innovation are access to the latest quality research in this area, with the largest collection of research from India. For practitioners and educators, it is exposure to an empirically validated suite of theories, models, methods and tools that can be taught and practiced for design-led innovation.

In the past decade, substrate noise has had a constant and significant impact on the design of analog and mixed-signal integrated circuits. Only recently, with advances in chip miniaturization and innovative circuit design, has substrate noise begun to plague fully digital circuits as well. To combat the effects of substrate noise, heavily over-designed structures are generally adopted, thus seriously limiting the advantages of innovative technologies. Substrate Noise: Analysis and Optimization for IC Design addresses the main problems posed by substrate noise from both an IC and a CAD designer perspective. The effects of substrate noise on performance in digital, analog, and mixed-signal circuits are presented, along with the mechanisms underlying noise generation, injection, and transport. Popular solutions to the substrate noise problem and the trade-offs often debated by designers are extensively discussed. Non-traditional approaches as well as semi-automated techniques to combat substrate noise are also addressed. Substrate Noise: Analysis and Optimization for IC Design will be of interest to researchers and professionals interested in signal integrity, as well as to mixed signal and RF designers.

Mechatronics has evolved into a way of life in engineering practice, and it pervades virtually every aspect of the modern world. In chapters drawn from the bestselling and now standard engineering reference, The Mechatronics Handbook, this book introduces the vibrant field of mechatronics and its key elements: physical system modeling; sensors and actuators; signals and systems; computers and logic systems; and software and data acquisition. These chapters, written by leading academics and practitioners, were carefully selected and organized to provide an accessible, general outline of the subject ideal for non-specialists.

Mechatronics: An Introduction first defines and organizes the key elements of mechatronics, exploring design approach, system interfacing, instrumentation, control systems, and microprocessor-based controllers and microelectronics. It then surveys physical system modeling, introducing MEMS along with modeling and simulation. Coverage then moves to essential elements of sensors and actuators, including characteristics and fundamentals of time and frequency, followed by control systems and subsystems, computer hardware, logic, system interfaces, communication and computer networking, data acquisition, and computer-based instrumentation systems. Clear explanations and nearly 200 illustrations help bring the subject to life. Providing a broad overview of the fundamental aspects of the field, Mechatronics: An Introduction is an ideal primer for those new to the field, a handy review for those already familiar with the technology, and a friendly introduction for anyone who is curious about mechatronics.

Nanorobots can be defined as intelligent systems with overall dimensions at or below the micrometer range that are made of assemblies of nanoscale components with individual dimensions ranging between 1 to 100 nm. These devices can now perform a wide variety of tasks at the nanoscale in a wide variety of fields including but not limited to fields such as manufacturing, medicine, supply chain, biology, and aerospace. Nanorobotics: Current Approaches and Techniques offers a comprehensive overview of this emerging interdisciplinary field with a wide ranging discussion that includes nano-manipulation and industrial nanorobotics, nanorobotic manipulation in biology and medicine, nanorobotic sensing, navigation and swarm behavior and CNT, and protein and DNA-based nanorobotics.

For a sophomore-level course in Linear Algebra. Based on the recommendations of the Linear Algebra Curriculum Study Group, this introduction to linear algebra offers a matrix-oriented approach with more emphasis on problem solving and applications. Throughout the text, use of technology is encouraged. The focus is on matrix arithmetic, systems of linear equations, properties of Euclidean n -space, eigenvalues and eigenvectors, and orthogonality. Although matrix-oriented, the text provides a solid coverage of vector spaces.

For courses in sales management. Sales Management, 1/e is the only book on the market that prepares students to become effective sales managers in today's hyper-competitive, global economy-by integrating current technology, research, and strategic thinking activities.

The first comprehensive reference on mechatronics, The Mechatronics Handbook was quickly embraced as the gold standard in the field. From washing machines, to coffeemakers, to cell phones, to the ubiquitous PC in almost every household, what, these days, doesn't take advantage of mechatronics in its design and function? In the scant five years since the initial publication of the handbook, the latest generation of smart products has made this even more obvious. Too much material to cover in a single volume Originally a single-volume reference, the handbook has grown along with the field. The need for easy access to new material on rapid changes in technology, especially in computers and software, has made the single volume format unwieldy. The second edition is offered as two easily digestible books, making the material not only more accessible, but also more focused. Completely revised and updated, Robert Bishop's seminal work is still the most exhaustive, state-of-the-art treatment of the field available.

The IEEE NEMS Conference is a premier conference series sponsored by the IEEE Nanotechnology Council focusing on the promotion of advanced research areas related to M NEMS, nanotechnology, and molecular technology We invite contributions in following fields, but not limited to, Micro Nano Electro Mechanical Systems (M NEMS) Micro Nano Molecular Fabrication Nanomaterials Nanophonotics & Nanoscale Imaging Nanoscale Robotics, Assembly & Automation Molecular Sensors, Actuators & Systems Micro Nano Fluidics Micro Nano Mechanics Nanobiology Nanomedicine

A snapshot of the central ideas used to control fracture properties of engineered structural metallic materials, Advanced Structural Materials: Properties, Design Optimization, and Applications illustrates the critical role that advanced structural metallic materials play in aerospace, biomedical, automotive, sporting goods, and other industries in the twenty-first century. The book presents an overview of the structure, properties, and applications of these materials, including the basic ideas behind their design. It contains examples and accessible language, elucidating the basic concepts that guide the development of new alloys and composite materials. With in-depth reviews from leading contributors, the text develops an understanding of the breadth and depth of advances in the field. It begins with a broad introduction to advanced structural materials, then examines materials at the frontiers of emerging applications such as biomaterials, MEMS, amorphous materials, and nanotechnology. The chapter authors are

