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As the world grows increasingly interconnected, data communications has become a critical aspect of business operations. Wireless and mobile technology allows us to seamlessly transition from work to play and back again, and the Internet of things has brought our appliances, vehicles, and homes into the network; as life increasingly takes place online, businesses recognize the opportunity for a competitive advantage. Today's networking professionals have become central to nearly every aspect of business, and this book provides the essential foundation needed to build and manage the scalable, mobile, secure networks these businesses require. Although the technologies evolve rapidly, the underlying concepts are more constant. This book combines the foundational concepts with practical exercises to provide a well-grounded approach to networking in business today. Key management and technical issues are highlighted and discussed in the context of real-world applications, and hands-on exercises reinforce critical concepts while providing insight into day-to-day operations. Detailed technical descriptions reveal the tradeoffs not presented in product summaries, building the analytical capacity needed to understand, evaluate, and compare current and future technologies.

The best-selling PHYSICS FOR SCIENTISTS AND ENGINEERS WITH MODERN PHYSICS 8th edition has a well-deserved reputation for clear narrative, well-crafted examples, and carefully constructed exercise sets. The unique new hybrid edition of this text offers a new way to provide the content at a lower price to students.The print component of this hybrid version of PHYSICS FOR SCIENTISTS AND ENGINEERS WITH MODERN PHYSICS includes the textbook narrative, examples, and conceptual review--we've simply removed the end of chapter problems from the print textbook that were already in Enhanced WebAssign. By packaging the print component with the Enhanced WebAssign passkey, we've provided you and your students with the convenience of a text that is interactive, brief, and affordable. In addition, while preserving the hallmark concise language, state of the art educational pedagogy, and top-notch worked examples, the Eighth Edition features a new art program as well as problem sets that were revised for maximum clarity using WebAssign data by co-authors Raymond A. Serway and John W. Jewett, Jr.

Remote sensing is an integral part of geography, GIS and cartography, used by academics in the field and professionals in all sorts of occupations. The 1990s saw the development of a range of new methods of classifying remote sensing images and data, both optical imaging and microwave imaging. This comprehensive survey of the various techniques pul

This volume addresses virtual reality (VR) -- a tantalizing communication medium whose essence challenges our most deeply held notions of what communication is or can be. The editors have gathered an expert team of engineers, social scientists, and cultural theorists for the first extensive treatment of human communication in this exciting medium. The first part introduces the reader to VR's state-of-the-art as well as future trends. In the next section, leading research scientists discuss how knowledge of communication can be used to build more effective and exciting communication applications of virtual reality. Looking ahead, the authors explore pioneering approaches to VR narratives, interpersonal communication, the use of 3D sound, and

the building of VR entertainment complexes. In the final section, the authors zoom out to view the big picture -- the psychological, social, and cultural implications of virtual reality. Thought-provoking discussions consider important communication issues such as: * How will virtual reality influence perception of reality? * What are the legal issues defining communication in virtual reality? * What kind of cultural trends will this technology encourage?

In this book, Optical Wavelength Division Multiplexing (WDM) isapproached from a strictly practical and application-oriented pointof view. Based on the characteristics and constraints of modernfiber-optic components, transport systems and fibers, thetext provides relevant rules of thumb and practical hints fortechnology selection, WDM system and link dimensioning, and alsofor network-related aspects such as wavelength assignment andresilience mechanisms. Actual 10/40 Gb/s WDM systems areconsidered, and a preview of the upcoming 100 Gb/ssystems and technologies for even higher bit rates is given aswell. Key features: Considers WDM from ULH backbone (big picture view) down toPON access (micro view). Includes all major telecom and datacom applications. Provides the relevant background for state-of-the-art andnext-gen systems. Offers practical guidelines for system / linkengineering.

This comprehensive introduction to Electronic Communications explores fundamental concepts and their state-of-the-art application in radio, telephone, facsimile transmission, television, satellite and fiber optic communications. It provides an explanatory as well as descriptive approach, avoids lengthy mathematical derivations and introduces the use of Mathcad for problem-solving in select areas.

First published in 1951, this masterful collection of essays explores the relationship between a society's communication media and that community's ability to maintain control over its development.

Introduction to Data Networks describes the different types of data networks, how they operate and the services they can provide.Data networks are telecommunications networks that are installed and operated for information exchange between data communication devices such as computers and voice gateways. Although data networks can transfer any type of digital media (voice, data or video), the type of network, services used and optional configurations can dramatically affect the performance of data services.This book provides a functional description of the key data network parts including hubs, routers, bridges and gateways. You will discover the differences between personal area networks (PANs), premises distribution networks (PDNs), local area networks (LANs), metropolitan area networks (MANs), and wide area networks (WANs).The basic operation of Ethernet is provided along with how Ethernet has evolved and the different types of Ethernet systems that are available today. Discover how data networks are configured and managed using simple network management protocol (SNMP). Learn the basic operation of gateways and firewalls and how firewalls operate to protect networks from the unwanted transmission of information. The operation of different types of data systems and how they operate is explained including Ethernet, Token Ring, FDDI, PON, ATM, Frame Relay, and the Internet. Find out how data networks can be configured to allow many users to share the same data network using virtual private networks. You will lean about the common types of data services such as CBR, ABR, UBR and their typical service costs. Some of the most important topics featured are:?Functional parts of data networks ?Descriptions

of hubs, routers, bridges and gateways.?The differences between PAN, PDN, LAN, MAN, and WAN Networks?How Ethernet and other types of data networks operate?How packets are automatically routed in IP networks?How gateways and firewalls operate?Overviews of Ethernet, Token Ring, FDDI, PON, ATM, Frame Relay and the Internet?Introduction to virtual networks (VPNs)?Data services including CBR, ABR and UBR

Radio, the oldest form of electronic broadcasting, has been described as the last medium to go digital. Yet developments have been underway for over twenty years to create new technologies and digital platforms for the transmission of radio in digital form. O'Neill presents detailed studies of the development of Digital Audio Broadcasting (DAB), successes and failures in digital radio implementation, and future scenarios for radio in a fully converged media environment. Essays address the fact that radio now stands at a crossroads in its development, and question whether it has a viable future or whether it will converge with other forms of multimedia and audiovisual media services.

An introduction to marketing concepts, strategies and practices with a balance of depth of coverage and ease of learning. Principles of Marketing keeps pace with a rapidly changing field, focussing on the ways brands create and capture consumer value. Practical content and linkage are at the heart of this edition. Real local and international examples bring ideas to life and new feature 'linking the concepts' helps students test and consolidate understanding as they go. The latest edition enhances understanding with a unique learning design including revised, integrative concept maps at the start of each chapter, end-of-chapter features summarising ideas and themes, a mix of mini and major case studies to illuminate concepts, and critical thinking exercises for applying skills.

Want to create devices that interact with the physical world? This cookbook is perfect for anyone who wants to experiment with the popular Arduino microcontroller and programming environment. You'll find more than 200 tips and techniques for building a variety of objects and prototypes such as IoT solutions, environmental monitors, location and position-aware systems, and products that can respond to touch, sound, heat, and light. Updated for the Arduino 1.8 release, the recipes in this third edition include practical examples and guidance to help you begin, expand, and enhance your projects right away—whether you're an engineer, designer, artist, student, or hobbyist. Get up to speed on the Arduino board and essential software concepts quickly Learn basic techniques for reading digital and analog signals Use Arduino with a variety of popular input devices and sensors Drive visual displays, generate sound, and control several types of motors Connect Arduino to wired and wireless networks Learn techniques for handling time delays and time measurement Apply advanced coding and memory-handling techniques

THE DEFINITIVE ANTENNA REFERENCE--FULLY REVISED AND EXPANDED! Design and build your own antennas with the help of this unique guide. Updated and revised to provide clear answers to questions frequently asked by hobbyists and electronics technicians, Practical Antenna Handbook, Fifth Edition blends theoretical concepts with hands-on experience--requiring only high school mathematics Reorganized to flow logically from broad physical principles to specific antenna design and construction techniques, the book begins by covering the fundamentals. Then the

half-wave dipole is discussed both as an excellent antenna in its own right and as a conceptual tool for predicting the performance of other designs. Transmission line impedance matching techniques--and a companion Smith chart tutorial--lead into "must have" accessories for tuning, monitoring, and troubleshooting antenna system performance. Other tools, such as antenna modeling software and network analyzer add-ons for PCs and Macs, are addressed, and concluding chapters offer fresh insights into support structures and installation techniques. NEW TOPICS COVERED INCLUDE: Characteristics of all-driven and parasitic arrays Beverages and small MF/HF receiving loops Top-loaded shunt-fed towers and other verticals Theory and design of Yagi beams Effect of real ground on propagation and antenna patterns, impedance, and efficiency Lightning protection and four kinds of ground systems Zoning and restrictive covenants COVERS A WIDE VARIETY OF ANTENNAS: Dipoles and inverted-Vs Quads, delta, and NVIS loops Wire arrays (bobtail curtain, half-square, rhombic) Verticals and shunt-fed towers Rotatable Yagi beams MF/HF receiving antennas (flag, pennant, K9AY, Beverage) Mobile and portable antennas VHF/UHF/microwave antennas And many more GO TO WWW.MHPROFESSIONAL.COM/CARR5 FOR: * Tables of worldwide geographic coordinates and antenna dimensions vs. frequency * Supplier updates * Author's blog * Additional photographs and schematics * Links to tutorials and specialized calculators Contains a compendium of the most frequently used data in day-to-day telecommunications engineering work: tables, graphs, figures, formulae, nomograms, performance curves, standards highlights, constants and statistics. Designed for easy and rapid access. Comprehensive reference for designing, building, purchasing, using or maintaining all kinds of telecommunications systems. Central source of information on transmission, switching, traffic engineering, numbering, signaling, noise, modulation and forward error correction.
Digital Video and Audio Broadcasting TechnologyA Practical Engineering GuideSpringer Science & Business Media
The 1998 Revision includes changes and corrections authorized by the Joint Steering Committee for Revision of AACR since 1988, including amendments authorized through 1997.
Prof. Josef Rauschecker, neuro-scientist dari University College, London, pernah mengungkapkan proses pengartian getaran suara (auditory) di otak jauh lebih cepat daripada proses pengartian getaran gambar (visual). Oleh sebab itulah apabila indera kita menerima sinyal/stimuli gambar dan sinyal/stimuli suara dalam waktu bersamaansekaligus (seperti menonton TV), maka yang terjadi di otak adalah tercipta "gambar imajiner" terlebih dahulu (karena proses getaran auditory sudah selesai, sementara proses getaran visual masih berlangsung). Baru ketika proses getaran visual selesai, maka digabunglah kedua hasil proses tadi oleh otak untuk peng-artian lengkap. Dengan demikian bisa dikatakan, bahwa "gambar asli" dikonfirmasikan terlebih dahulu terhadap "gambar imajiner" (sebagai referensi yang sudah terbentuk lebih dahulu), baru setelah itu proses peng-artian oleh otak dengan masuknya kedua stimuli tersebut selesai/final. Media radio, melalui sarana apapun didengarkannya, tetap saja ia merupakan media "suara/ bunyi". Maka salah satu kekuatan yang khas karakter radio adalah justru terletak pada hanya suara. Karena dengan suara sajalah bisa tercipta "gambar imajiner yang tak terbatas". Kemampuan radio untuk

menciptakan imajinasi tanpa batas inilah yang sering diistilahkan sebagai "Radio is Theatre of Mind". Mengutip kata-kata tokoh periklanan dunia David Ogilvy, "Sebotol Coca-cola dengan ukuran dan bentuk yang tak terbatas, serta dapat berubah-ubah setiap saat, hanya bisa dilakukan oleh Radio. Sedangkan kalau Anda melihat sebotol Coca Cola di Televisi, pasti bentuknya dan warnanya ya seperti itulah.. dan ukuran botolnya paling besar hanya sebesar layar televisi Anda". Kalimat ini secara akurat telah menggambarkan bagaimana Radio bisa menciptakan Theatre of Mind, suatu hal yang tak bisa dilakukan oleh media yang dianggap paling lengkap (audio-visual), yaitu televisi. Sayangnya, tidak banyak yang menyadari hal ini baik dari kalangan radio sendiri maupun dari kalangan pengiklan/biro iklan (advertisers & advertising agency), yang menganggap TV lebih unggul dari Radio. Padahal masing-masing media punya kekurangan dan keunggulannya masing-masing. Ke-effektif-an media sebetulnya sama saja, tergantung bagaimana cara kita mengoptimalkan karakteristik-nya. Melalui buku ini yang menggabungkan beragam teori komunikasi terkait radio dan hasil dari praktik selama puluhan tahun, penulis Harliantara Harley Prayudha dan Andy Rustam Munaf berupaya mengajak Anda untuk mengoptimalkan Keunggulan Radio dalam kondisi kekinian, era digital. Dalam paparan Harliantara Harley Prayudha yang terserak dari bab 1 sampai bab 5, penulis coba mengajak Anda untuk menyelami beragam teori komunikasi yang bisa dan telah diimplementasikan menjadi bagian dunia radio. Tak hanya itu, dengan keterlibatannya secara langsung sebagai praktisi hingga sekarang, Harliantara Harley Prayudha pun memberikan sejumlah tips, terutama bagi para penyiar. Sementara itu, Andy Rustam Munaf dengan bahasa yang ringan juga kritis berupaya memberikan pemahaman esensi radio yang diuraikan dalam puluhan artikel yang tersimpan dalam bab 7 dan ini bisa diharapkan bisa mencerahkan dan melekatkan prinsip bagi siapa pun yang sudah dan ingin memasuki dunia radio sehingga mereka tak sekedar tahu, tetapi bisa paham.

Enhance the visual quality of your motion pictures and digital videos with a solid understanding of lighting fundamentals. This complete course in digital video lighting begins with how the human eye and the camera process light and color, progresses through the basics of equipment and setups, and finishes with practical lessons on how to solve common problems. Filled with clear illustrations and real-world examples that demonstrate proper equipment use, safety issues, and staging techniques, Lighting for Digital Video presents readers with all they need to create their own visual masterpieces. Features * film style techniques for digital video productions * creating "movie" looks on a low budget * lighting for HD * how to maximize existing light * how to be a grip + safety issues * interview setups * color correction techniques in mixed lighting situations

Introduction to Information Technology second edition is based on the fundamental premise that the major role of information technology (IT) is to support employees, regardless of their functional area (e.g. sales, marketing, accounting, HR) or level in the organization. The unique theme of "What's in IT for me/ IT's About Business" provides relevance for majors and non-majors. The text takes a hands-on approach with the popular Virtual Company, has strong coverage of e-commerce, an excellent variety and volume of examples, a strong website with real world applications and cases, and a presentation that makes

the material accessible through an attractive design. The text shows IT through a global perspective and emphasizes the importance of making connections among individuals, groups and organizations. The text is ideal for undergraduate business majors with no prerequisite computer courses, and the new edition builds upon the advantages of the previous edition by further tying the text together with the online material.

Practical, concise and complete reference for the basics of modern antenna design Antennas: from Theory to Practice discusses the basics of modern antenna design and theory. Developed specifically for engineers and designers who work with radio communications, radar and RF engineering, this book offers practical and hands-on treatment of antenna theory and techniques, and provides its readers the skills to analyse, design and measure various antennas. Key features: Provides thorough coverage on the basics of transmission lines, radio waves and propagation, and antenna analysis and design Discusses industrial standard design software tools, and antenna measurement equipment, facilities and techniques Covers electrically small antennas, mobile antennas, UWB antennas and new materials for antennas Also discusses reconfigurable antennas, RFID antennas, Wide-band and multi-band antennas, radar antennas, and MIMO antennas Design examples of various antennas are provided Written in a practical and concise manner by authors who are experts in antenna design, with experience from both academia and industry This book will be an invaluable resource for engineers and designers working in RF engineering, radar and radio communications, seeking a comprehensive and practical introduction to the basics of antenna design. The book can also be used as a textbook for advanced students entering a profession in this field.

Cohen's exploration seeks to uncover nothing less than the nature of all scientific revolutions, the stages by which they occur, their time scale, specific criteria for determining whether or not there has been a revolution, and the creative factors in producing a revolutionary new idea.

Presents suggestions for improving education in the United States, addressing issues such as knowledge of subject matter, how teachers develop and learn, and the recruitment and retention of new teachers.

This book discusses the use of the spectrum sharing techniques in cognitive radio technology, in order to address the problem of spectrum scarcity for future wireless communications. The authors describe a cognitive radio medium access control (MAC) protocol, with which throughput maximization has been achieved. The discussion also includes use of this MAC protocol for imperfect sensing scenarios and its effect on the performance of cognitive radio systems. The authors also discuss how energy efficiency has been maximized in this system, by applying a simple algorithm for optimizing the transmit power of the cognitive user. The study about the channel fading in the cognitive user and licensed user and power adaption policy in this scenario under peak transmit power and interference power constraint is also present in this book.

The Handbook of Media and Mass Communication Theory presents a comprehensive collection of original essays that focus on all aspects of current and classic theories and practices relating to media and mass communication. Focuses on all aspects of current and classic theories and practices relating to media and mass communication Includes essays from a variety of global contexts, from Asia and the Middle East to the Americas Gives niche theories new life in several essays that use them to illuminate their application in specific contexts Features coverage of a wide variety of theoretical perspectives Pays close attention to the use of theory in understanding new communication contexts, such as social media 2 Volumes Volumes are aslo available for individual purchase

The second edition of Holtzapple and Reece's popular text, Concepts in Engineering, introduces fundamental engineering concepts to freshman engineering students. Its central focus is to positively motivate students for the rest of their engineering education, as well as their future engineering. Due to the book's concise, yet comprehensive coverage, it can be used in a wide variety of introductory courses.

Over the last decade, information and communication technologies (ICT) have been increasingly used to achieve development goals. Developing countries, including poorer ones, have enjoyed rapid technological progress to help pull millions of people out of poverty. ICTs help transform economic and social activities for firms, governments and citizens. Information and Communication for Development 2009: Scaling Up Impact, the second issue of the World Bank's IC4D series, focuses on the effect of increased access to advanced ICT services and development of a vibrant IT sector on sustaining growth.

This exciting new text from The Dryden Press provides a strategic marketing and managerial perspective of electronic commerce. The research of the four highly-qualified authors provides the basis for the book, allowing for first-hand experience, varied viewpoints, and relevance.

Corporate governance principles provide guidance on how corporations should operate. Adoption of international corporate governance best practices leads to long-term sustainability and resilience, and can be a competitive tool to attract foreign investments. The Asian Development Bank, in partnership with the ASEAN Capital Markets Forum, have jointly developed the ASEAN Corporate Governance Scorecard, an assessment based on publicly available information and benchmarked against international best practices that encourage publicly listed companies to go beyond national legislative requirements. This report can be used by capital market regulators and other stakeholders as a reference to understand the current corporate governance standards across the region. It is also a useful diagnostic tool to guide improvement of corporate governance standards.

This report examines the practices of Member countries with regards to tax sparing and explains why Member countries have become more reluctant to grant tax sparing in treaties. It also provides a number of suggested "best practices" on the design of tax sparing provisions in tax treaties.

This book presents fundamental passive optical network (PON)concepts, providing you with the tools needed to understand,design, and build these new access networks. The logical sequenceof topics begins with the underlying principles and components ofoptical fiber communication technologies used in access networks.Next, the book progresses from descriptions of PON andfiber-to-the-X (FTTX) alternatives to their application tofiber-to-the-premises (FTTP) networks and, lastly, to essentialmeasurement and testing procedures for

network installation andmaintenance. An Instructor's Manual presenting detailed solutions to all theproblems in the book is available from the Wiley editorialdepartment.

by Professor Alessandro Sinatra xi There are two categories which divide academic writing. The first category is made up of those which gather and systemize a developed thought, while the second is made up of those which detail a learning process which is presently occurring. This book belongs to the second category. It is intended to offer evidence of a still continuing research process which began three years ago. This reseach, undertaken simultaneously in Europe, the United States and Japan, has provided interesting evidence as to the conditions which must be present within a company in order to ensure continuous change. The object of our research has been to galvanize academics and managers into a debate which is especially relevant today: that of the ability of a company to anticipate or respond to changes which are occurring in its environment. Today more than ever, the ability to change culture and organizational structure are conditions which ensure a company's success, or more often, permit its survival. This book offers ten case studies about ten different large international firms, and about how they approached the problem of strategic change. In addition, there are ten articles which analyze the empirical evidence presented in the cases, and which try to provide and develop a general framework which can be used in a variety of situations. The cases represent an empirical base of reference. For the manager, they can serve as a source of benchmarking with the present situation of herlhis company.

Gain the skills you need to succeed in the television industry and master the production process, from shooting and producing, to editing and distribution. This new and updated 17th edition of Television Production offers a thorough and practical guide to professional TV production techniques. Learn how to anticipate and quickly overcome commonly encountered problems in television production as author Jim Owens details each role and process, including the secrets of top-grade camerawork, persuasive lighting techniques, and effective sound treatment, as well as the subtle processes of scenic design, directing, and the art of video editing. Updated throughout, containing a range of new figures and diagrams, the 17th edition of this classic text includes: A discussion of the changing definition of "television" and how new technology alters viewing habits; Interviews with professionals in the industry about the challenges they face during the production process and the advice they would give to those trying to break into the production and television industries; A review of production practices and techniques for VR; A description of the latest cameras and equipment, including LED lighting and remote production; Guidance and techniques for low-budget, DIY-style productions; A comprehensive resource page for instructors, containing slides and testing materials to aid in the learning process can be found at www.routledge.com/cw/owens.

This fully revised and updated edition provides a comprehensive, non-technical introduction to the range of approaches to understanding mass communication.

Contributions from Finn Trosby, Kevin Holley, Ian Harris Written to celebrate the 25th anniversary of SMS standardization by the people who produced the standards, Short Message Service (SMS): The Creation of Personal Text Messaging, describes the development of the SMS standard and its ongoing evolution. The standardization of SMS started in February 1985 as a part of the creation of the second generation digital cellular system GSM, and the 25th anniversary of the first work on SMS provides an opportunity to review and understand how this service was developed. The book also looks to the future, as a large number of new GSM and evolved GSM phones will support SMS as a mass market high availability messaging service, a new simple Multimedia Messaging Service (MMS) suitable for use by everyone and for implementation in every new terminal is proposed. One of the only books which covers the complete SMS genesis from concept ideas to standardization of a first technical

solution and its evolution to the present day. Describes the service concept including the limitation of the message length to 160 characters and explains the rationale behind the concept. Based on existing and newly retrieved documentation. Concludes that SMS has a long future since most future GSM phones will support SMS as the only messaging service, and so an SMS evolution is put forward.

This essential text for any technician in broadcasting deals with all the most important digital television, sound radio and multimedia standards. The book provides an in-depth look at these subjects in terms of practical experience. In addition it contains chapters on the basics of technologies such as analog television, digital modulation, COFDM or mathematical transformations between time and frequency domains. The attention in each respective field under discussion is focused on aspects of measuring techniques and of measuring practice, in each case consolidating the knowledge imparted with numerous practical examples. Since the entire field of electrical communications technology is traversed in a wide arc, those who are students in this field are not excluded either.

Now the standardisation work of DAB (Digital Audio Broadcasting) system is finished many broadcast organisations, network providers and receiver manufacturers in European countries and outside of Europe (for example Canada and the Far East) will be installing DAB broadcast services as pilot projects or public services. In addition some value added services (data and video services) are under development or have already started as pilot projects. The new digital broadcast system DAB distinguishes itself from existing conventional broadcast systems, and the various new international standards and related documents (from ITU-R, ISO/IEC, ETSI, EBU, EUREKA147, and others) are not readily available and are difficult to read for users. Therefore it is essential that a well structured technical handbook should be available. The Second Edition of Digital Audio Broadcasting has been fully updated with new sections and chapters added to reflect all the latest developments and advances. Digital Audio Broadcasting: Provides a fully updated comprehensive overview of DAB Covers international standards, applications and other technical issues Combines the expertise of leading researchers in the field of DAB Now covers such new areas as: IP-Tunneling via DAB; Electronic Programme Guide for DAB; and Metadata A comprehensive overview of DAB specifically written for planning and system engineers, developers for professional and domestic equipment manufacturers, service providers, as well as postgraduate students and lecturers in communications technology.

The Sound System Design Primer is an introduction to the many topics, technologies, and sub-disciplines that make up contemporary sound systems design. Written in clear, conversational language for those who do not have an engineering background, or who think more in language than in numbers, The Sound System Design Primer provides a solid foundation in this expanding discipline for students, early/mid-career system designers, creative and content designers seeking a better grasp on the technical side of things, and non-sound professionals who want or need to be able to speak intelligently with sound system designers.

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