The 3g Way An Introduction To The Management Style Of The Trio Thats Taken Over Some Of The Most Important Icons Of American Capitalism

What if you could skip the tiny jars and pouches of bland baby food in favor of a more natural, flavor-filled, and family-friendly transition to solid foods? Baby-led feeding (also known as baby-led weaning) is just that. Feeding your baby a variety of healthy, wholesome solid foods, rather than relying solely on purees, is thought to promote motor skills and establish lifelong healthy eating habits. Here, author and food editor at Parents magazine Jenna Helwig gives an easy-to-follow introduction to this popular new method. With more than 100 ideas and recipes, this bright, photo-driven book includes chapters on the benefits of this approach, when and how to get started, essential safety and nutrition guidelines, frequently asked questions, basic fruit and vegetable prep, more complex finger foods, and family meals. All recipes have been reviewed by a registered dietitian and include nutrition information to ensure a healthy mealtime.

The mobile information society has revolutionised the way we work, communicate and socialise. Mobile phones, wireless free communication and associated technologies such as WANs, LANs, and PANs, cellular networks, SMS, 3G, Bluetooth, Blackberry and WiFi are seen as the driving force of the advanced society. The roots of today's explosion in wireless technology can be traced back to the deregulation of AT&T in the US and the Post Office and British Telecom in the UK, as well as Nokia's groundbreaking approach to the design and marketing of the mobile phone. Providing a succinct introduction to the field of mobile and wireless communications, this book: Begins with the basics of radio technology and offers an overview of key scientific terms and concepts for the student reader Addresses the social and economic implications of mobile and wireless technologies, such as the effects of the deregulation of telephone systems Uses a range of case studies and examples of mobile and wireless communication, legislation and practices from the UK, US, Canada, mainland Europe, the Far East and Australia Contains illustrations and tables to help explain technical concepts and show the growth and change in mobile technologies Features a glossary of technical terms, annotated further reading at the end of each chapter and web links for further study and research Mobile and Wireless Communicationsis a key resource for students on a range of social scientific courses, including media and communications, sociology, public policy, and management studies, as well as a useful introduction to the field for researchers and general readers.

Using an extremely clear and informal approach, this book introduces readers to a rigorous understanding of mathematical analysis and presents challenging math concepts as clearly as possible. The real number system. Differential calculus of functions of one variable. Riemann integral functions of one variable. Integral calculus of real-valued functions. Metric Spaces. For those who want to gain an understanding of mathematical analysis and challenging mathematical concepts.

The authoritative account of the rise of Amazon and its intensely driven founder, Jeff Bezos, praised by the Seattle Times as "the definitive account of how a tech icon came to life." Amazon.com started off delivering books through the mail. But its visionary founder, Jeff Bezos, wasn't content with being a bookseller. He wanted Amazon to become the everything store, offering limitless selection and seductive convenience at disruptively low prices. To do so, he developed a corporate culture of relentless ambition and secrecy that's never been cracked. Until now. Brad Stone enjoyed unprecedented access to current and former Amazon employees and Bezos family members, giving readers the first in-depth, fly-on-the-wall account of life at Amazon. Compared to tech's other elite innovators -- Jobs, Gates, Zuckerberg -- Bezos is a private man. But he stands out for his restless pursuit of new markets, leading Amazon into risky new ventures like the Kindle and cloud computing, and transforming retail in the same way Henry Ford revolutionized manufacturing. The Everything Store is the revealing, definitive biography of the company that placed one of the first and largest bets on the Internet and forever changed the way we shop and read.

Next generation wireless is not about technology, it is all about marketing.... What is the service offering rather than the features of the latest handset? Who are the customers and which are the most profitable? How do you identify and market to communities? How do you tariff for profit? If you need to know the answers and more, you really need to read this book. In the 1990s mobile operators underutilized marketing and only focused on rapid expansion of capacity and connecting new subscribers. Today, with the mobile services industry more mature and competitive, the authors unveil how more modern marketing is needed for success both in market share and profitability. 3G Marketing explains the role of early adopters, communities, reachability, brands, portals, and handsets to 3G success. It shows how success in 3G is dependent on successfully building strategic partnerships by covering issues from market intelligence to sales channel support. Aimed at the non-technical person, this authoritative resource gives clear and practical advice on how to use modern marketing methods to promote and sell mobile services. It provides a perfect and invaluable introduction for anybody entering mobile telecoms or companies faced with the need to partner with operators as crucially, it explains how services and applications can be brought to the market in the fiercely competitive 3G marketplace.

This very up-to-date and practical book, written by engineers working closely in 3GPP, gives insight into the newest technologies and standards adopted by 3GPP, with detailed explanations of the specific solutions chosen and their implementation in HSPA and LTE. The key technologies presented include multi-carrier transmission, advanced single-carrier transmission, advanced receivers, OFDM, MIMO and adaptive antenna solutions, advanced radio resource management and protocols, and different radio network architectures. Their role and use in the context of mobile broadband access in general is explained. Both a high-level overview and more detailed step-by-step explanations of HSPA and LTE implementation are given. An overview of other related systems such as TD SCDMA, CDMA2000, and WIMAX is also provided. This is a 'must-have' resource for engineers and other professionals working with cellular or

wireless broadband technologies who need to know how to utilize the new technology to stay ahead of the competition. The authors of the book all work at Ericsson Research and are deeply involved in 3G development and standardisation since the early days of 3G research. They are leading experts in the field and are today still actively contributing to the standardisation of both HSPA and LTE within 3GPP. * Gives the first explanation of the radio access technologies and key international standards for moving to the next stage of 3G evolution: fully operational mobile broadband * Describes the new technologies selected by the 3GPP to realise High Speed Packet Access (HSPA) and Long Term Evolution (LTE) for mobile broadband * Gives both higher-level overviews and detailed explanations of HSPA and LTE as specified by 3GPP

The text covers random graphs from the basic to the advanced, including numerous exercises and recommendations for further reading.

"An intense snapshot of the chain reaction caused by pulling a trigger." —Booklist (starred review) "Astonishing." —Kirkus Reviews (starred review) "A tour de force." —Publishers Weekly (starred review) A Newbery Honor Book A Coretta Scott King Honor Book A Printz Honor Book A Time Best YA Book of All Time (2021) A Los Angeles Times Book Prize Winner for Young Adult Literature Longlisted for the National Book Award for Young People's Literature Winner of the Walter Dean Myers Award An Edgar Award Winner for Best Young Adult Fiction Parents' Choice Gold Award Winner An Entertainment Weekly Best YA Book of 2017 A Vulture Best YA Book of 2017 A Buzzfeed Best YA Book of 2017 An ode to Put the Damn Guns Down, this is New York Times bestselling author Jason Reynolds's electrifying novel that takes place in sixty potent seconds—the time it takes a kid to decide whether or not he's going to murder the guy who killed his brother. A cannon. A strap. A piece. A biscuit. A burner. A heater. A chopper. A gat. A hammer A tool for RULE Or, you can call it a gun. That's what fifteen-year-old Will has shoved in the back waistband of his jeans. See, his brother Shawn was just murdered. And Will knows the rules. No crying. No snitching. Revenge. That's where Will's now heading, with that gun shoved in the back waistband of his jeans, the gun that was his brother's gun. He gets on the elevator, seventh floor, stoked. He knows who he's after. Or does he? As the elevator stops on the sixth floor, on comes Buck. Buck, Will finds out, is who gave Shawn the gun before Will took the gun. Buck tells Will to check that the gun is even loaded. And that's when Will sees that one bullet is missing. And the only one who could have fired Shawn's gun was Shawn. Huh. Will didn't know that Shawn had ever actually USED his gun. Bigger huh. BUCK IS DEAD. But Buck's in the elevator? Just as Will's trying to think this through, the door to the next floor opens. A teenage girl gets on, waves away the smoke from Dead Buck's cigarette. Will doesn't know her, but she knew him. Knew. When they were eight. And stray bullets had cut through the playground, and Will had tried to cover her, but she was hit anyway, and so what she wants to know, on that fifth floor elevator stop, is, what if Will, Will with the gun shoved in the back waistband of his jeans, MISSES. And so it goes, the whole long way down, as the elevator stops on each floor, and at each stop someone connected to his brother gets on to give Will a piece to a bigger story than the one he thinks he knows. A story that might never know an END…if Will gets off that elevator. Told in short, fierce staccato narrative verse, Long Way Down is a fast and furious, dazzlingly brilliant look at teenage gun violence, as could only be told by Jason Reynolds.

Among the many books published on 3G and cellular telecommunications, this introduction stands out due to its broad coverage of the subject and straightforward explanations of the principles and applications using a minimum of maths. Writing as an engineer for engineers, Ian Poole provides a systems-level view of the fundamentals that will enhance the understanding of engineers involved working in this fast-paced field. Equally, the book helps students, technicians and equipment manufacturers to gain a working knowledge of the applications and technologies involved in cellular communications equipment and networks. The book focuses on the latest 2G, 2.5G and 3G technologies, including GSM (with GPRS and EDGE), NA-TDMA, cdmaOne (IS-95), CDMA2000 and UMTS (W-CDMA), with material on developing areas such as HSDPA. The fundamentals of radio propagation, modulation and cellular basics are also covered in a way that will give readers a real grasp of how cellular communications systems and equipment work. * Explains the principles and applications of cellular communications systems using a minimum of mathematics, providing a firm grounding for engineers, technicians and students. * Covers current technologies (2G, 2.5G) alongside 3G and other cutting-edge technologies, making this essential reading, not crystal ball gazing! * Provides coverage of fundamentals and whole systems, as well as equipment provides a wide knowledge base for engineers and technicians working in different parts of the industry: handset designers, network planners, maintenance technicians, technical sales, etc.

How prepared are you to build fast and efficient web applications? This eloquent book provides what every web developer should know about the network, from fundamental limitations that affect performance to major innovations for building even more powerful browser applications—including HTTP 2.0 and XHR improvements, Server-Sent Events (SSE), WebSocket, and WebRTC. Author Ilya Grigorik, a web performance engineer at Google, demonstrates performance optimization best practices for TCP, UDP, and TLS protocols, and explains unique wireless and mobile network optimization requirements. You'll then dive into performance characteristics of technologies such as HTTP 2.0, client-side network scripting with XHR, real-time streaming with SSE and WebSocket, and P2P communication with WebRTC. Deliver superlative TCP, UDP, and TLS performance Speed up network performance over 3G/4G mobile networks Develop fast and energy-efficient mobile applications Address bottlenecks in HTTP 1.x and other browser protocols Plan for and deliver the best HTTP 2.0 performance Enable efficient real-time streaming in the browser Create efficient peer-to-peer videoconferencing and low-latency applications with real-time WebRTC transports

A substantial update of this award-winning and highly regarded cosmology textbook, for advanced undergraduates in physics and astronomy.

The bestselling nontechnical, guide to next-generation wireless applications, fully updated for the latest technologies and business realities. The book contains all-new coverage of wireless economics including the most promising opportunities in tough markets.

Introduction to Computational Chemistry, Second Edition provides a comprehensive account of the fundamental principles underlying different methods, ranging from classical to the sophisticated. Although comprehensive in its coverage, this textbook focuses on calculating molecular structures and (relative) energies and less on molecular properties or dynamical aspects. No prior knowledge of concepts specific to computational chemistry are assumed, but the reader will need some understanding of introductory quantum mechanics, linear algebra, and vector, differential and integral calculus.

Attempts to biographize corporate mascot and real human being Harland Sanders better known as Colonel Sanders, the man who started what would become the restaurant chain Kentucky Fried Chicken.

The 3G WayAn Introduction to the Management Style of the Trio Who's Taken Over Some of the Most Important Icons of American Capitalism

Morgan Snyder's Becoming a King unabashedly speaks directly to men, teaching them the life-changing truth about the power that God intends for them to responsibly step into for his kingdom, while also giving women an honest peek behind the curtain into the lives and hearts of the men they know and love. It is God's design, desire, and intention to empower humans and entrust them to participate in the ongoing creativity of the universe. Yet a look at our history and the world around us shows that the story of most men is being entrusted with power and having that power bring harm to themselves and those under their care. What's gone wrong? When can you entrust a man with power? In Becoming a King, Morgan Snyder shares that when we take a deeper pass at the external problems around us, we begin to see the problems within our souls. Yet Morgan suggests there is hope in an ancient path that leads men to become trustworthy kings. Journey with Morgan as he walks alongside men (and the women who love and encourage them) to rediscover this path of inner transformation. Becoming a King is an invitation into a radical reconstruction of much of what we've come to believe about God, ourselves, and the meaning of life. It's an invitation to a rare and remarkable fellowship of like-hearted kings and an honest conversation about what power and responsibility look like for men in our world today. Traveling the path isn't cheap. It isn't easy. It isn't quick. But it is the heroic journey detailed within the pages of Becoming a King that leads to real life; to men becoming as solid and mighty as oak trees, teeming with strength and courage to bring to a hurting world; and to our sons, husbands, brothers, and friends becoming the kind of kings to whom God can entrust his kingdom.

"My friend – and now partner – Jorge Paulo and his team are among the best businessmen in the world. He is a fantastic person and his story should be an inspiration to everybody, as it is for me." – Warren Buffett In just over forty years, Jorge Paulo Lemann, Marcel Telles and Beto Sicupira built the biggest empire in the history of Brazilian capitalism and launched themselves onto the world stage in an unprecedented way. Over the past five years, they have acquired no fewer than three globally-recognized American brands: Budweiser, Burger King and Heinz. This has been achieved as discreetly as possible and they have shunned any personal publicity. The management method they developed, which has been zealously followed by their employees, is based on meritocracy, simplicity and constant cost cutting. Their culture is as efficient as it is merciless and leaves no room for mediocre performances. On the other hand, those who bring in exceptional results have the chance to become company partners and make a fortune. Dream Big presents a detailed behind-the-scenes portrait of the meteoric rise of these three businessmen, from the founding of Banco Garantia in the 1970s to the present day. In 1971, when the Brazilian stock market was going through an euphoria, Harvard graduate, tennis champion and underwater fishing enthusiast from Rio de Janeiro Jorge Paulo Lemann decided to start a new business. He assembled some partners and put out a newspaper ad: "Brokerage wanted." Days later, Lemann began running what would become the cornerstone of his fortune and those of over 200 other people. Its name was Garantia. The "Garantia model" was based on businesses that impressed Lemann, such as Goldman Sachs in finance and Walmart in retail. Its philosophy gave the best workers the opportunity to become shareholders.

Explore the present and future trends of WLANs and WPANs with this new, forwarding looking resource. You discover the path that these infrastructures are following from a perspective of synergies with 3G systems, and how they will pave the way for future 4G systems. The book presents a thorough overview of 3G networks and standards, and discusses interworking and handover mechanisms between WLANs and UMTS. You learn what performance can be expected from WLANs and WPANs when they support the TCP/IP stack. Several critical issues are examined in depth, including IP routing and mobility, PHY and MAC layers for the main WLAN specifications, the TCP-UDP/IP protocol stack, and performance of TCP/IP over IEEE 802.11b.

Uncovers the opportunism, unbridled power, family conflict, and sex scandals hidden behind the red, white, and blue logo of the Anheuser-Busch family dynasty

An Introduction to e-Business provides the contemporary knowledge of the key issues affecting the modern e-business environment and links theory and practice of management strategies relating to e-business. This book brings together the most cogent themes for an introduction to e-business and constitutes a valuable contribution to formalising common themes for teaching the subject in higher education. It brings together theoretical perspectives based on academic research and the application of e-business strategies. These concepts are further explored in the six case studies that follow the set chapters. This new textbook integrates the main themes to provide a complete picture of the key elements relevant to an introductory text in e-business. To fully appreciate the e-business environment it is necessary to understand the links between the different disciplines that come together to form

The 3G Way is an introduction to the management style developed by three Brazilian entrepreneurs who took over some of the main icons of American capitalism: Anheuser Busch, Heinz and Burger King.

In this brand new volume, Ian Poole begins with a fine introduction to radio, suitable for almost all readers. ...the book is an excellent way for neophytes to step into radio and learn something about it. It begins with the basics and gradually brings in more advanced concepts. We recommend it as an additon to the technical libraries of intermediate-level technical readers. It is an interesting read even for the advanced engineer. - QEX July/August 2004 Ian Poole has written a fascinating guide to the technology and applications of modern radio and communications equipment. His approach provides a useful foundation for college students and technicians seeking an update on the latest technology, but each topic is introduced from the basics, ensuring that the book is equally rewarding for managers in the communications industry, sales staff, and anyone seeking to update their knowledge of this exciting and rapidly expanding area of technology. The key areas covered by this book are: Radio principles Broadcasting, including Digital Radio Private mobile radio, (PMR) including trunking and TETRA Cellular telecommunications, including GSM and 3G Data communications, including Bluetooth and 802.11 As well as a survey of established and cutting-edge technologies the underpinning science and electronics is introduced. *Includes a survey of established and cutting-edge communication technologies *Introduces the underpinning science and electronics of the subject *Provides an emphasis on circuits and how they work

This revised edition provides professionals with an up-to-date introduction to third generation (3G) mobile communication system principles, concepts, and applications, without the use of advanced mathematics. This newly revised edition of an Artech House bestseller provides professionals with an up-to-date introduction to third generation (3G) mobile communication system principles, concepts, and applications, without the use of advanced mathematics. The second edition ncludes an even more thorough treatment of potential 3G applications and descriptions of new, emerging technologies.

All-in-one, application-and service-focused look at 3G cellular Want to know exactly how existing wireless technologies are evolving into a vital third generation -- and how this trend impacts the bottom line? You'll find the answers in 3G Cellular & PCs Demystified, by Lawrence Harte, Richard Levine, Roman Kikta. This plain-language guide fills you in on the different technology types, design issues for handset and network systems, economics, and the future of 3G --vital topics for anyone working in the field, from marketing managers to technicians. Helpful appendices identify key companies involved with the products and services highlighted in the book. In addition to an introduction to 3G wireless basics and industry terms, you get: History, system overviews, basic operation, world system descriptions of cellular systems...North American TDMA...and Code Division Multiple Access Radio channel structure, signaling, and system parameters of digital wireless Global System for mobile (GSM) communications Wireless Office telephone systems Cordless telephone technology, including residential cordless handsets, CT2, CT3, IS-91A 3G mobile telephones and networks Wireless telephone system equipment costs, network capital costs, operational costs Future advances for 4th generation systems More

Lately, seventh grader Nizhoni Begay has been able to detect monsters, like that man in the fancy suit who was in the bleachers at her basketball game. Turns out he's Mr. Charles, her dad's new boss at the oil and gas company, and he's

alarmingly interested in Nizhoni and her brother, Mac, their Navajo heritage, and the legend of the Hero Twins. Nizhoni knows he's a threat, but her father won't believe her. When Dad disappears the next day, leaving behind a message that says "Run!", the siblings and Nizhoni's best friend, Davery, are thrust into a rescue mission that can only be accomplished with the help of Diné Holy People, all disguised as quirky characters. Their aid will come at a price: the kids must pass a series of trials in which it seems like nature itself is out to kill them. If Nizhoni, Mac, and Davery can reach the House of the Sun, they will be outfitted with what they need to defeat the ancient monsters Mr. Charles has unleashed. But it will take more than weapons for Nizhoni to become the hero she was destined to be . . . Timeless themes such as the importance of family and respect for the land resonate in this funny, fast-paced, and exciting quest adventure set in the American Southwest.

An introduction to the engineering principles of embedded systems, with a focus on modeling, design, and analysis of cyber-physical systems. The most visible use of computers and software is processing information for human consumption. The vast majority of computers in use, however, are much less visible. They run the engine, brakes, seatbelts, airbag, and audio system in your car. They digitally encode your voice and construct a radio signal to send it from your cell phone to a base station. They command robots on a factory floor, power generation in a power plant, processes in a chemical plant, and traffic lights in a city. These less visible computers are called embedded systems, and the software they run is called embedded software. The principal challenges in designing and analyzing embedded systems stem from their interaction with physical processes. This book takes a cyber-physical approach to embedded systems, introducing the engineering concepts underlying embedded systems as a technology and as a subject of study. The focus is on modeling, design, and analysis of cyber-physical systems, which integrate computation, networking, and physical processes. The second edition offers two new chapters, several new exercises, and other improvements. The book can be used as a textbook at the advanced undergraduate or introductory graduate level and as a professional reference for practicing engineers and computer scientists. Readers should have some familiarity with machine structures, computer programming, basic discrete mathematics and algorithms, and signals and systems.

Extensively updated evaluation of current and future network technologies, applications and devices This book follows on from its successful predecessor with an introduction to next generation network technologies, mobile devices, voice and multimedia services and the mobile web 2.0. Giving a sound technical introduction to 3GPP wireless systems, this book explains the decisions taken during standardization of the most popular wireless network standards today, LTE, LTE-Advanced and HSPA+. It discusses how these elements strongly influence each other and how network capabilities, available bandwidth, mobile device capabilities and new application concepts will shape the way we communicate in the future. This Second Edition presents a comprehensive and broad-reaching examination of a fast-moving technology which will be a welcome update for researchers and professionals alike. Key features: Fully updated and expanded to include new sections including VoLTE, the evolution to 4G, mobile Internet access, LTE-Advanced, Wi-Fi security and backhaul for wireless networks Describes the successful commercialization of Web 2.0 services such as Facebook, and the emergence of app stores, tablets and smartphones Examines the evolution of mobile devices and operating systems, including ARM and x86 architecture and their application to voice-optimized and multimedia devices

This book focuses on LTE with full updates including LTE-Advanced (Release-11) to provide a complete picture of the LTE system. Detailed explanations are given for the latest LTE standards for radio interface architecture, the physical layer, access procedures, broadcast, relaying, spectrum and RF characteristics, and system performance. Key technologies presented include multi-carrier transmission, advanced single-carrier transmission, advanced receivers, OFDM, MIMO and adaptive antenna solutions, radio resource management and protocols, and different radio network architectures. Their role and use in the context of mobile broadband access in general is explained, giving both a high-level overview and more detailed step-by-step explanations. This book is a must-have resource for engineers and other professionals in the telecommunications industry, working with cellular or wireless broadband technologies, giving an understanding of how to utilize the new technology in order to stay ahead of the competition. New to this edition: In-depth description of CoMP and enhanced multi-antenna transmission including new reference-signal structures and feedback mechanisms Detailed description of the support for heterogeneous deployments provided by the latest 3GPP release Detailed description of new enhanced downlink control-channel structure (EPDDCH) New RF configurations including operation in non-contiguous spectrum, multi-bands base stations and new frequency bands Overview of 5G as a set of well-integrated radio-access technologies, including support for higher frequency bands and flexible spectrum management, massive antenna configurations, and ultra-dense deployments Covers a complete update to the latest 3GPP Release-11 Two new chapters on HetNet, covering small cells/heterogeneous deployments, and CoMP, including Inter-site coordination Overview of current status of LTE release 12 including further enhancements of local-area, CoMP and multi-antenna transmission, Machine-type-communication, Device-to-device communication

ITIL was created by the UK government in the 1980s as an efficiency-improving initiative. This text gives an essential guide to the overall structure of ITIL and an outline of its principles.

Following on from the successful first edition (March 2012), this book gives a clear explanation of what LTE does and how it works. The content is expressed at a systems level, offering readers the opportunity to grasp the key factors that make LTE the hot topic amongst vendors and operators across the globe. The book assumes no more than a basic knowledge of mobile telecommunication systems, and the reader is not expected to have any previous knowledge of the complex mathematical operations that underpin LTE. This second edition introduces new material for the current state of the industry, such as the new features of LTE in Releases 11 and 12, notably coordinated multipoint transmission and proximity services; the main short- and long-term solutions for LTE voice calls, namely circuit switched fallback and the IP multimedia subsystem; and the evolution and current state of the LTE market. It also extends some of the material from

the first edition, such as inter-operation with other technologies such as GSM, UMTS, wireless local area networks and cdma2000; additional features of LTE Advanced, notably heterogeneous networks and traffic offloading; data transport in the evolved packet core; coverage and capacity estimation for LTE; and a more rigorous treatment of modulation, demodulation and OFDMA. The author breaks down the system into logical blocks, by initially introducing the architecture of LTE, explaining the techniques used for radio transmission and reception and the overall operation of the system, and concluding with more specialized topics such as LTE voice calls and the later releases of the specifications. This methodical approach enables readers to move on to tackle the specifications and the more advanced texts with confidence.

The New York Times bestseller Shortlisted for the 2020 Financial Times & McKinsey Business Book of the Year Netflix cofounder Reed Hastings reveals for the first time the unorthodox culture behind one of the world's most innovative, imaginative, and successful companies There has never before been a company like Netflix. It has led nothing short of a revolution in the entertainment industries, generating billions of dollars in annual revenue while capturing the imaginations of hundreds of millions of people in over 190 countries. But to reach these great heights, Netflix, which launched in 1998 as an online DVD rental service, has had to reinvent itself over and over again. This type of unprecedented flexibility would have been impossible without the counterintuitive and radical management principles that cofounder Reed Hastings established from the very beginning. Hastings rejected the conventional wisdom under which other companies operate and defied tradition to instead build a culture focused on freedom and responsibility, one that has allowed Netflix to adapt and innovate as the needs of its members and the world have simultaneously transformed. Hastings set new standards, valuing people over process, emphasizing innovation over efficiency, and giving employees context, not controls. At Netflix, there are no vacation or expense policies. At Netflix, adequate performance gets a generous severance, and hard work is irrelevant. At Netflix, you don't try to please your boss, you give candid feedback instead. At Netflix, employees don't need approval, and the company pays top of market. When Hastings and his team first devised these unorthodox principles, the implications were unknown and untested. But in just a short period, their methods led to unparalleled speed and boldness, as Netflix quickly became one of the most loved brands in the world. Here for the first time, Hastings and Erin Meyer, bestselling author of The Culture Map and one of the world's most influential business thinkers, dive deep into the controversial ideologies at the heart of the Netflix psyche, which have generated results that are the envy of the business world. Drawing on hundreds of interviews with current and past Netflix employees from around the globe and never-before-told stories of trial and error from Hastings's own career, No Rules Rules is the fascinating and untold account of the philosophy behind one of the world's most innovative, imaginative, and successful companies.

How the King of Beers collapsed without a fight and what itmeans for America's place in the post-Recession world How did InBev, a Belgian company controlled by Brazilians, takeover one of America's most beloved brands with scarcely a whimperof opposition? Chalk it up to perfect timing—and someunexpected help from powerful members of the Busch dynasty, thevery family that had run the company for more than a century. InDethroning the King, Julie MacIntosh, the award-winningfinancial journalist who led coverage of the takeover for theFinancial Times, details how the drama that unfolded atAnheuser-Busch in 2008 went largely unreported as the world tumbledinto a global economic crisis second only to the Great Depression.Today, as the dust settles, questions are being asked about how the"King of Beers" was so easily captured by a foreign corporation,and whether the company's fall mirrors America's dwindlingfinancial and political dominance as a nation. Discusses how the takeover of Anheuser-Busch will be seen as adefining moment in U.S. business history Reveals the critical missteps taken by the Busch family and theAnheuser-Busch board Argues that Anheuser-Busch had a chance to save itself fromInBev's clutches, but infighting and dysfunctionality behind thescenes forced it to capitulate From America's heartland to the European continent to Brazil,Dethroning the King is the ultimate corporate caper and afascinating case study that's both wide reaching and profound.

Long-awaited revision of this best-selling book on the Arduino electronics platform (35,000+ copies sold). Readers gain an in-depth understanding of the Arduino -- beyond just making simple projects. The Arduino is an affordable, flexible, open source microcontroller platform designed to make it easy for hobbyists to use electronics in homemade projects. With an almost unlimited range of input and output add-ons, sensors, indicators, displays, motors, and more, the Arduino offers you countless ways to create devices that interact with the world around you. This second edition of Arduino Workshop has been updated for the latest version of Arduino IDE. It begins with an overview of the Arduino system and then moves on to coverage of various electronic components and concepts, including revised content reflecting advances in displays, touchscreens, sensors, motors, GPS, and wireless technology. You'll learn about new hardware and find updated projects that cover areas like touchscreens and LED displays, robotics, using sensors with wireless data links, and even controlling projects remotely through a cell phone. Brand new chapters include coverage of MAX7219-based LED numeric displays, LED matrix modules, and creating your own Arduino libraries. Throughout the book, hands-on projects reinforce what you've learned and show you how to apply that knowledge. As your understanding grows, the projects increase in complexity and sophistication. Along the way, you'll learn valuable lessons in coding, including how to create your own Arduino libraries to efficiently reuse code across multiple projects. Among the book's 65 projects are useful devices like: • A digital thermometer that charts temperature changes on an LCD • A GPS logger that records data from your travels, which can be displayed on Google Maps • A handy tester that lets you check the voltage of any single-cell battery • A keypad-controlled lock that requires a secret code to open You'll also learn to build Arduino toys and games like: • An electronic version of the classic six-sided die • A binary quiz game that challenges your number conversion skills • A motorized remote control car with collision detection to keep it from crashing Arduino Workshop will teach you the tricks and design principles of a master craftsman. Whatever your skill level, you'll have fun as you learn to

harness the power of the Arduino for your own DIY projects.

Comprehensive coverage of all major structured finance transactions Structured Finance is a comprehensive introduction to non-recourse financing techniques and asset-based lending. It provides a detailed overview of leveraged buyouts, project finance, asset finance and securitisation. Through thirteen case studies and more than 500 examples of companies, the book offers an in-depth analysis of the topic. It also provides a historical perspective of these structures, revealing how and why they were initially created. Instruments within each type of transaction are examined in detail, including Credit Default Swaps and Credit Linked Notes. A presentation of the Basel Accords offers the necessary background to understand the regulatory context in which these financings operate. With this book, readers will be able to: Delve into the main structured finance techniques to understand their components, mechanisms and how they compare Understand how structured finance came to be, and why it continues to be successful in the modern markets Learn the characteristics of financial instruments found in various structured transactions Explore the global context of structured finance, including the regulatory framework under which it operates Structured Finance provides foundational knowledge and global perspective to facilitate a comprehensive understanding of this critical aspect of modern finance. It is a must-read for undergraduate and MBA students and finance professionals alike.

Learn about a new, information-theoretic approach to minimizing interference in 5G wireless networks.

One of the nations' foremost financial consultants shares 78 proven ways to cut costs dramatically, send productivity through the roof, and, in just six months, double profits.

This second edition has been updated and substantially expanded. Starting with the description of our home galaxy, the Milky Way, this cogently written textbook introduces the reader to the astronomy of galaxies, their structure, active galactic nuclei, evolution and large scale distribution in the Universe. After an extensive and thorough introduction to modern observational and theoretical cosmology, the focus turns to the formation of structures and astronomical objects in the early Universe. The basics of classical astronomy and stellar astrophysics needed for extragalactic astronomy are provided in the appendix. While this book has grown out of introductory university courses on astronomy and astrophysics and includes a set of problems and solutions, it will not only benefit undergraduate students and lecturers; thanks to the comprehensive coverage of the field, even graduate students and researchers specializing in related fields will appreciate it as a valuable reference work.

Mobile devices outnumber desktop and laptop computers three to one worldwide, yet little information is available for designing and developing mobile applications. Mobile Design and Development fills that void with practical guidelines, standards, techniques, and best practices for building mobile products from start to finish. With this book, you'll learn basic design and development principles for all mobile devices and platforms. You'll also explore the more advanced capabilities of the mobile web, including markup, advanced styling techniques, and mobile Ajax. If you're a web designer, web developer, information architect, product manager, usability professional, content publisher, or an entrepreneur new to the mobile web, Mobile Design and Development provides you with the knowledge you need to work with this rapidly developing technology. Mobile Design and Development will help you: Understand how the mobile ecosystem works, how it differs from other mediums, and how to design products for the mobile context Learn the pros and cons of building native applications sold through operators or app stores versus mobile websites or web apps Work with flows, prototypes, usability practices, and screen-size-independent visual designs Use and test cross-platform mobile web standards for older devices, as well as devices that may be available in the future Learn how to justify a mobile product by building it on a budget

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