

Unscaled How Ai And A New Generation Of Upstarts Are Creating The Economy Of The Future

Slowly, silently, now the moon Walks the night in her silver shoon; This way, and that, she peers, and sees Silver fruit upon silver trees; One spring evening, the fairies gather in the woods. Two sleepy children join in the parade to a wonderful, dream-like fairy party. Illustrated by bright new talent, Carolina Rabei, this Walter de la Mare poem is brought to life with shimmery, ethereal illustrations, making it the perfect book for bedtime. One of four seasonal Walter de la Mare picture books that form a set, each with complementing colour palates and illustrations by rising young star Carolina.

This friendly and accessible guide to AI theory and programming in Python requires no maths or data science background. Key Features Roll up your sleeves and start programming AI models No math, data science, or machine learning background required Packed with hands-on examples, illustrations, and clear step-by-step instructions 5 hands-on working projects put ideas into action and show step-by-step how to build intelligent software Book Description AI is changing the world – and with this book, anyone can start building intelligent software! Through his best-selling video courses, Hadelin de Ponteves has taught hundreds of thousands of people to write AI software. Now, for the first time, his hands-on, energetic approach is available as a book. Taking a graduated approach that starts with the basics before easing readers into more complicated formulas and notation, Hadelin helps you understand what you really need to build AI systems with reinforcement learning and deep learning. Five full working projects put the ideas into action, showing step-by-step how to build intelligent software using the best and easiest tools for AI programming: Google Colab Python TensorFlow Keras PyTorch AI Crash Course teaches everyone to build an AI to work in their applications. Once you've read this book, you're only limited by your imagination. What you will learn Master the key skills of deep learning, reinforcement learning, and deep reinforcement learning Understand Q-learning and deep Q-learning Learn from friendly, plain English explanations and practical activities Build fun projects, including a virtual-self-driving car Use AI to solve real-world business problems and win classic video games Build an intelligent, virtual robot warehouse worker Who this book is for If you want to add AI to your skillset, this book is for you. It doesn't require data science or machine learning knowledge. Just maths basics (high school level).

UnscaledHow A. I. and a New Generation of Upstarts Are Creating the Economy of the FuturePiatkus Books

Artificial "neural networks" are widely used as flexible models for classification and regression applications, but questions remain about how the power of these models can be safely exploited when training data is limited. This book demonstrates how Bayesian methods allow complex neural network models to be used without fear of the "overfitting" that can occur with traditional training methods. Insight into the nature of these complex Bayesian models is provided by a theoretical investigation of the priors over functions that underlie them. A practical implementation of Bayesian neural network learning using Markov chain Monte Carlo methods is also described, and software for it is freely available over the Internet. Presupposing only basic knowledge of probability and statistics, this book should be of interest to researchers in statistics, engineering, and artificial intelligence.

From the Reum brothers—former Goldman Sachs investment bankers, successful operators, and investors—comes *Shortcut Your Startup*, a practical playbook for both aspiring and seasoned entrepreneurs, filled with unconventional yet accessible advice for maximizing your business venture. Courtney and Carter Reum have years of experience in the field, from investing in over 130 companies, including Lyft, Pinterest, Warby Parker, and ClassPass, to driving the success of their own liquor brand, VEEV Spirits. The Reum brothers have learned from every triumph and tribulation, and over the years have developed an effective and easy-to-understand guide to help entrepreneurs through the startup journey from inception to sale. Complete with personal anecdotes and real-life advice from the business playing field, *Shortcut Your Startup* outlines Courtney and Carter's ten key "Startup Switchups" that flip traditional advice on its head: · Get into the Trenches · Know if You're a Speedboat or a Sailboat · Obsessively Take Advantage of Your Unfair Advantages · Do What You Do Best, and Outsource the Rest · Build in Flexibility and a Diversified Focus · Think Milestones, Not Time · Nail It Before You Scale It · 1 Percent Better Is 1000 Percent Better · Gain Buy-in with Heart-Based Momentum · Success Doesn't Equate to a Successful Exit Whether you're a veteran entrepreneur looking for new ways to boost performance and reinvent your brand, or an aspiring entrepreneur ready to take a leap of faith, *Shortcut Your Startup* is essential reading to speed up your success!

Explanatory Model Analysis Explore, Explain and Examine Predictive Models is a set of methods and tools designed to build better predictive models and to monitor their behaviour in a changing environment. Today, the true bottleneck in predictive modelling is neither the lack of data, nor the lack of computational power, nor inadequate algorithms, nor the lack of flexible models. It is the lack of tools for model exploration (extraction of relationships learned by the model), model explanation (understanding the key factors influencing model decisions) and model examination (identification of model weaknesses and evaluation of model's performance). This book presents a collection of model agnostic methods that may be used for any black-box model together with real-world applications to classification and regression problems.

The hidden costs of artificial intelligence, from natural resources and labor to privacy and freedom What happens when artificial intelligence saturates political life and depletes the planet? How is AI shaping our understanding of ourselves and our societies? In this book Kate Crawford reveals how this planetary network is fueling a shift toward undemocratic governance and increased inequality. Drawing on more than a decade of research, award-winning science, and technology, Crawford reveals how AI is a technology of extraction: from the energy and minerals needed to build and sustain its infrastructure, to the exploited workers behind "automated" services, to the data AI collects from us. Rather than taking a narrow focus on code and algorithms, Crawford offers us a political and a material perspective on what it takes to make artificial intelligence and where it goes wrong. While technical systems present a veneer of objectivity, they are always systems of power. This is an urgent account of what is at stake as technology companies use artificial intelligence to reshape the world.

This book provides a complete and comprehensive reference/guide to Pyomo (Python Optimization Modeling Objects) for both beginning and advanced modelers, including students at the undergraduate and graduate levels, academic researchers, and practitioners. The text illustrates the breadth of the modeling and analysis capabilities that are supported by the software and support of complex real-world applications. Pyomo is an open source software package for formulating and solving large-scale optimization and operations research problems. The text begins with a tutorial on simple linear and integer programming models. A detailed reference of Pyomo's modeling components is illustrated with extensive examples, including a discussion of how to load

data from data sources like spreadsheets and databases. Chapters describing advanced modeling capabilities for nonlinear and stochastic optimization are also included. The Pyomo software provides familiar modeling features within Python, a powerful dynamic programming language that has a very clear, readable syntax and intuitive object orientation. Pyomo includes Python classes for defining sparse sets, parameters, and variables, which can be used to formulate algebraic expressions that define objectives and constraints. Moreover, Pyomo can be used from a command-line interface and within Python's interactive command environment, which makes it easy to create Pyomo models, apply a variety of optimizers, and examine solutions. The software supports a different modeling approach than commercial AML (Algebraic Modeling Languages) tools, and is designed for flexibility, extensibility, portability, and maintainability but also maintains the central ideas in modern AMLs.

Unscaled identifies the forces that are reshaping the global economy and turning one of the fundamental laws of business and society--the economies of scale--on its head. An innovative trend combining technology with economics is unraveling behemoth industries--including corporations, banks, farms, media conglomerates, energy systems, governments, and schools--that have long dominated business and society. Size and scale have become a liability. A new generation of upstarts is using artificial intelligence to automate tasks that once required expensive investment, and "renting" technology platforms to build businesses for hyper-focused markets, enabling them to grow big without the bloat of giant organizations. In Unscaled, venture capitalist Hemant Taneja explains how the unscaled phenomenon allowed Warby Parker to cheaply and easily start a small company, build a better product, and become a global competitor in no time, upending entrenched eyewear giant Luxottica. It similarly enabled Stripe to take on established payment processors throughout the world, and Livongo to help diabetics control their disease while simultaneously cutting the cost of treatment. The unscaled economy is remaking massive, deeply rooted industries and opening up fantastic possibilities for entrepreneurs, imaginative companies, and resourceful individuals. It can be the model for solving some of the world's greatest problems, including climate change and soaring health-care costs, but will also unleash new challenges that today's leaders must address.

Deep learning neural networks have become easy to define and fit, but are still hard to configure. Discover exactly how to improve the performance of deep learning neural network models on your predictive modeling projects. With clear explanations, standard Python libraries, and step-by-step tutorial lessons, you'll discover how to better train your models, reduce overfitting, and make more accurate predictions.

Throughout the twentieth century, technology and economics drove a dominant logic: bigger was almost always better. It was smart to scale up - to take advantage of classic economies of scale. But in the unscaled economy, size and scale have become a liability. Today's most successful companies - Uber, Airbnb, Amazon, Salesforce - have defied the traditional 'economies of scale' approach by renting scale instead of spending vast amounts of money building it. And a new generation of upstarts is using artificial intelligence to automate tasks that once required expensive investment, enabling them to grow big without the bloat of giant organisations. In Unscaled, Hemant Taneja convincingly shows how the unscaled economy is remaking massive, deeply-rooted industries and opening up fantastic possibilities for entrepreneurs, imaginative companies and resourceful individuals. Beyond that, it can be the model for solving some of the world's greatest problems, including climate change and soaring healthcare costs, potentially reversing many of the ills brought on by mass industrialization. The unscale wave has only just started. To succeed in business today, companies, CEOs and leaders everywhere must unlearn what they have been taught - they must embrace an unscaled mindset.

Feature engineering is a crucial step in the machine-learning pipeline, yet this topic is rarely examined on its own. With this practical book, you'll learn techniques for extracting and transforming features—the numeric representations of raw data—into formats for machine-learning models. Each chapter guides you through a single data problem, such as how to represent text or image data. Together, these examples illustrate the main principles of feature engineering. Rather than simply teach these principles, authors Alice Zheng and Amanda Casari focus on practical application with exercises throughout the book. The closing chapter brings everything together by tackling a real-world, structured dataset with several feature-engineering techniques. Python packages including numpy, Pandas, Scikit-learn, and Matplotlib are used in code examples. You'll examine: Feature engineering for numeric data: filtering, binning, scaling, log transforms, and power transforms Natural text techniques: bag-of-words, n-grams, and phrase detection Frequency-based filtering and feature scaling for eliminating uninformative features Encoding techniques of categorical variables, including feature hashing and bin-counting Model-based feature engineering with principal component analysis The concept of model stacking, using k-means as a featurization technique Image feature extraction with manual and deep-learning techniques

The world is in the midst of a transformation in the nature of work, as smart machines, artificial intelligence, new technologies, and global competition remake how people do their jobs and pursue their careers. The Work Ahead focuses on how to rebuild the links among work, opportunity, and economic security for all Americans.

This well-respected text gives an introduction to the theory and application of modern numerical approximation techniques for students taking a one- or two-semester course in numerical analysis. With an accessible treatment that only requires a calculus prerequisite, Burden and Faires explain how, why, and when approximation techniques can be expected to work, and why, in some situations, they fail. A wealth of examples and exercises develop students' intuition, and demonstrate the subject's practical applications to important everyday problems in math, computing, engineering, and physical science disciplines. The first book of its kind built from the ground up to serve a diverse undergraduate audience, three decades later Burden and Faires remains the definitive introduction to a vital and practical subject. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

This is an in-depth look at baryon number violation in the Standard Model including the necessary background in finite temperature field theory, plasma dynamics and how to calculate the out of equilibrium evolution of particle number densities throughout a phase transition. It is a self-contained pedagogical review of the theoretical background to electroweak baryogenesis as well as a summary of the other prevailing mechanisms for producing the asymmetry between matter and antimatter using the Minimal Supersymmetric Standard Model as a pedagogical tool whenever appropriate.

Nine revolutionary algorithms that power our computers and smartphones Every day, we use our computers to perform remarkable feats. A simple web search picks out a handful of relevant needles from the world's biggest haystack. Uploading a photo to Facebook transmits millions of pieces of information over numerous error-prone network links, yet somehow a perfect copy of the photo arrives intact. Without even knowing it, we use public-key cryptography to transmit secret information like credit

card numbers, and we use digital signatures to verify the identity of the websites we visit. How do our computers perform these tasks with such ease? John MacCormick answers this question in language anyone can understand, using vivid examples to explain the fundamental tricks behind nine computer algorithms that power our PCs, tablets, and smartphones.

This textbook introduces geometric measure theory through the notion of currents. Currents, continuous linear functionals on spaces of differential forms, are a natural language in which to formulate types of extremal problems arising in geometry, and can be used to study generalized versions of the Plateau problem and related questions in geometric analysis. Motivating key ideas with examples and figures, this book is a comprehensive introduction ideal for both self-study and for use in the classroom. The exposition demands minimal background, is self-contained and accessible, and thus is ideal for both graduate students and researchers.

"What underlying forces are responsible for the observed patterns of variability, given a collection of DNA sequences?" In approaching this question a number of probability models are introduced and analyzed. Throughout the book, the theory is developed in close connection with data from more than 60 experimental studies that illustrate the use of these results.

In a surprising sequence of developments, the longest increasing subsequence problem, originally mentioned as merely a curious example in a 1961 paper, has proven to have deep connections to many seemingly unrelated branches of mathematics, such as random permutations, random matrices, Young tableaux, and the corner growth model. The detailed and playful study of these connections makes this book suitable as a starting point for a wider exploration of elegant mathematical ideas that are of interest to every mathematician and to many computer scientists, physicists and statisticians. The specific topics covered are the Vershik-Kerov-Logan-Shepp limit shape theorem, the Baik-Deift-Johansson theorem, the Tracy-Widom distribution, and the corner growth process. This exciting body of work, encompassing important advances in probability and combinatorics over the last forty years, is made accessible to a general graduate-level audience for the first time in a highly polished presentation.

Explores the science behind the brain's ability to act like a predictive machine, describing how today's computers and businesses are being developed with the same predictive capacities in order to better anticipate customer needs and prevent potential problems.

This book describes how generalised linear modelling procedures can be used in many different fields, without becoming entangled in problems of statistical inference. The author shows the unity of many of the commonly used models and provides readers with a taste of many different areas, such as survival models, time series, and spatial analysis, and of their unity. As such, this book will appeal to applied statisticians and to scientists having a basic grounding in modern statistics. With many exercises at the end of each chapter, it will equally constitute an excellent text for teaching applied statistics students and non-statistics majors. The reader is assumed to have knowledge of basic statistical principles, whether from a Bayesian, frequentist, or direct likelihood point of view, being familiar at least with the analysis of the simpler normal linear models, regression and ANOVA.

Introduction and background; Exploratory data analysis and graphics; Deterministic functions for ecological modeling; Probability and stochastic distributions for ecological modeling; Stochastic simulation and power analysis; Likelihood and all that; Optimization and all that; Likelihood examples; Standard statistics revisited; Modeling variance; Dynamic models.

This revised edition discusses numerical methods for computing eigenvalues and eigenvectors of large sparse matrices. It provides an in-depth view of the numerical methods that are applicable for solving matrix eigenvalue problems that arise in various engineering and scientific applications. Each chapter was updated by shortening or deleting outdated topics, adding topics of more recent interest, and adapting the Notes and References section. Significant changes have been made to Chapters 6 through 8, which describe algorithms and their implementations and now include topics such as the implicit restart techniques, the Jacobi-Davidson method, and automatic multilevel substructuring.

This book constitutes the refereed proceedings of the Second International Symposium on Benchmarking, Measuring, and Optimization, Bench 2019, held in Denver, CO, USA, in November 2019. The 20 full papers and 11 short papers presented were carefully reviewed and selected from 79 submissions. The papers are organized in topical sections named: Best Paper Session; AI Challenges on Cambircon using AIBench; AI Challenges on RISC-V using AIBench; AI Challenges on X86 using AIBench; AI Challenges on 3D Face Recognition using AIBench; Benchmark; AI and Edge; Big Data; Datacenter; Performance Analysis; Scientific Computing.

In the last few years, Algorithms for Convex Optimization have revolutionized algorithm design, both for discrete and continuous optimization problems. For problems like maximum flow, maximum matching, and submodular function minimization, the fastest algorithms involve essential methods such as gradient descent, mirror descent, interior point methods, and ellipsoid methods. The goal of this self-contained book is to enable researchers and professionals in computer science, data science, and machine learning to gain an in-depth understanding of these algorithms. The text emphasizes how to derive key algorithms for convex optimization from first principles and how to establish precise running time bounds. This modern text explains the success of these algorithms in problems of discrete optimization, as well as how these methods have significantly pushed the state of the art of convex optimization itself.

A recipe-based guide to give you practical information on Unity 5.x animation techniques and tools About This Book A straightforward and easy-to-follow format. A selection of the most important tasks and problems. Carefully organized instructions to solve problems efficiently. Clear explanations of what you did. Solutions that can be applied to solve real-world problems. Who This Book Is For This book is for Unity developers who have some exposure to Unity game development who want to learn the nuances of animation in Unity. Previous knowledge of animation techniques and mecanim is not necessary. What You Will Learn Importing animations to Unity Work with different animation assets and components Create, visualize, and edit animated creatures Animating game cut scenes Design character actions and expressions Create gameplay by animating characters and environments Use animations to drive in-game logic In Detail This recipe-based practical guide will show you how to unleash the power of animation in Unity 5.x and make your games visually impeccable. Our primary focus is on showing you tools and techniques to animate not only humanoid biped characters, but also other elements. This includes non-humanoid character animation, game world creation, UI element animation, and other key features such as opening doors, changing lights, transitioning to different scenes, using physics, setting up ragdolls, creating destructible objects and more. While discussing these topics, the book will focus on mecanim, the Unity 3D animation tool, and how you can use it to perform all these tasks efficiently and quickly. It contains a downloadable Unity project with interactive examples for all the recipes. By the end of this book, you will be confident and self-sufficient in animating your Unity 3D games efficiently. Style and approach This practical no-nonsense guide is recipe-based with real-world examples of almost all the techniques mentioned.

"This textbook is a well-rounded, rigorous, and informative work presenting the mathematics behind modern machine learning techniques. It hits all the right notes: the choice of topics is up-to-date and perfect for a course on data science for mathematics students at the advanced undergraduate or early graduate level. This book fills a sorely-needed gap in the existing literature by not sacrificing depth for breadth, presenting proofs of major theorems and subsequent derivations, as well as providing a copious amount of Python code. I only wish a book like this had been around when I first began my journey!" -Nicholas Hoell, University of Toronto "This is a well-written book that provides a deeper dive into data-scientific methods than many introductory texts. The writing is clear, and the text logically builds up regularization, classification, and decision trees. Compared to its probable competitors, it carves out a unique niche. -Adam Loy, Carleton College The purpose of Data Science and Machine Learning: Mathematical and Statistical Methods is to provide an accessible, yet comprehensive textbook intended for students interested in gaining a better understanding of the mathematics and statistics that underpin the rich variety of

ideas and machine learning algorithms in data science. Key Features: Focuses on mathematical understanding. Presentation is self-contained, accessible, and comprehensive. Extensive list of exercises and worked-out examples. Many concrete algorithms with Python code. Full color throughout. The Authors: Dirk P. Kroese, PhD, is a Professor of Mathematics and Statistics at The University of Queensland. He has published over 120 articles and five books in a wide range of areas in mathematics, statistics, data science, machine learning, and Monte Carlo methods. He is a pioneer of the well-known Cross-Entropy method—an adaptive Monte Carlo technique, which is being used around the world to help solve difficult estimation and optimization problems in science, engineering, and finance. Zdravko Botev, PhD, is an Australian Mathematical Science Institute Lecturer in Data Science and Machine Learning with an appointment at the University of New South Wales in Sydney, Australia. He is the recipient of the 2018 Christopher Heyde Medal of the Australian Academy of Science for distinguished research in the Mathematical Sciences. Thomas Taimre, PhD, is a Senior Lecturer of Mathematics and Statistics at The University of Queensland. His research interests range from applied probability and Monte Carlo methods to applied physics and the remarkably universal self-mixing effect in lasers. He has published over 100 articles, holds a patent, and is the coauthor of Handbook of Monte Carlo Methods (Wiley). Radislav Vaisman, PhD, is a Lecturer of Mathematics and Statistics at The University of Queensland. His research interests lie at the intersection of applied probability, machine learning, and computer science. He has published over 20 articles and two books.

Gain practical skills in machine learning for finance, healthcare, and retail. This book uses a hands-on approach by providing case studies from each of these domains: you'll see examples that demonstrate how to use machine learning as a tool for business enhancement. As a domain expert, you will not only discover how machine learning is used in finance, healthcare, and retail, but also work through practical case studies where machine learning has been implemented. Machine Learning Applications Using Python is divided into three sections, one for each of the domains (healthcare, finance, and retail). Each section starts with an overview of machine learning and key technological advancements in that domain. You'll then learn more by using case studies on how organizations are changing the game in their chosen markets. This book has practical case studies with Python code and domain-specific innovative ideas for monetizing machine learning. What You Will Learn Discover applied machine learning processes and principles Implement machine learning in areas of healthcare, finance, and retail Avoid the pitfalls of implementing applied machine learning Build Python machine learning examples in the three subject areas Who This Book Is For Data scientists and machine learning professionals.

Surveys the theory and history of the alternating direction method of multipliers, and discusses its applications to a wide variety of statistical and machine learning problems of recent interest, including the lasso, sparse logistic regression, basis pursuit, covariance selection, support vector machines, and many others.

Introducing the life and times of a legend in international aviation — Lim Chin Beng — the man they called Mr SIA. Absorbing the life and work of Lim Chin Beng is like watching a fly past of airlines and aircraft old and new. In this book, his past comes to meet you in many forms — designs, shapes, figures, photographs, episodes, places, people and you discover the connections with business, society and international aviation today and into the future. Here's a man who was instrumental in taking the very basic components of a business — like a potter taking the clay — and creating what has become one of the world's leading brands, Singapore Airlines. But this airline "specialist", trained as an economist, had more jobs to do. His broad range of interests — arts and sports, property and tourism — led to him being called on to do his "national service" for Singapore. He was Ambassador to Japan for two terms and trade negotiator, chairman of the Singapore Tourism Board, Changi Airport International, Singapore Airshow, Singapore Press Holdings, Ascott Group, and ST Aerospace. Described as a quiet achiever and a visionary, this modest gentleman was not afraid to make bold decisions and take risks, even to the extent of setting up a budget airline, Valuair. Here was one man, who in his time, played many parts, on the world's stage and at home. Contents:Foreword by JY PillayForeword by Chew Choon Seng Lim Chin Beng: His Story at a GlanceDelivery TimesRaffles InspiredDesigner DaysLively LiveryTall on TalentSingapore GirlMeaningful MentoringPiloting PressuresPlane MakersIn-flight ServiceInternational RelationsDiplomatic to a TeaDreaded DisastersMedia & Money MattersBusiness ClassValue PropositionAirports AheadTourism ChiefAerospace ShowcaseAviation AlliancesEventful TimesProperty GuruFlying into the Future Readership: Professionals in the aviation industry, those in the field of business and management, and the general public keen to find out more about the life of the legendary Lim Chin Beng. Key Features:The first book to feature the legendary Lim Chin Beng — a key figure in the international airline business, with an engaging description of his life story and how he succeeded in making Singapore Airlines the brand it is todayWritten by journalist and communications specialist Ken Hickson, who has consulted for Singapore Airlines, and author of the book Flight 901 to ErebusKeywords:Lim Chin Beng;Singapore Airlines;Aviation;Tourism;Singapore Tourism Board;Planes;Aircraft Engineering;Advertising;Inflight Services;Airports;Public Service;International Relations;Environment;Emissions;Branding and Design;Asian Aerospace;Journalism;Singapore Press Holdings;Mentors Drawing on the author's 45 years of experience in multivariate analysis, Correspondence Analysis in Practice, Third Edition, shows how the versatile method of correspondence analysis (CA) can be used for data visualization in a wide variety of situations. CA and its variants, subset CA, multiple CA and joint CA, translate two-way and multi-way tables into more readable graphical forms — ideal for applications in the social, environmental and health sciences, as well as marketing, economics, linguistics, archaeology, and more. Michael Greenacre is Professor of Statistics at the Universitat Pompeu Fabra, Barcelona, Spain, where he teaches a course, amongst others, on Data Visualization. He has authored and co-edited nine books and 80 journal articles and book chapters, mostly on correspondence analysis, the latest being Visualization and Verbalization of Data in 2015. He has given short courses in fifteen countries to environmental scientists, sociologists, data scientists and marketing professionals, and has specialized in statistics in ecology and social science.

Branding, says James Twitchell, is nothing more than commercial storytelling; brands are the stories that are associated with products. (For example, the special taste of Evian, says Twitchell, is in the brand, not the water.) Branding has become so successful, so ubiquitous that even institutions that we thought were above branding, antithetical to branding, have succumbed. Such cultural institutions as religion, higher education, and the art world have learned to love Madison Avenue or lose market share. Of course, most ministers, university presidents, and museum directors will insist that branding has nothing to do with them, but as Twitchell brilliantly demonstrates in this witty, insightful examination of three of our most important cultural institutions, wherever supply exceeds demand branding follows. The rise of the megachurch epitomizes branding in religion. From its inception the megachurch was designed not to compete with other churches but to bring in the "unchurched," especially men, worshippers who might otherwise be home watching television or strolling through the mall on a Sunday morning. The megachurches have been phenomenally popular, none more so than Willow Creek Community Church, just south of Chicago, one of the oldest megachurches, which Twitchell analyzes in Branded Nation. Colleges and universities have embraced branding as they have grown more alike. Especially among the top schools in the country, the student bodies, the faculties, often even the campuses themselves are practically interchangeable. What distinguishes each school is the story it tells about itself. Now every institution of higher learning has its image organizers, its brand managers, usually in the admissions or development offices, whose job it is to make their institution seem different from all the rest. Even museums, with their multimillion-dollar Monets, have seen the advantages of branding. The blockbuster exhibitions often put familiar paintings in a new context, that is, they provide a new narrative, branding the art. Museums keep expanding their stores, placing them not just near the entrance on the ground floor but throughout the museum, in the galleries themselves. Some museums, such as the Guggenheim, even franchise themselves, turning the institution itself into a brand. In short, high culture is beginning to look more and more like the rest of our culture. In perhaps his most subversive observation, Twitchell doesn't condemn the

branding of cultural institutions. On the contrary, he believes that branding may be invigorating our high culture, bringing it to new audiences, making it a more integral part of our lives. Not since Bobos in Paradise has there been such a trenchant, provocative analysis of our world. Unleash Your Inner Company distills John Chisholm's four decades of successful entrepreneurship in Silicon Valley into ten steps to discover, launch, and scale the ideal business for you. You will learn how to:

- Mobilize your passions and perseverance to reinforce each other and achieve your goals
- Discover unsatisfied human and customer needs in those areas where you have natural advantages
- Match those needs with your resources and strengths (your "STARS") to assess which needs fit you best
- Improve those fits by acquiring and developing the right resources and strengths; differentiate yourself by being not better, but different, from competitors, even well-established ones
- Innovate by combining things you already know in novel ways
- Partner with firms and individuals so you and your business can focus on what you do best
- Evaluate your options and choose the best one for you
- Launch and scale up your successful business, uniquely tailored to you and your strengths.

Along the way, you will discover:

- That you have many more resources and advantages for success than you realize
- How and when to choose a co-founder and team members
- How to avoid competitors, and thus gain time and space to get established
- How to find, nurture, and ride positive feedback loops within yourself, with your team members, and among your customers
- How to build and maintain your self-confidence despite setbacks
- If, when, and how to raise money
- How to evolve and scale your business, no matter how modest, into a large enterprise, if you so desire
- When to comply with, or circumvent, or oppose regulations that impede the formation or growth of your business
- What you can learn from Apple, Google, Facebook, and Uber.

You will learn from the author's mistakes—as many as he was able to squeeze into the 400 pages of this book—so you don't make the same ones. Regardless of your background, location, interests, and passions, the timeless and universal insights, principles, anecdotes, and exercises of Unleash Your Inner Company will inspire and guide you from your first steps, through every kind of obstacle, to the ultimate success of your venture. Bankruptcy prediction is one of the most important research areas in corporate finance. Bankruptcies are an indispensable element of the functioning of the market economy, and at the same time generate significant losses for stakeholders. Hence, this book was established to collect the results of research on the latest trends in predicting the bankruptcy of enterprises. It suggests models developed for different countries using both traditional and more advanced methods. Problems connected with predicting bankruptcy during periods of prosperity and recession, the selection of appropriate explanatory variables, as well as the dynamization of models are presented. The reliability of financial data and the validity of the audit are also referenced. Thus, I hope that this book will inspire you to undertake new research in the field of forecasting the risk of bankruptcy.

In UnHealthcare, Silicon Valley entrepreneur and investor Hemant Taneja and Jefferson Health CEO Stephen Klasko, along with writer Kevin Maney, make a provocative case for a new data-driven, cloud-based category of healthcare called "health assurance." The authors show how health assurance can be built using today's technology, how it will help us all stay healthier at less cost, and how data from health assurance services can help individuals and officials contain and manage deadly virus outbreaks such as Covid-19. More than just a thesis, UnHealthcare is a guide to how entrepreneurs, healthcare professionals, and policymakers can bring health assurance to the mainstream and finally develop a solution to America's healthcare debacle.

We face a crisis of trust because people feel there is no longer any truth. Singh and Luthra have written a highly-readable analysis of how it happened and how we might return truth to its necessary prominence in a social media-infused society. An urgently needed book. - David Kirkpatrick, author of The Facebook Effect and founder of Techonomy Media The new world of information is overwhelming, but it is not insurmountable. In Savvy, Shiv and Rohini offer hope - and important practical advice - for professionals trying to navigate amidst the chaos. This is a smart and useful book for anyone trying to gain a firmer footing in the Information Age. - Tom Nichols, author of The Death of Expertise and Professor of National Security Affairs at the US Naval War College Fake news is nothing new. Technology has turbo-charged its spread leaving us inundated with misrepresentations, exaggerations, and outright lies. Finding the truth is like searching for a needle in a haystack. We are in a crisis of trust--no longer knowing who or what to believe. In the post-trust era, so much is out of our control, and yet there are ways in which we can inoculate ourselves. Savvy is a book about the human glitches that cause us to fall for alternative facts and what we can do to override them. In Savvy, we meet the social scientists who questioned the behavior of Nazi war criminals, Ivy League football fans, John F. Kennedy and more to better understand why human beings often suspend critical judgement and readily fall for fakeness. We also meet current CEOs, politicians, media moguls and artificial intelligence engines to examine why we put our trust in people, organizations and information that is biased (or blatantly deceptive) while doubting credible sources. Through examples from today's political and business headlines, Savvy guides you out of the post-trust era and includes science and analysis that makes you more informed and savvy in the business world and your personal life.

Master the essential skills needed to recognize and solve complex problems with machine learning and deep learning. Using real-world examples that leverage the popular Python machine learning ecosystem, this book is your perfect companion for learning the art and science of machine learning to become a successful practitioner. The concepts, techniques, tools, frameworks, and methodologies used in this book will teach you how to think, design, build, and execute machine learning systems and projects successfully. Practical Machine Learning with Python follows a structured and comprehensive three-tiered approach packed with hands-on examples and code. Part 1 focuses on understanding machine learning concepts and tools. This includes machine learning basics with a broad overview of algorithms, techniques, concepts and applications, followed by a tour of the entire Python machine learning ecosystem. Brief guides for useful machine learning tools, libraries and frameworks are also covered. Part 2 details standard machine learning pipelines, with an emphasis on data processing analysis, feature engineering, and modeling. You will learn how to process, wrangle, summarize and visualize data in its various forms. Feature engineering and selection methodologies will be covered in detail with real-world datasets followed by model building, tuning, interpretation and deployment. Part 3 explores multiple real-world case studies spanning diverse domains and industries like retail, transportation, movies, music, marketing, computer vision and finance. For each case study, you will learn the application of various machine learning techniques and methods. The hands-on examples will help you become familiar with state-of-the-art machine learning tools and techniques and understand what algorithms are best suited for any problem. Practical Machine Learning with Python will empower you to start solving your own problems with machine learning today! What You'll Learn Execute end-to-end machine learning projects and systems Implement hands-on examples with industry standard, open source, robust machine learning tools and frameworks Review case studies depicting applications of machine learning and deep learning on diverse domains and industries Apply a wide range of machine learning models including regression, classification, and clustering. Understand and apply the latest models and methodologies from deep learning including CNNs, RNNs, LSTMs and transfer learning. Who This Book Is For IT professionals, analysts, developers, data scientists, engineers, graduate students

The book serves both as a reference for various scaled models with corresponding dimensionless numbers, and as a resource for learning the art of scaling. A special feature of the book is the emphasis on how to create software for scaled models, based on existing software for unscaled models. Scaling (or non-dimensionalization) is a mathematical technique that greatly simplifies the setting of input parameters in numerical simulations. Moreover, scaling enhances the understanding of how different physical processes interact in a differential equation model. Compared to the existing literature, where the topic of scaling is frequently encountered, but very often in only a brief and shallow setting, the present book gives much more thorough explanations of how to reason about finding the right scales. This process is highly problem dependent, and therefore the book features a lot of worked examples, from very simple ODEs to systems of PDEs, especially from

fluid mechanics. The text is easily accessible and example-driven. The first part on ODEs fits even a lower undergraduate level, while the most advanced multiphysics fluid mechanics examples target the graduate level. The scientific literature is full of scaled models, but in most of the cases, the scales are just stated without thorough mathematical reasoning. This book explains how the scales are found mathematically. This book will be a valuable read for anyone doing numerical simulations based on ordinary or partial differential equations.
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