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AMIYA RORY

Logistics Management and Strategy
Pearson UK

This book provides a solid overview of mobile phone programming for readers in both academia and industry. Coverage includes all commercial realizations of the Symbian, Windows Mobile and Linux platforms. The text introduces each programming language (JAVA, Python, C/C++) and offers a set of development environments "step by step," to help familiarize developers with limitations,

pitfalls, and challenges.

**Advances in Information Systems
Development:** Springer

When developing apps for the latest smartphones, you're faced with several vexing questions. How many platforms do you need to accommodate? What level of support do mobile browsers provide? To help you address these and many other key issues, this guide provides a hands-on tour of the most powerful JavaScript frameworks available today. You'll build sample apps with jQuery Mobile, Sencha Touch, and PhoneGap to learn the unique advantages—and disadvantages—of

each framework. From there, you can determine which one is best for your project. This book is ideal for web developers familiar with JavaScript, HTML, and CSS. Experience the simplicity of jQuery Mobile for building cross-browser applications Learn how Sencha Touch's architecture, widgets, and blazing-fast rendering engine makes it a good choice for enterprise software Use PhoneGap to package your web app into a native iOS, Android, or Windows Phone application Discover the impact of various HTML5 features on mobile app development Pick up JavaScript productivity tips as you delve into its object orientation, closures, and coding conventions Test and debug your app with a collection of tips, tricks, and tools *Start with Why* Pearson Higher Ed

Network Functions Virtualization (NFV) will drive dramatic cost reductions while also accelerating service delivery. Using NFV with SDN, network owners can provision new functions rapidly on demand, improve scalability, and leverage microservices. Benefits like these will make NFV indispensable for service providers, mobile operators, telcos, and enterprises alike. Network Functions Virtualization (NFV) with a Touch of SDN is the first practical introduction to NFV's fundamental concepts, techniques, and use cases. Written for wide audiences of network engineers, architects, planners, and operators, it assumes no previous knowledge of NFV architecture, deployment, or management. The authors first explain how virtualization,

VMs, containers, and related technologies establish the foundation for the NFV transformation. Next, they show how these concepts and technologies can be applied to virtualize network functions in the cloud, data centers, routing, security, and the mobile packet core. You'll discover new tools and techniques for managing and orchestrating virtualized network devices, and gain new clarity on how SDN and NFV interact and interrelate. By the time you're done, you'll be ready to assess vendor claims, evaluate architectures, and plan NFV's role in your own networks. Understand NFV's key benefits and market drivers Review how virtualization makes NFV possible Consider key issues associated with NFV network design and deployment

Integrate NFV into existing network designs Orchestrate, build, and deploy NFV networks and cloud services Maximize operational efficiency by building more programmable, automated networks Understand how NFV and SDN work together Address security, programmability, performance, and service function chaining Preview evolving concepts that will shape NFV's future

Go Online SAGE Publications

The free book "Fundamentals of Computer Programming with C#" is a comprehensive computer programming tutorial that teaches programming, logical thinking, data structures and algorithms, problem solving and high quality code with lots of examples in C#. It starts with the first steps in

programming and software development like variables, data types, conditional statements, loops and arrays and continues with other basic topics like methods, numeral systems, strings and string processing, exceptions, classes and objects. After the basics this fundamental programming book enters into more advanced programming topics like recursion, data structures (lists, trees, hash-tables and graphs), high-quality code, unit testing and refactoring, object-oriented principles (inheritance, abstraction, encapsulation and polymorphism) and their implementation the C# language. It also covers fundamental topics that each good developer should know like algorithm design, complexity of algorithms and problem solving. The

book uses C# language and Visual Studio to illustrate the programming concepts and explains some C# / .NET specific technologies like lambda expressions, extension methods and LINQ. The book is written by a team of developers lead by Svetlin Nakov who has 20+ years practical software development experience. It teaches the major programming concepts and way of thinking needed to become a good software engineer and the C# language in the meantime. It is a great start for anyone who wants to become a skillful software engineer. The books does not teach technologies like databases, mobile and web development, but shows the true way to master the basics of programming regardless of the languages, technologies and tools. It is

good for beginners and intermediate developers who want to put a solid base for a successful career in the software engineering industry. The book is accompanied by free video lessons, presentation slides and mind maps, as well as hundreds of exercises and live examples. Download the free C# programming book, videos, presentations and other resources from <http://introprogramming.info>. Title: Fundamentals of Computer Programming with C# (The Bulgarian C# Programming Book) ISBN: 9789544007737 ISBN-13: 978-954-400-773-7 (9789544007737) ISBN-10: 954-400-773-3 (9544007733) Author: Svetlin Nakov & Co. Pages: 1132 Language: English Published: Sofia, 2013 Publisher: Faber Publishing, Bulgaria

Web site:

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expressions, statements, console,

conditional statements, control-flow

logic, loops, arrays, numeral systems,

methods, strings, text processing,

StringBuilder, exceptions, exception

handling, stack trace, streams, files, text

files, linear data structures, list, linked

list, stack, queue, tree, balanced tree,

graph, depth-first search, DFS, breadth-

first search, BFS, dictionaries, hash tables, associative arrays, sets, algorithms, sorting algorithm, searching algorithms, recursion, combinatorial algorithms, algorithm complexity, OOP, object-oriented programming, classes, objects, constructors, fields, properties, static members, abstraction, interfaces, encapsulation, inheritance, virtual methods, polymorphism, cohesion, coupling, enumerations, generics, namespaces, UML, design patterns, extension methods, anonymous types, lambda expressions, LINQ, code quality, high-quality code, high-quality classes, high-quality methods, code formatting, self-documenting code, code refactoring, problem solving, problem solving methodology, 9789544007737, 9544007733

Arm System-On-Chip Architecture, 2/E
Springer

Branding guru Aaker shows how to eliminate the competition and become the lead brand in your market This ground-breaking book defines the concept of brand relevance using dozens of case studies-Prius, Whole Foods, Westin, iPad and more-and explains how brand relevance drives market dynamics, which generates opportunities for your brand and threats for the competition. Aaker reveals how these companies have made other brands in their categories irrelevant. Key points: When managing a new category of product, treat it as if it were a brand; By failing to produce what customers want or losing momentum and visibility, your brand becomes irrelevant; and create

barriers to competitors by supporting innovation at every level of the organization. Using dozens of case studies, shows how to create or dominate new categories or subcategories, making competitors irrelevant Shows how to manage the new category or subcategory as if it were a brand and how to create barriers to competitors Describes the threat of becoming irrelevant by failing to make what customer are buying or losing energy David Aaker, the author of four brand books, has been called the father of branding This book offers insight for creating and/or owning a new business arena. Instead of being the best, the goal is to be the only brand around-making competitors irrelevant.

Search Engines John Wiley & Sons

Provides instruction on how to use jQuery to create applications for use on mobile computing devices like smartphones and tablet computers.

The Symbian OS Architecture

Sourcebook Springer

Covering the latest version of the jQuery Mobile Framework, jQuery Mobile:

Develop and Design teaches readers step-by-step how to get started, how to write code, and ultimately how to create mobile websites using the jQuery Mobile framework. The book is hands-on, with code examples (with corresponding on-line demos) and activities throughout.

Yearbook on Space Policy

2007/2008 Springer

"...a must-read text that provides a historical lens to see how ubicomp has matured into a multidisciplinary

endeavor. It will be an essential reference to researchers and those who want to learn more about this evolving field." -From the Foreword, Professor Gregory D. Abowd, Georgia Institute of Technology First introduced two decades ago, the term ubiquitous computing is now part of the common vernacular. Ubicomp, as it is commonly called, has grown not just quickly but broadly so as to encompass a wealth of concepts and technology that serves any number of purposes across all of human endeavor. While such growth is positive, the newest generation of ubicomp practitioners and researchers, isolated to specific tasks, are in danger of losing their sense of history and the broader perspective that has been so essential to the field's creativity and brilliance. Under

the guidance of John Krumm, an original ubicomp pioneer, Ubiquitous Computing Fundamentals brings together eleven ubiquitous computing trailblazers who each report on his or her area of expertise. Starting with a historical introduction, the book moves on to summarize a number of self-contained topics. Taking a decidedly human perspective, the book includes discussion on how to observe people in their natural environments and evaluate the critical points where ubiquitous computing technologies can improve their lives. Among a range of topics this book examines: How to build an infrastructure that supports ubiquitous computing applications Privacy protection in systems that connect personal devices and personal

information Moving from the graphical to the ubiquitous computing user interface Techniques that are revolutionizing the way we determine a person's location and understand other sensor measurements While we needn't become expert in every sub-discipline of ubicomp, it is necessary that we appreciate all the perspectives that make up the field and understand how our work can influence and be influenced by those perspectives. This is important, if we are to encourage future generations to be as successfully innovative as the field's originators.

Brand Relevance "O'Reilly Media, Inc." The world's foremost expert on pricing strategy shows how this mysterious process works and how to maximize value through pricing to company and

customer. In all walks of life, we constantly make decisions about whether something is worth our money or our time, or try to convince others to part with their money or their time. Price is the place where value and money meet. From the global release of the latest electronic gadget to the bewildering gyrations of oil futures to markdowns at the bargain store, price is the most powerful and pervasive economic force in our day-to-day lives and one of the least understood. The recipe for successful pricing often sounds like an exotic cocktail, with equal parts psychology, economics, strategy, tools and incentives stirred up together, usually with just enough math to sour the taste. That leads managers to water down the drink with hunches and rules of

thumb, or leave out the parts with which they don't feel comfortable. While this makes for a sweeter drink, it often lacks the punch to have an impact on the customer or on the business. It doesn't have to be that way, though, as Hermann Simon illustrates through dozens of stories collected over four decades in the trenches and behind the scenes. A world-renowned speaker on pricing and a trusted advisor to Fortune 500 executives, Simon's lifelong journey has taken him from rural farmers' markets, to a distinguished academic career, to a long second career as an entrepreneur and management consultant to companies large and small throughout the world. Along the way, he has learned from Nobel Prize winners and leading management gurus, and

helped countless managers and executives use pricing as a way to create new markets, grow their businesses and gain a sustained competitive advantage. He also learned some tough personal lessons about value, how people perceive it, and how people profit from it. In this engaging and practical narrative, Simon leaves nothing out of the pricing cocktail, but still makes it go down smoothly and leaves you wanting to learn more and do more—as a consumer or as a business person. You will never look at pricing the same way again.

JQuery Mobile Cookbook GagasMedia
Comprehensive Handbook Demystifies
5G for Technical and Business
Professionals in Mobile
Telecommunication Fields Much is being

said regarding the possibilities and capabilities of the emerging 5G technology, as the evolution towards 5G promises to transform entire industries and many aspects of our society. 5G for the Connected World offers a comprehensive technical overview that telecommunication professionals need to understand and take advantage of these developments. The book offers a wide-ranging coverage of the technical aspects of 5G (with special consideration of the 3GPP Release 15 content), how it enables new services and how it differs from LTE. This includes information on potential use cases, aspects of radio and core networks, spectrum considerations and the services primarily driving 5G development and deployment. The text also looks at 5G in relation to the

Internet of Things, machine to machine communication and technical enablers such as LTE-M, NB-IoT and EC-GSM. Additional chapters discuss new business models for telecommunication service providers and vertical industries as a result of introducing 5G and strategies for staying ahead of the curve. Other topics include: Key features of the new 5G radio such as descriptions of new waveforms, massive MIMO and beamforming technologies as well as spectrum considerations for 5G radio regarding all possible bands Drivers, motivations and overview of the new 5G system - especially RAN architecture and technology enablers (e.g. service-based architecture, compute-storage split and network exposure) for native cloud deployments Mobile edge

computing, Non-3GPP access, Fixed-Mobile Convergence Detailed overview of mobility management, session management and Quality of Service frameworks 5G security vision and architecture Ultra-low latency and high reliability use cases and enablers, challenges and requirements (e.g. remote control, industrial automation, public safety and V2X communication) An outline of the requirements and challenges imposed by massive numbers of devices connected to cellular networks While some familiarity with the basics of 3GPP networks is helpful, 5G for the Connected World is intended for a variety of readers. It will prove a useful guide for telecommunication professionals, standardization experts, network operators, application

developers and business analysts (or students working in these fields) as well as infrastructure and device vendors looking to develop and integrate 5G into their products, and to deploy 5G radio and core networks.

Knowledge-Based Social

Entrepreneurship John Wiley & Sons

This is the eBook of the printed book and may not include any media, website access codes, or print supplements that may come packaged with the bound book. Search Engines: Information Retrieval in Practice is ideal for introductory information retrieval courses at the undergraduate and graduate level in computer science, information science and computer engineering departments. It is also a valuable tool for search engine and

information retrieval professionals. Written by a leader in the field of information retrieval, *Search Engines: Information Retrieval in Practice*, is designed to give undergraduate students the understanding and tools they need to evaluate, compare and modify search engines. Coverage of the underlying IR and mathematical models reinforce key concepts. The book's numerous programming exercises make extensive use of Galago, a Java-based open source search engine.

Business Statistics Routledge

Recently vilified as the prime dynamic driving home the breach between poor and rich nations, here the branding process is rehabilitated as a potential saviour of the economically underprivileged. Brand New Justice, now

in a revised paperback edition, systematically analyses the success stories of the Top Thirteen nations, demonstrating that their wealth is based on the 'last mile' of the commercial process: buying raw materials and manufacturing cheaply in third world countries, these countries realise their lucrative profits by adding value through finishing, packaging and marketing and then selling the branded product on to the end-user at a hugely inflated price. The use of sophisticated global media techniques alongside a range of creative marketing activities are the lynchpins of this process. Applying his observations on economic history and the development and impact of global marketing, Anholt presents a cogent plan for developing nations to benefit

from globalization. So long the helpless victim of capitalist trading systems, he shows that they can cross the divide and graduate from supplier nation to producer nation. Branding native produce on a global scale, making a commercial virtue out of perceived authenticity and otherness and fully capitalising on the 'last mile' benefits are key to this graduation and fundamental to forging a new global economic balance. Anholt argues with a forceful logic, but also backs his hypothesis with enticing glimpses of this process actually beginning to take place. Examining activities in India, Thailand, Russia and Africa among others, he shows the risks, challenges and pressures inherent in 'turning the tide', but above all he demonstrates the very real possibility of

enlightened capitalism working as a force for good in global terms.

X-Ray Equipment Maintenance and Repairs Workbook for Radiographers and Radiological Technologists World Health Organization

Closed-Loop Supply Chains (CLSC) offer companies a unique opportunity to improve their profits whilst serving societal responsibility. The management of CLSC differs in a number of ways from managing supply chains in general. The book examines these differences and how these differences may be dealt with in practice, by offering a concrete framework, introducing the different aspects related to CLSC and their mutual relations, in a systematic logical way as well as cases clustered according to the inputs for a CLSC. The framework and

especially the cases from successful companies offer the reader an invaluable help to build and improve CLSC.

Brand New Justice Springer Science & Business Media

The inspirational bestseller that ignited a movement and asked us to find our WHY Discover the book that is captivating millions on TikTok and that served as the basis for one of the most popular TED Talks of all time—with more than 56 million views and counting. Over a decade ago, Simon Sinek started a movement that inspired millions to demand purpose at work, to ask what was the WHY of their organization. Since then, millions have been touched by the power of his ideas, and these ideas remain as relevant and timely as ever. START WITH WHY asks (and answers)

the questions: why are some people and organizations more innovative, more influential, and more profitable than others? Why do some command greater loyalty from customers and employees alike? Even among the successful, why are so few able to repeat their success over and over? People like Martin Luther King Jr., Steve Jobs, and the Wright Brothers had little in common, but they all started with WHY. They realized that people won't truly buy into a product, service, movement, or idea until they understand the WHY behind it. START WITH WHY shows that the leaders who have had the greatest influence in the world all think, act and communicate the same way—and it's the opposite of what everyone else does. Sinek calls this powerful idea The Golden Circle, and it

provides a framework upon which organizations can be built, movements can be led, and people can be inspired. And it all starts with WHY.

Multimedia Osborne Publishing

Today's market for mobile apps goes beyond the iPhone to include BlackBerry, Nokia, Windows Phone, and smartphones powered by Android, webOS, and other platforms. If you're an experienced web developer, this book shows you how to build a standard app core that you can extend to work with specific devices. You'll learn the particulars and pitfalls of building mobile apps with HTML, CSS, and other standard web tools. You'll also explore platform variations, finicky mobile browsers, Ajax design patterns for mobile, and much more. Before you know it, you'll be able to create mashups

using Web 2.0 APIs in apps for the App Store, App World, OVI Store, Android Market, and other online retailers. Learn how to use your existing web skills to move into mobile development Discover key differences in mobile app design and navigation, including touch devices Use HTML, CSS, JavaScript, and Ajax to create effective user interfaces in the mobile environment Learn about technologies such as HTML5, XHTML MP, and WebKit extensions Understand variations of platforms such as Symbian, BlackBerry, webOS, Bada, Android, and iOS for iPhone and iPad Bypass the browser to create offline apps and widgets using web technologies *An Introduction to Search Engines and Web Navigation* Springer Science & Business Media

The current Symbian Press list focuses very much on the small scale features of Symbian OS in a programming context. The Architecture Sourcebook is different. It's not a how-to book, it's a 'what and why' book. And because it names names as it unwinds the design decisions which have shaped the OS, it is also a 'who' book. It will show where the OS came from, how it has evolved to be what it is, and provide a simple model for understanding what it is, how it is put together, and how to interface to it and work with it. It will also show why design decisions were made, and will bring those decisions to life in the words of Symbian's key architects and developers, giving an insider feel to the book as it weaves the "inside story" around the architectural presentation.

The book will describe the OS architecture in terms of the Symbian system model. It will show how the model breaks down the system into parts, what role the parts play in the system, how the parts are architected, what motivates their design, and how the design has evolved through the different releases of the system. Key system concepts will be described; design patterns will be explored and related to those from other operating systems. The unique features of Symbian OS will be highlighted and their motivation and evolution traced and described. The book will include a substantial reference section itemising the OS and its toolkit at component level and providing a reference entry for each component.

Practical API Design Springer Science & Business Media

Social entrepreneurship is on the rise and social enterprises are solving some of the most critical and enduring social problems by using innovative, pragmatic and sustainable business models. Access to knowledge thanks to the Internet and rapid expansion of the knowledge economy are opening new opportunities for social ventures. With knowledge-based social entrepreneurship where knowledge is the primary resource, more pressing social problems can be addressed by using advanced technologies. This book investigates this emerging concept, possibilities that it holds, its place in today's economy, and links bridges between knowledge, innovation, and social entrepreneurship.

Academics, entrepreneurs, students, and NGOs will find the theoretical and practical information presented in this book extremely valuable.

Mobile Phone Programming Peachpit Press

At the time of analysing this second volume of the 'Yearbook on Space Policy' which covers the period mid-2007 to mid-2008, Europe is as visible and strong in the area of space activities as never before. Its space probes are present on the Moon, around Mars, and on Saturn's Moon Titan, and are chasing asteroids and comets; Ariane V is the most successful commercial launch vehicle; and more and more European space applications satellites are in operation. Finally, with the successful launch of the Columbus

Orbital Facility (COF) – the most prominent highlight of this period which is also depicted on the cover of this Yearbook – and the first Automated Transfer Vehicle (ATV), Europe has become a decisive player in human spaceflight. This is accompanied by new policy initiatives on the ministerial level which have been bringing the European Space Agency and the European Union steadily closer. Europe's outstanding development and positioning in the space field is based not only on Europe's successful engineering and scientific capabilities and capacities, but also on the forceful political determination of all European actors to maintain and even further their engagement in the use of outer space. And it is this political determination which provides the focus

for this 'Yearbook on Space Policy'. The Yearbook describes and analyses the contexts and contents of space policy. Its primary field of investigation is Europe, but it also covers the whole range of global space activities and their influence on European endeavours.

Fundamentals of Computer Programming with C# "O'Reilly Media, Inc."

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Programming the Mobile Web John Wiley & Sons

The two-volume Advances in Information Systems Development: Bridging the Gap between Academia and Industry

constitutes the collected proceedings of the Fourteenth International Conference on Information Systems Development: Methods and Tools, Theory and Practice - ISD'2005 Conference. The focus of these volumes is to examine the exchange of ideas between academia and industry and aims to explore new solutions. The proceedings follow the seven conference tracks highlighted at the Conference: Co-design of Business and IT; Communication and Methods; Human Values of Information Technology; Service Development and IT; Requirements Engineering in the IS Life-Cycle; Semantic Web Approaches and Applications; and Management and IT.

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