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KEY=EDITION - CHANCE MARIELA

MANAGEMENT INFORMATION SYSTEMS

MANAGING THE DIGITAL FIRM

[Pearson Educación](#) Management Information Systems provides comprehensive and integrative coverage of essential new technologies, information system applications, and their impact on business models and managerial decision-making in an exciting and interactive manner. The twelfth edition focuses on the major changes that have been made in information technology over the past two years, and includes new opening, closing, and Interactive Session cases.

THE ESSENTIAL GUIDE TO TELECOMMUNICATIONS

[Prentice Hall](#) “Annabel Dodd has cogently untangled the wires and switches and technobabble of the telecommunications revolution and explained how the introduction of the word ‘digital’ into our legislative and regulatory lexicon will affect consumers, companies and society into the next millennium.” - United States Senator Edward J. Markey of Massachusetts; Member, U.S. Senate Subcommittee on Communications, Technology, Innovation, and the Internet “Annabel Dodd has a unique knack for explaining complex technologies in understandable ways. This latest revision of her book covers the rapid changes in the fields of broadband, cellular, and streaming technologies; newly developing 5G networks; and the constant changes happening in both wired and wireless networks. This book is a must-read for anyone who wants to understand the rapidly evolving world of telecommunications in the 21st century!” - David Mash, Retired Senior Vice President for Innovation, Strategy, and Technology, Berklee College of Music Completely updated for current trends and technologies, The Essential Guide to Telecommunications, Sixth Edition, is the world’s top-selling, accessible guide to the fast-changing global telecommunications industry. Writing in easy-to-understand language, Dodd demystifies today’s most significant technologies, standards, architectures, and trends. She introduces leading providers worldwide, explains where they fit in the marketplace, and reveals their key strategies. New topics covered in this edition include: LTE Advanced and 5G wireless, modern security threats and countermeasures, emerging applications, and breakthrough techniques for building more scalable, manageable networks. Gain a practical understanding of modern cellular, Wi-Fi, Internet, cloud, and carrier technologies Discover how key technical, business, and regulatory innovations are changing the industry See how streaming video, social media, cloud computing, smartphones, and the Internet of Things are transforming networks Explore growing concerns about security and privacy, and review modern strategies for detecting and mitigating network breaches Learn how Software Defined Networks (SDN) and Network Function Virtualization (NFV) add intelligence to networks, enabling automation, flexible configurations, and advanced networks Preview cutting-edge, telecom-enabled applications and gear-from mobile payments to drones Whether you’re an aspiring network engineer looking for a broad understanding of the industry, or a salesperson, marketer, investor, or customer, this indispensable guide provides everything you need to know about telecommunications right now. This new edition is ideal for both self-study and classroom instruction. Register your product for convenient access to downloads, updates, and/or corrections as they become available.

NETWORKING FOR DUMMIES

[John Wiley & Sons](#) This updated bestseller covers Windows 8, new storage and backup technologies, and more Both beginning network administrators and home users have made previous editions of this book a top seller. Now fully updated, this edition shows you step by step how to set up and maintain a network and covers Windows 8 and Windows Server 2008 R2 SP1. Author Doug Lowe also includes updated coverage of broadband technologies as well as storage and back-up procedures, all in his easy-to-follow style. You'll learn to build a wired or wireless network, secure and optimize it, safely connect to the Internet, troubleshoot problems, and much more. A perennial bestseller, this guide to networking has been fully revised to cover Windows 8, Windows Server 2008 R2 SP1, new broadband technologies, and updated storage and backup procedures Provides introductory-level networking fundamentals for those inexperienced in network technology Covers networking with all major operating systems Shows how to build, secure, and optimize a network, safely connect to the Internet, troubleshoot problems, and more Networking For Dummies, 10th Edition walks you through the process of setting up and maintaining a network, at home or in the office.

GUIDELINES ON CELL PHONE FORENSICS

[CreateSpace](#) Mobile phone forensics is the science of recovering digital evidence from a mobile phone under forensically sound conditions using accepted methods. Mobile phones, especially those with advanced capabilities, are a relatively recent phenomenon, not usually covered in classical computer forensics. This guide attempts to bridge that gap by providing an in-depth look into mobile phones and explaining the technologies involved and their relationship to forensic procedures. It covers phones with features beyond simple voice communication and text messaging and their technical and operating characteristics. This guide also discusses procedures for the preservation, acquisition, examination, analysis, and reporting of digital information present on cell phones, as well as available forensic software tools that support those activities.

NINETEEN EIGHTY-FOUR

[epubli](#) "Nineteen Eighty-Four: A Novel", often published as "1984", is a dystopian social science fiction novel by English novelist George Orwell. It was published on 8 June 1949 by Secker & Warburg as Orwell's ninth and final book completed in his lifetime. Thematically, "Nineteen Eighty-Four" centres on the consequences of totalitarianism, mass surveillance, and repressive regimentation of persons and behaviours within society. Orwell, himself a democratic socialist, modelled the authoritarian government in the novel after Stalinist Russia. More broadly, the novel examines the role of truth and facts within politics and the ways in which they are manipulated. The story takes place in an imagined future, the year 1984, when much of the world has fallen victim to perpetual war, omnipresent government surveillance, historical negationism, and propaganda. Great Britain, known as Airstrip One, has become a province of a totalitarian superstate named Oceania that is ruled by the Party who employ the Thought Police to persecute individuality and independent thinking. Big Brother, the leader of the Party, enjoys an intense cult of personality despite the fact that he may not even exist. The protagonist, Winston Smith, is a diligent and skillful rank-and-file worker and Outer Party member who secretly hates the Party and dreams of rebellion. He enters into a forbidden relationship with a colleague, Julia, and starts to remember what life was like before the Party came to power.

COLDFUSION PRESENTS: NEW THINKING

FROM EINSTEIN TO ARTIFICIAL INTELLIGENCE, THE SCIENCE AND TECHNOLOGY THAT TRANSFORMED OUR WORLD

[Mango Media Inc.](#) The creator of YouTube’s ColdFusion explores the development of technology from Industrial Revolution to Artificial Intelligence to figure out what’s next. As each new stage of technology builds on the last, advancements start to progress at an exponential rate. In order to know where we’re headed, it’s essential to know how we got here. What hidden stories lie behind the technology we use today? What drove the men and women who invented it? What were those special moments that changed the world forever? Dagogo Altraide explores these questions in a history of human innovation that reveals how new technologies influence each other, how our modern world came to be, and what future innovations might look like. From the electric world of Tesla and the steam engine revolution to the first computers, the invention of the internet, and the rise of artificial intelligence, New Thinking tells the stories of the men and women who changed our world with the power of new thought.

ANDROID HACKER'S HANDBOOK

[John Wiley & Sons](#) The first comprehensive guide to discovering and preventing attacks on the Android OS As the Android operating system continues to increase its share of the smartphone market, smartphone hacking remains a growing threat. Written by experts who rank among the world's foremost Android security researchers, this book presents vulnerability discovery, analysis, and exploitation tools for the good guys. Following a detailed explanation of how the Android OS works and its overall security architecture, the authors examine how vulnerabilities can be discovered and exploits developed for various system components, preparing you to defend against them. If you are a mobile device administrator, security researcher, Android app developer, or consultant responsible for evaluating Android security, you will find this guide is essential to your toolbox. A crack team of leading Android security researchers explain Android security risks, security design and architecture, rooting, fuzz testing, and vulnerability analysis Covers Android application building blocks and security as well as debugging and auditing Android apps Prepares mobile device administrators, security researchers, Android app developers, and security consultants to defend Android systems against attack Android Hacker's Handbook is the first comprehensive resource for IT professionals charged with smartphone security.

HEALTH INFORMATICS: PRACTICAL GUIDE FOR HEALTHCARE AND INFORMATION TECHNOLOGY PROFESSIONALS (SIXTH EDITION)

[Lulu.com](#) Health Informatics (HI) focuses on the application of Information Technology (IT) to the field of medicine to improve individual and population healthcare delivery, education and research. This extensively updated fifth edition reflects the current knowledge in Health Informatics and provides learning objectives, key points, case studies and references.

NETWORKING FOR DUMMIES

[John Wiley & Sons](#) The #1 bestselling beginner's guide to computer networking—now in a new edition Need networking know-how, but don't know where to turn? Run—don't walk—to the no-nonsense networking guidance offered in this friendly guide! Whether you're a networking administrator or an everyday computer user looking to set up a network in your home or office, Networking For Dummies seamlessly gets you connected with the basics and gives you the knowledge to work out whatever kinks may come your way—in no time. A network can make everything in your home or office run more smoothly and easily, but setting one up can be challenging for even the most computer-savvy people. Well, relax—this bestselling guide has you covered! Inside, you'll find step-by-step instructions on setting up and maintaining a network, working with broadband and wireless technologies, ensuring you're following best practices with storage and back-up procedures, building a wired or wireless network, and much more. Set up a network for all major operating systems Secure, optimize, and troubleshoot your network Create an intranet and use the Cloud safely Make sense of the latest updates to Windows 10 Don't let a thorny networking issue get the best of you! Heed the simple guidance in this friendly guide and effectively network your way to more effective shared data and resources.

COMPUTER ARCHITECTURE AND SECURITY

FUNDAMENTALS OF DESIGNING SECURE COMPUTER SYSTEMS

[John Wiley & Sons](#) The first book to introduce computer architecture for security and provide the tools to implement secure computer systems This book provides the fundamentals of computer architecture for security. It covers a wide range of computer hardware, system software and data concepts from a security perspective. It is essential for computer science and security professionals to understand both hardware and software security solutions to survive in the workplace. Examination of memory, CPU architecture and system implementation Discussion of computer buses and a dual-port bus interface Examples cover a broad spectrum of hardware and software systems Design and implementation of a patent-pending secure computer system Includes the latest patent-pending technologies in architecture security Placement of computers in a security fulfilled network environment Co-authored by the inventor of the modern Computed Tomography (CT) scanner Provides website for lecture notes, security tools and latest updates

PROGRAMMING THE MOBILE WEB

[O'Reilly Media](#) 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

SENSOR TECHNOLOGIES

HEALTHCARE, WELLNESS AND ENVIRONMENTAL APPLICATIONS

[Apress](#) Sensor Technologies: Healthcare, Wellness and Environmental Applications explores the key aspects of sensor technologies, covering wired, wireless, and discrete sensors for the specific application domains of healthcare, wellness and environmental sensing. It discusses the social, regulatory, and design considerations specific to these domains. The book provides an application-based approach using real-world examples to illustrate the application of sensor technologies in a practical and experiential manner. The book guides the reader from the formulation of the research question, through the design and validation process, to the deployment and management phase of sensor applications. The processes and examples used in the book are primarily based on research carried out by Intel or joint academic research programs. "Sensor Technologies: Healthcare, Wellness and Environmental Applications provides an extensive overview of sensing technologies and their applications in healthcare, wellness, and environmental monitoring. From sensor hardware to system applications and case studies, this book gives readers an in-depth understanding of the technologies and how they can be applied. I would highly recommend it to students or researchers who are interested in wireless sensing technologies and the associated applications." Dr. Benny Lo Lecturer, The Hamlyn Centre, Imperial College of London "This timely addition to the literature on sensors covers the broad complexity of sensing, sensor types, and the vast range of existing and emerging applications in a very clearly written and accessible manner. It is particularly good at capturing the exciting possibilities that will occur as sensor networks merge with cloud-based 'big data' analytics to provide a host of new applications that will impact directly on the individual in ways we cannot fully predict at present. It really brings this home through the use of carefully chosen case studies that bring the overwhelming concept of 'big data' down to the personal level of individual life and health." Dermot Diamond Director, National Centre for Sensor Research, Principal Investigator, CLARITY Centre for Sensor Web Technologies, Dublin City University "Sensor Technologies: Healthcare, Wellness and Environmental Applications takes the reader on an end-to-end journey of sensor technologies, covering the fundamentals from an engineering perspective, introducing how the data gleaned can be both processed and visualized, in addition to offering exemplar case studies in a number of application domains. It is a must-read for those studying any undergraduate course that involves sensor technologies. It also provides a thorough foundation for those involved in the research and development of applied sensor systems. I highly recommend it to any engineer who wishes to broaden their knowledge in this area!" Chris Nugent Professor of Biomedical Engineering, University of Ulster

PRINCIPLES OF INFORMATION SYSTEMS

[Cengage Learning](#) Now thoroughly streamlined and revised, PRINCIPLES OF INFORMATION SYSTEMS, Ninth Edition, retains the overall vision and framework that made the previous editions so popular while eliminating outdated topics and updating information, examples, and case studies. In just 600 pages, accomplished authors Ralph Stair and George Reynolds cover IS principles and their real-world applications using timely, current business examples and hands-on activities. Regardless of their majors, students can use this book to understand and practice IS principles so they can function more effectively as workers, managers, decision makers, and organizational leaders. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

KINGDOM OF NOKIA

HOW A NATION SERVED THE NEEDS OF ONE COMPANY

[Helsinki University Press](#) Kingdom of Nokia tells a fascinating story of corporatism in Finland. How did the mobile phone giant Nokia make the Finnish elite willing to serve the interests of the company? Nokia became a global player in mobile communications in the 1990s, and helped establish Anglo-Saxon capitalism in Finland. Through its success and strong lobbying, the company managed to capture the attention of Finnish politicians, civil servants, and journalists nationwide. With concrete detailed examples, Kingdom of Nokia illustrates how Nokia organised lavish trips to journalists and paid direct campaign funding to politicians to establish its role at the core of Finnish decision-making. As a result, the company influenced important political decisions such as joining the European Union and adopting the euro, and further, Nokia even drafted its own law to serve its special interests. All this in a country considered one of the least corrupt in the world.

INVISIBLE ENGINES

HOW SOFTWARE PLATFORMS DRIVE INNOVATION AND TRANSFORM INDUSTRIES

[MIT Press](#) Harnessing the power of software platforms: what executives and entrepreneurs must know about how to use this technology to transform industries and how to develop the strategies that will create value and drive profits. Software platforms are the invisible engines that have created, touched, or transformed nearly every major industry for the past quarter century. They power everything from mobile phones and automobile navigation systems to search engines and web portals. They have been the source of enormous value to consumers and helped some entrepreneurs build great fortunes. And they are likely to drive change that will dwarf the business and technology revolution we have seen to this point. Invisible Engines examines the business dynamics and strategies used by firms that recognize the transformative power unleashed by this new revolution—a revolution that will change both new and old industries. The authors argue that in order to understand the successes of software platforms, we must first understand their role as a technological meeting ground where application developers and end users converge. Apple, Microsoft, and Google, for example, charge developers little or nothing for using their platforms and make most of their money from end users; Sony PlayStation and other game consoles, by contrast, subsidize users and make more money from developers, who pay royalties for access to the code they need to write games. More applications attract more users, and more users attract more applications. And more applications and more users lead to more profits. Invisible Engines explores this story through the lens of the companies that have mastered this platform-balancing act. It offers detailed studies of the personal computer, video game console, personal digital assistant, smart mobile phone, and digital media software platform industries, focusing on the business decisions made by industry players to drive profits and stay a step ahead of the competition. Shorter discussions of Internet-based software platforms provide an important glimpse into a future in which the way we buy, pay, watch, listen, learn, and communicate will change forever. An electronic version of this book is available under a Creative Commons license.

ELECTRONIC EVIDENCE

This fourth edition of the well-established practitioner text sets out what constitutes an electronic signature, the form an electronic signature can take, and discusses the issues relating to evidence - illustrated by analysis of relevant case law and legislation from a wide range of common law and civil law jurisdictions. Stephen Mason is a leading authority on electronic signatures and electronic evidence, having advised global corporations and governments on these topics. He is also the editor of Electronic Evidence and International Electronic Evidence, and he founded the international open-source journal Digital Evidence and Electronic Signature Law Review in 2004. This book is also available online at <http://ials.sas.ac.uk/digital/humanities-digital-library/observing-law-ials-open-book-service-law>.

FOREIGN DIRECT INVESTMENT IN LATIN AMERICA AND THE CARIBBEAN 2010

NETWORKING FOR DUMMIES

[John Wiley & Sons](#) Set up a secure network at home or the office Fully revised to cover Windows 10 and Windows Server 2019, this new edition of the trusted Networking For Dummies helps both beginning network administrators and home users to set up and maintain a network. Updated coverage of broadband and wireless technologies, as well as storage and back-up procedures, ensures that you'll learn how to build a wired or wireless network, secure and optimize it, troubleshoot problems, and much more. From connecting to the Internet and setting up a wireless network to solving networking problems and backing up your data—this #1 bestselling guide covers it all. Build a wired or wireless network Secure and optimize your network Set up a server and manage Windows user accounts Use the cloud—safely Written by a seasoned technology author—and jam-packed with tons of helpful step-by-step instructions—this is the book network administrators and everyday computer users will turn to again and again.

WORLD OF COMPUTING

A PRIMER COMPANION FOR THE DIGITAL AGE

[Springer](#) This engaging work provides a concise introduction to the exciting world of computing, encompassing the theory, technology, history, and societal impact of computer software and computing devices. Spanning topics from global conflict to home gaming, international business, and human communication, this text reviews the key concepts unpinning the technology which has shaped the modern world. Topics and features: introduces the foundations of computing, the fundamentals of algorithms, and the essential concepts from mathematics and logic used in computer science; presents a concise history of computing, discussing the historical figures who made important contributions, and the machines which formed major milestones; examines the fields of human-computer interaction, and software engineering; provides accessible introductions to the core aspects of programming languages, operating systems, and databases; describes the Internet revolution, the invention of the smartphone, and the rise of social media, as well as the Internet of Things and cryptocurrencies; explores legal and ethical aspects of computing, including issues of hacking and cybercrime, and the nature of online privacy, free speech and censorship; discusses such innovations as distributed systems, service-oriented architecture, software as a service, cloud computing, and embedded systems; includes key learning topics and review questions in every chapter, and a helpful glossary. Offering an enjoyable overview of the fascinating and broad-ranging field of computing, this easy-to-understand primer introduces the general reader to the ideas on which the digital world was built, and the historical developments that helped to form the modern age.

BANK 2.0

HOW CUSTOMER BEHAVIOUR AND TECHNOLOGY WILL CHANGE THE FUTURE OF FINANCIAL SERVICES

[Brett King](#) The financial crisis is just beginning for retail institutions. Ninety to ninety-five per cent of bank transactions are executed electronically today. The Internet, ATMs, call centres and smartphones have become mainstream for customers. But banks still classify these as alternative channels and maintain an organisation structure where Branch dominates thinking. Continued technology innovations, Web 2.0, social networking, app phones and mobility are also stretching traditional banking models to the limit. BANK 2.0 reveals why customer behaviour is so rapidly changing, how branches will evolve, why cheques are disappearing, and why your mobile phone will replace your wallet all within the next 10 years.

ORGANIZATION THEORY AND DESIGN

AN INTERNATIONAL PERSPECTIVE

Organizing involves continuous challenges in the face of uncertainty and change. How is globalization impacting organizations? How will new strategies for a turbulent world affect organizational design? In this second edition of Organization Theory and Design,

developed for students in the UK, Europe, the Middle East and Africa, respected academics Jonathan Murphy and Hugh Willmott continue to add an international perspective to Richard L. Daft's landmark text. Together they tackle these questions in a comprehensive, clear and accessible study of the subject.

A BRIEF HISTORY OF COMPUTING

[Springer Science & Business Media](#) This lively and fascinating text traces the key developments in computation - from 3000 B.C. to the present day - in an easy-to-follow and concise manner. Topics and features: ideal for self-study, offering many pedagogical features such as chapter-opening key topics, chapter introductions and summaries, exercises, and a glossary; presents detailed information on major figures in computing, such as Boole, Babbage, Shannon, Turing, Zuse and Von Neumann; reviews the history of software engineering and of programming languages, including syntax and semantics; discusses the progress of artificial intelligence, with extension to such key disciplines as philosophy, psychology, linguistics, neural networks and cybernetics; examines the impact on society of the introduction of the personal computer, the World Wide Web, and the development of mobile phone technology; follows the evolution of a number of major technology companies, including IBM, Microsoft and Apple.

SURVEILLANCE VALLEY

THE SECRET MILITARY HISTORY OF THE INTERNET

[Icon Books](#) Featured as a Guardian Long Read in December 2018 EVERYTHING WE HAVE BEEN TOLD ABOUT THE DEMOCRATIC NATURE OF THE INTERNET IS A MARKETING PLOY. As the Cambridge Analytica scandal has shown, private corporations consider it their right to use our data (and by extension, us) which ever way they see fit. Tempted by their appealing organisational and diagnostic tools, we have allowed private internet corporations access to the most intimate corners of our lives. But the internet was developed, from the outset, as a weapon. Looking at the hidden origins of many internet corporations and platforms, Levine shows that this is a function, not a bug of the online experience. Conceived as a surveillance tool by ARPA to control insurgents in the Vietnam War, the internet is now essential to our lives. This book investigates the troubling and unavoidable truth of its history and the unfathomable power of the corporations who now more or less own it. Without this book, your picture of contemporary society will be missing an essential piece of the puzzle.

THE AGE OF SPIRITUAL MACHINES

WHEN COMPUTERS EXCEED HUMAN INTELLIGENCE

[Penguin](#) Ray Kurzweil is the inventor of the most innovative and compelling technology of our era, an international authority on artificial intelligence, and one of our greatest living visionaries. Now he offers a framework for envisioning the twenty-first century--an age in which the marriage of human sensitivity and artificial intelligence fundamentally alters and improves the way we live. Kurzweil's prophetic blueprint for the future takes us through the advances that inexorably result in computers exceeding the memory capacity and computational ability of the human brain by the year 2020 (with human-level capabilities not far behind); in relationships with automated personalities who will be our teachers, companions, and lovers; and in information fed straight into our brains along direct neural pathways. Optimistic and challenging, thought-provoking and engaging, *The Age of Spiritual Machines* is the ultimate guide on our road into the next century.

MERCHANTS OF TRUTH

THE BUSINESS OF NEWS AND THE FIGHT FOR FACTS

[Simon & Schuster](#) Former executive editor of *The New York Times* and one of our most eminent journalists Jill Abramson provides a "valuable and insightful" (*The Boston Globe*) report on the disruption of the news media over the last decade, as shown via two legacy (*The New York Times* and *The Washington Post*) and two upstart (*BuzzFeed* and *VICE*) companies as they plow through a revolution that pits old vs. new media. "A marvelous book" (*The New York Times Book Review*), *Merchants of Truth* is the groundbreaking and gripping story of the precarious state of the news business. The new digital reality nearly kills two venerable newspapers with an aging readership while creating two media behemoths with a ballooning and fickle audience of millennials. "Abramson provides this deeply reported insider account of an industry fighting for survival. With a keen eye for detail and a willingness to interrogate her own profession, Abramson takes readers into the newsrooms and boardrooms of the legacy newspapers and the digital upstarts that seek to challenge their dominance" (*Vanity Fair*). We get to know the defenders of the legacy presses as well as the outsized characters who are creating the new speed-driven media competitors. The players include Jeff Bezos and Marty Baron (*The Washington Post*), Arthur Sulzberger and Dean Baquet (*The New York Times*), Jonah Peretti (*BuzzFeed*), and Shane Smith (*VICE*) as well as their reporters and anxious readers. *Merchants of Truth* raises crucial questions that concern the well-being of our society. We are facing a crisis in trust that threatens the free press. "One of the best takes yet on journalism's changing fortunes" (*Publishers Weekly*, starred review), Abramson's book points us to the future.

PARENTOLOGY

EVERYTHING YOU WANTED TO KNOW ABOUT THE SCIENCE OF RAISING CHILDREN BUT WERE TOO EXHAUSTED TO ASK

[Simon and Schuster](#) An award-winning scientist offers his unorthodox approach to childrearing: "Parentology is brilliant, jaw-droppingly funny, and full of wisdom...bound to change your thinking about parenting and its conventions" (*Amy Chua*, author of *Battle Hymn of the Tiger Mother*). If you're like many parents, you might ask family and friends for advice when faced with important choices about how to raise your kids. You might turn to parenting books or simply rely on timeworn religious or cultural traditions. But when Dalton Conley, a dual-doctorate scientist and full-blown nerd, needed childrearing advice, he turned to scientific research to make the big decisions. In *Parentology*, Conley hilariously reports the results of those experiments, from bribing his kids to do math (since studies show conditional cash transfers improved educational and health outcomes for kids) to teaching them impulse control by giving them weird names (because evidence shows kids with unique names learn not to react when their peers tease them) to getting a vasectomy (because fewer kids in a family mean smarter kids). Conley encourages parents to draw on the latest data to rear children, if only because that level of engagement with kids will produce solid and happy ones. Ultimately these experiments are very loving, and the outcomes are redemptive—even when Conley's sassy kids show him the limits of his profession. *Parentology* teaches you everything you need to know about the latest literature on parenting—with lessons that go down easy. You'll be laughing and learning at the same time.

GLOBAL MARKETING, GLOBAL EDITION

[Pearson Higher Ed](#) For undergraduate and graduate courses in global marketing The excitement, challenges, and controversies of global marketing. *Global Marketing* reflects current issues and events while offering conceptual and analytical tools that will help students apply the 4Ps to global marketing. MyMarketingLab for Global Marketing is a total learning package. MyMarketingLab is an online homework, tutorial, and assessment program that truly engages students in learning. It helps students better prepare for class, quizzes, and exams—resulting in better performance in the course—and provides educators a dynamic set of tools for gauging individual and class progress.

ARCHITECTS' DATA

[Wiley-Blackwell](#) This is an essential aid in the initial design and planning of a project. The relevant building type is located by a comprehensive index and cross reference system, a condensed commentary covers user requirements, planning criteria, basic dimensions and other considerations of function, siting aspect etc. A system of references based on an extensive bibliography supports the text. In every section plans, sections, site layouts, design details and graphs illustrated key aspects of a building type's design. Most illustrations are dimensioned or scaled - the metric system of measurement is used throughout, and the equivalent in feet/inches can easily be read either off a graphic scale on the page or from the built-in conversion table. The illustrations are international in origin and include both well know and less famous designers. *Architects Data* is primarily a handbook of building types rather than of construction techniques and details. However its treatment of components (such as doors and windows) and of spaces for building services

is extremely thorough, since consideration of this data is an essential element of the planning process. The opening pages of basic data on man and his buildings cover critical subjects such as scale, drawing practice, noise, light and space for the same reason. Particular attention has also been paid to the implications of energy conservation, means of escape from fire and the needs of the elderly and the disabled.

PC WORLD

ETHICAL AND SOCIAL ISSUES IN THE INFORMATION AGE

[Springer Science & Business Media](#) An introduction to the social and policy issues which have arisen as a result of IT. Whilst it assumes a modest familiarity with computers, the book provides a guide to the issues suitable for undergraduates. In doing so, the author prompts students to consider questions such as: * How do morality and the law relate to each other? * What should be covered in a professional code of conduct for information technology professionals? * What are the ethical issues relating to copying software? * Is electronic monitoring of employees wrong? * What are the moral codes of cyberspace? Throughout, the book shows how in many ways the technological development is outpacing the ability of our legal systems, and how different paradigms applied to ethical questions often proffer conflicting conclusions. As a result, students will find this a thought-provoking and valuable survey of the new and difficult ethical questions posed by the Internet, artificial intelligence, and virtual reality.

HANDHELD USABILITY

[John Wiley & Sons](#) Offering an overview of usability, testing, and information architecture for EPOC, WAP, PDAs, handhelds, and handsets, this how-to guide dives into the details about medium-specific issues and design strategies. * Discusses designing for the current wireless platforms: cellular phones and PDAs * Covers both stand alone as well as Web-based application design * Contains a case study of a usability test

FUNDAMENTALS OF INFORMATION SYSTEMS

[Cengage Learning](#) Combining the latest research and most current coverage available into a succinct nine chapters, FUNDAMENTALS OF INFORMATION SYSTEMS, 8E equips students with a solid understanding of the core principles of IS and how it is practiced. The streamlined 560-page eighth edition features a wealth of new examples, figures, references, and cases as it covers the latest developments from the field--and highlights their impact on the rapidly changing role of today's IS professional. In addition to a stronger career emphasis, the text includes expanded coverage of mobile solutions, energy and environmental concerns, the increased use of cloud computing across the globe, and two cases per chapter. Learning firsthand how information systems can increase profits and reduce costs, students explore new information on e-commerce and enterprise systems, artificial intelligence, virtual reality, green computing, and other issues reshaping the industry. The text introduces the challenges and risks of computer crimes, hacking, and cyberterrorism. It also presents some of the most current research on virtual communities, global IS work solutions, and social networking. No matter where students' career paths may lead, FUNDAMENTALS OF INFORMATION SYSTEMS, 8E and its resources can help them maximize their success as employees, decision makers, and business leaders. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

LOVEWORKS

HOW THE WORLD'S TOP MARKETERS MAKE EMOTIONAL CONNECTIONS TO WIN IN THE MARKETPLACE

[powerHouse Books](#) In 2004 Kevin Roberts wrote Lovemarks: the future beyond brands. It was admired by many as a breakthrough in marketing thinking but was also controversial because of its surprisingly obvious thesis: that emotional connections are at the heart of sustained relationships between producers, retailers, and consumers. While many companies were using the language of war in their marketing (target, penetrate, ambush), Roberts was using the language of love (mystery, sensuality, intimacy). He explained in simple terms what people are often loath to admit: we make decisions with our emotions over our reason. Lovemarks described the journey by which brands could move from consumer respect based on intellect, to consumer love based on emotion—and in return gain "loyalty beyond reason." In 2010 Advertising Age magazine named Lovemarks one of their "ideas of the decade," while noting that the roadmap for brands to achieve Lovemark status was still not entirely clear. Lovemarks: How the world's top marketers make emotional connections to win in the marketplace adds to the original Lovemarks by showcasing real-world business examples and outlining the roadmaps followed by several world-renowned brands to achieve Lovemark status: Procter & Gamble, Toyota, Visa, General Mills, Miller, T-Mobile, and Lenovo are just a few examples of businesses winning in the marketplace through the application of the Lovemarks theory, maintaining laser-like focus on making and sustaining emotional connections with consumers. Lovemarks features 20 case stories from clients and markets worldwide in widely varying categories. "My book shows that Lovemarks thinking works—anywhere, anytime. All it takes is having the brains to implement it, the guts to see it through, and an abiding faith in emotion as your compass," says Brian Sheehan.

THE EVERYTHING STORE: JEFF BEZOS AND THE AGE OF AMAZON

[Random House](#) **Winner of the Financial Times and Goldman Sachs Business Book of the Year Award** 'Brad Stone's definitive book on Amazon and Bezos' The Guardian 'A masterclass in deeply researched investigative financial journalism . . . riveting' The Times The definitive story of the largest and most influential company in the world and the man whose drive and determination changed business forever. Though Amazon.com started off delivering books through the mail, its visionary founder, Jeff Bezos, was never content with being just a bookseller. He wanted Amazon to become 'the everything store', offering limitless selection and seductive convenience at disruptively low prices. To achieve that end, he developed a corporate culture of relentless ambition and secrecy that's never been cracked. Until now... Jeff Bezos stands out for his relentless pursuit of new markets, leading Amazon into risky new ventures like the Kindle and cloud computing, and transforming retail in the same way that Henry Ford revolutionised manufacturing. Amazon placed one of the first and largest bets on the Internet. Nothing would ever be the same again.

THE FUTURE OF THE INTERNET--AND HOW TO STOP IT

[Yale University Press](#) This extraordinary book explains the engine that has catapulted the Internet from backwater to ubiquity—and reveals that it is sputtering precisely because of its runaway success. With the unwitting help of its users, the generative Internet is on a path to a lockdown, ending its cycle of innovation—and facilitating unsettling new kinds of control. iPods, iPhones, Xboxes, and TiVos represent the first wave of Internet-centered products that can't be easily modified by anyone except their vendors or selected partners. These "tethered appliances" have already been used in remarkable but little-known ways: car GPS systems have been reconfigured at the demand of law enforcement to eavesdrop on the occupants at all times, and digital video recorders have been ordered to self-destruct thanks to a lawsuit against the manufacturer thousands of miles away. New Web 2.0 platforms like Google mash-ups and Facebook are rightly touted—but their applications can be similarly monitored and eliminated from a central source. As tethered appliances and applications eclipse the PC, the very nature of the Internet—its "generativity," or innovative character—is at risk. The Internet's current trajectory is one of lost opportunity. Its salvation, Zittrain argues, lies in the hands of its millions of users. Drawing on generative technologies like Wikipedia that have so far survived their own successes, this book shows how to develop new technologies and social structures that allow users to work creatively and collaboratively, participate in solutions, and become true "netizens."

MOBILE UNLEASHED

THE ORIGIN AND EVOLUTION OF ARM PROCESSORS IN OUR DEVICES

[Createspace Independent Publishing Platform](#) This is the origin story of technology super heroes: the creators and founders of ARM, the company that is responsible for the processors found inside 95% of the world's mobile devices today. This is also the evolution story of how three companies - Apple, Samsung, and Qualcomm - put ARM technology in the hands of billions of people through smartphones, tablets, music players, and more. It was anything but a straight line from idea to success for ARM. The story starts with the triumph of BBC Micro engineers Steve Furber and Sophie Wilson, who make the audacious decision to design their own microprocessor - and it works the first time. The question becomes, how to sell it? Part I follows ARM as its founders launch their own company, select a new

leader, a new strategy, and find themselves partnered with Apple, TI, Nokia, and other companies just as digital technology starts to unleash mobile devices. ARM grows rapidly, even as other semiconductor firms struggle in the dot com meltdown, and establishes itself as a standard for embedded RISC processors. Apple aficionados will find the opening of Part II of interest the moment Steve Jobs returns and changes the direction toward fulfilling consumer dreams. Samsung devotees will see how that firm evolved from its earliest days in consumer electronics and semiconductors through a philosophical shift to innovation. Qualcomm followers will learn much of their history as it plays out from satellite communications to development of a mobile phone standard and emergence as a leading fabless semiconductor company. If ARM could be summarized in one word, it would be "collaboration." Throughout this story, from Foreword to Epilogue, efforts to develop an ecosystem are highlighted. Familiar names such as Google, Intel, Mediatek, Microsoft, Motorola, TSMC, and others are interwoven throughout. The evolution of ARM's first 25 years as a company wraps up with a shift to its next strategy: the Internet of Things, the ultimate connector for people and devices. Research for this story is extensive, simplifying a complex mobile industry timeline and uncovering critical points where ARM and other companies made fateful and sometimes surprising decisions. Rare photos, summary diagrams and tables, and unique perspectives from insiders add insight to this important telling of technology history.

ON THE MOVE WITH THE MOBILE WEB

LIBRARIES AND MOBILE TECHNOLOGIES

[American Library Association](#) The mobile Web is still evolving, and this is an exciting time of early development, but some hurdles still need to be overcome. This Library Technology Reports examines the various components of the mobile web and explores how they can and have been utilized by librarians. In the Report, author and library-technology blogger Ellyssa Kroski outlines the components of the mobile Web the users, devices, the operating systems, the services, the content and illuminates the research tracking how users currently engage with information on the World Wide Web via their mobile devices. Kroski also details several library mobile initiatives and provides a "how to" chapter for libraries interested in developing a mobile experience for their users.

ANIMAL FARM

[Faber & Faber](#) All animals are equal but some animals are more equal than others. It's just an ordinary farm - until the animals revolt. They get rid of the irresponsible farmer. The other animals are sure that life is improving, but as systems are replaced and half-truths are retold, a new hierarchy emerges . . . Orwell's tale of propaganda, power and greed has never felt more pertinent. With an exciting new cover and inside illustrations by superstar Chris Mould.

PROJECT MANAGEMENT

[Penguin](#) The practical e-guide that gives you the skills to succeed as a project manager. Discover how to improve your project management skills by defining a project brief, identifying stakeholders, and building a strong team. You'll also learn useful tips for initiating projects, setting deadlines, and managing your budgets. Essential Managers gives you a practical "how-to" approach with step-by-step instructions, tips, checklists, and "ask yourself" features showing you how to focus your energy, manage change, and make an impact. DK's Essential Managers series contains the knowledge you need to be a more effective manager and hone your management style. Whether you're new to project management or simply looking to sharpen your existing skills, this is the e-guide for you.

THE INNOVATION IN COMPUTING COMPANION

A COMPENDIUM OF SELECT, PIVOTAL INVENTIONS

[Springer](#) This encyclopedic reference provides a concise and engaging overview of the groundbreaking inventions and conceptual innovations that have shaped the field of computing, and the technology that runs the modern world. Each alphabetically-ordered entry presents a brief account of a pivotal innovation and the great minds behind it, selected from a wide range of diverse topics. Topics and features: Describes the development of Babbage's computing machines, Leibniz's binary arithmetic, Boole's symbolic logic, and Von Neumann architecture Reviews a range of historical analog and digital computers, significant mainframes and minicomputers, and pioneering home and personal computers Discusses a selection of programming languages and operating systems, along with key concepts in software engineering and commercial computing Examines the invention of the transistor, the integrated circuit, and the microprocessor Relates the history of such developments in personal computing as the mouse, the GUI, Atari video games, and Microsoft Office Surveys innovations in communications, covering mobile phones, WiFi, the Internet and World Wide Web, e-commerce, smartphones, social media, and GPS Presents coverage of topics on artificial intelligence, the ATM, digital photography and digital music, robotics, and Wikipedia Contains self-test quizzes and a helpful glossary This enjoyable compendium will appeal to the general reader curious about the intellectual milestones that led to the digital age, as well as to the student of computer science seeking a primer on the history of their field. Dr. Gerard O'Regan is a CMMI software process improvement consultant with research interests including software quality and software process improvement, mathematical approaches to software quality, and the history of computing. He is the author of such Springer titles as World of Computing, Concise Guide to Formal Methods, Concise Guide to Software Engineering, and Guide to Discrete Mathematics.