

Advanced Media Planning 1st Edition

Strategic Information SecurityMulti-UAV Planning and Task AllocationContemporary Issues in BrandingAmerican Book Publishing RecordAdvanced Quantitative Research Methods for Urban PlannersAdvanced Studies in Multi-Criteria Decision MakingAdvanced BiofuelsHoshin KanriAdvanced Practical Inorganic and Metalorganic ChemistryAdvanced Theory and Practice in Sport MarketingBasic and Advanced Techniques in Prostate BrachytherapyBrand Media StrategyUrban Water Engineering and ManagementUser Generated BrandingLaw Books PublishedAdvanced Onsite Wastewater Systems TechnologiesSubject CatalogAdvanced Media PlanningAdvanced Location-Based Technologies and ServicesAdvanced Operative Dentistry E-BookAdvanced Geoinformation ScienceIntegrated Marketing CommunicationProcess PlantsBest Practices for Transportation Agency Use of Social MediaAdvanced Security and Safeguarding in the Nuclear Power Industry3-Dimensional Modeling in Cardiovascular Disease E-BookComputer-Aided Inspection PlanningAdvanced Product Quality PlanningAdvanced and Emerging Technologies in Radiation Oncology PhysicsSocial Media for Strategic CommunicationBasic Quantitative Research Methods for Urban PlannersPublishers WeeklyUser Generated BrandingDeveloping Writing Skills in SpanishLand Use-Transport Interaction ModelsHighway Bridge Maintenance Planning and SchedulingSustainable Marketing PlanningThe End of DrivingAdvanced

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Quality PlanningSupply Chain Management and
Advanced Planning

Strategic Information Security

Multi-UAV Planning and Task Allocation

The inspection process is one of the most important steps in manufacturing industries because it safeguards high quality products and customer satisfaction. Manual inspection may not provide the desired accuracy. This book introduces and implements a new methodology and develops the supporting technologies for automated inspection planning based on Computer Aided Design (CAD) models. It also provides and implements an efficient link for automated operation based on Coordinate Measuring Machine (CMM). The link's output is a DMIS code programming file based on the inspection planning table that is executed on CMM.

Contemporary Issues in Branding

Supply Chain Management, Enterprise Resources Planning (ERP), and Advanced Planning Systems (APS) are important concepts in order to organize and optimize the flow of materials, information and financial funds. This book, already in its fifth edition, gives a broad and up-to-date overview of the concepts underlying APS. Special emphasis is given to modeling supply chains and implementing APS

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successfully in industry. Understanding is enhanced by several case studies covering APS from various software vendors. The fifth edition contains updated material, rewritten chapters and an additional case study.

American Book Publishing Record

Transport and the spatial location of population and activities have been important themes of study in engineering, social sciences and urban and regional planning for many decades. However, an integrated approach to the modelling of transport and land use has been rarely made, and common practice has been to model both phenomena independently. This book presents an introduction to the modelling of land use and transport interaction (LUTI), with a theoretical basis and a presentation of the broad state of the art. It also sets out the steps for building an operational LUTI model to provide a concrete application. The authors bring extensive experience in this cross-disciplinary field, primarily for an academic audience and for professionals seeking a thorough introduction.

Advanced Quantitative Research Methods for Urban Planners

Since the publication of the first edition in 2004, advances in mobile devices, positioning sensors, WiFi fingerprinting, and wireless communications, among others, have paved the way for developing new and advanced location-based services (LBSs). This second edition provides up-to-date information on LBSs,

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including WiFi fingerprinting, mobile computing, geospatial clouds, geospatial data mining, location privacy, and location-based social networking. It also includes new chapters on application areas such as LBSs for public health, indoor navigation, and advertising. In addition, the chapter on remote sensing has been revised to address advancements.

Advanced Studies in Multi-Criteria Decision Making

While the boundaries between the areas of chemistry traditionally labeled as inorganic, organic and physical are gradually diffusing, the practical techniques adopted by workers in each of these areas are often radically different. The breadth and variety of research classed as "inorganic chemistry" is readily apparent from an inspection of some of the leading international journals, and can be quite daunting for newcomers to this domain who are likely to have only limited experience of the methodologies involved. This book has therefore been written to provide guidance for those unfamiliar with the techniques most often encountered in synthetic inorganic / metalorganic chemistry, with an emphasis on procedures for handling air-sensitive compounds. One chapter is devoted to more specialized techniques such as metal vapor synthesis, and a review of preparative methods for a selection of starting materials is included as an aid to those planning research projects. While this book is aimed primarily at postgraduate and advanced undergraduate students involved in inorganic research projects,

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synthetic organic chemists and industrial chemists will also find much useful information within its pages. Similarly, it serves as a useful reference source for materials and polymer scientists who wish to take advantage of recent progress in precursor synthesis and catalyst development.

Advanced Biofuels

Timely updates, increased citizen engagement, and more effective marketing are just a few of the reasons transportation agencies have already started to adopt social media networking tools. *Best Practices for Transportation Agency Use of Social Media* offers real-world advice for planning and implementing social media from leading government practitioners, academic researchers, and industry experts. The book provides an overview of the various social media platforms and tools, with examples of how transportation organizations use each platform. It contains a series of interviews that illustrate what creative agencies are doing to improve service, provide real-time updates, garner valuable information from their customers, and better serve their communities. It reveals powerful lessons learned from various transportation agencies, including a regional airport, city and state departments of transportation, and municipal transit agencies. Filled with examples from transportation organizations, the text provides ideas that can apply to all modes of transportation including mass transit, highways, aviation, ferries, bicycling, and walking. It describes how to measure the impact of your social media

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presence and also examines advanced uses of social media for obtaining information by involving customers and analyzing their social media use. The book outlines all the resources you will need to maintain a social media presence and describes how to use social media analytical tools to assess service strengths and weaknesses and customer sentiment. Explaining how to overcome the digital divide, language barriers, and accessibility challenges for patrons with disabilities, it provides you with the understanding of the various social media technologies along with the knowhow to determine which one is best for a specific situation and purpose.

Hoshin Kanri

Advanced Quality Planning: A Commonsense Guide to AQP and APQP is the first book dedicated to explaining with clarity and detail the total advanced quality planning (AQP) process and how to set quality planning in the framework of a business strategy. The book provides a close look at the basic and advanced concepts of AQP so that both the novice and experienced user will be able to apply AQP appropriately and effectively. In addition, you will learn the "Big Three" automotive companies' required use of Advanced Product Quality Planning (APQP), a specialized version of AQP that emphasized the product orientation of quality. A clear itemized list of Chrysler, GM, Ford, and Tier I suppliers requirements is included, illustrating what they would like to see implemented in their suppliers' processes. Written in a practical format, the book takes you step-by-step

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through the advanced quality planning methodology, providing you with an overview and discussion of the role of teams in AQP, and its key components including: scheduling, creating a product definition, prototype development, manufacturing preparedness, analytical techniques, documentation, reliability and maintainability, and their implementation. Also included are checklists to help plan the actions that will be appropriate for their respective projects, and appendixes containing a sample business plan and a case study of Chrysler's Process Sign-Off, which demonstrates the results of effective AQP implementation.

Advanced Practical Inorganic and Metalorganic Chemistry

Advanced Security and Safeguarding in the Nuclear Power Industry: State of the art and future challenges presents an overview of a wide ranging scientific, engineering, policy, regulatory, and legal issues facing the nuclear power industry. Editor Victor Nian and his team of contributors deliver a much needed review of the latest developments in safety, security and safeguards ("Three S's") as well as other related and important subject matters within and beyond the nuclear power industry. This book is particularly insightful to countries with an interest in developing a nuclear power industry as well as countries where education to improve society's opinion on nuclear energy is crucial to its future success. Advanced Security and Safeguarding in the Nuclear Power Industry covers the foundations of nuclear power

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production as well as the benefits and impacts of radiation to human society, international conventions, treaties, and standards on the “Three S’s , emergency preparedness and response, and civil liability in the event of a nuclear accident. The socio-technical and economic risks of civilian and military applications of atomic energy Putting into perspective the hazards of radioactive sources and health impacts of exposure to radiation Prevention and protection against severe nuclear accidents with a much needed update on lessons learnt from “Fukushima International conventions, treaties, legal frameworks, standards and best practices on “Three S’s , emergency preparedness and response, and civil liability Evolving technological and institutional challenges facing the nuclear power industry in the future

Advanced Theory and Practice in Sport Marketing

Many of the challenges of the next century will have physical dimensions, such as tsunamis, hurricanes, and climate change as well as human dimensions such as economic crises, epidemics, and emergency responses. With pioneering editors and expert contributors, Advanced Geoinformation Science explores how certain technical aspects of geoinformation

Basic and Advanced Techniques in Prostate Brachytherapy

Highway Bridge Maintenance Planning and Scheduling

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provides new tactics for highway departments around the world that are faced with the dilemma of providing improved operations on a shoestring budget. Even after the much needed infrastructure funding is received, the question of which project comes first must be answered. Written by a 20-year veteran with the Kansas Department Of Transportation Bridge Office in design and in maintenance, this book provides Senior Bridge Maintenance Engineers with practical advice on how to create an effective maintenance program that will allow them to not only plan, schedule, direct, and monitor highway bridge repair and rehabilitation projects, but also evaluate all completed work for technical acceptability, productivity, and unit-cost standards. Provides the tools and methods for building, maintaining, planning, and scheduling effective maintenance Presents experience-based suggestions for evaluating highway bridges to determine maintenance priorities Includes methods for evaluating all completed work for technical acceptability, productivity, and unit-cost standards

Brand Media Strategy

From a brand management perspective Ulrike Arnhold analyses the impact of interactive marketing programmes in Web 2.0, evaluating user generated content as a tool of the brand communication mix.

Urban Water Engineering and Management

User Generated Branding

Law Books Published

Advanced Biofuels: Applications, Technologies, and Environmental Sustainability presents recent developments and applications of biofuels in the field of internal combustion engines, with a primary focus on the recent approaches of biodiesel applications, low emission alternative fuels, and environmental sustainability. Editors Dr. Azad and Dr. Rasul, along with their team of expert contributors, combine a collection of extensive experimental investigations on engine performance and emissions and combustion phenomena using different types of oxygenated fuel with in-depth research on fuel applications, an analysis of available technologies and resources, energy efficiency improvement methods, and applications of oxygenated fuel for the sustainable environment. Academics, researchers, engineers and technologists will develop a greater understanding of the relevant concepts and solutions to the global issues related to achieving alternative energy application for future energy security, as well as environmental sustainability in medium and large-scale industries. Fills a gap in the literature on alternative fuel applications with in-depth research and experimental investigations of different approaches, technologies and applications Considers the important issue of sustainability using case studies to deepen understanding Includes energy security within various industries, including aviation

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and transport

Advanced Onsite Wastewater Systems Technologies

Written by physicians and surgeons, imaging specialists, and medical technology engineers, and edited by Dr. Evan M. Zahn of the renowned Cedars-Sinai Heart Institute, this concise, focused volume covers must-know information in this new and exciting field. Covering everything from the evolution of 3D modeling in cardiac disease to the various roles of 3D modeling in cardiology to cardiac holography and 3D bioprinting, *3-Dimensional Modeling in Cardiovascular Disease* is a one-stop resource for physicians, cardiologists, radiologists, and engineers who work with patients, support care providers, and perform research. Provides history and context for the use of 3D printing in cardiology settings, discusses how to use it to plan and evaluate treatment, explains how it can be used as an education resource, and explores its effectiveness with medical interventions. Presents specific uses for 3D modeling of the heart, examines whether it improves outcomes, and explores 3D bioprinting. Consolidates today's available information and guidance into a single, convenient resource.

Subject Catalog

This book provides students and academics with a comprehensive analysis of the theory and practice of branding. The challenge to explore new and effective

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ways of harnessing the power of communication to engage with company stakeholders in interactive, immediate and innovative ways is ever-present in the digital era. Digital marketing and social media create opportunities for managers to communicate their brand's identity to their consumers and stakeholders. Yet, limited empirical research exists to elucidate these issues, and less still that assists our understanding of branding issues at an international level. Recognising the complexity and plurality at the heart of the branding discipline, this text explores the relationship between brands, identity and stakeholders. Working through building, designing and maintaining a brand, the authors consider such aspects as strategic planning and campaign management, research and measurement, media relations, employee communication, leadership and change communication, and crisis branding. Critically, differing methods and approaches applied to branding and communication research design are assessed, including both qualitative and quantitative methods. Proposing a mixture of theory and practice with international case studies, this book is an invaluable companion for advanced undergraduate and postgraduate students, academics of marketing and strategic brand management, as well as managers and decision makers globally.

Advanced Media Planning

This book is an up-to-date resource that shows students how to achieve their marketing objectives through a campaign that coordinates marketing,

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advertising, and promotion. It provides essential information about planning, implementing, and assessing a comprehensive marketing plan to help students appreciate integrated marketing communications as a business strategy. The author describes the processes and considerations needed to appeal to consumers, identifying how geographic segmentation, timing, competitive environments, and cost contribute to planning. He considers the integration of digital technology, such as social media platforms and mobile apps, and how these can be used for advertising, sales promotion, and public relations. The book's concise, easy to read explanation of marketing components and their interconnected relationships is solidified by a series of visual summaries as well as examples and useful demonstrations. Students are given the opportunity to prepare their own integrated marketing communication plan based on consumer, product, and market research along with original creative materials and media spreadsheets. Students of marketing communication, advertising and promotion, and digital marketing will love this book's abbreviated, but thorough format. An interactive companion website rounds out a stellar set of features that encourage quick understanding, participation, and utilization of IMC concepts.

Advanced Location-Based Technologies and Services

Media planning consists of formulating a media strategy to deliver the creative so as to best meet the

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brand's advertising objectives, and then implementing that strategy in an accurate and cost-effective manner. Given that approximately ninety percent of advertising dollars are spent in media, a sound understanding of media planning is essential for the researcher and professional media planner alike. Although this book provides a novel and advanced approach to media planning, the basics are covered as well, making the book suitable for trainees. The authors argue that current media planning is still too conventional, that while reach and frequency are not incorrect, they are certainly too simplistic for modern media planning. This book introduces the advanced concept of using reach patterns in making the reach decision, and develops the method of factoring in effective frequency when making the frequency decision. Reach patterns are an entirely new concept. Effective frequency, while not new, needs proper definition and an operational formula for its calculation, both of which are provided here. Other new concepts are introduced and shown to be necessary for choosing an appropriate media strategy. The media planning software, 'Media Mania', designed by Peter Danaher, can be downloaded using the following link:
<http://www.mbs.edu/Media-Mania-Software/>.

Advanced Operative Dentistry E-Book

In most planning practice and research, planners work with quantitative data. By summarizing, analyzing, and presenting data, planners create stories and narratives that explain various planning issues.

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Particularly, in the era of big data and data mining, there is a stronger demand in planning practice and research to increase capacity for data-driven storytelling. *Basic Quantitative Research Methods for Urban Planners* provides readers with comprehensive knowledge and hands-on techniques for a variety of quantitative research studies, from descriptive statistics to commonly used inferential statistics. It covers statistical methods from chi-square through logistic regression and also quasi-experimental studies. At the same time, the book provides fundamental knowledge about research in general, such as planning data sources and uses, conceptual frameworks, and technical writing. The book presents relatively complex material in the simplest and clearest way possible, and through the use of real world planning examples, makes the theoretical and abstract content of each chapter as tangible as possible. It will be invaluable to students and novice researchers from planning programs, intermediate researchers who want to branch out methodologically, practicing planners who need to conduct basic analyses with planning data, and anyone who consumes the research of others and needs to judge its validity and reliability.

Advanced Geoinformation Science

Prostate brachytherapy (transperineal interstitial implantation of the prostate with either permanent or temporary radioactive sources) has evolved into a sophisticated and definitive treatment modality, used either as monotherapy or in combination with

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external beam radiation therapy for the treatment of prostate cancer. This popular form of therapy is frequently integrated with neoadjuvant and/or concurrent androgen suppression therapy in the intermediate and advanced risk patient. This book covers both basic and advanced techniques for prostate brachytherapy and is appropriate for the practitioner who is anticipating or currently performing permanent radioactive seed implants. A partial list of topics includes: patient selection, equipment decisions, treatment planning, operative technique, post-implant evaluation, management of acute/long term treatment and follow-up after implant. The accompanying CD-ROM, with video clips, is an invaluable teaching tool. Basic and Advanced Techniques in Prostate Brachytherapy is for practitioners of prostate brachytherapy-urologists, radiation oncologists, medical oncologists and medical physicists.

Integrated Marketing Communication

Drawing on the authors' combined experience of more than 30 years, Advanced Onsite Wastewater Systems Technologies explores use of these technologies on a wide-scale basis to solve the problems associated with conventional septic tank and drain field systems. The authors discuss a regulatory and management infrastructure for ensuring long-term, reliable applications of onsite systems for wastewater management. The book and its supporting web-site (www.advancedonsitesystems.com) are an

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information catalog for advanced onsite wastewater technologies. This combination offers tools that will help onsite wastewater professionals communicate effectively with each other and their clients, thus minimizing the confusion and misunderstandings often related to the use of advanced onsite systems. The authors provide an overview of advanced onsite systems technologies and compare them to conventional onsite systems and centralized wastewater systems. They present key concepts for decentralized wastewater solutions and information on advanced onsite wastewater treatment and effluent dispersal technologies currently available. The book delineates a management, regulatory, and planning framework for adopting the use of advanced onsite systems technologies as alternatives to conventional septic systems and centralized collection and treatment plants. It concludes with an exploration of the future of advanced onsite systems technologies and their uses. A toolbox for service professionals, regulators, and community planners, the book highlights objective methods to assess the performance of technologies and examples of real-world applications. The authors detail a solution-driven and performance-based regulatory framework for the use of advanced onsite systems as a true alternative to centralized collection and treatment plants and offer guidance on how to plan for future growth with such systems. They answer the age-old question of "what to do when the land doesn't perc and sewer isn't coming?"

Process Plants

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This book defines, develops, and examines the foundations of the APQP (Advanced Product Quality Planning) methodology. It explains in detail the five phases, and it relates its significance to national, international, and customer specific standards. It also includes additional information on the PPAP (Production Part Approval Process), Risk, Warranty, GD&T (Geometric Dimensioning and Tolerancing), and the role of leadership as they apply to the continual improvement process of any organization. Features

- Defines and explains the five stages of APQP in detail
- Identifies and zeroes in on the critical steps of the APQP methodology
- Covers the issue of risk as it is defined in the ISO 9001, IATF 16949, the pending VDA, and the OEM requirements
- Presents the role of leadership and management in the APQP methodology
- Summarizes all of the change requirements of the IATF standard

Best Practices for Transportation Agency Use of Social Media

In the digital world of the participatory web millions of common people have started publishing own brand related content. Such amateur pieces ignore official marketing campaigns and are generated by brand fans and opponents alike. Given the increasing speed and reach of the internet those grassroots messages may have sweeping effects on the brand image. This book represents a first comprehensive study fully dedicated to the emerging phenomenon of brand related user generated content. It explores its patterns and shows how brand managers may benefit

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from it via user generated branding campaigns.

Advanced Security and Safeguarding in the Nuclear Power Industry

This new book educates readers about new technologies before they appear in hospitals, enabling medical physicists and clinicians to prepare for new technologies thoroughly and proactively, and provide better patient care once new equipment becomes available. Emerging technologies in imaging, treatment planning, treatment delivery, dosimetry and informatics are all discussed. The book is divided into three parts: recently developed technologies available for practice; technologies under development nearing completion; and technologies in an early stage of development that could have potential radiotherapy applications. Features: Introduces emerging technologies in imaging, treatment planning, treatment delivery, dosimetry and informatics The advantages and limitations of each technology in clinical settings are discussed, and recommendations on how to adopt the technologies are provided Critiques and improvement points are provided for researchers, in addition to suggestions on how to prepare quality assurance are provided as needed

3-Dimensional Modeling in Cardiovascular Disease E-Book

Computer-Aided Inspection Planning

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In the process industry, shutdown and turnaround costs are responsible for an excessive amount of maintenance expenses. *Process Plants: Shutdown and Turnaround Management* explores various types of shutdowns, presents recommendations for better management, and offers feasible solutions to help reduce overheads. Because turnaround management is the l

Advanced Product Quality Planning

This Elsevier title is a Pageburst product which provides you with the printed volume PLUS an e-book. Pageburst (formerly Evolve eBooks) allows you to quickly search the entire book, make notes, add highlights, and study more efficiently. Buying other Pageburst titles makes your learning experience even better: all of the eBooks will work together on your electronic 'bookshelf' so that you can search across your entire electronic library. *Advanced Operative Dentistry: A Practical Approach* is a brand new volume that addresses the use of fixed prosthodontics in a single handy reference source. Prepared by editors and contributors of international renown, this volume places unique emphasis on the biological basis of effective treatment planning by describing the diagnosis, aetiology, risk assessment and preventive management of diseases and disorders and how these factors are integral to predictable long-term patient outcomes. *Advanced Operative Dentistry: A Practical Approach* also gives clear advice on the selection and use of modern dental materials and describes how teeth are prepared – and to what

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extent – for indirect restorations such as crowns, bridges, veneers, inlays and onlays. The book also explores the use of complex indirect fixed prosthodontics which brings with it specific issues of restoration design, retention and occlusal management. Recognising that great deal of emphasis is placed on aesthetic dentistry by patient and dentist alike, this text also discusses factors which can impact upon aesthetics and how the aesthetic demands of patients can be met in a realistic and ethical manner. Clearly written and fully illustrated throughout, this practical step-by-step guide will be ideal for undergraduate dental students, vocational trainees and practitioners undertaking post-graduate exams. Prepared by editors and contributors of international renown Contains an abundance of full colour, clinical illustrations to show the results that can be achieved in real life Describes how to achieve the best appearance in order to meet increasing patient expectations Discusses the use of fixed prosthodontics in one volume and how fixed and removable prosthodontics can be integrated Gives unique emphasis on the preventative, biological approach to the use of fixed prosthodontics in order to ensure positive long-term treatment outcomes Clearly illustrates why aspects of tooth preparation are necessary and how the construction of restorations influences their fit Provides an integrated, multidisciplinary step-by-step guide to the provision of indirect fixed restorations Provides guidance on effective communication with laboratory staff to ensure high-quality tooth preparation Describes the correct handling of materials and restorations when being fitted Presents the latest

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findings regarding the use of contemporary materials and techniques – such as the use of Expasyl, Protemp temporary crowns, CAD and CAM crowns
Comprehensive coverage of the subject area makes cross-referencing to other books unnecessary

Advanced and Emerging Technologies in Radiation Oncology Physics

Today's sophisticated media landscape offers more tools and platforms, for the savvy marketer than ever before. Media & brand expert Antony Young explores how today's most innovative marketers are meeting the challenge by employing the latest media tools in ways never before seen to grow their brands, and getting unprecedented results.

Social Media for Strategic Communication

While many transportation and city planners, researchers, students, practitioners, and political leaders are familiar with the technical nature and promise of vehicle automation, consensus is not yet often seen on the impact that will result, or the policies and actions that those responsible for transportation systems should take. *The End of Driving: Transportation Systems and Public Policy Planning for Autonomous Vehicles* explores both the potential of vehicle automation technology and the barriers it faces when considering coherent urban deployment. The book evaluates the case for deliberate development of automated public

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transportation and mobility-as-a-service as paths towards sustainable mobility, describing critical approaches to the planning and management of vehicle automation technology. It serves as a reference for understanding the full life cycle of the multi-year transportation systems planning processes, including novel regulation, planning, and acquisition tools for regional transportation. Application-oriented, research-based, and solution-oriented rather than predict-and-warn, *The End of Driving* concludes with a detailed discussion of the systems design needed for accomplishing this shift. From the Foreword by Susan Shaheen: The authors extend potential solutions through a set of open-ended exercises after each chapter. Their approach is both strategic and deliberate. They lead the reader from definitions and context setting to the transition toward automation, employing a range of creative strategies and policies. While our quest to understand how to deploy automated vehicles is just beginning, this book provides a thoughtful introduction to inform this evolution. Offers a workable public transit solution design melding the traditional “acquire-and-operate mode with the absorption of new technology Provides a step-by-step discussion of digital systems designs and effective regulation-by-data approaches needed for a new urban mobility Learning aids include case study scenarios, chapter objectives and discussion questions, sidebars and a glossary

Basic Quantitative Research Methods for Urban Planners

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For Florida Power and Light, Hewlett-Packard, and Texas Instruments, policy deployment has created a critical bridge between corporate goals and their company-wide deployment. Hoshin Kanri offers top and middle managers a guide to customizing a policy deployment program especially suited to their company. This book is a compilation of examples of policy deployment and demonstrates how company vision is converted into individual responsibility. It contains practical guidelines, 150 charts and diagrams, and five case studies that illustrate the procedures of Hoshin Kanri. The six steps to advanced process planning are reviewed and include: a five-year vision; one-year plan; deployment to departments; execution; monthly audit; and annual audit. The practice of Hoshin Kanri will enable you to: Align all departmental and individual project goals to corporate goals and eliminate duplication of effort. Communicate to every employee his or her role in achieving the company vision. Closely monitor performance using carefully devised measures of progress. Learn how Hoshin Kanri can increase your company's responsiveness to social, economic, and technical changes through flexible strategic management. (Originally published by the Japanese Standards Association)

Publishers Weekly

Developing Writing Skills in Spanish provides intermediate and advanced level students with the necessary skills to become competent and confident writers in the Spanish language. With a focus on

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writing as a craft, *Developing Writing Skills in Spanish* offers a rich selection of original materials including narrative texts, expository essays, opinion pieces and newspaper articles. Each chapter covers a specific kind of writing and is designed to help tackle the material in small units. The book aids students in crafting clear, coherent and cohesive manuscripts by means of guided practice and step-by-step activities. Key features: Guidance on how to structure a variety of texts: narrative, descriptive, expository, argumentative, academic, journalistic, legal and scientific. Sequenced exercises on style, writing conventions, word choice, syntax and grammar. Reference lists and tables with specialized vocabulary, transition words and other useful expressions. Strategies and tips for planning manuscripts, brainstorming ideas, vocabulary enrichment, editing and proofreading. Includes original samples, as well as fragments from newspapers, well-known literary works and essays by notable Hispanic authors and journalists. Website with additional activities to reinforce the content of each chapter and a teacher's guide with valuable support materials at: www.developingwritingskills.com Designed as a classroom text, self-study material or simply as a resource on writing, *Developing Writing Skills in Spanish* is the ideal supplement for all intermediate to advanced students of Spanish.

User Generated Branding

Multi-robot systems are a major research topic in robotics. Designing, testing, and deploying aerial

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robots in the real world is a possibility due to recent technological advances. This book explores different aspects of cooperation in multiagent systems. It covers the team approach as well as deterministic decision-making. It also presents distributed receding horizon control, as well as conflict resolution, artificial potentials, and symbolic planning. The book also covers association with limited communications, as well as genetic algorithms and game theory reasoning. Multiagent decision-making and algorithms for optimal planning are also covered along with case studies. Key features: Provides a comprehensive introduction to multi-robot systems planning and task allocation Explores multi-robot aerial planning; flight planning; orienteering and coverage; and deployment, patrolling, and foraging Includes real-world case studies Treats different aspects of cooperation in multiagent systems Both scientists and practitioners in the field of robotics will find this text valuable.

Developing Writing Skills in Spanish

The new emphasis on physical security resulting from the terrorist threat has forced many information security professionals to struggle to maintain their organization's focus on protecting information assets. In order to command attention, they need to emphasize the broader role of information security in the strategy of their companies. Until now, however, most books about strategy and planning have focused on the production side of the business, rather than operations. Strategic Information Security integrates

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the importance of sound security policy with the strategic goals of an organization. It provides IT professionals and management with insight into the issues surrounding the goals of protecting valuable information assets. This text reiterates that an effective information security program relies on more than policies or hardware and software, instead it hinges on having a mindset that security is a core part of the business and not just an afterthought. Armed with the content contained in this book, security specialists can redirect the discussion of security towards the terms and concepts that management understands. This increases the likelihood of obtaining the funding and managerial support that is needed to build and maintain airtight security programs.

Land Use-Transport Interaction Models

In past decades, urban water management practices focused on optimizing the design and operation of water distribution networks, wastewater collection systems, and water and wastewater treatment plants. However, municipalities are now faced with aging urban water infrastructures whose operation must be improved and expanded to maintain current high

Highway Bridge Maintenance Planning and Scheduling

Social Media for Strategic Communication: Creative Strategies and Research-Based Applications, by Karen Freberg teaches you the skills and principles needed

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to use social media in persuasive communication campaigns. The book combines cutting-edge research with practical, on-the-ground instruction to prepare you for the real-world challenges you will face in the workplace. The text addresses the influence of social media technologies, strategies, actions, and the strategic mindset needed by social media professionals today. By focusing on strategic thinking and awareness, it gives you the tools they need to adapt what you learn to new platforms and technologies that may emerge in the future. A broad focus on strategic communication—from PR, advertising, and marketing, to non-profit advocacy—gives you a broad base of knowledge that will serve you wherever your career may lead.

Sustainable Marketing Planning

Advanced Quantitative Research Methods for Urban Planners provides fundamental knowledge and hands-on techniques about research, such as research topics and key journals in the planning field, advice for technical writing, and advanced quantitative methodologies. This book aims to provide the reader with a comprehensive and detailed understanding of advanced quantitative methods and to provide guidance on technical writing. Complex material is presented in the simplest and clearest way possible using real-world planning examples and making the theoretical content of each chapter as tangible as possible. Hands-on techniques for a variety of quantitative research studies are covered to provide graduate students, university faculty, and

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professional researchers with useful guidance and references. A companion to Basic Quantitative Research Methods for Urban Planners, Advanced Quantitative Research Methods for Urban Planners is an ideal read for researchers who want to branch out methodologically and for practicing planners who need to conduct advanced analyses with planning data.

The End of Driving

There are two major parallel challenges facing managers and leaders: first, how to adapt to global changes in markets, competition and supply, and second, how to grow a business while observing recognisably sustainable practices. Companies must now align their values with customers who increasingly seek people-friendly and planet-friendly products and services. Using sustainable marketing techniques to create value ultimately leads to improved customer satisfaction, better professional relationships and increased effectiveness. With marketing planning absent from the current textbook offering, this book provides practical insights, tools and frameworks to help readers produce tactically and strategically appropriate marketing plans. Showing how to embed sustainability in these strategies and reflecting on the historical and current criticisms aimed at marketing, students will be shown how to implement changes while being encouraged to reflect on why they are needed. Full of tools and frameworks to improve comprehension, including chapter-by-chapter learning outcomes, summaries,

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exercises, applied activities and mini case studies, it bridges the gap between theory and practice effectively and accessibly. Finally, PowerPoint lecture slides and Multiple Choice Questions sections are provided for each chapter as electronic resources. Presenting contemporary themes and challenges at the cutting edge of business research and practice, this book should be core reading for advanced undergraduate and postgraduate students of sustainable marketing, marketing planning and marketing strategy, as well as professionals seeking to improve the competitive advantage of their organisations.

Advanced Quality Planning

Effective marketing is essential for any successful sport organization, from elite international teams to local leagues. Now in a fully revised and updated third edition, *Advanced Theory and Practice in Sport Marketing* is still the only text to introduce key theory and best practice at an advanced level. This new edition goes beyond the introductory marketing course by exploring advanced marketing theories related to social responsibility, global issues, information systems, consumer behavior, product management, logistics, sales, promotions, and social/digital/mobile media. New to the edition are sections on branding, destination marketing, and performance evaluation that demonstrate how to measure impacts through sport marketing and how to use analytics to determine sport marketing success. Every chapter contains extended case studies and

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theory-to-practice insights from marketing professionals around the world and a companion website includes an impressive array of additional teaching and learning resources. Advanced Theory and Practice in Sport Marketing goes further than any other textbook to prepare students for the real world of sport marketing. It is essential reading for any upper-level undergraduate or postgraduate course in sport marketing or sport business.

Supply Chain Management and Advanced Planning

With contributions from some of the top academics and scientists in the field, Advanced Studies in Multi-Criteria Decision Making presents an updated view of the landscape of Decision Sciences, current research topics, the interaction with other sciences and fields, as well as the prospects and challenges at an international level. Given that Decision Sciences are recognized today as indispensable for confronting the major societal challenges in science and technology, this book would be of interest to decision-makers, managers, and researchers from academia, and industrial/services companies that would like a fresh insight into MCDM. Features Integrates a wide range of scientific fields with a general reader approach, including applied researchers from the social, business, enterprise sciences Suitable for academics and professionals Presents a broad coverage of MCDM tools either in industry or in services companies and systems Provides a fresh overview on MCDM studies promoted by prestigious R&D institutions

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