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KEY=SONATA - KLEIN KARLEE

Fundamentals of Automotive and Engine Technology

Standard Drives, Hybrid Drives, Brakes, Safety Systems

Springer Hybrid drives and the operation of hybrid vehicles are characteristic of contemporary automotive technology. Together with the electronic driver assistant systems, hybrid technology is of the greatest importance and both cannot be ignored by today's car drivers. This technical reference book provides the reader with a firsthand comprehensive description of significant components of automotive technology. All texts are complemented by numerous detailed illustrations.

Cost, Effectiveness, and Deployment of Fuel Economy Technologies for Light-Duty Vehicles

National Academies Press The light-duty vehicle fleet is expected to undergo substantial technological changes over the next several decades. New powertrain designs, alternative fuels, advanced materials and significant changes to the vehicle body are being driven by increasingly stringent fuel economy and greenhouse gas emission standards. By the end of the next decade, cars and light-duty trucks will be more fuel efficient, weigh less, emit less air pollutants, have more safety features, and will be more expensive to purchase relative to current vehicles. Though the gasoline-powered spark ignition engine will continue to be the dominant powertrain configuration even through 2030, such vehicles will be equipped with advanced technologies, materials, electronics and controls, and aerodynamics. And by 2030, the deployment of alternative methods to propel and fuel vehicles and alternative modes of transportation, including autonomous vehicles, will be well underway. What are these new technologies - how will they work, and will some technologies be more effective than others? Written to inform The United States Department of Transportation's National Highway Traffic Safety Administration (NHTSA) and Environmental Protection Agency (EPA) Corporate Average Fuel Economy (CAFE) and greenhouse gas (GHG) emission standards, this new report from the National Research Council is a technical evaluation of costs, benefits, and implementation issues of fuel reduction technologies for next-generation light-duty vehicles. Cost, Effectiveness, and Deployment of Fuel Economy Technologies for Light-Duty Vehicles estimates the cost, potential efficiency improvements, and barriers to commercial deployment of technologies that might be employed from 2020 to 2030. This report describes these promising technologies and makes recommendations for their inclusion on the list of technologies applicable for the 2017-2025 CAFE standards.

Transportation Energy Data Book

The Millionaire Next Door

The Surprising Secrets of America's Wealthy

Government Institutes This bestselling resource identifies seven common traits that show up again and again among those who have accumulated wealth. The new edition, the first since 1998, includes a new Foreword for the 21st century by Dr. Stanley.

How Asia Works

Success and Failure in the World's Most Dynamic Region

Profile Books Until the catastrophic economic crisis of the late 1990s, East Asia was perceived as a monolithic success story. But heady economic growth rates masked the most divided continent in the world - one half the most extraordinary developmental success story ever seen, the other half a paper tiger. Joe Studwell explores how policies ridiculed by economists created titans in Japan, Korea and Taiwan, and are now behind the rise of China, while the best advice the West could offer sold its allies in South-East Asia down the economic river. The first book to offer an Asia-wide deconstruction of success and failure in economic development, Studwell's latest work is provocative and iconoclastic - and sobering reading for most of the world's developing countries. How Asia Works is a must-read book that packs powerful insights about the world's most misunderstood continent.

Electric and Hybrid Cars

A History, 2d ed.

McFarland This illustrated history chronicles electric and hybrid cars from the late 19th century to today's fuel cell and plug-in automobiles. It describes the politics, technology, marketing strategies, and environmental issues that have impacted electric and hybrid cars' research and development. The important marketing shift from a "woman's car" to "going green" is discussed. Milestone projects and technologies such as early batteries, hydrogen and bio-mass fuel cells, the upsurge of hybrid vehicles, and the various regulations and market forces that have shaped the industry are also covered.

Critical Materials Strategy

DIANE Publishing This report examines the role of rare earth metals and other materials in the clean energy economy. It was prepared by the U.S. Department of Energy (DoE) based on data collected and research performed during 2010. In the report, DoE describes plans to: (1) develop its first integrated research agenda addressing critical materials, building on three technical workshops convened by the DoE during November and December 2010; (2) strengthen its capacity for information-gathering on this topic; and (3) work closely with international partners, including Japan and Europe, to

reduce vulnerability to supply disruptions and address critical material needs. Charts and tables. This is a print on demand report.

Transitions to Alternative Vehicles and Fuels

National Academies Press For a century, almost all light-duty vehicles (LDVs) have been powered by internal combustion engines operating on petroleum fuels. Energy security concerns about petroleum imports and the effect of greenhouse gas (GHG) emissions on global climate are driving interest in alternatives. *Transitions to Alternative Vehicles and Fuels* assesses the potential for reducing petroleum consumption and GHG emissions by 80 percent across the U.S. LDV fleet by 2050, relative to 2005. This report examines the current capability and estimated future performance and costs for each vehicle type and non-petroleum-based fuel technology as options that could significantly contribute to these goals. By analyzing scenarios that combine various fuel and vehicle pathways, the report also identifies barriers to implementation of these technologies and suggests policies to achieve the desired reductions. Several scenarios are promising, but strong, and effective policies such as research and development, subsidies, energy taxes, or regulations will be necessary to overcome barriers, such as cost and consumer choice.

I.I.I. Insurance Fact Book

Insurance Information Inst.

ggplot2

Elegant Graphics for Data Analysis

Springer Science & Business Media Provides both rich theory and powerful applications Figures are accompanied by code required to produce them Full color figures

Principles of Marketing

An introduction to marketing concepts, strategies and practices with a balance of depth of coverage and ease of learning. *Principles of Marketing* keeps pace with a rapidly changing field, focussing on the ways brands create and capture consumer value. Practical content and linkage are at the heart of this edition. Real local and international examples bring ideas to life and new feature 'linking the concepts' helps students test and consolidate understanding as they go. The latest edition enhances understanding with a unique learning design including revised, integrative concept maps at the start of each chapter, end-of-chapter features summarising ideas and themes, a mix of mini and major case studies to illuminate concepts, and critical thinking exercises for applying skills.

Mastering Large Datasets with Python

Parallelize and Distribute Your Python Code

Simon and Schuster Summary Modern data science solutions need to be clean, easy to read, and scalable. In *Mastering Large Datasets with Python*, author J.T. Wolohan teaches you how to take a small project and scale it up using a functionally influenced approach to Python coding. You'll explore methods and built-in Python tools that lend themselves to clarity and scalability, like the high-performing parallelism method, as well as distributed technologies that allow for high data throughput. The abundant hands-on exercises in this practical tutorial will lock in these essential skills for any large-scale data science project. Purchase of the print book includes a free eBook in PDF, Kindle, and ePub formats from Manning Publications. About the technology Programming techniques that work well on laptop-sized data can slow to a crawl—or fail altogether—when applied to massive files or distributed datasets. By mastering the powerful map and reduce paradigm, along with the Python-based tools that support it, you can write data-centric applications that scale efficiently without requiring codebase rewrites as your requirements change. About the book *Mastering Large Datasets with Python* teaches you to write code that can handle datasets of any size. You'll start with laptop-sized datasets that teach you to parallelize data analysis by breaking large tasks into smaller ones that can run simultaneously. You'll then scale those same programs to industrial-sized datasets on a cluster of cloud servers. With the map and reduce paradigm firmly in place, you'll explore tools like Hadoop and PySpark to efficiently process massive distributed datasets, speed up decision-making with machine learning, and simplify your data storage with AWS S3. What's inside An introduction to the map and reduce paradigm Parallelization with the multiprocessing module and pathos framework Hadoop and Spark for distributed computing Running AWS jobs to process large datasets About the reader For Python programmers who need to work faster with more data. About the author J. T. Wolohan is a lead data scientist at Booz Allen Hamilton, and a PhD researcher at Indiana University, Bloomington. Table of Contents: PART 1 1 ! Introduction 2 ! Accelerating large dataset work: Map and parallel computing 3 ! Function pipelines for mapping complex transformations 4 ! Processing large datasets with lazy workflows 5 ! Accumulation operations with reduce 6 ! Speeding up map and reduce with advanced parallelization PART 2 7 ! Processing truly big datasets with Hadoop and Spark 8 ! Best practices for large data with Apache Streaming and mrjob 9 ! PageRank with map and reduce in PySpark 10 ! Faster decision-making with machine learning and PySpark PART 3 11 ! Large datasets in the cloud with Amazon Web Services and S3 12 ! MapReduce in the cloud with Amazon's Elastic MapReduce

Hybrid Electric Vehicles

Principles and Applications with Practical Perspectives

John Wiley & Sons The latest developments in the field of hybrid electric vehicles *Hybrid Electric Vehicles* provides an introduction to hybrid vehicles, which include purely electric, hybrid electric, hybrid hydraulic, fuel cell vehicles, plug-in hybrid electric, and off-road hybrid vehicular systems. It focuses on the power and propulsion systems for these vehicles, including issues related to power and energy management. Other topics covered include hybrid vs. pure electric, HEV system architecture (including plug-in & charging control and hydraulic), off-road and other industrial utility vehicles, safety and EMC, storage technologies, vehicular power and energy management, diagnostics and prognostics, and electromechanical vibration issues. *Hybrid Electric Vehicles, Second Edition* is a comprehensively updated new edition with four new chapters covering recent advances in hybrid vehicle technology. New areas covered include battery modelling, charger design, and wireless charging. Substantial details have also been included on the architecture of hybrid excavators in the chapter related to special hybrid vehicles. Also included is a chapter providing an overview of hybrid vehicle technology, which offers a perspective on the current debate on sustainability and the environmental impact of hybrid and electric vehicle technology. Completely updated with new chapters Covers recent developments, breakthroughs, and technologies, including new drive topologies Explains HEV fundamentals and applications Offers a holistic perspective on vehicle electrification *Hybrid Electric Vehicles: Principles and Applications with Practical Perspectives, Second Edition* is a great resource for researchers and practitioners in the automotive industry, as well as for graduate students in automotive engineering.

Electric and Hybrid Vehicles

Technologies, Modeling and Control - A Mechatronic Approach

John Wiley & Sons An advanced level introductory book covering fundamental aspects, design and dynamics of electric and hybrid electric vehicles There is significant demand for an understanding of the fundamentals, technologies, and design of electric and hybrid electric vehicles and their components from researchers, engineers, and graduate students. Although there is a good body of work in the literature, there is still a great need for electric and hybrid vehicle teaching materials. *Electric and Hybrid Vehicles: Technologies, Modeling and Control - A Mechatronic Approach* is based on the authors' current research in vehicle systems and will include chapters on vehicle propulsion systems, the fundamentals of vehicle dynamics, EV and HEV technologies, chassis systems, steering control systems, and state, parameter and force estimations. The book is highly illustrated, and examples will be given throughout the book based on real applications and challenges in the automotive industry. Designed to help a new generation of engineers needing to master the principles of and further advances in hybrid vehicle technology Includes examples of real applications and challenges in the automotive industry with problems and solutions Takes a mechatronics approach to the study of electric and hybrid electric vehicles, appealing to mechanical and electrical engineering interests Responds to the increase in demand of universities offering courses in newer electric vehicle technologies

International Corporate Finance, + Website

Value Creation with Currency Derivatives in Global Capital Markets

John Wiley & Sons A thorough introduction to corporate finance from a renowned professor of finance and banking As globalization redefines the field of corporate finance, international and domestic finance have become almost inseparably intertwined. It's increasingly difficult to understand what is happening in capital markets without a firm grasp of currency markets, the investment strategies of sovereign wealth funds, carry trade, and foreign exchange derivatives products. *International Corporate Finance* offers thorough coverage of the international monetary climate, including Islamic finance, Asian banking, and cross-border mergers and acquisitions. Additionally, the book offers keen insight on global capital markets, equity markets, and bond markets, as well as foreign exchange risk management and how to forecast exchange rates. Offers a comprehensive discussion of the current state of international corporate finance Provides simple rules and pragmatic answers to key managerial questions and issues Includes case studies and real-world decision-making situations For anyone who wants to understand how finance works in today's hyper-connected global economy, *International Corporate Finance* is an insightful, practical guide to this complex subject.

Entertainment Science

Data Analytics and Practical Theory for Movies, Games, Books, and Music

Springer The entertainment industry has long been dominated by legendary screenwriter William Goldman's "Nobody-Knows-Anything" mantra, which argues that success is the result of managerial intuition and instinct. This book builds the case that combining such intuition with data analytics and rigorous scholarly knowledge provides a source of sustainable competitive advantage - the same recipe for success that is behind the rise of firms such as Netflix and Spotify, but has also fueled Disney's recent success. Unlocking a large repertoire of scientific studies by business scholars and entertainment economists, the authors identify essential factors, mechanisms, and methods that help a new entertainment product succeed. The book thus offers a timely alternative to "Nobody-Knows" decision-making in the digital era: while coupling a good idea with smart data analytics and entertainment theory cannot guarantee a hit, it systematically and substantially increases the probability of success in the entertainment industry. *Entertainment Science* is poised to inspire fresh new thinking among managers, students of entertainment, and scholars alike. Thorsten Hennig-Thurau and Mark B. Houston - two of our finest scholars in the area of entertainment marketing - have produced a definitive research-based compendium that cuts across various branches of the arts to explain the phenomena that provide consumption experiences to capture the hearts and minds of audiences. Morris B. Holbrook, W. T. Dillard Professor Emeritus of Marketing, Columbia University *Entertainment Science* is a must-read for everyone working in the entertainment industry today, where the impact of digital and the use of big data can't be ignored anymore. Hennig-Thurau and Houston are the scientific frontrunners of knowledge that the industry urgently needs. Michael Kölmel, media entrepreneur and Honorary Professor of Media Economics at University of Leipzig *Entertainment Science's* winning combination of creativity, theory, and data analytics offers managers in the creative industries and beyond a novel, compelling, and comprehensive approach to support their decision-making. This ground-breaking book marks the dawn of a new Golden Age of fruitful conversation between entertainment scholars, managers, and artists. Allègre Hadida, Associate Professor in Strategy, University of Cambridge

Math in Society

Math in Society is a survey of contemporary mathematical topics, appropriate for a college-level topics course for liberal arts major, or as a general quantitative reasoning course. This book is an open textbook; it can be read free online at <http://www.opentextbookstore.com/mathinsociety/>. Editable versions of the chapters are available as well.

Brand Relevance

Making Competitors Irrelevant

John Wiley & Sons Branding guru Aaker shows how to eliminate the competition and become the lead brand in your market This ground-breaking book defines the concept of brand relevance using dozens of case studies-Prius, Whole Foods, Westin, iPad and more-and explains how brand relevance drives market dynamics, which generates opportunities for your brand and threats for the competition. Aaker reveals how these companies have made other brands in their categories irrelevant. Key points: When managing a new category of product, treat it as if it were a brand; By failing to produce what customers want or losing momentum and visibility, your brand becomes irrelevant; and create barriers to competitors by supporting innovation at every level of the organization. Using dozens of case studies, shows how to create or dominate new categories or subcategories, making competitors irrelevant Shows how to manage the new category or subcategory as if it were a brand and how to create barriers to competitors Describes the threat of becoming irrelevant by failing to make what customer are buying or losing energy David Aaker, the author of four brand books, has been called the father of branding This book offers insight for creating and/or owning a new business arena. Instead of being the best, the goal is to be the only brand around-making competitors irrelevant.

New Frontiers of the Automobile Industry

Exploring Geographies, Technology, and Institutional Challenges

Springer Nature Analysing developments in digital technologies and institutional changes, this book provides an overview of the current frenetic state of transformation within the global automobile industry. An ongoing transition brought about by the relocation of marketing, design and production centres to emerging economies, and experimentation with new mobility systems such as electrical, autonomous vehicles, this process poses the question as to how original equipment manufacturers (OEMs) and newcomers can remain competitive and ensure sustainability. With contributions from specialists in the automobile sector, this collection examines the shifts in power and geographical location occurring in the industry, and outlines the key role that public policy has in generating innovation in entrepreneurial states. Offering useful insights into the challenges facing emerging economies in their attempts to grow within the automobile industry, this book will provide valuable reading for those researching internationalization and emerging markets, business strategy and more specifically, the automotive industry.

Exploratory Data Analysis Using R

CRC Press Exploratory Data Analysis Using R provides a classroom-tested introduction to exploratory data analysis (EDA) and introduces the range of "interesting" – good, bad, and ugly – features that can be found in data, and why it is important to find them. It also introduces the mechanics of using R to explore and explain data. The book begins with a detailed overview of data, exploratory analysis, and R, as well as graphics in R. It then explores working with external data, linear regression models, and crafting data stories. The second part of the book focuses on developing R programs, including good programming practices and examples, working with text data, and general predictive models. The book ends with a chapter on "keeping it all together" that includes managing the R installation, managing files, documenting, and an introduction to reproducible computing. The book is designed for both advanced undergraduate, entry-level graduate students, and working professionals with little to no prior exposure to data analysis, modeling, statistics, or programming. It keeps the treatment relatively non-mathematical, even though data analysis is an inherently mathematical subject. Exercises are included at the end of most chapters, and an instructor's solution manual is available. About the Author: Ronald K. Pearson holds the position of Senior Data Scientist with GeoVera, a property insurance company in Fairfield, California, and he has previously held similar positions in a variety of application areas, including software development, drug safety data analysis, and the analysis of industrial process data. He holds a PhD in Electrical Engineering and Computer Science from the Massachusetts Institute of Technology and has published conference and journal papers on topics ranging from nonlinear dynamic model structure selection to the problems of disguised missing data in predictive modeling. Dr. Pearson has authored or co-authored books including *Exploring Data in Engineering, the Sciences, and Medicine* (Oxford University Press, 2011) and *Nonlinear Digital Filtering with Python*. He is also the developer of the DataCamp course on base R graphics and is an author of the *datarobot* and *GoodmanKruskal* R packages available from CRAN (the Comprehensive R Archive Network).

Advanced Hybrid and Electric Vehicles

System Optimization and Vehicle Integration

Springer This contributed volume contains the results of the research program "Agreement for Hybrid and Electric Vehicles", developed in the framework of the Energy Technology Network of the International Energy Agency. The topical focus lies on technology options for the system optimization of hybrid and electric vehicle components and drive train configurations which enhance the energy efficiency of the vehicle. The approach to the topic is genuinely interdisciplinary, covering insights from fields. The target audience primarily comprises researchers and industry experts in the field of automotive engineering, but the book may also be beneficial for graduate students.

Production and Operations Management Systems

CRC Press Since the beginning of mankind on Earth, if the "busyness" process was successful, then some form of benefit sustained it. The fundamentals are obvious: get the right inputs (materials, labor, money, and ideas); transform them into highly demanded, quality outputs; and make it available in time to the end consumer. Illustrating how operations relate to the rest of the organization, *Production and Operations Management Systems* provides an understanding of the production and operations management (P/OM) functions as well as the processes of goods and service producers. The modular character of the text permits many different journeys through the materials. If you like to start with supply chain management (Chapter 9) and then move on to inventory management (Chapter 5) and then quality management (Chapter 8), you can do so in that order. However, if your focus is product line stability and quick response time to competition, you may prefer to begin with project management (Chapter 7) to reflect the continuous project mode required for fast redesign rapid response. Slides, lectures, Excel worksheets, and solutions to short and extended problem sets are available on the Downloads / Updates tabs. The project management component of P/OM is no longer an auxiliary aspect of the field. The entire system has to be viewed and understood. The book helps students develop a sense of managerial competence in making decisions in the design, planning, operation, and control of manufacturing, production, and operations systems through examples and case studies. The text uses analytical techniques when necessary to develop critical thinking and to sharpen decision-making skills. It makes production and operations management (P/OM) interesting, even exciting, to those who are embarking on a career that involves business of any kind.

Health and Wellness Tourism

Routledge *Health and Wellness Tourism* takes an innovative look at this rapidly growing sector of today's thriving tourism industry. This book examines the range of motivations that drive this diverse sector of tourists, the products that are being developed to meet their needs and the management implications of these developments. A wide range of international case studies illustrate the multiple aspects of the industry and new and emerging trends including spas, medical wellness, life-coaching, meditation, festivals, pilgrimage and yoga retreats. The authors also evaluate marketing and promotional strategies and assess operational and management issues in the context of health and wellness tourism. This text includes a number of features to reinforce theory for advanced students of hospitality, leisure and tourism and related disciplines.

Rising Concentration in Asia-Latin American Value Chains

Can Small Firms Turn the Tide?

UN Dynamic Asia has overtaken the European Union as Latin America and the Caribbean's second largest export market, after the United States. However, the region's exports to Asia remain concentrated in few commodities involved a small number of large firms. This book explores the present and future scope for the participation of small and medium-sized enterprises (SMEs) in biregional trade and value chains and the measures that can be taken to make those chains more inclusive and sustainable. It encourages governments in Latin America to improve the business environment in order to encourage multinational firms to invest, upgrade and innovate in the region.

Millionaire Teacher

The Nine Rules of Wealth You Should Have Learned in School

John Wiley & Sons Adopt the investment strategy that turned a school teacher into a millionaire *Millionaire Teacher* shows you how to achieve financial independence through smart investing — without being a financial wizard. Author Andrew Hallam was a high school English teacher. He became a debt-free millionaire by following a few simple rules. In this book, he teaches you the financial fundamentals you need to follow in his tracks. You can spend just an hour per year on your investments, never think about the stock market's direction — and still beat most professional investors. It's not about get-rich-quick schemes or trendy investment products peddled by an ever-widening, self-serving industry; it's about your money and your future. This new second edition features updated discussion on passive investing, studies on dollar cost averaging versus lump sum investing, and a detailed segment on RoboAdvisors for Americans, Canadians, Australians, Singaporeans and British investors. Financial literacy is rarely taught in schools. Were you shortchanged by your education system? This book is your solution, teaching you the ABCs of finance to help you build wealth. Gain the financial literacy to make smart investment decisions Learn why you should invest in index funds Find out how to find the right kind of financial advisor Avoid scams and flash-in-the-pan trends *Millionaire Teacher* shows how to build a strong financial future today.

Exploring Symbols

An Introduction to Expressions and Functions

Dale Seymour Publication

Introduction to Statistics and Data Analysis

Brooks/Cole Roxy Peck, Chris Olsen and Jay Devore's new edition uses real data and attention-grabbing examples to introduce students to the study of statistical output and methods of data analysis. Based on the best-selling STATISTICS: THE EXPLORATION AND ANALYSIS OF DATA, Fifth Edition, this new INTRODUCTION TO STATISTICS AND DATA ANALYSIS, Second Edition integrates coverage of the graphing calculator and includes expanded coverage of probability. Traditional in structure yet modern in approach, this text guides students through an intuition-based learning process that stresses interpretation and communication of statistical information. Conceptual comprehension is cemented by the simplicity of notation—frequently substituting words for symbols. Simple notation helps students grasp concepts. Hands-on activities and Seeing Statistics applets in each chapter allow students to practice statistics firsthand.

Basic Statistics and Data Analysis

Duxbury Press

Toyota Supply Chain Management: A Strategic Approach to Toyota's Renowned System

McGraw Hill Professional The Toyota Production System is the benchmark used throughout the world for “lean” thinking. Now you can model your own processes after those of the company that “wrote the book on supply chain management.” Written by two experts on the subject, along with a former Toyota senior executive, this book details the most celebrated supply chain operation in the world to help you form an integrated, synchronized system that will be the envy of your industry. You will find key insight into the logic behind every point of Toyota’s supply chain, along with both the tactics and strategies you can use to build an outstanding system of your own. Toyota Supply Chain Management explains how to achieve balance and efficiency by focusing on: Variety: Determine your variety of offerings based on operational efficiency and market demand Velocity: Maintain a steady flow through all processes of the supply chain Variability: Manage inconsistencies carefully to reduce cost and improve quality Visibility: Ensure the transparency of all processes to enable continuous learning and improvement The authors provide valuable insider tips and offer hands-on guidance for improving production and operations in a variety of industries, including health care, insurance, banking, credit processing, and retailing. With careful attention paid to every aspect of the subject—from principles and theories to operations and best practices—Toyota Supply Chain Management is the most comprehensive, insightful guide to forging a world-class supply chain system.

Advanced Electric Drive Vehicles

CRC Press Electrification is an evolving paradigm shift in the transportation industry toward more efficient, higher performance, safer, smarter, and more reliable vehicles. There is in fact a clear trend to move from internal combustion engines (ICEs) to more integrated electrified powertrains. Providing a detailed overview of this growing area, Advanced Electric Drive Vehicles begins with an introduction to the automotive industry, an explanation of the need for electrification, and a presentation of the fundamentals of conventional vehicles and ICEs. It then proceeds to address the major components of electrified vehicles—i.e., power electronic converters, electric machines, electric motor controllers, and energy storage systems. This comprehensive work: Covers more electric vehicles (MEVs), hybrid electric vehicles (HEVs), plug-in hybrid electric vehicles (PHEVs), range-extended electric vehicles (REEVs), and all-electric vehicles (EVs) including battery electric vehicles (BEVs) and fuel cell vehicles (FCVs) Describes the electrification technologies applied to nonpropulsion loads, such as power steering and air-conditioning systems Discusses hybrid battery/ultra-capacitor energy storage systems, as well as 48-V electrification and belt-driven starter generator systems Considers vehicle-to-grid (V2G) interface and electrical infrastructure issues, energy management, and optimization in advanced electric drive vehicles Contains numerous illustrations, practical examples, case studies, and challenging questions and problems throughout to ensure a solid understanding of key concepts and applications Advanced Electric Drive Vehicles makes an ideal textbook for senior-level undergraduate or graduate engineering courses and a user-friendly reference for researchers, engineers, managers, and other professionals interested in transportation electrification.

Statistics: Learning from Data

Cengage Learning STATISTICS: LEARNING FROM DATA, Second Edition, helps you learn to think like a statistician. It pays particular attention to areas that students often struggle with -- probability, hypothesis testing, and selecting an appropriate method of analysis. Supported by learning objectives, real-data examples and exercises, and technology notes, this book helps you to develop conceptual understanding, mechanical proficiency, and the ability to put knowledge into practice. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Data Management, Analytics and Innovation

Proceedings of ICDMAI 2019, Volume 1

Springer Nature This book presents the latest findings in the areas of data management and smart computing, big data management, artificial intelligence and data analytics, along with advances in network technologies. It addresses state-of-the-art topics and discusses challenges and solutions for future development. Gathering original, unpublished contributions by scientists from around the globe, the book is mainly intended for a professional audience of researchers and practitioners in academia and industry.

International Handbook of Research in Professional and Practice-based Learning

Springer The International Handbook of Research in Professional and Practice-based Learning discusses what constitutes professionalism, examines the concepts and practices of professional and practice-based learning, including associated research traditions and educational provisions. It also explores professional learning in institutions of higher and vocational education as well the practice settings where professionals work and learn, focusing on both initial and ongoing development and how that learning is assessed. The Handbook features research from expert contributors in education, studies of the professions, and accounts of research methodologies from a range of informing disciplines. It is organized in two parts. The first part sets out conceptions of professionalism at work, how professions, work and learning can be understood, and examines the kinds of institutional practices organized for developing occupational capacities. The second part focuses on procedural issues associated with learning for and through professional practice, and how assessment of professional capacities might progress. The key premise of this Handbook is that during both initial and ongoing professional development, individual learning processes are influenced and shaped through their professional environment and practices. Moreover, in turn, the practice and processes of learning through practice are shaped by their development, all of which are required to be understood through a range of research orientations, methods and findings. This Handbook will appeal to academics working in fields of professional practice, including those who are concerned about developing these capacities in their students. In addition, students and research students will also find this Handbook a key

[reference resource to the field.](#)

Brand Failures

The Truth about the 100 Biggest Branding Mistakes of All Time

Kogan Page Publishers It's not just smaller, lesser-known companies that have launched dud brands. On the contrary, most of the world's global giants have launched new products that have flopped - spectacularly and at great cost. Haig organizes these 100 "failures" into ten types which include classic failures (e.g., New Coke), idea failures (e.g., R.J.Reynolds' smokeless cigarettes), extension failures (e.g. Harley Davidson perfume), culture failures (e.g., Kellogs in India), and technology failures (e.g., Pets.com).

Introduction to Combinatorial Testing

CRC Press Combinatorial testing of software analyzes interactions among variables using a very small number of tests. This advanced approach has demonstrated success in providing strong, low-cost testing in real-world situations. Introduction to Combinatorial Testing presents a complete self-contained tutorial on advanced combinatorial testing methods for real-world software. The book introduces key concepts and procedures of combinatorial testing, explains how to use software tools for generating combinatorial tests, and shows how this approach can be integrated with existing practice. Detailed explanations and examples clarify how and why to use various techniques. Sections on cost and practical considerations describe tradeoffs and limitations that may impact resources or funding. While the authors introduce some of the theory and mathematics of combinatorial methods, readers can use the methods without in-depth knowledge of the underlying mathematics. Accessible to undergraduate students and researchers in computer science and engineering, this book illustrates the practical application of combinatorial methods in software testing. Giving pointers to freely available tools and offering resources on a supplementary website, the book encourages readers to apply these methods in their own testing projects.

NHV Analysis Techniques for Design and Optimization of Hybrid and Electric Vehicles

How to Lie with Statistics

W. W. Norton & Company If you want to outsmart a crook, learn his tricks—Darrell Huff explains exactly how in the classic How to Lie with Statistics. From distorted graphs and biased samples to misleading averages, there are countless statistical dodges that lend cover to anyone with an ax to grind or a product to sell. With abundant examples and illustrations, Darrell Huff's lively and engaging primer clarifies the basic principles of statistics and explains how they're used to present information in honest and not-so-honest ways. Now even more indispensable in our data-driven world than it was when first published, How to Lie with Statistics is the book that generations of readers have relied on to keep from being fooled.

Contemporary Strategy Analysis Text Only

Wiley Global Education Robert M. Grant combines a highly accessible writing style with a concentration on the fundamentals of value creation and an emphasis on practicality in this leading strategy text. In this new edition, he includes an even greater focus on strategy implementation that reflects the needs of firms to reconcile scale economies with entrepreneurial flexibility, innovation with cost efficiency, and globalization with local responsiveness. This edition also incorporates some of the key strategic issues of today including: post-financial crisis adjustment, the continuing rise of China, India and Brazil, and the increased emphasis on ethics and sustainability. Coverage is also provided on strategy in not-for-profit organizations. Contemporary Strategy Analysis, 8th Edition, is suitable for both MBA and advanced undergraduate students. It has been adopted by leading business schools all across the world.

Plug-In Electric Vehicles

What Role for Washington?

Brookings Institution Press Plug-in electric vehicles are coming. Major automakers plan to commercialize their first models soon, while Israel and Denmark have ambitious plans to electrify large portions of their vehicle fleets. No technology has greater potential to end the United States' crippling dependence on oil, which leaves the nation vulnerable to price shocks, supply disruptions, environmental degradation, and national security threats including terrorism. What does the future hold for this critical technology, and what should the U.S. government do to promote it? Hybrid vehicles now number more than one million on America's roads, and they are in high demand from consumers. The next major technological step is the plug-in electric vehicle. It combines an internal combustion engine and electric motor, just as hybrids do. But unlike their precursors, PEVs can be recharged from standard electric outlets, meaning the vehicles would no longer be dependent on oil. Widespread growth in the use of PEVs would dramatically reduce oil dependence, cut driving costs and reduce pollution from vehicles. National security would be enhanced, as reduced oil dependence decreases the leverage and resources of petroleum exporters. Brookings fellow David Sandalow heads up an authoritative team of experts including former government officials, private-sector analysts, academic experts, and nongovernmental advocates. Together they explain the current landscape for PEVs: the technology, the economics, and the implications for national security and the environment. They examine how the national interest could be served by federal promotion and investment in PEVs. For example, can tax or procurement policy advance the cause of PEVs? Should the public sector contribute to greater research and development? Should the government insist on PEVs to replenish its huge fleet of official vehicles? Plug-in electric vehicles are coming. But how soon, in what numbers, and to what effect? Federal policies in the years ahead will go a long way toward answering those questions. David Sandalow and his colleagues examine what could be done in that regard, as well as what should be done.

The Second Century

Reconnecting Customer and Value Chain Through Build-to-order : Moving Beyond Mass and Lean Production in the Auto Industry

Mit Press How the auto industry can replace obsolete strategies dating to Henry Ford's era with a system that reconnects customers to the value chain: a build-to-order model centered on process, product, and volume flexibility.