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Electric and Hybrid Cars

2010-03-30 Curtis D. Anderson 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.

The Online Advertising Playbook

2007-07-20 Joe Plummer Praise for The Online Advertising Playbook "Finally, someone has documented all we know about online advertising and how to do it right. As much as this confirms that online advertising really works, we know that marketers don't always get it right. The ARF's The Online Advertising Playbook provides critical insight on what sticks and what doesn't in online advertising and marketing." —Greg Stuart, CEO and President, Interactive Advertising Bureau and coauthor of What Sticks "The Online Advertising Playbook's principles, case studies, and strategic insights equip marketers with the best knowledge available. It will help your online advertising achieve the full range of marketing objectives, from lead

generation and customer acquisition to driving trial and loyalty." —Tim Kopp, Vice President, Global Interactive Marketing, The Coca-Cola Company "To grow interactive marketing from here we need to institutionalize our wisdom and experience about what works. This book explains, in a disciplined way, what marketers have learned from a decade of massive change." —Ted McConnell, Interactive Innovation Director, Procter & Gamble "The Online Advertising Playbook is a milestone in the maturation of interactive advertising, but also an invaluable go-to guide for managers trying to make smart decisions with their advertising budgets." —Van Riley, Vice President of Research, AOL "The best marketing communication is spawned from what I call 'informed intuition.' After reading The Online Advertising Playbook, I am far better informed on how to optimize the online channel in our advertising and promotional programs. It's a perfect blend of case studies and research-backed learning." —Rod DeVar, Manager, Advertising and Promotion, United States Postal Service "Savvy marketers should take advantage of The Online Advertising Playbook's findings and principles to get real results." —Chris Theodoros, Director of Industry Relations, Google "A work of wisdom and rigor in the digital space that is as relevant for the newbie as it is for the digerati." —Mike Donahue, Executive Vice President, American Association of Advertising Agencies "This is a must-read for any marketing executive involved in online advertising. It's high time that a book looks at online advertising in the context of an integrative promotional strategy, one meant to set objectives, establish creative strategies, and measure results. The book nicely ties the various components of online advertising to

relevant case studies, and the emphasis on measurement and results is refreshing. Not only is it relevant for marketing executives, it would also be a good basic text for any Internet advertising course and a good adjunct to any Internet marketing course." —Henry Assael, Professor of Marketing, Stern School of Business, New York University

Cultures and Organizations

2010 Gert Jan Hofstede Based on research conducted in more than seventy countries over a forty-year span; this revolutionary book examines what drives people apart?when cooperation is so clearly in everyones interest. --

The Laws of Subtraction: 6 Simple Rules for Winning in the Age of Excess Everything

2012-10-26 Matthew E. May Winner of a 2013 Small Business Book Award for Economics The world is more overwhelming than ever before. Our work is deeper and more demanding than ever. Our businesses are more complicated and difficult to manage than ever. Our economy is more uncertain than ever. Our resources are scarcer than ever. There is endless choice and feature overkill in all but the best experiences. Everybody knows everything about us. The simple life is a thing of the past. Everywhere, there's too much of the wrong stuff and not enough of the right. The noise is deafening, the signal weak. Everything is too complicated and time-sucking. Welcome to the age of excess everything. Success in this new age looks different and demands a new skill: Subtraction. Subtraction is defined simply as the art of removing anything excessive, confusing, wasteful, unnatural, hazardous, hard to use, or ugly . . . or the discipline to refrain from adding it in the first place. And if subtraction is the new skill to be acquired, we need a guide to developing it. Enter The Laws of Subtraction. Through a dozen of the most compelling stories of breakthrough innovation culled from 2,000
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cases and bolstered by uniquely personal essays contributed by over 50 of the most creative minds in business today, The Laws of Subtraction outlines six simple rules for winning in the age of excess everything, and delivers a single yet powerful idea: When you remove just the right things in just the right way, something very good happens. The Laws of Subtraction features contributions by over 50 highly regarded thinkers, creatives, and executives. On Law #1: What Isn't There Can Often Trump What Is "When you reduce the number of doors that someone can walk through, more people walk through the one that you want them to walk through." -- SCOTT BELSKY, founder and CEO of Behance and author of Making Ideas Happen On Law #2: The Simplest Rules Create the Most Effective Experience "Keeping it simple isn't easy. By exploiting subtraction in innovation, we've been able to create an environment of freedom and creativity that allows us to thrive." -- BRAD SMITH, CEO, Intuit On Law #3: Limiting Information Engages the Imagination "Subtraction can mean the difference between a highly persuasive presentation and a long, convoluted, and confusing one. Why say more when you can say less?" -- CARMINE GALLO, author of The Apple Experience On Law #4: Creativity Thrives Under Intelligent Constraints "Here's the key to the conundrum for managers who want to stoke the innovation fire: That close cousin of scarcity, constraint, can indeed foster creativity." -- TERESA AMABILE, author of The Progress Principle On Law #5: Break Is the Important Part of Breakthrough "If you kill the butterflies in your stomach, you'll kill the dream. Embrace the feeling. Save the butterflies." -- JONATHAN FIELDS, author of Uncertainty On Law #6: Doing Something Isn't Always Better Than Doing Nothing "When we're faced with the greatest odds against us, often we need to edit rather than add." -- CHIP CONLEY, cofounder of Joie de Vivre Hospitality and author of Emotional Equations

Transportation Energy Data Book
2008

High Voltage

2011-11-08 Jim Motavalli A behind-the-scenes look at the robustly competitive race to dominate the market for electric cars, the larger-than-life moguls behind them, and the changes that are transforming the auto industry In the 1980s, it was unimaginable that the home computer would become as common and easy to use as a toaster. Today, plug-in charging stations and smart grids seem like something still far off in the future. But by 2020, the auto industry will look very different from today's field of troubled auto giants. The combination of technological breakthroughs and charging networks driven by global warming and peak oil makes it clear that revolutionary change in the auto industry is happening right now. In *High Voltage*, Jim Motavalli captures this period of unprecedented change, documenting the evolution from internal combustion engines to electric power. Driven by the auto world's ambitious and sometimes outlandish personalities, the book chronicles the race to dominate the market, focusing on big players like Tesla and Fisker, as well as a tiny start-up and a battery supplier. Flashing forward to the changes we'll see in the coming years, *High Voltage* shows a not-so-distant future where we will live on a smart grid, our cars "fueling," that is, charging, while we shop or sleep. The ramifications of these changes will be on a grander scale than most of us ever imagined—altering foreign policy, reducing trade deficits, and perhaps even ending global warming.

One-Dimensional nanostructures

2013-03-21 Zhenyu Li *One-Dimensional Nanostructures: Electrospinning Technique and Unique Nanofibers* is a comprehensive book depicting the electrospinning technique and related 1D unique electrospun nanofibers. The first part of the book focuses on electrospinning technique, with chapters describing Electrospinning setup, electrospinning theories, and related working parameter. The second part of the book describes in detail specific topics on how to control the electrospun fiber properties such as how to control the fiber direction, how to control the fiber surface morphology, how to control the fiber structure, and how to

construct 3D structures by electrospun fibers. The final part of the book depicts the applications of the electrospun nanofibers, with sections describing in detail specific fields such as electrospun nanofiber reinforcement, filtration, electronic devices, lithium-ion batteries, fuel cells, biomedical field, and so on. *One-Dimensional Nanostructures: Electrospinning Technique and Unique Nanofibers* is designed to bring state-of-the-art on electrospinning together into a single book and will be valuable resource for scientists in the electrospinning field and other scientists involved in biomedical field, mechanical field, materials, and energy field. Dr. Zhenyu Li is an associate professor at the Dept. of Chemistry, Jilin University, Changchun, P. R. China. Currently, he also holds the position in Australian Future Fibres Research & Innovation Centre, Institute for Frontier Materials, Deakin University, Geelong, Victoria, Australia. Dr. Ce Wang is a professor at the Dept. of Chemistry, Jilin University, Changchun, P. R. China.

Microwave Engineering

2021 David M. Pozar The 4th edition of this classic text provides a thorough coverage of RF and microwave engineering concepts, starting from fundamental principles of electrical engineering, with applications to microwave circuits and devices of practical importance. Coverage includes microwave network analysis, impedance matching, directional couplers and hybrids, microwave filters, ferrite devices, noise, nonlinear effects, and the design of microwave oscillators, amplifiers, and mixers. Material on microwave and RF systems includes wireless communications, radar, radiometry, and radiation hazards. A large number of examples and end-of-chapter problems test the reader's understanding of the material. The 4th edition includes new and updated material on systems, noise, active devices and circuits, power waves, transients, RF CMOS circuits, and more.

Great Commanders

2012-01-01 Christopher Richard Gabel "This volume is not a study of the 'greatest' commanders; rather, it is an examination of commanders who

should be considered great. The seven leaders examined, in various domains of ground, sea, and air, each in their own way successfully addressed the challenges of military endeavor in their time and changed the world in which they lived"--Foreword.

Strategic Management

2002 Charles W. L. Hill

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INTRODUCTION 2013 Scion Xb Limited Edition Pdf Pdf (PDF)

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High above the clouds, where airships sailed between floating islands, an ancient order of Skyweavers practiced the art of cloud-shaping. Using enchanted looms, they wove clouds into tapestries that told the stories of the skies. Each floating island bore a narrative, and the weavers, guided by celestial constellations, continued to thread the celestial tales that adorned the firmament.

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