User Guide For Huawei Ascend Y201

Islam in the Westc't Android 2015Half Broke HorsesAscend AI Processor Architecture and ProgrammingEngineering ElectromagneticsSoutheast Asia and the ASEAN Economic CommunityTransforming Global Information and Communication MarketsChaoticsSmart BusinessNarrating China's GovernanceHuaweiChina's New Place in a World in CrisisIntelligent Computing in EngineeringLeadership by AlgorithmBusiness Periodicals IndexChanging World OrderThe Devil's BibleSustainable EntrepreneurshipBroadband Network ArchitecturesAccess ControlledDr Nikola ReturnsThe Huawei StoryHow to Kill Your Husband (and other handy household hints)Grandad's StoryMultinational ManagementThe Scarlet LetterBasics of BrandingDigital InsuranceThe Science of Real-Time Data CapturePowerTech Titans of ChinaCloud Based 5G Wireless NetworksInternational Dimensions of Sustainable ManagementBootstrapVirtual HumansBrand Building and Marketing in Key Emerging MarketsThird International Congress on Information and Communication TechnologyThe Mystery of the Clasped HandsLTE Optimization Engineering HandbookInternational Aerospace Abstracts

Islam in the West

Android ist der unumstrittene Marktführer bei den Smartphone-Systemen. Die c't-Redaktion hat Android unter die Haube geschaut und zeigt, wohin sich das Betriebssystem entwickelt. In der Diskussion um die Datenkrake Google fällt immer wieder die enge Verknüpfung mit Android auf, mehrere Artikeln stellen dar, wie Sie Ihr Smartphone von den Google-Diensten entkoppeln können. Eine Teststrecke gibt Ihnen Tests und Kaufberatungen an die Hand, mit denen Sie im Dschungel aktueller Smartphones und Tablets den Überblick bekommen, zusätzlich hat die Redaktion die neusten Smartwatches auf ihre Alltagstauglichkeit untersucht. In einem großen Praxisteil erfahren Sie, wie man einfache Hardware-Defekte selbst beheben kann, wie Sie mit Apps mehr aus Ihrem Mobilgerät herausholen und den mobilen Begleiter voll auf Ihre Bedürfnisse einrichten. Darüberhinaus bietet das Heft zwei Aktionen: 50 Prozent Rabatt (gültig bis 31.5.2015) auf das Verbatim Dual USB Power Pack und die Sicherheits-App Mobile Security & Antivirus von Eset kostenlos für ein Jahr. Die Aktivierung der App ist bis zum 31. Juli 2015 möglich.

c't Android 2015

Service providers are increasingly focused on delivering triple-play bundles that incorporate Internet, video, and VoIP services—as well as multi-play bundles containing even more advanced services. Broadband Network Architectures is the first comprehensive guide to designing, implementing, and managing the networks that make triple-play services possible. Hellberg, Greene, and Boyes present their field-tested industry best practices and objectively evaluate the tradeoffs associated with key up-front architectural decisions that balance the complexities of bundled services and sophisticated traffic policies. Broadband Network Architectures not only documents what is possible on this rapidly changing field of networking, but it also details how to divide Internet access into these more sophisticated services with specialized Quality of Service handling. Coverage

includes · An in-depth introduction to next-generation triple-play services: components, integration, and business connectivity · Triple-play backbone design: MPLS, Layer 3 VPNs, and Broadband Network Gateways (BNGs)/Broadband Remote Access Servers (B-RAS) · Protocols and strategies for integrating BNGs into robust triple-play networks · Triple-play access network design: DSLAM architectures, aggregation networks, transport, and Layer 2 tunneling · VLAN-per-customer versus service-per-VLAN architectures: advantages and disadvantages · PPP or DHCP: choosing the right access protocol · Issues associated with operating in wholesale, unbundled environments · IP addressing and subscriber session management · Broadband network security, including Denial of Service attacks and VoIP privacy · The future of wireless broadband: IMS, SIP, and non-SIP based fixed mobile convergence and wireless video

Half Broke Horses

A comprehensive resource containing the operating principles and key insights of LTE networks performance optimization LTE Optimization Engineering Handbook is a comprehensive reference that describes the most current technologies and optimization principles for LTE networks. The text offers an introduction to the basics of LTE architecture, services and technologies and includes details on the key principles and methods of LTE optimization and its parameters. In addition, the author clarifies different optimization aspects such as wireless channel optimization, data optimization, CSFB, VoLTE, and video optimization. With the ubiquitous usage and increased development of mobile networks and smart devices, LTE is the 4G network that will be the only mainstream technology in the current mobile communication system and in the near future. Designed for use by researchers, engineers and operators working in the field of mobile communications and written by a noted engineer and experienced researcher, the LTE Optimization Engineering Handbook provides an essential guide that: Discusses the latest optimization engineering technologies of LTE networks and explores their implementation Features the latest and most industrially relevant applications, such as VoLTE and HetNets Includes a wealth of detailed scenarios and optimization real-world case studies Professionals in the field will find the LTE Optimization Engineering Handbook to be their go-to reference that includes a thorough and complete examination of LTE networks, their operating principles, and the most current information to performance optimization.

Ascend AI Processor Architecture and Programming

The author offers a novel based on the life of her grandmother, Lily Casey Smith, who learned to break horses in childhood, journeyed 500 miles on a pony as a teen to become a teacher, and ran a vast ranch in Arizona with her husband while raising two children, including Rosemary Smith Walls, portrayed in the author's acclaimed The Glass Castle. Includes reading-group guide. Reprint. A New York Times Best Book of the Year.

Engineering Electromagnetics

Southeast Asia and the ASEAN Economic Community

Huawei is a prominent company among the most successful and most internationalized in China. This book offers insights to Western readers, allowing them to truly understand Huawei, its management philosophy and culture, and the special leadership approaches of Ren Zhengfei.

Transforming Global Information and Communication Markets

The inspirational business story of Huawei: how to grow from start up to world leader in two decades... With over 170,000 employees in more than 170 countries and regions, serving more than one-third of the world's population, how does entrepreneur Ren Zhengfei manage a telcoms giant called Huawei? What is the secret to Huawei's global success? In 1987, a 44-year-old man founded a telecom equipment-trading firm in Shenzhen, China, with start-up capital of $5,000. In 29 years, it grew to become the largest telecoms company in the world. This book goes behind the scenes to explore the story of what Ren Zhengfei did differently, how the company he started reached the top spot, and why Huawei is known as a "collective" and not a private company: Learn how this Chinese start up business became an international success Understand the business strategy, leadership skills and management philosophy of Huawei's entrepreneurial founder Get tips, inspiration and motivation for your own business start-up. 14 years of meticulous research and 136 senior management and employee interviews reveal how Huawei's international business success lies in its ability to transform the intellectual elite into a band of soldiers with the same set of values and resolve, while at the same time preventing a culture of subservience. This fascinating story provides a unique glimpse into the machinations of one of the world's most powerful companies. "The company serves as an example for many Chinese entrepreneurs striving to go global, and also presents valuable lessons for Western companies striving to integrate Eastern and Western values and ways of looking at business." - Co-author David De Cremer, KPMG Professor of Management Studies at Cambridge Judge Business School

Chaotics

This book provides a rich collection of essays discussing and showcasing the transformation of businesses around the world towards sustainability and responsibility. Based on a framework of global theoretical approaches, it presents practical examples and cases from a variety of industries, regions and corporate functions. It also highlights the latest insights on how corporations consider sustainability in the governance of their respective organization. Furthermore, the book features a section dedicated to responsible finance, and outlines business and management-driven approaches that contradict the traditionally held belief that a trade-off exists between sustainability, social responsibility and profit.

Smart Business

Guy Boothbys second novel of five about the notorious Doctor Nikola, an occultist anti-hero seeking immortality and world domination. All the titels in the serie: Dr

Nikola I - Enter, dr Nikola Dr Nikola II - Dr Nikola Returns Dr Nikola III - The Lust of Hate Dr Nikola IV - Dr Nikola's Experiment Dr Nikola V - Farwell, Nikola All from Ulwencreutz Media

Narrating China's Governance

Huawei

Reports on a new generation of Internet controls that establish a new normative terrain in which surveillance and censorship are routine. Internet filtering, censorship of Web content, and online surveillance are increasing in scale, scope, and sophistication around the world, in democratic countries as well as in authoritarian states. The first generation of Internet controls consisted largely of building firewalls at key Internet gateways; China's famous "Great Firewall of China" is one of the first national Internet filtering systems. Today the new tools for Internet controls that are emerging go beyond mere denial of information. These new techniques, which aim to normalize (or even legalize) Internet control, include targeted viruses and the strategically timed deployment of distributed denial-of-service (DDoS) attacks, surveillance at key points of the Internet's infrastructure, take-down notices, stringent terms of usage policies, and national information shaping strategies. Access Controlled reports on this new normative terrain. The book, a project from the OpenNet Initiative (ONI), a collaboration of the Citizen Lab at the University of Toronto's Munk Centre for International Studies, Harvard's Berkman Center for Internet and Society, and the SecDev Group, offers six substantial chapters that analyze Internet control in both Western and Eastern Europe and a section of shorter regional reports and country profiles drawn from material gathered by the ONI around the world through a combination of technical interrogation and field research methods.

China's New Place in a World in Crisis

Intelligent Computing in Engineering

We have entered into an entirely new era, an age of increasingly frequent and intense periods of turbulence in the global economy. Unlike past recessions, today's crises have precipitated a need for businesses to develop a new mindset, one that takes into account intermittent periods of disturbance, allowing them to thrive while under the constant threat of chaos. Chaotics presents a revolutionary set of guidelines designed to help businesses: • detect sources of turbulence • prepare scenarios • predict resulting vulnerabilities and opportunities • develop responses to ensure long-term resilience and success • avoid risk while advancing the interests of the company • build flexibility into the balance sheet • price strategically • adjust products to meet new customer values • and more Complete with metrics and measurements, Chaotics outlines a powerful new system for managing waves of uncertainty affecting customers, employees, and other stakeholders. In this climate of increased turbulence, no organization can survive with less.

Leadership by Algorithm

This book offers a traditional approach on electromagnetics, but has more extensive applications material.The author offers engaging coverage of the following: CRT's, Lightning, Superconductors, and Electric Shielding that is not found in other books. Demarest also provides a unique chapter on "Sources Forces, and Fields" and has an exceptionally complete chapter on Transmissions Lines.

Business Periodicals Index

With artificial intelligence on the rise, the way we run our organisations will change—and drastically. But what exactly will that future look like? And who will take the leading role: machines or people? In this compelling new book, leading management guru David De Cremer identifies the key areas where algorithms will collide with human skills, and assesses the likely outcomes. Will your next boss be a robot? Can an AI boss display the human qualities that define a good leader: compassion, empathy, imagination, ethics, and strategic awareness? Drawing on his own research findings, and those from thought leaders around the world, the author presents fascinating insights into the challenges that an automated work environment poses for organisations of the future. Leadership by Algorithm offers some startling conclusions that make clear the true nature of the power struggle between man and machine. It also identifies the leadership qualities needed to deal with this struggle most effectively.

Changing World Order

Selected diary entries and family album of Gateshead man Albert Turnbull, including engaging details of life in pre-war England.

The Devil's Bible

This book comprises select papers from the international conference on Research in Intelligent and Computing in Engineering (RICE 2019) held at Hanoi University of Industry, Hanoi, Vietnam. The volume focuses on current research on various computing models such as centralized, distributed, cluster, grid and cloud. The contents cover recent advances in wireless sensor networks, mobile ad hoc networks, internet of things, machine learning, grid and cloud computing, and their various applications. The book will help researchers as well as professionals to gain insight into the rapidly evolving fields of internet computing and data mining.

Sustainable Entrepreneurship

The rise of China's tech companies and intense competition from the sector is just beginning. This will present an ongoing management and strategy challenge for companies for many years to come. Tech Titans of China is the go-to-guide for companies (and those interested in competition from China) seeking to understand China's grand tech ambitions, who the players are and what their strategy is. Fannin, an expert on China, is an internationally-recognized journalist, author and speaker. She hosts 12 live events annually for business leaders, venture

capitalists, start-up founders, and others impacted by or interested in cashing in on the Chinese tech industry. In this illuminating book, she provides readers with the ammunition they need to prepare and compete. Featuring detailed profiles of the Chinese tech companies making waves, the tech sectors that matter most in China's grab for super power status, and predictions for China's tech dominance in just 10 years.

Broadband Network Architectures

"In recent years the debate on multiculturalism in the UK and other Western societies has focused principally on Islam, and the specific 'problems' said to be posed by Muslims have been invoked to justify the claim that multiculturalism has failed. That claim is opened to scrutiny and challenged in this unique collection through a series of explorations of specific issues and controversies - including the question of the veil, crime, political Islam, the role of Muslim women, sexuality and the Danish cartoons affair - and through more general reflections on the nature of multiculturalism. By exploring the nature of cultural differences and sensitivities and examining the way conflicts have played out, this challenging book makes a wide-ranging contribution to debate and a more constructive inter-cultural engagement. The contributors draw upon the disciplines of social science, ethics, theology, philosophy and education to examine the nature of the issues and flashpoints and to draw out implications for theory, policy and practice." --from back cover.

Access Controlled

This work is a troubling story of crime, sin, guilt, punishment and expiation, set in the rigid moral climate of 17th-century New England. The young mother of an illegitimate child confronts her Puritan judges, as she suffers a harsh sentence and the guilt as her lover is revealed.

Dr Nikola Returns

This SpringerBrief introduces key techniques for 5G wireless networks. The authors cover the development of wireless networks that led to 5G, and how 5G mobile communication technology (5G) can no longer be defined by a single business model or a typical technical characteristic. The discussed networks functions and services include Network Foundation Virtualization (N-FV), Cloud Radio Access Networks (Cloud-RAN), and Mobile Cloud Networking (MCN). The benefits of cloud platforms are examined, as are definable networking and green wireless networking. Other related and representative projects on 5G are mobile and wireless communications enablers for the Twenty-Twenty Information Society, Multi-hop Cellular Networks, Network Function as-a-Service over Virtualized Infrastructures, iJOIN, and Nuage Virtualized Services Platform. Major applications of 5G range from RAN sharing and Multi-Operator Core Networks to mobile convergence. Enhancing the user experience by providing smart and customized services, 5G will support the explosive growth of big data, mobile internet, digital media, and system efficiency. This SpringerBrief is designed for professionals, researchers, and academics working in networks or system applications. Advanced-

level students of computer science or computer engineering will also find the content valuable.

The Huawei Story

How Strategy Works in an Interconnected, Automated World Leaders already know that the classic approach to strategy--analyze, plan, execute--is losing relevance. But they don't yet know what replaces it. As everyone and everything becomes more interconnected and digitized, how do you operate, compete, and win? Ming Zeng, the former Chief of Staff and strategy adviser to Alibaba Group's founder Jack Ma, explains how the latest technological developments, such as artificial intelligence, machine learning, the mobile internet, and cloud computing are redefining how value is created. Written especially for those outside the technology industry or the startup arena, this book introduces a simple, overarching framework to guide strategy formulation and execution in this data-rich and highly interactive environment. Revealing the revolutionary practices that he and his team have developed at Alibaba, Zeng shows how to: Automate decisions through machine learning Create products informed by real-time data from customers Determine the right strategic positioning to maximize value from platforms and suppliers Repurpose your organization to further human insight and enable creativity Lead your company's transformation into a smart business With insights into the strategies and tools used by leaders at Alibaba and other companies such as Ruhan and Red Collar, in a variety of industries from furniture making to banking to custom tailoring, Smart Business outlines a radically new approach to strategy that can be applied everywhere.

How to Kill Your Husband (and other handy household hints)

Innovation in information and communication technology (ICT) fuels the growth of the global economy. How ICT markets evolve depends on politics and policy, and since the 1950s periodic overhauls of ICT policy have transformed competition and innovation. For example, in the 1980s and the 1990s a revolution in communication policy (the introduction of sweeping competition) also transformed the information market. Today, the diffusion of Internet, wireless, and broadband technology, growing modularity in the design of technologies, distributed computing infrastructures, and rapidly changing business models signal another shift. This pathbreaking examination of ICT from a political economy perspective argues that continued rapid innovation and economic growth require new approaches in global governance that will reconcile diverse interests and enable competition to flourish. The authors (two of whom were architects of international ICT policy reforms in the 1990s) discuss this crucial turning point in both theoretical and practical terms.

Grandad's Story

From the international bestselling author of Principles and legendary investor Ray Dalio, who has spent half a century studying global markets, The Changing World Order examines history's most turbulent economic and political periods to reveal why the times ahead will likely be radically different from those we've experienced

in our lifetimes. A few years ago, renowned investor Ray Dalio began noticing a confluence of political and economic conditions he hadn't encountered before in his fifty-year career. They included large debts and zero or near-zero interest rates in the world's three major reserve currencies; significant wealth, political and values divisions within countries; and emerging conflict between a rising world power (China) and the existing one (US). Seeking to explain the cause-effect relationships behind these conditions, he began a study of analogous historical times and discovered that such combinations of conditions were characteristic of periods of transition, such as the years between 1930 and 1945, in which wealth and power shifted in ways that reshaped the world order. Looking back across five hundred years of history and nine major empires - including the Dutch, the British and the American - The Changing World Order puts into perspective the cycles and forces that have driven the successes and failures of all the world's major countries throughout history. Dalioreveals the timeless and universal dynamics that were behind these shifts, while also offering practical principles for policymakers, business leaders, investors and others operating in this environment.

Multinational Management

This book explores the ways in which the adoption of new paradigms, processes, and technologies can lead to greater revenue, cost efficiency and control, as well as improved business agility in the insurance industry.

The Scarlet Letter

The book includes selected high-quality research papers presented at the Third International Congress on Information and Communication Technology held at Brunel University, London on February 27-28, 2018. It discusses emerging topics pertaining to information and communication technology (ICT) for managerial applications, e-governance, e-agriculture, e-education and computing technologies, the Internet of Things (IOT), and e-mining. Written by experts and researchers working on ICT, the book is suitable for new researchers involved in advanced studies.

Basics of Branding

The world and China's place in it have been transformed over the past year. The pressures for change have come from the most severe global financial crisis ever. The crisis has accelerated China's emergence as a great power. But China and its global partners have yet to think or work through the consequences of its new position for the governance of world affairs. China's New Place in a World in Crisis discusses and provides in-depth analysis of the following questions. How have China's growth prospects been affected by the global crisis? How will the crisis and China's response to it impact China's major domestic issues, such as industrialisation, urbanisation and the reform of the state-owned sector of the economy? How will the crisis and the international community's response to it affect the rapidly emerging new international order? What will be China's, and other major developing countries', new role? Can China and the world find a way of breaking the nexus between economic growth and environmental sustainability -

especially on the issue of climate change?

Digital Insurance

Discover how easy it is to design killer interfaces and responsive websites with the Bootstrap framework. This practical book gets you started building pages with Bootstrap's HTML/CSS-based tools and design templates right away. You'll also learn how to extend your app with interactive features, using its suite of jQuery plugins—often without writing a single line of code. Developed by Twitter and available free from GitHub, Bootstrap supports responsive design by dynamically adjusting your web page layout. With just a basic knowledge of HTML, CSS, and JavaScript, you can build apps that work equally well on desktop screens, smartphones, and tablets. This book shows you how. Become familiar with Bootstrap's file structure, grid systems, and container layouts Learn HTML elements for typography, code, tables, forms, buttons, images, and icons Design interfaces and other web elements, such as navigation, breadcrumbs, and custom modal windows Use jQuery plugins for features such as revolving slideshows, tabbable interfaces, and dropdown menus Modify everything from column count to typography colors with the LESS stylesheet language

The Science of Real-Time Data Capture

This book is an introduction to the ASEAN Economic Community (AEC), the economic community founded by Southeast Asian nations. It provides both economic profiles of the member nations and an explanation of the Community itself. This book also discusses the impact of China on the AEC. The book is a starting point for research into the region or into any member country, whether for academic or for business purposes. With over 170 tables and figures as well as an abundance of historical facts, the book offers data-based insights.

Power

Marriage, it would appear, is a fun-packed frivolous hobby, only occasionally resulting in death. But when Jazz Jardine is arrested for her husband's murder, the joke falls flat. Life should begin at 40 – not with life imprisonment for killing your spouse. Jazz, stay-at-home mum and domestic goddess; Hannah, childless and career-focused; and Cassie, demented working mother of two are three ordinary women. Their engagement, until now, with the police force has been on the television. Cassie and Hannah set out immediately to prove their best friend's innocence, uncovering betrayal, adultery, plot twists, thinner thighs and toy boys aplenty en route. But will their friendship survive these ever darker revelations? A novel that will strike a chord with women everywhere and ensure that, from now on, they all read the small print on their marriage licenses.

Tech Titans of China

Sustainable Entrepreneurship stands for a business driven concept of sustainability which focusses on increasing both social as well as business value - so called Shared Value. This book shows why and how this unique concept has the potential

to become the most recognised strategic management approach in our times. It aims to point out the opportunities that arise from putting sustainable entrepreneurship into practice. At the same time, this book is a wake-up call for all those companies and decision makers who underestimated Sustainable Entrepreneurship before or who are simply not aware of its greater dimension. Well structured chapters from different academic and business perspectives clearly outline how Sustainable Entrepreneurship contributes to solving the world's most challenging problems, such as Climate Change, Finance Crisis and Political Uncertainty, as well as to ensuring business success. The book provides a framework of orientation where the journey might go: What can a successful concept of SE look like? What are the key drivers for its realisation? What is the role of business in shaping the future of our society? The book also presents best practices and provides unique learnings as well as business insights from the international Sustainable Entrepreneurship Award (www.se-award.org). The Sustainable Entrepreneurship Award (short SEA) is an award for companies today who are thinking about tomorrow by making sustainable business practices an integral part of their corporate culture. Companies that receive the SEA are being recognised for the vision they have shown in combining economic and sustainable responsibility.

Cloud Based 5G Wireless Networks

This book combines scientific research and professional insights on brand and marketing strategy development in major emerging growth markets. It presents a detailed outline of the Brazil, Russia, India and China (BRIC) markets to understand their cultural and socio-economic complexity. With emerging markets at the center, major paradigm shifts are explained such as 'one world strategies'. The author reveals the importance of market-driven positioning that uses local differences and consumer preferences as opportunities without contradicting a corporation's global positioning. Professionals in international marketing and business strategists will find the hands-on guidance to 25 new success strategies particularly useful. This book is also a must-read for people dealing with branding and marketing in a 'glocalized' world.

International Dimensions of Sustainable Management

The National Cancer Institute (NCI) has designated the topic of real-time data capture as an important and innovative research area. As such, the NCI sponsored a national meeting of distinguished research scientists to discuss the state of the science in this emerging and burgeoning field. This book reflects the findings of the conference and discusses the state of the science of real-time data capture and its application to health and cancer research. It provides a conceptual framework for minute-by-minute data capture- ecological momentary assessments (EMA)- and discusses health-related topics where these assessements have been applied. In addition, future directions in real-time data capture assessment, interventions, methodology, and technology are discussed.Despite the rapidly growing interest in the methodology of real-time data capture (e.g. journal special issues, widely attended conference presentations, etc.), to date no single book has focused solely on this topic. The volume will serve as an important resource for researchers, students, and government scientists interested in pursuing real-time health

research, and will nicely complement our lists in epidemiology, public health, and oncology.

Bootstrap

In 2018, the People's Republic of China (PRC) was, by most measures, more powerful than at any other time in its history and had become one of the most powerful countries in the world. Its economy faced serious challenges, including from the ongoing 'trade war' with the US, but still ranked as the world's second largest. Its Belt and Road Initiative, meanwhile, continued to carve paths of influence and economic integration across several continents. A deft combination of policy, investment, and entrepreneurship has also turned the PRC into a global 'techno-power'. It aims, with a good chance of success, at becoming a global science and technology leader by 2049 – one hundred years from the founding of the PRC. In surveying the various ways in which the Party-state wields its hard, soft, and sharp power, the China Story Yearbook: Power offers readers a sense of the diversity of power at work both in China and abroad. Citizens of the PRC have long negotiated the state's influence; increasingly, diaspora communities and other actors are now being subject to its might. As with previous editions in the series, we place important developments in historical context, and adopt a cross-disciplinary approach: it is our view that economy and politics cannot be divorced from culture, history, and society. The Yearbook provides accessible analysis of the main events and trends of the year and is an essential tool for understanding China's growing power and influence around the world.

Virtual Humans

Virtual Humans provides a much-needed definition of what constitutes a 'virtual human' and places virtual humans within the wider context of Artificial Intelligence development. It explores the technical approaches to creating a virtual human, as well as emergent issues such as embodiment, identity, agency and digital immortality, and the resulting ethical challenges. The book presents an overview of current research and practice in this area, and outlines the major challenges faced by today's developers and researchers. The book examines the possibility for using virtual humans in a variety of roles, from personal assistants to teaching, coaching and knowledge management, and the book situates these discussions around familiar applications (e.g. Siri, Cortana, Alexa) and the portrayal of virtual humans within Science Fiction. Features Presents a comprehensive overview of this rapidly developing field Provides an array of relevant, real-life examples from expert practitioners and researchers from around the globe in how to create the avatar body, mind, senses and ability to communicate Intends to be broad in scope yet practical in approach, so that it can serve the needs of several different audiences, including researchers, teachers, developers and anyone with an interest in where these technologies might take us Covers a wide variety of issues which have been neglected in other research texts; for example, definitions and taxonomies, the ethical challenges of virtual humans and issues around digital immortality Includes numerous examples and extensive references

Brand Building and Marketing in Key Emerging Markets

This casebook demonstrates that the future of global business lies in how well the multinational landscape is charted and how the importance of Asian market leaders is deeply embedded in it. It offers international management students and researchers an extensive guide to the business history, strategy development, and foreign market entry modes used by emerging Asian multinationals. The cases focus on well-known companies such as Lenovo, Alibaba, Infosys, Huawei, Panasonic, and Rakuten. These companies, all of which generate huge revenues in their own countries (e.g. in China, India, South Korea, Taiwan, Vietnam), are now becoming increasingly sophisticated and striving to become global brands, while also enjoying the active support of their governments in terms of their international business. Readers will learn about the current multinational landscape in Asia, the management challenges, and the future implications for traditional western companies seeking to retain their market share. Chapters on corporate entrepreneurship, human resource management and intercultural competence, and current branding trends in Asia will provide a cutting-edge update on international business strategy for students and practitioners alike.

Third International Congress on Information and Communication Technology

Smart branding is essential for success, yet it is often misunderstood. Developing a brand that is relevant, distinct, and emotionally compelling can be very dif_ cult for many managers, mainly because they don't realize exactly what and how much goes into this branding process. This book will explain this process. In an easy-to-understand writing style, Gronlund will show you the fundamentals that will help develop a value proposition that will excite customers. Branding is all about creating a message or an impression that makes an impact and creates a rational and emotional connection with a customer. Forming a bond of trust and comfort will build brand equity (i.e., how people value your brand) and customer loyalty. We are living in a dynamic, transformative global economy with mind-boggling advances in technology. Managers today can easily become preoccupied with social media vehicles and the innovative features of electronic devices, and hence neglect the importance of the content or the message. Adhering to the core elements of positioning and branding will help them develop more emotionally rich and powerful content. And B2B managers will better understand and discover the real value of good branding, so that their marketing and sales communications will go beyond product features and emphasize relevant benefits that will strengthen their relationships with targeted customers.

The Mystery of the Clasped Hands

LTE Optimization Engineering Handbook

The Infamous 'Devil's Bible' by Myrmydon is finally available in print again in this, the 3rd and finest edition. Containing the same texts as the previous two publishings, this edition also contains never before released essays by P.M. Myrmydon written in 2008 and 2009. This book will make a fine centerpiece to any Devil Worshiper's Satanic Altar. Words to live by

International Aerospace Abstracts

Ascend AI Processor Architecture and Programming: Principles and Applications of CANN offers in-depth AI applications using Huawei's Ascend chip, presenting and analyzing the unique performance and attributes of this processor. The title introduces the fundamental theory of AI, the software and hardware architecture of the Ascend AI processor, related tools and programming technology, and typical application cases. It demonstrates internal software and hardware design principles, system tools and programming techniques for the processor, laying out the elements of AI programming technology needed by researchers developing AI applications. Chapters cover the theoretical fundamentals of AI and deep learning, the state of the industry, including the current state of Neural Network Processors, deep learning frameworks, and a deep learning compilation framework, the hardware architecture of the Ascend AI processor, programming methods and practices for developing the processor, and finally, detailed case studies on data and algorithms for AI. Presents the performance and attributes of the Huawei Ascend AI processor Describes the software and hardware architecture of the Ascend processor Lays out the elements of AI theory, processor architecture, and AI applications Provides detailed case studies on data and algorithms for AI Offers insights into processor architecture and programming to spark new AI applications

ROMANCE ACTION & ADVENTURE MYSTERY & THRILLER BIOGRAPHIES & HISTORY CHILDREN'S YOUNG ADULT FANTASY HISTORICAL FICTION HORROR LITERARY FICTION NON-FICTION SCIENCE FICTION