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Popular Science

Popular Science gives our readers the information and tools to improve their technology and their world. The core belief that Popular Science and our readers share: The future is going to be better, and science and technology are the driving forces that will help make it better.

Using Mathematica for Quantum Mechanics

A Student's Manual

Springer Nature This book revisits many of the problems encountered in introductory quantum mechanics, focusing on computer implementations for finding and visualizing analytical and numerical solutions. It subsequently uses these implementations as building blocks to solve more complex problems, such as coherent laser-driven dynamics in the Rubidium hyperfine structure or the Rashba interaction of an electron moving in 2D. The simulations are highlighted using the programming language Mathematica. No prior knowledge of Mathematica is needed; alternatives, such as Matlab, Python, or Maple, can also be used.

The News

A User's Manual

Penguin UK Alain de Botton explores our relationship with 'the news' in this book full of his trademark wit and wisdom. Following on from his bestselling *Religion for Atheists*, Alain de Botton turns now to look at the manic and peculiar positions that 'the news' occupies in our lives. We invest it with an authority and importance which used to be the preserve of religion - but what does it do for us? Mixing current affairs with philosophical reflections, de Botton offers a brilliant illustrated guide to the precautions we should take before venturing anywhere near the news and the 'noise' it generates. Witty and global in reach, *The News* will ensure you'll never look at reports of a celebrity story or political scandal in quite the same way again. Praise for *Religion for Atheists*: 'Smart and stimulating . . . a sensitive analysis of the deeply human needs that faith meets' *Financial Times* 'A serious and optimistic set of practical ideas that could improve and alter the way we live . . . energetic and on the side of the angels' Jeanette Winterson, *The Times* 'Packed with tantalising goads to thought and playful prompts to action' *Independent* Alain de Botton's bestselling books include *Religion for Atheists*, *How Proust Can Change Your Life*, *The Art of Travel*, and *The Architecture of Happiness*. He lives in London and founded *The School of Life* (www.theschooloflife.com) and *Living Architecture* (www.living-architecture.co.uk). For more information, consult www.alaindebotton.com.

Panther Tank Enthusiasts' Manual

Panzerkampfwagen V Panther (SdKfz 171) - An insight into the design, construction and operation of the finest medium tank in the Second World War

Haynes Publishing UK Regarded by many as one of the greatest tanks ever built, the German Panther is probably the finest medium tank of the Second World War and certainly the most numerous German panzer in wartime service, with some 7,000 built. It combined firepower, armour protection and mobility that was unmatched by any other tank of the period. In the *Panther Tank Enthusiasts' Manual*, author Mark Healy looks at the development, construction and fighting qualities of the Panther, as well as including insights into what it was like to operate and maintain. He focuses on surviving Panthers at the German Armour Museum in Munster (Panther Ausf A) and the later Panther Ausf G at the Tank Museum, Bovington, as his centrepieces and draws on a range of documentary and photographic information sources in Germany, the USA and France.

Fundamentals of Aerospace Engineering (2nd Edition)

An Introductory Course to Aeronautical Engineering

Createspace Independent Publishing Platform The Second Edition of this book includes a revision and an extension of its former version. The book is divided into three parts, namely: Introduction, The Aircraft, and Air Transportation, Airports, and Air Navigation. It also incorporates an appendix with somehow advanced mathematics and computer based exercises. The first part is divided in two chapters in which the student must achieve to understand the basic elements of atmospheric flight (ISA and planetary references) and the technology that apply to the aerospace sector, in particular with a specific comprehension of the elements of an aircraft. The second part focuses on the aircraft and it is divided in five chapters that introduce the student to aircraft aerodynamics (fluid mechanics, airfoils, wings, high-lift devices), aircraft materials and structures, aircraft propulsion, aircraft instruments and systems, and atmospheric flight mechanics (performances and stability and control). The third part is devoted to understand the global air transport system (covering both regulatory and economical frameworks), the airports, and the global air navigation system (its history, current status, and future development). The theoretical contents are illustrated with figures and complemented with some problems/exercises. The course is complemented by a practical approach. Students should be able to apply theoretical knowledge to solve practical cases using academic (but also industrial) software, such as Python and XFLR5. The course also includes a series of assignments to be completed individually or in groups. These tasks comprise an oral presentation, technical reports, scientific papers, problems, etc. The course is supplemented by scientific and industrial seminars, recommended readings, and a visit to an institution or industry related to the study and of interest to the students. All this documentation is not explicitly in the book but can be accessed online at the book's website www.aerospaceengineering.es. The slides of the course are also available at the book's website: <http://www.aerospaceengineering.es> *Fundamentals of Aerospace Engineering* is licensed under a Creative Commons Attribution-Share Alike (CC BY-SA) 3.0 License, and it is offered in open access both in "pdf" format. The document can be accessed and downloaded at the book's website. This licensing is aligned with a philosophy of sharing and spreading knowledge. Writing and revising over and over this book has been an exhausting, very time consuming activity. To acknowledge author's effort, a donation platform has been activated at the book's website.

Project Management

Case Studies

John Wiley & Sons A new edition of the most popular book of project management case studies, expanded to include more than 100 cases plus a "super case" on the Iridium Project. Case studies are an important part of project management education and training. This Fourth Edition of Harold Kerzner's *Project Management Case Studies* features a number of new cases covering value measurement in project management. Also included is the well-received "super case," which covers all aspects of project management and may be used as a capstone for a course. This new edition: Contains 100-plus case studies drawn from real companies to illustrate both successful and poor implementation of project management. Represents a wide range of industries, including medical and pharmaceutical, aerospace, manufacturing, automotive, finance and banking, and telecommunications. Covers cutting-edge areas of construction and international project management plus a "super case" on the Iridium Project, covering all aspects of project management. Follows and supports preparation for the Project Management Professional (PMP®) Certification Exam. *Project Management Case Studies, Fourth Edition* is a valuable resource for students, as well as practicing engineers and managers, and can be used on its own or with the new Eleventh Edition of Harold Kerzner's landmark reference, *Project Management: A Systems Approach to Planning, Scheduling, and Controlling*. (PMP and Project Management Professional are registered marks of the Project Management Institute, Inc.)

Planning Algorithms

Cambridge University Press Planning algorithms are impacting technical disciplines and industries around the world, including robotics, computer-aided design, manufacturing, computer graphics, aerospace applications, drug design, and protein folding. This coherent and comprehensive book unifies material from several sources, including robotics, control theory, artificial intelligence, and algorithms. The treatment is centered on robot motion planning, but integrates material on planning in discrete spaces. A major part of the book is devoted to planning under uncertainty, including decision theory, Markov decision processes, and information spaces, which are the 'configuration spaces' of all sensor-based planning problems. The last part of the book delves into planning under differential constraints that arise when automating the motions of virtually any mechanical system. This text and reference is intended for students, engineers, and researchers in robotics, artificial intelligence, and control theory as well as computer graphics, algorithms, and computational biology.

Training to Proficiency

Close look at the critical part of the instrument rated pilot's life and ongoing training.

Conceptual Aircraft Design

An Industrial Approach

John Wiley & Sons Provides a Comprehensive Introduction to Aircraft Design with an Industrial Approach. This book introduces readers to aircraft design, placing great emphasis on industrial practice. It includes worked out design examples for several different classes of aircraft, including Learjet 45, Tucano Turboprop Trainer, BAe Hawk and Airbus A320. It considers performance substantiation and compliance to certification requirements and market specifications of take-off/landing field lengths, initial climb/high speed cruise, turning capability and payload/range. Military requirements are discussed, covering some aspects of combat, as is operating cost estimation methodology, safety considerations, environmental issues, flight deck layout, avionics and more general aircraft systems. The book also includes a chapter on electric aircraft design along with a full range of industry standard aircraft sizing analyses. Split into two parts, *Conceptual Aircraft Design: An Industrial Approach* spends the first part dealing with the pre-requisite information for configuring aircraft so that readers can make informed decisions when designing vessels. The second part devotes itself to new aircraft concept definition. It also offers additional analyses and design information (e.g., on cost, manufacture, systems, role of CFD, etc.) integral to conceptual design study. The book finishes with an introduction to electric aircraft and futuristic design concepts currently under study. Presents an informative, industrial approach to aircraft design. Features design examples for aircraft such as the Learjet 45, Tucano Turboprop Trainer, BAe Hawk, Airbus A320. Includes a full range of industry standard aircraft sizing analyses. Looks at several performance substantiation and compliance to certification requirements. Discusses the military requirements covering some combat aspects. Accompanied by a website hosting supporting material. *Conceptual Aircraft Design: An Industrial Approach* is an excellent resource for those designing and building modern aircraft for commercial, military, and private use.

Aircraft Electrical and Electronic Systems

Routledge The Aircraft Engineering Principles and Practice Series provides students, apprentices and practicing aerospace professionals with the definitive resources to take forward their aircraft engineering maintenance studies and career. This book provides a detailed introduction to the principles of aircraft electrical and electronic systems. It delivers the essential principles and knowledge required by certifying mechanics, technicians and engineers engaged in engineering maintenance on commercial aircraft and in general aviation. It is well suited for anyone pursuing a career in aircraft maintenance engineering or a related aerospace engineering discipline, and in particular those studying for licensed aircraft maintenance engineer status. The book systematically covers the avionics content of EASA Part-66 modules 11 and 13 syllabus, and is ideal for anyone studying as part of an EASA and FAR-147 approved course in aerospace engineering. All the necessary mathematical, electrical and electronic principles are explained clearly and in-depth, meeting the requirements of EASA Part-66 modules, City and Guilds Aerospace Engineering modules, BTEC National Units, elements of BTEC Higher National Units, and a Foundation Degree in aircraft maintenance engineering or a related discipline.

Wikinomics

How Mass Collaboration Changes Everything

Penguin The acclaimed bestseller that's teaching the world about the power of mass collaboration. Translated into more than twenty languages and named one of the best business books of the year by reviewers around the world, *Wikinomics* has become essential reading for business people everywhere. It explains how mass collaboration is happening not just at Web sites like Wikipedia and YouTube, but at traditional companies that have embraced technology to breathe new life into their enterprises. This national bestseller reveals the nuances that drive wikinomics, and share fascinating stories of how masses of people (both paid and volunteer) are now creating TV news stories, sequencing the human genome, remixing their favorite music, designing software, finding cures for diseases, editing school texts, inventing new cosmetics, and even building motorcycles.

An Introduction to Nanoscience and Nanotechnology

John Wiley & Sons This book recalls the basics required for an understanding of the nanoworld (quantum physics, molecular biology, micro and nanoelectronics) and gives examples of applications in various fields: materials, energy, devices, data management and life sciences. It is clearly shown how the nanoworld is at the crossing point of knowledge and innovation. Written by an expert who spent a large part of his professional life in the field, the title also gives a general insight into the evolution of nanosciences and nanotechnologies. The reader is thus provided with an introduction to this complex area with different "tracks" for further personal comprehension and reflection. This guided and illustrated tour also reveals the importance of the nanoworld in everyday life.

Cost and Value Management in Projects

John Wiley & Sons Cost and Value Management in Projects provides practicing managers with a thorough understanding of the various dimensions of cost and value in projects, along with the factors that impact them, and the managerial approaches that would be most effective for achieving cost efficiency and value optimization. This book addresses cost from a strategic perspective, offering thorough coverage of the various elements of value management such as value planning, value engineering and value analysis from the perspective of projects.

NADCA Product Specification Standards for Die Castings

Aluminum, Aluminum-MMC, Copper, Magnesium, Zinc, and ZA Alloys

North Amer Die Casting Assn

Airport Development Reference Manual

The Performance Economy

Springer This updated and revised edition outlines strategies and models for how to use technology and knowledge to improve performance, create jobs and increase income. It shows what skills will be required to produce, sell and manage performance over time, and how manual jobs can contribute to reduce the consumption of non-renewable resources.

Wireless Sensor Networks

Technology, Protocols, and Applications

*John Wiley & Sons Infrastructure for Homeland Security Environments Wireless Sensor Networks helps readers discover the emerging field of low-cost standards-based sensors that promise a high order of spatial and temporal resolution and accuracy in an ever-increasing universe of applications. It shares the latest advances in science and engineering paving the way towards a large plethora of new applications in such areas as infrastructure protection and security, healthcare, energy, food safety, RFID, ZigBee, and processing. Unlike other books on wireless sensor networks that focus on limited topics in the field, this book is a broad introduction that covers all the major technology, standards, and application topics. It contains everything readers need to know to enter this burgeoning field, including current applications and promising research and development; communication and networking protocols; middleware architecture for wireless sensor networks; and security and management. The straightforward and engaging writing style of this book makes even complex concepts and processes easy to follow and understand. In addition, it offers several features that help readers grasp the material and then apply their knowledge in designing their own wireless sensor network systems: * Examples illustrate how concepts are applied to the development and application of * wireless sensor networks * Detailed case studies set forth all the steps of design and implementation needed to solve real-world problems * Chapter conclusions that serve as an excellent review by stressing the chapter's key concepts * References in each chapter guide readers to in-depth discussions of individual topics This book is ideal for networking designers and engineers who want to fully exploit this new technology and for government employees who are concerned about homeland security. With its examples, it is appropriate for use as a coursebook for upper-level undergraduates and graduate students.*

Software in 30 Days

How Agile Managers Beat the Odds, Delight Their Customers, and Leave Competitors in the Dust

John Wiley & Sons Summarizes the Agile and Scrum software development method, which allows creation of software in just 30 days.

Introduction to Air Transport Economics

From Theory to Applications

Routledge Introduction to Air Transport Economics: From Theory to Applications uniquely merges the institutional and technical aspects of the aviation industry with their theoretical economic underpinnings. In one comprehensive textbook it applies economic theory to all aspects of the aviation industry, bringing together the numerous and informative articles and institutional developments that have characterized the field of airline economics in the last two decades as well as adding a number of areas original to an aviation text. Its integrative approach offers a fresh point of view that will find favor with many students of aviation. The book offers a self-contained theory and applications-oriented text for any individual intent on entering the aviation industry as a practicing professional in the management area. It will be of greatest relevance to undergraduate and graduate students interested in obtaining a more complete understanding of the economics of the aviation industry. It will also appeal to many professionals who seek an accessible and practical explanation of the underlying economic forces that shape the industry. The second edition has been extensively updated throughout. It features new coverage of macroeconomics for managers, expanded analysis of modern revenue management and pricing decisions, and also reflects the many significant developments that have occurred since the original's publication. Instructors will find this modernized edition easier to use in class, and suitable to a wider variety of undergraduate or graduate course structures, while industry practitioners and all readers will find it more intuitively organized and more user friendly.

Introduction to Business

Introduction to Business covers the scope and sequence of most introductory business courses. The book provides detailed explanations in the context of core themes such as customer satisfaction, ethics, entrepreneurship, global business, and managing change. Introduction to Business includes hundreds of current business examples from a range of industries and geographic locations, which feature a variety of individuals. The outcome is a balanced approach to the theory and application of business concepts, with attention to the knowledge and skills necessary for student success in this course and beyond.

Understanding Cross-cultural Management

Pearson UK Given the global nature of business today and the increasing diversity within the workforce of so many industries and organisations, a cross-cultural component in management education and training has become essential. This is the case for every type of business education, whether it be for aspiring graduates at the start of their careers or senior managers wishing to increase their effectiveness or employability in the international market. The 4th edition of Understanding Cross-Cultural Management has been adapted in line with the feedback from our many readers, and boasts new case study material based on recent research, as well as a stronger focus on Asian cultures, thereby providing more non-Western examples.

Marketing Mistakes

John Wiley & Sons "In a lively conversational style, Robert Hartley provides play-by-play analyses of actual decisions and practices that led to major marketing wars, comebacks, crises, and triumphs in top corporations. Hands-on exercises and debates invite you to immerse yourself in various situations. These real-life war stories are packed with practical tips and learning experiences that can serve you throughout your career."--BOOK JACKET.

Strategic Management and Business Policy

Entering 21st Century Global Society

Purchasing and Supply Chain Management

South-Western Pub Purchasing and Supply Chain Management, 3rd Edition is a turnkey solution for providing current and thorough coverage for this critical area of the supply chain. This book is not only a text but a reference as well and is now established as one of the leading-edge strategy and purchasing books. Students gain contextual insights and knowledge into the strategies, processes, and practices of purchasing through use of the many cases and examples. Because of their relationships with executives and practitioners worldwide, the authors are able to present unique and up-to-date insights that lead to greater understanding of the purchasing process. Purchasing and Supply Chain Management provides a hands-on, applied approach that has been thoroughly tested with student audiences to ensure learning success.

Airline Marketing and Management

*Routledge Through six previous editions, Airline Marketing and Management has established itself as the leading textbook for students of marketing and its application to today's airline industry, as well as a reference work for those with a professional interest in the area. Carefully revised, the seventh edition of this internationally successful book examines an exceptionally turbulent period for the industry. It features new material on: *Changes in customer needs, particularly regarding more business travellers choosing - or being forced - to travel economy, and analysis of the bankruptcy of 'All Business Class' airlines. * An explanation of the US/EU 'Open Skies' agreement and analysis of its impact. *The increase in alliance activity and completion of several recent mergers, and the marketing advantages and disadvantages that have resulted. * Product adjustments that airlines must make to adapt to changes in the marketing environment, such as schedule re-adjustments and the reconfiguration of aircraft cabins. *Changes in pricing philosophies, with, for example, airlines moving to 'A La Carte' pricing, whereby baggage, catering and priority boarding are paid for as extras. *Airline websites and their role as both a selling and distributing tool. *The future of airline marketing. A review of the structure of the air transport market and the marketing environment is followed by detailed chapters examining business and marketing strategies, product design and management, pricing and revenue management, current and future distribution channels, and selling, advertising and promotional policies. The reader will benefit from greater understanding of both marketing and airline industry jargon and from knowledge obtained regarding the extraordinary strategic challenges now facing aviation. Written in a straightforward, easy-to-read style and combining up-to-date and relevant examples drawn from the worldwide aviation industry, this new edition will further enhance the book's reputation for providing the ideal introduction to the subject.*

CRC Materials Science and Engineering Handbook

CRC Press The CRC Materials Science and Engineering Handbook, Third Edition is the most comprehensive source available for data on engineering materials. Organized in an easy-to-follow format based on materials properties, this definitive reference features data verified through major professional societies in the materials field, such as ASM International a

IATA Ground Operations Manual (IGOM)

English Vocabulary in Use Pre-intermediate and Intermediate with Answers

Cambridge University Press Vocabulary in Use Pre-intermediate and Intermediate is a vocabulary book for intermediate learners of English, primarily designed as a self-study reference and practice book, but which can also be used for classroom work. In its style and format it is similar to its upper intermediate and advanced equivalent, English Vocabulary in Use. - 100 easy-to-use units: over 2,500 vocabulary items in a wide range of topic areas are presented, contextualise and explained and explained on left-hand pages with a variety of follow-up activities on right-hand pages. - Helps to build on and expand existing vocabulary. - Suggests tips and techniques for good learning habits. - Designed to be flexible: can be used both for self-study and in class. - Provides a comprehensive key with not only answers to the exercises but also more comments on how the language is used. - Includes a detailed index with phonetic transcriptions.

Fundamentals of Business Process Management

Springer This textbook covers the entire Business Process Management (BPM) lifecycle, from process identification to process monitoring, covering along the way process modelling, analysis, redesign and automation. Concepts, methods and tools from business management, computer science and industrial engineering are blended into one comprehensive and inter-disciplinary approach. The presentation is illustrated using the BPMN industry standard defined by the Object Management Group and widely endorsed by practitioners and vendors worldwide. In addition to explaining the relevant conceptual background, the book provides dozens of examples, more than 230 exercises - many with solutions - and numerous suggestions for further reading. This second edition includes extended and completely revised chapters on process identification, process discovery, qualitative process analysis, process redesign, process automation and process monitoring. A new chapter on BPM as an enterprise capability has been added, which expands the scope of the book to encompass topics such as the strategic alignment and governance of BPM initiatives. The textbook is the result of many years of combined teaching experience of the authors, both at the undergraduate and graduate levels as well as in the context of professional training. Students and professionals from both business management and computer science will benefit from the step-by-step style of the textbook and its focus on fundamental concepts and proven methods. Lecturers will appreciate the class-tested format and the additional teaching material available on the accompanying website.

Corrosion Control

Springer Science & Business Media Human beings undoubtedly became aware of corrosion just after they made their first metals. These people probably began to control corrosion very soon after that by trying to keep metal away from corrosive environments. "Bring your tools in out of the rain" and "Clean the blood off your sword right after battle" would have been early maxims. Now that the mechanisms of corrosion are better understood, more techniques have been developed to control it. My corrosion experience extends over 10 years in industry and research and over 20 years teaching corrosion courses to university engineering students and industrial consulting. During that time I have developed an approach to corrosion that has successfully trained over 1500 engineers. This book treats corrosion and high-temperature oxidation separately. Corrosion is divided into three groups: (1) chemical dissolution including uniform attack, (2) electrochemical corrosion from either metallurgical or environmental cells, and (3) corrosive-mechanical interactions. It seems more logical to group corrosion according to mechanisms than to arbitrarily separate them into 8 or 20 different types of corrosion as if they were unrelated. University students and industry personnel alike generally are afraid of chemistry and consequently approach corrosion theory very hesitantly. In this text the electrochemical reactions responsible for corrosion are summed up in only five simple half-cell reactions. When these are combined on a polarization diagram, which is explained in detail, the electrochemical processes become obvious.

The Global Airline Industry

John Wiley & Sons Extensively revised and updated edition of the bestselling textbook, provides an overview of recent global airline industry evolution and future challenges Examines the perspectives of the many stakeholders in the global airline industry, including airlines, airports, air traffic services, governments, labor unions, in addition to passengers Describes how these different players have contributed to the evolution of competition in the global airline industry, and the implications for its future evolution Includes many facets of the airline industry not covered elsewhere in any single book, for example, safety and security, labor relations and environmental impacts of aviation Highlights recent developments such as changing airline business models, growth of emerging airlines, plans for modernizing air traffic management, and opportunities offered by new information technologies for ticket distribution Provides detailed data on airline performance and economics updated through 2013

Commercial Airplane Design Principles

Elsevier Commercial Airplane Design Principles is a succinct, focused text covering all the information required at the preliminary stage of aircraft design: initial sizing and weight estimation, fuselage design, engine selection, aerodynamic analysis, stability and control, drag estimation, performance analysis, and economic analysis. The text places emphasis on making informed choices from an array of competing options, and developing the confidence to do so. Shows the use of standard, empirical, and classical methods in support of the design process Explains the preparation of a professional quality design report Provides a sample outline of a design report Can be used in conjunction with Sforza, *Commercial Aircraft Design Principles* to form a complete course in Aircraft/Spacecraft Design

Trends and Issues in Global Tourism 2012

Springer Science & Business Media This book offers insights into important trends and future scenarios in the global tourism and travel industry. Besides the general topics (aviation and hospitality industry, destination management, marketing, and distribution management) it analyses current challenges and impacts resulting especially from developments in social media, corporate social responsibility and eco-mobility. Sustainability in the global tourism sector and particularly eco-mobility is one of the top themes to-be and therefore a focus of this book. Among the contributors to the book are well-known notabilities from institutions such as the UNWTO and top executives of various segments of the tourism and travel industry. The articles are based on presentations and panel discussions presented at the world's largest tourism convention, the ITB Berlin Convention.

Air Transportation

A Management Perspective

Ashgate Publishing, Ltd. Now in its Seventh Edition, *Air Transportation: A Management Perspective* by John Wensveen is a proven textbook that offers a comprehensive introduction to the theory and practice of air transportation management.

Product Design and Development

Treating such contemporary design and development issues as identifying customer needs, design for manufacturing, prototyping, and industrial design, Product Design and Development, 3/e, by Ulrich and Eppinger presents in a clear and detailed way a set of product development techniques aimed at bringing together the marketing, design, and manufacturing functions of the enterprise. The integrative methods in the book facilitate problem solving and decision making among people with different disciplinary perspectives, reflecting the current industry trend to perform product design and development in cross-functional teams.

Engineering Economic Analysis

Praised for its accessible tone and extensive problem sets, this trusted text familiarizes students with the universal principles of engineering economics. This essential introduction features a wealth of specific Canadian examples and has been fully updated with new coverage of inflation and environmental stewardship as well as a new chapter on project management.

Connectography

Mapping the Future of Global Civilization

Random House From the visionary bestselling author of *The Second World and How to Run the World* comes a bracing and authoritative guide to a future shaped less by national borders than by global supply chains, a world in which the most connected powers—and people—will win. Connectivity is the most revolutionary force of the twenty-first century. Mankind is reengineering the planet, investing up to ten trillion dollars per year in transportation, energy, and communications infrastructure linking the world's burgeoning megacities together. This has profound consequences for geopolitics, economics, demographics, the environment, and social identity. Connectivity, not geography, is our destiny. In *Connectography*, visionary strategist Parag Mehta travels from Ukraine to Iran, Mongolia to North Korea, Pakistan to Nigeria, and across the Arctic Circle and the South China Sea to explain the rapid and unprecedented changes affecting every part of the planet. He shows how militaries are deployed to protect supply chains as much as borders, and how nations are less at war over territory than engaged in tugs-of-war over pipelines, railways, shipping lanes, and Internet cables. The new arms race is to connect to the most markets—a race China is now winning, having launched a wave of infrastructure investments to unite Eurasia around its new Silk Roads. The United States can only regain ground by fusing with its neighbors into a super-continental North American Union of shared resources and prosperity. *Connectography* offers a unique and hopeful vision for the future. Mehta argues that new energy discoveries and technologies have eliminated the need for resource wars; ambitious transport corridors and power grids are unscrambling Africa's fraught colonial borders; even the Arab world is evolving a more peaceful map as it builds resource and trade routes across its war-torn landscape. At the same time, thriving hubs such as Singapore and Dubai are injecting dynamism into young and heavily populated regions, cyber-communities empower commerce across vast distances, and the world's ballooning financial assets are being wisely invested into building an inclusive global society. Beneath the chaos of a world that appears to be falling apart is a new foundation of connectivity pulling it together. Praise for *Connectography* "Incredible . . . With the world rapidly

changing and urbanizing, [Khanna's] proposals might be the best way to confront a radically different future."—The Washington Post "Clear and coherent . . . a well-researched account of how companies are weaving ever more complicated supply chains that pull the world together even as they squeeze out inefficiencies. . . . [He] has succeeded in demonstrating that the forces of globalization are winning."—Adrian Woolridge, The Wall Street Journal "Bold . . . With an eye for vivid details, Khanna has . . . produced an engaging geopolitical travelogue."—Foreign Affairs "For those who fear that the world is becoming too inward-looking, Connectography is a refreshing, optimistic vision."—The Economist "Connectivity has become a basic human right, and gives everyone on the planet the opportunity to provide for their family and contribute to our shared future. Connectography charts the future of this connected world."—Marc Andreessen, general partner, Andreessen Horowitz "Khanna's scholarship and foresight are world-class. A must-read for the next president."—Chuck Hagel, former U.S. secretary of defense This title has complex layouts that may take longer to download.

Airport Marketing

Routledge This accessible, up-to-date, comprehensive, and in-depth textbook introduces students and practitioners to the principles and practice of airport marketing as well as the major changes and future marketing challenges facing the airport sector. It applies principles of marketing within the airport industry, and examines airport marketing and its environment, how to define and measure the market for airport services, airport strategic marketing planning and individual elements of the airport marketing mix (product, price, distribution and promotion). The book integrates key elements of marketing theory with airport marketing in practice. Each chapter contains extensive industry examples for different types of airports from around the world to build on the theoretical base of the subject and show real-life applications. This new second edition has been updated to include: New and expanded content on branding and the passenger experience, marketing partnerships, engagement marketing and customer relationship management. Three brand new chapters on digital marketing, marketing for a more sustainable future, and crisis communications and marketing, in light of the Covid-19 pandemic. New, global case studies and examples throughout. This comprehensive textbook written by two airport marketing experts will be essential reading for air transport students and future managers.

Principles of Flight Simulation

John Wiley & Sons Principles of Flight Simulation is a comprehensive guide to flight simulator design, covering the modelling, algorithms and software which underpin flight simulation. The book covers the mathematical modelling and software which underpin flight simulation. The detailed equations of motion used to model aircraft dynamics are developed and then applied to the simulation of flight control systems and navigation systems. Real-time computer graphics algorithms are developed to implement aircraft displays and visual systems, covering OpenGL and OpenSceneGraph. The book also covers techniques used in motion platform development, the design of instructor stations and validation and qualification of simulator systems. An exceptional feature of Principles of Flight Simulation is access to a complete suite of software (www.wiley.com/go/allerton) to enable experienced engineers to develop their own flight simulator – something that should be well within the capability of many university engineering departments and research organisations. Based on C code modules from an actual flight simulator developed by the author, along with lecture material from lecture series given by the author at Cranfield University and the University of Sheffield Brings together mathematical modeling, computer graphics, real-time software, flight control systems, avionics and simulator validation into one of the faster growing application areas in engineering Features full colour plates of images and photographs. Principles of Flight Simulation will appeal to senior and postgraduate students of system dynamics, flight control systems, avionics and computer graphics, as well as engineers in related disciplines covering mechanical, electrical and computer systems engineering needing to develop simulation facilities.

Smarter Faster Better

The Secrets of Being Productive in Life and Business

Doubleday Canada From the bestselling author of The Power of Habit comes a fascinating new book exploring the science of productivity, and why, in today's world, managing how you think--rather than what you think about--can transform your life. Productivity, recent studies suggest, isn't always about driving ourselves harder, working faster and pushing ourselves toward greater "efficiency." Rather, real productivity relies on managing how we think, identify goals, construct teams and make decisions. The most productive people, companies and organizations don't merely act differently--they envision the world and their choices in profoundly different ways. This book explores eight concepts that are critical to increasing productivity. It takes you into the cockpit of two passenger jets (one crashes) to understand the importance of constructing mental models--telling yourself stories about yourself in order to subconsciously focus on what really matters. It introduces us to basic training in the U.S. Marine Corps, where the internal locus of control is exploited to increase self-motivation. It chronicles the outbreak of Israel's Yom Kippur War to examine cognitive closure--a dangerous trap that stems from our natural desire to feel productive and check every last thing off our to-do lists, causing us to miss obvious risks and bigger opportunities. It uses a high-achieving public school in Cincinnati to illuminate the concept of disfluency, which holds that we learn faster and more deeply when we make the data harder to absorb. It shows how the principles of lean manufacturing--in which decision-making power is pushed to the lowest levels of the hierarchy--allowed the FBI to produce a software system that had eluded them for years. It explores how Disney made Frozen into a record success by encouraging tension among animation teams--a version of what biologists refer to as the Intermediate Disturbance Hypothesis, which posits that nature is most creative when crises occur. With the combination of relentless curiosity, deep reporting and rich storytelling that defined The Power of Habit, Charles Duhigg takes readers from neurology laboratories to Google's brainstorming sessions and illustrates how we can all increase productivity in our lives.