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New Materials in Civil Engineering - Pijush Samui 2020-07-07

New Materials in Civil Engineering provides engineers and scientists with the tools and methods needed to meet the challenge of designing and constructing more resilient and sustainable infrastructures. This book is a valuable guide to the properties, selection criteria, products, applications, lifecycle and recyclability of advanced materials. It presents an A-to-Z approach to all types of materials, highlighting their key performance properties, principal characteristics and applications. Traditional materials covered include concrete, soil, steel, timber, fly ash, geosynthetic, fiber-reinforced concrete, smart materials, carbon fiber and reinforced polymers. In addition, the book covers nanotechnology and biotechnology in the development of new materials. Covers a variety of materials, including fly ash, geosynthetic, fiber-reinforced concrete, smart materials, carbon fiber reinforced polymer and waste materials Provides a "one-stop resource of information for the latest materials and practical applications Includes a variety of different use case studies

Mind Master - Viswanathan Anand 2022-07-15

'Doing everything admirably well matters very little if you can't finish the job.' Few people know better than Viswanathan Anand how to think strategically at lightning speed and work under immense pressure to overcome the toughest odds. From the time he learnt to move pieces on a chessboard as a six-year-old, Vishy - as Anand is fondly called - has

racked up innumerable accolades. With five World Championship titles, he is a peerless ambassador of chess, and his is one of the most revered names in the sport. In *Mind Master*, Vishy looks back on a lifetime of games played, opponents tackled and circumstances overcome, and draws from its depths significant tools that will help every reader navigate life's challenges: What role do tactics and strategy play in the preparation for achieving a goal? How can emotions be harnessed to your advantage in tricky situations? What do you need to do to stay relevant in the face of rapidly changing realities? Is unlearning really the only way to learn? These are just some of the nuggets Vishy touches upon with characteristic wit, easy wisdom and disarming candour in this expanded edition of his critically acclaimed memoir, a delightful and invaluable exploration into the self that will thrill, inspire and motivate readers as few books have done before.

Game Theoretic Problems in Network Economics and Mechanism Design Solutions - Y. Narahari 2009-04-03

This monograph focuses on exploring game theoretic modeling and mechanism design for problem solving in Internet and network economics. For the first time, the main theoretical issues and applications of mechanism design are bound together in a single text. *Management Information Systems, 4th Edition* - R. Kelly Rainer 2016-11-16

The 4th Edition of *Management Information Systems* promotes active

learning like no other text in the market. Each chapter is comprised of tightly coupled concepts and section-level student activities that transport your students from passively learning about IS to doing IS in a realistic context.

The Cathedral & the Bazaar - Eric S. Raymond 2001-02-01

Open source provides the competitive advantage in the Internet Age. According to the August Forrester Report, 56 percent of IT managers interviewed at Global 2,500 companies are already using some type of open source software in their infrastructure and another 6 percent will install it in the next two years. This revolutionary model for collaborative software development is being embraced and studied by many of the biggest players in the high-tech industry, from Sun Microsystems to IBM to Intel. The Cathedral & the Bazaar is a must for anyone who cares about the future of the computer industry or the dynamics of the information economy. Already, billions of dollars have been made and lost based on the ideas in this book. Its conclusions will be studied, debated, and implemented for years to come. According to Bob Young, "This is Eric Raymond's great contribution to the success of the open source revolution, to the adoption of Linux-based operating systems, and to the success of open source users and the companies that supply them." The interest in open source software development has grown enormously in the past year. This revised and expanded paperback edition includes new material on open source developments in 1999 and 2000. Raymond's clear and effective writing style accurately describing the benefits of open source software has been key to its success. With major vendors creating acceptance for open source within companies, independent vendors will become the open source story in 2001.

Systematics and the Properties of the Lanthanides - Shyama P. Sinha 2012-12-06

Science is not a mere collection of facts. It is the correlation of facts, the interpretative synthesis of the available knowledge and its application that excite the imagination of a scientist. Even in these days of modern technology, the need for quick and accurate dissemination of new information and current concepts still exists. Conferences and Symposia

offer one direct method of communication. The Summer Schools are another approach. The success of a Summer School is mainly due to that human factor and understanding that goes with it and allows for extensive and often time-unrestricted discussions. During the course of the past 20 years, one of the most intensively studied groups of elements in the Periodic Table is the Lanthanides. In this period, we have increased our knowledge on these once exotic elements, which were once considered to be a part of a lean and hungry industry, many-fold due to the involvement of scientists from various disciplines. The purpose of our Summer School was to bring a group of experts and participants together for the exchange of ideas and information in an informal setting and to promote interdisciplinary interactions. Out of many conceivable topics, we selected the following five as the main basis to broaden our knowledge and understanding 1) Systematics 2) Structure 3) Electronic and Magnetic Properties 4) Spectroscopic Properties and 5) Lanthanide Geochemistry.

Advances in Structural Engineering - Vasant Matsagar 2014-12-12

The book presents research papers presented by academicians, researchers, and practicing structural engineers from India and abroad in the recently held Structural Engineering Convention (SEC) 2014 at Indian Institute of Technology Delhi during 22 - 24 December 2014. The book is divided into three volumes and encompasses multidisciplinary areas within structural engineering, such as earthquake engineering and structural dynamics, structural mechanics, finite element methods, structural vibration control, advanced cementitious and composite materials, bridge engineering, and soil-structure interaction. Advances in Structural Engineering is a useful reference material for structural engineering fraternity including undergraduate and postgraduate students, academicians, researchers and practicing engineers.

Automated Surveillance - Rustom Kanga 2009

Memoirs of Extraordinary Popular Delusions - Charles Mackay 1841

Biomass Utilization - Wilfred Cote 2013-12-01

This proceedings volume represents the culmination of nearly three years of planning, organizing and carrying out of a NATO Advanced Study Institute on Biomass Utilization. The effort was initiated by Dr. Harry Sobel, then Editor of Biosources Digest, and a steering committee representing the many disciplines that this field brings together. . When the fiscal and logistical details of the original plan could not be worked out, the idea was temporarily suspended. In the spring of 1982, the Renewable Materials Institute of the State University of New York at the College of Environmental Science and Forestry in Syracuse, New York revived the plan. A number of modifications had to be made, including the venue which was changed from the U.S.A. to Portugal. Additional funding beyond the basic support provided by the Scientific Affairs Division of NATO had to be obtained. Ultimately there were supplementary grants from the Foundation for Microbiology and the Anne S. Richardson Fund to assist student participants. The New York State College of Forestry Foundation, Inc. provided major support through the Renewable Materials Institute. The ASI was held in Alcabideche, Portugal from September 26 to October 9, 1982. Eighty participants including fifteen principal lecturers were assembled at the Hotel Sintra Estoril for the program that was organized as a comprehensive course on biomass utilization. The main lectures were supplemented by relevant short papers offered by the participants.

Machine Translation - Pushpak Bhattacharyya 2015-02-04

This book compares and contrasts the principles and practices of rule-based machine translation (RBMT), statistical machine translation (SMT), and example-based machine translation (EBMT). Presenting numerous examples, the text introduces language divergence as the fundamental challenge to machine translation, emphasizes and works out word alignment, explores IBM models of machine translation, covers the mathematics of phrase-based SMT, provides complete walk-throughs of the working of interlingua-based and transfer-based RBMT, and analyzes EBMT, showing how translation parts can be extracted and recombined to automatically translate a new input.

Scaling Up Machine Learning - Ron Bekkerman 2012

This integrated collection covers a range of parallelization platforms, concurrent programming frameworks and machine learning settings, with case studies.

Electron Energy-Loss Spectroscopy in the Electron Microscope - R.F. Egerton 2013-03-09

to the Second Edition Since the first (1986) edition of this book, the numbers of installations, researchers, and research publications devoted to electron energy-loss spectroscopy (EELS) in the electron microscope have continued to expand. There has been a trend towards intermediate accelerating voltages and field-emission sources, both favorable to energy-loss spectroscopy, and several types of energy-filtering microscope are now available commercially. Data-acquisition hardware and software, based on personal computers, have become more convenient and user-friendly. Among university researchers, much thought has been given to the interpretation and utilization of near-edge fine structure. Most importantly, there have been many practical applications of EELS. This may reflect an increased awareness of the potentialities of the technique, but in many cases it is the result of skill and persistence on the part of the experimenters, often graduate students. To take account of these developments, the book has been extensively revised (over a period of two years) and more than a third of it rewritten. I have made various minor changes to the figures and added about 80 new ones. Except for a few small changes, the notation is the same as in the first edition, with all equations in SI units.

Geometry in History - S. G. Dani 2019-10-18

This is a collection of surveys on important mathematical ideas, their origin, their evolution and their impact in current research. The authors are mathematicians who are leading experts in their fields. The book is addressed to all mathematicians, from undergraduate students to senior researchers, regardless of the specialty.

A Heart Full of Burden - Tirunellai Narayana Iyer Seshan 1995

Collection of addresses chiefly on Indian democratic electoral process and politics delivered by T.N. Seshan, present Chief Election Commissioner of India.

Geo-information for Disaster Management - Peter van Oosterom
2006-02-28

Geo-information technology can be of considerable use in disaster management, but with considerable challenge in integrating systems, interoperability and reliability. This book provides a broad overview of geo-information technology, software, systems needed, currently used and to be developed for disaster management. The text invites discussion on systems and requirements for use of geo-information under time and stress constraints and unfamiliar situations, environments and circumstances.

Introduction to Computational Fluid Dynamics - Anil W. Date 2005-08-08

Introduction to Computational Fluid Dynamics is a textbook for advanced undergraduate and first year graduate students in mechanical, aerospace and chemical engineering. The book emphasizes understanding CFD through physical principles and examples. The author follows a consistent philosophy of control volume formulation of the fundamental laws of fluid motion and energy transfer, and introduces a novel notion of 'smoothing pressure correction' for solution of flow equations on collocated grids within the framework of the well-known SIMPLE algorithm. The subject matter is developed by considering pure conduction/diffusion, convective transport in 2-dimensional boundary layers and in fully elliptic flow situations and phase-change problems in succession. The book includes chapters on discretization of equations for transport of mass, momentum and energy on Cartesian, structured curvilinear and unstructured meshes, solution of discretised equations, numerical grid generation and convergence enhancement. Practising engineers will find this particularly useful for reference and for continuing education.

The Gujarat Carnage - Asghar Ali Engineer 2003

This book is a compilation of articles, editorial, investigative reports, surveys, memoranda and other significant material on the Gujarat carnage. The final report of the Human Rights Commission (that took a direct interest for the first time, of its own accord, in communal violence) is included in it. Useful material and information will be found in it by

future researchers, academics and lay readers. As the specific event of the grim year are blurred and glossed over by other issues and by time, it is important to have such a compilation that preserves the lessons learnt in one of the most horrifying and ominous periods in India's modern history.

Renewable Energy and Sustainable Buildings - Ali Sayigh

2019-08-30

This book contains selected papers presented during the World Renewable Energy Network's 28th anniversary congress at the University of Kingston in London. The forum highlighted the integration of renewables and sustainable buildings as the best means to combat climate change. In-depth chapters written by the world's leading experts highlight the most current research and technological breakthroughs and discuss policy, renewable energy technologies and applications in all sectors - for heating and cooling, agricultural applications, water, desalination, industrial applications and for the transport sectors. Presents cutting-edge research in green building and renewable energy from all over the world; Covers the most up-to-date research developments, government policies, business models, best practices and innovations; Contains case studies and examples to enhance practical application of the technologies.

Proceedings of the 7th International Conference on Advances in Energy Research - Manaswita Bose 2020-10-17

This book presents selected papers from the 7th International Conference on Advances in Energy Research (ICAER 2019), providing a comprehensive coverage encompassing all fields and aspects of energy in terms of generation, storage, and distribution. Themes such as optimization of energy systems, energy efficiency, economics, management, and policy, and the interlinkages between energy and environment are included. The contents of this book will be of use to researchers and policy makers alike.

Recent Developments in Sustainable Infrastructure - Bibhuti

Bhusan Das 2020-07-03

This book comprises select peer-reviewed proceedings of the

International Conference on Recent Developments in Sustainable Infrastructure (ICRDSI) 2019. The topics span over all major disciplines of civil engineering with regard to sustainable development of infrastructure and innovation in construction materials, especially concrete. The book covers numerical and analytical studies on various topics such as composite and sandwiched structures, green building, groundwater modeling, rainwater harvesting, soil dynamics, seismic resistance and control of structures, waste management, structural health monitoring, and geo-environmental engineering. This book will be useful for students, researchers and professionals working in sustainable technologies in civil engineering.

Waste Biorefineries: Future Energy, Green Products and Waste Treatment - Mohammad Rehan 2019-09-24

Energy recovery from waste resources holds a significant role in the sustainable waste management hierarchy to support the concept of circular economies and to mitigate the challenges of waste originated problems of sanitation, environment, and public health. Today, waste disposal to landfills is the most widely used methodology, particularly in developing countries, because of limited budgets and lack of efficient infrastructure and facilities to maintain efficient and practical global standards. As a consequence, the dump-sites or non-sanitary landfills have become the significant sources of greenhouse gases emissions, soil and water contamination, unpleasant odors, leachate, and disease spreading vectors, flies, and rodents. However, waste can be utilized to produce a range of potential products such as energy, fuels and value-added products under waste biorefineries. A holistic and quantitative view, such as waste biorefinery, on waste management must be linked to the actual country, taking into account its socio-economic situation, local waste sources, and composition, as well as the available markets for the recovered energy and products. Therefore, it is critical to understand that solutions cannot be just copied from one region to the others. In fact, all waste handling, transportation, and treatment can represent a burden to the cities' environment and macro and micro economics, except for the benefits obtained from recovered materials and energy.

Equally significant is a clear and quantitative understanding of the industrial, and public potential of utilizing recovered materials and energy in the markets as these can be reached without exacerbating the environmental issues using excessive transport. The book explores new advancements and discoveries on the development of emerging waste-to-energy technologies, practical implementation, and lessons learned from sustainable wastemanagement practices under waste biorefinery concept, which will accelerate the growth of circular economies in the world. The articles presented in this book have been written by expert researchers and academics working in institutions at different countries across the world including Germany, Greece, Japan, South Korea, China, Saudi Arabia, Pakistan, Indonesia, Malaysia, Iran, and India. The research articles have been arranged into three main subject categories; 1) Resource recovery from waste, 2) Waste to energy technologies and 3) Waste biorefineries. This book will serve as an important resource for research students, academics, industry, policy makers, and government agencies working in the field of integrated waste management, energy and resource recovery, waste to energy technologies, waste biorefineries etc. The editorial team of this book is very grateful to all the authors for their excellent contributions and making the book successful.

Hello Now - Jenny Valentine 2020-04-02

A beautifully moving, exquisite and utterly original love story from Carnegie-shortlisted author Jenny Valentine - for 12+ girls, boys, and everything in between.

Automata on Infinite Words - M. Nivat 1985-06

Design and Development of Aerospace Vehicles and Propulsion Systems - S. Kishore Kumar 2021-03-18

This book presents selected papers presented in the Symposium on Applied Aerodynamics and Design of Aerospace Vehicles (SAROD 2018), which was jointly organized by Aeronautical Development Agency (the nodal agency for the design and development of combat aircraft in India), Gas-Turbine Research Establishment (responsible for design and development of gas turbine engines for military applications), and CSIR-

National Aerospace Laboratories (involved in major aerospace programs in the country such as SARAS program, LCA, Space Launch Vehicles, Missiles and UAVs). It brings together experiences of aerodynamicists in India as well as abroad in Aerospace Vehicle Design, Gas Turbine Engines, Missiles and related areas. It is a useful volume for researchers, professionals and students interested in diversified areas of aerospace engineering.

Coding Theory, Cryptography and Related Areas - Johannes Buchmann 1999-11-23

A series of research papers on various aspects of coding theory, cryptography, and other areas, including new and unpublished results on the subjects. The book will be useful to students, researchers, professionals, and tutors interested in this area of research.

Visual Computing - Frank Nielsen 2005

From the Foreword by Professor Leonidas J. Guibas "Geometry, graphics, and vision all deal in some form with the shape of objects, their motions, as well as the transport of light and its interactions with objects. This book clearly shows how much they have in common and the kinds of synergies that occur when a common core of material is presented in a way that both serves and is enriched by all three disciplines. This book truly establishes bridges where they make the most impact: early on in a student's education. The book can also benefit graduate students and researchers across all parts of computer science that deal with modeling or interacting with the physical world. The material is methodically organized, the exposition is rigorous yet well-motivated with plenty of instructive examples." Visual Computing: Geometry, Graphics, and Vision is a concise introduction to common notions, methodologies, data structures, and algorithmic techniques arising in the mature fields of computer graphics, vision, and computational geometry. The central goal of the book is to provide a global and unified view of the rich interdisciplinary visual computing field. The book is written for undergraduate students and game development and graphics professionals. Lecturers in computer graphics and vision will also find it complementary and valuable. The book aims at broadening and fostering

readers' knowledge of essential 3D techniques by providing a sizeable overall picture and describing essential concepts. Throughout the book, appropriate real world applications are covered to illustrate uses and generate interest in adjacent fields. The book also provides concise C++ code for common tasks that will be of interest to a broad audience of practitioners.

Fluid Mechanics and Fluid Power - T. Prabu 2021-08-03

This book comprises select proceedings of the 46th National Conference on Fluid Mechanics and Fluid Power (FMFP 2019). The contents of this book focus on aerodynamics and flow control, computational fluid dynamics, fluid structure interaction, noise and aeroacoustics, unsteady and pulsating flows, vortex dynamics, nuclear thermal hydraulics, heat transfer in nanofluids, etc. This book serves as a useful reference beneficial to researchers, academicians and students interested in the broad field of mechanics. ^

Reliability, Safety and Hazard Assessment for Risk-Based Technologies - Prabhakar V. Varde 2020-08-31

This volume presents selected papers from the International Conference on Reliability, Safety, and Hazard. It presents the latest developments in reliability engineering and probabilistic safety assessment, and brings together contributions from a diverse international community and covers all aspects of safety, reliability, and hazard assessment across a host of interdisciplinary applications. This book will be of interest to researchers in both academia and the industry.

Smart Trends in Information Technology and Computer Communications - A.V. Deshpande 2018-08-20

This book constitutes the refereed proceedings of the Second International Conference on Smart Trends in Information Technology and Computer Communications, SmartCom 2017, held in Pune, India, in August 2017. The 38 revised papers presented were carefully reviewed and selected from 310 submissions. The papers address issues on smart and secure systems; smart and service computing; smart data and IT innovations.

How to Tutor - Samuel L. Blumenfeld 2015-01-01

You can save \$3.74 if you use Discount/Coupon Code: SGYP38JT at Checkout. You pay only \$ 21.21 for the great How To Tutor!! Hurry! How To Tutor, by famed writer Samuel L. Blumenfeld, first available 38 years ago has without change, continued to be an outstanding resource to teach the Three R's. It has not changed because it works so well. Its methodology is timeless!! It is a whole school in one book for only \$ 29.95. Its three parts are (1) Sam Blumenfeld's amazingly easy to teach systematic, intensive phonics READING instruction program. (2) His effective CURSIVE HANDWRITING program and (3) his equally effective ARITHMETIC PROGRAM. Has been used by 100,000's parents, teachers and tutors. Mary Pride, leading homeschooling materials reviewer, calls it a best value. 298 pages. How To Tutor works at ALL ages. Anyone who can read can teach the 3 R's with it. WHY IS HOW TO TUTOR IMPORTANT? Dr. Blumenfeld warns: Most parents wait until their child is having difficulty at school before they think of providing remediation. Sometimes the child is so far behind, so confused, so frustrated by not learning in the first two grades, that the remedial program looks long and difficult. However, proper tutoring at the preschool level or in the first two grades, as a preventive measure, can make sure that the child has the foundation on which to build achievement. How To Tutor provides parents and teachers with a complete instructional program: step-by-step lesson plans in the Three R's. It originally was to help public school students. Since then the continued decline in many public schools made HOMESCHOOLING much more important. Homeschool families discovered what a gem this book is for them. HERE ARE THE THREE SECTIONS: PART (1) READING: The big problem in schooling today. How To Tutor shows how to avoid the confusion in teaching reading that prevails in our schools today. 117 complete lessons. Contains everything you need to teach your student to be a top reader. You learn the dirty little secret professional educators keep from you: It is really EASY TO TEACH READING! There are only 44 sounds (Phonograms) you need to teach your student to build a high level of reading skill. PART (2) CURSIVE HANDWRITING: Many Parents and Grandparents today are often shocked to learn that in many schools cursive is not taught. With

How To Tutor you are given all the tools you need to teach this important skill with ease. Here is another little secret: Cursive can be taught BEFORE printing (ball & stick). There are only THREE basic strokes involved in cursive handwriting. Most children can learn these at a surprisingly early age. Learning about this will amaze you. 73 complete lessons. PART (3) ARITHMETIC: Quoting Dr. Blumenfeld: In teaching arithmetic it is important to convey the genius of the system itself. Next to the alphabet, it is the greatest mental tool ever devised by man. We should approach the subject with the excitement it deserves. Any teacher who makes arithmetic dull does so because he does not understand its beautiful simplicity, logic and facility which permit us to do so much with so little. HTT Arithmetic covers addition, subtraction, multiplication, division, fractions, decimals, weights, time, and the calendar. Everything up to just before geometry and algebra. All this in 67 easy lessons. FINAL WORD: Anyone can use these lesson plans: Students, Parents, Teachers, Tutors, Retired Teachers, Housewives and Grandparents. Tutoring can be a good way to earn extra money while aiding people who need help to improve their reading, handwriting and arithmetic ability. Some of the claims we make may appear unbelievable. They are TRUE. We have heard from countless users who cannot say enough about HTT's simplicity and effectiveness. See for yourself. Money back guarantee. HTT also available at Amazon in: How To Tutor eBook - CD ROM version (ISBN 9780941995474- \$ 17.95).

Digital Science - Tatiana Antipova 2022-01-17

This book gathers selected papers that were submitted to the 2021 International Conference on Digital Science (DSIC 2021) that aims to make available the discussion and the publication of papers on all aspects of single and multidisciplinary research on conference topics. DSIC 2021 was held on October 15-17, 2021. An important characteristic feature of conference is the short publication time and worldwide distribution. Written by respected researchers, the book covers a range of innovative topics related to: digital economics; digital education; digital engineering; digital environmental sciences; digital finance, business and banking; digital health care, hospitals and rehabilitation;

digital media; digital medicine, pharma and public health; digital public administration; digital technology and applied sciences. This book may be used for private and professional non-commercial research and classroom use (e.g., sharing the contribution by mail or in hard copy form with research colleagues for their professional non-commercial research and classroom use); for use in presentations or handouts for any level students, researchers, etc.; for the further development of authors' scientific career (e.g., by citing, and attaching contributions to job or grant application).

Advances in Clean Energy Technologies - Prashant V. Baredar
2021-05-30

This book presents select proceedings of the international conference on Innovations in Clean Energy Technologies (ICET 2020) and examines a range of durable, energy efficient and next-generation smart green technologies for sustainable future by reflecting on the trends, advances and development taking place all across the globe. The topics covered include smart technologies based product, energy efficient systems, solar and wind energy, carbon sequestration, green transportation, green buildings, energy material, biomass energy, smart cities, hydro power, bio-energy and fuel cell. The book also discusses various performance attributes of these clean energy technologies and their workability and carbon footprint. The book will be a valuable reference for beginners, researchers and professionals interested in clean energy technologies.

Anything for you, Ma'am - Tushar Raheja 2014-02-01

... As a professor in IIT Delhi is busy with his love, Biobull, a revolutionary bus that will run on human discharge and provide a somewhat funny, yet, inexhaustible alternate fuel... one of his students is busy with his-a girl thankfully. Tejas Narulas college misadventures and comic entanglements are a result of the twisted hand of Fate. Follow his journey across the nation to his love, aided only by his ingenuity and a trustworthy band of friends.

European Islamophobia Report 2015 - Enes Bayraklı 2016-03-23

The Report is an annual report, which is presented for the first time this year. It currently comprises 25 national reports regarding each state and

the tendencies of Islamophobia in each respective country.

VLSI Design - Vikram Arkalgud Chandrasetty 2011-08-23

This book provides insight into the practical design of VLSI circuits. It is aimed at novice VLSI designers and other enthusiasts who would like to understand VLSI design flows. Coverage includes key concepts in CMOS digital design, design of DSP and communication blocks on FPGAs, ASIC front end and physical design, and analog and mixed signal design. The approach is designed to focus on practical implementation of key elements of the VLSI design process, in order to make the topic accessible to novices. The design concepts are demonstrated using software from Mathworks, Xilinx, Mentor Graphics, Synopsys and Cadence.

Retail Management - Chetan Bajaj 2010

The book explores core concepts explained through managerial examples. The exposition also provides in-depth coverage of the four key components of retail marketing management, crucial to effective business decision-making: understanding the retail organisation, the consumers' decision making process, an analyses of retail formats, and retail mix strategies. The text also features innovative/emerging concepts such as, retail marketing in rural areas, CRM strategies in retailing, and monitoring, evaluation and control. Readers shall find this book highly useful for its coverage of the concept and role of retailing marketing management, organized retailing in India, the retail customer and market segmentation, product and brand management strategies to leverage competitive business advantage, and pricing and communication strategies explained through caselets, diagrams, black & white as well as colour photographs, and numerous examples from the Indian context.

Office of Aerospace Research - United States. Air Force. Office of Aerospace Research 1961

Recent Advances in Computational and Experimental Mechanics, Vol—I - D. Maity 2022-01-01

This book (Vol. - I) presents select proceedings of the first Online

International Conference on Recent Advances in Computational and Experimental Mechanics (ICRACEM 2020) and focuses on theoretical, computational and experimental aspects of solid and fluid mechanics. Various topics covered are computational modelling of extreme events; mechanical modelling of robots; mechanics and design of cellular materials; mechanics of soft materials; mechanics of thin-film and multi-layer structures; meshfree and particle based formulations in continuum mechanics; multi-scale computations in solid mechanics, and materials; multiscale mechanics of brittle and ductile materials; topology and shape optimization techniques; acoustics including aero-acoustics and wave propagation; aerodynamics; dynamics and control in micro/nano engineering; dynamic instability and buckling; flow-induced noise and vibration; inverse problems in mechanics and system identification; measurement and analysis techniques in nonlinear dynamic systems; multibody dynamical systems and applications; nonlinear dynamics and control; stochastic mechanics; structural dynamics and earthquake engineering; structural health monitoring and damage assessment; turbomachinery noise; vibrations of continuous systems, characterization of advanced materials; damage identification and non-destructive evaluation; experimental fire mechanics and damage; experimental fluid mechanics; experimental solid mechanics; measurement in extreme environments; modal testing and dynamics; experimental hydraulics; mechanism of scour under steady and unsteady flows; vibration measurement and control; bio-inspired materials; constitutive modelling of materials; fracture mechanics; mechanics of adhesion, tribology and wear; mechanics of composite materials; mechanics of multifunctional materials; multiscale modelling of materials; phase transformations in materials; plasticity and creep in materials; fluid mechanics, computational fluid dynamics; fluid-structure interaction; free surface, moving boundary and pipe flow; hydrodynamics; multiphase flows; propulsion; internal flow physics; turbulence modelling; wave mechanics; flow through porous media; shock-boundary layer interactions; sediment transport; wave-structure interaction; reduced-order models; turbo-

machinery; experimental hydraulics; mechanism of scour under steady and unsteady flows; applications of machine learning and artificial intelligence in mechanics; transport phenomena and soft computing tools in fluid mechanics. The contents of these two volumes (Volumes I and II) discusses various attributes of modern-age mechanics in various disciplines, such as aerospace, civil, mechanical, ocean engineering and naval architecture. The book will be a valuable reference for beginners, researchers, and professionals interested in solid and fluid mechanics and allied fields.

The IITians - Sandipan Deb 2004

The Iitians: The Story Of A Remarkable Indian Institution And How Its Alumni Are Reshaping The World Iit (Indian Institute Of Technology) Is India S Biggest And Most Powerful Brand, And Arguably The Toughest And Most Influential Engineering School In The World. Since The First Iit Was Set Up In The 1950S, Thousands Of Initiates Have Walked Out Of The Campus Gates In Kharagpur, Mumbai, Chennai And Elsewhere To Become Leaders In Their Chosen Fields. In India They Head Many Of The Biggest And Most Admired Professionally Managed Companies. Abroad, They Lead Giant Corporations, And Their Feats Figure In The Folklore Of Silicon Valley. The Power That The Alumni Of This One Bunch Of Undergraduate Schools Wields In Business, Academe And Research Is Comparable To That Of Cambridge And Oxford In The Heyday Of The British Empire. Sandipan Deb, Himself An Iitian, Delves Into His Own Experience And Those Of Scores Of Alumni To Try And Explain What Makes Iitians Such Outstanding Achievers. In Part It May Be That They Cannot Be Anything Else: Only One In Every Hundred Applicants Gets Admitted. Harvard, In Comparison, Takes One In Eight. The Unique Village-Like Campuses Peopled Only By The Super-Bright And The Intensely Competitive Hone The Iitians Skills Further. No Wonder Then That When They Leave The Campus, Iitians Look Upon Themselves As Special People, Capable Of Competing In Their Field With The Best In The World. And, As Their Record Shows, Succeeding.