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Earth Day celebrates our beautiful planet and calls us to act on its behalf. Some people spend the day planting flowers or trees. Others organize neighborhood clean-ups, go on nature walks, or make recycled crafts. Readers will discover how a shared holiday can have multiple traditions and be celebrated in all sorts of ways. "With futuristic homes on the rise, learn to control and automate the living space with intriguing IoT projects." About This Book Build exciting (six) end-to-end home automation projects with Raspberry Pi 3, Seamlessly communicate and control your existing devices and build your own home automation system, Automate tasks in your home through projects that are reliable and fun Who This Book Is For This book is for all those who are excited about building home automation systems with Raspberry Pi 3. It's also for electronic hobbyists and developers with some knowledge of electronics and programming. What You Will Learn Integrate different embedded microcontrollers and development boards like Arduino, ESP8266, Particle Photon and Raspberry Pi 3, creating real life solutions for day to day tasks and home automation Create your own magic mirror that lights up with useful information as you walk up to it Create a system that intelligently decides when to water your garden and then goes ahead and waters it for you Use the Wi-fi enabled Adafruit ESP8266 Huzzah to create your own networked festive display lights Create a simple machine learning application and build a parking automation system using Raspberry Pi Learn how to work with AWS cloud services and connect your home automation to the cloud Learn how to work with Windows IoT in

Raspberry Pi 3 and build your own Windows IoT Face Recognition door locking system In Detail Raspberry Pi 3 Home Automation Projects addresses the challenge of applying real-world projects to automate your house using Raspberry Pi 3 and Arduino. You will learn how to customize and program the Raspberry Pi 3 and Arduino-based boards in several home automation projects around your house, in order to develop home devices that will really rejuvenate your home. This book aims to help you integrate different microcontrollers like Arduino, ESP8266 Wi-Fi module, Particle Photon and Raspberry Pi 3 into the real world, taking the best of these boards to develop some exciting home automation projects. You will be able to use these projects in everyday tasks, thus making life easier and comfortable. We will start with an interesting project creating a Raspberry Pi-Powered smart mirror and move on to Automated Gardening System, which will help you build a simple smart gardening system with plant-sensor devices and Arduino to keep your garden healthy with minimal effort. You will also learn to build projects such as CheerLights into a holiday display, a project to erase parking headaches with OpenCV and Raspberry Pi 3, create Netflix's "The Switch" for the living room and lock down your house like Fort Knox with a Windows IoT face recognition-based door lock system. By the end of the book, you will be able to build and automate the living space with intriguing IoT projects and bring a new degree of interconnectivity to your world. Style and approach End to end home automation projects with Raspberry Pi 3. Are you looking for a journey that will take you through this amazing

obook, along with funny comments and a word puzzle? Then this book is for you. Whether you are looking at this book for curiosity, choices, options, or just for fun; this book fits any criteria. Writing this book did not happen quickly. It is thorough look at accuracy and foundation before the book was even started. This book was created to inform, entertain and maybe even test your knowledge. By the time you finish reading this book you will want to share it with others. Object Lessons is a series of short, beautifully designed books about the hidden lives of ordinary things. It may be responsible for a greater improvement in human diet and longevity than any other technology of the last two thousand years—but have you ever thought seriously about your refrigerator? That box humming in the background displays more than you might expect, even who you are and the society in which you live. Jonathan Rees examines the past, present, and future of the household refrigerator with the aim of preventing its users from ever taking it for granted again. No mere container for cold Cokes and celery stalks, the refrigerator acts as a mirror—and what it reflects is chilling indeed. Object Lessons is published in partnership with an essay series in *The Atlantic*. Consumer Republic dares you to consider this: The power to save the world lies with the consumer. The foundation of Bruce Philp's message is this single, inarguable truth: Brands make corporations accountable. They are the only leverage the average consumer has with which to make a company behave itself. Expensive to create, essential to making money, and more public than anything else a corporation has or does, a brand is an enormously

valuable and fragile asset to them. And we consumers have the power to make it worthless. As someone who has worked on the inside, Philp knows exactly how this power can be made to work for us. Through this book he will inspire you to make every dollar you spend count. To buy less, maybe, but demand better. To make better choices. And then to speak up when you're happy and when you're not. Pin every one of these acts to a brand, Consumer Republic promises, and corporations will be forced to cooperate in making our way of life sustainable. Abandon brands, and we'll surrender the marketplace to scoundrels. Take control of them, and we can save the world. This book presents an in-depth study to show that a sustainable future urban life is possible. To build a safer and more sustainable future, as humankind, we would like to use more renewable energy, increase energy efficiency, reduce our carbon and water footprints in all economic sectors. The increasing population and humans' ever-increasing demand for consumption pose another question whether the world's resources are sufficient for present and future generations. Fair access to water, energy, and food is the objective for all. In line with the United Nations Sustainable Development Goals, scientists, researchers, engineers, and policymakers worldwide are working hard to achieve these objectives. To answer all these challenges, we would like to introduce the core of Smart Cities of the future, the building block of the future's urban life: Open Digital Innovation Hub (ODIH). ODIH will serve as the 'Home of the Future', a fully digitalised and smart, self-sustaining building that answers all the motivation we highlight here. In

ODIH, we introduce a living space that produces its water, energy, and food by minimising carbon and water footprints thanks to the Internet of Things, Artificial Intelligence, and Blockchain technologies. It will also serve as an open innovation environment for start-ups and entrepreneurs who wish to integrate their solutions into the infrastructure of ODIH and test those in real-time. We believe this will be a true open innovation test-bed for new business models. A practical approach to metaprogramming with real-world examples that enables the development of advanced frameworks, libraries, and applications using Python Key Features Learn applied metaprogramming through a simple step-by-step approach Work with easily understandable examples and explanations that take you deep into the theory of metaprogramming Get practical experience in writing reusable code with real-world examples Book Description Effective and reusable code makes your application development process seamless and easily maintainable. With Python, you will have access to advanced metaprogramming features that you can use to build high-performing applications. The book starts by introducing you to the need and applications of metaprogramming, before navigating the fundamentals of object-oriented programming. Next, you will learn about simple decorators, work with metaclasses, and later focus on introspection and reflection. You'll also delve into generics and typing before defining templates for algorithms. As you progress, you will understand your code using abstract syntax trees and explore method resolution order. This Python book also shows you how to create

your own dynamic objects before structuring the objects through design patterns. Finally, you will learn simple code-generation techniques along with discovering best practices and eventually building your own applications. By the end of this learning journey, you'll have acquired the skills and confidence you need to design and build reusable high-performing applications that can solve real-world problems. What you will learn

Understand the programming paradigm of metaprogramming and its need
Revisit the fundamentals of object-oriented programming
Define decorators and work with metaclasses
Employ introspection and reflection on your code
Apply generics, typing, and templates to enhance your code
Get to grips with the structure of your code through abstract syntax trees and the behavior through method resolution order
Create dynamic objects and generate dynamic code
Understand various design patterns and best practices

Who this book is for
If you are an intermediate-level Python programmer looking to enhance your coding skills by developing reusable and advanced frameworks, then this book is for you. Basic knowledge of Python programming will help you get the most out of this learning journey.

Gathers recipes published in Gourmet magazine over the last six decades, including beef Wellington, seared salmon with balsamic glaze, and other entrées, hors d'oeuvres, side dishes, ethnic specialties, and desserts. A one-of-a-kind guide to organizing your fridge--including practical tips for meal prep and storage, plus more than 100 recipes--that makes it easier to eat better, save money, and get the most out of your food

Practicing "fridge love" is a roadmap to eating

healthier, saving money, and reducing food waste while enjoying a beautiful and harder-working fridge. This book--part organizational guide and part food-prep handbook--is your guide. Author Kristen Hong adopted a nutrient-dense, plant-based diet in an effort to lose weight and improve her health. But amidst the demands of day-to-day life and a busy family, she found it impossible to stick to. The solution? A smarter, better-organized fridge that served her real-life needs. In this invaluable resource, you will discover how a beautifully organized fridge can make your life--including healthy eating for the whole family--easier. It covers general fridge organization (for all models and configurations) as well as shopping tips, storage guidelines, the best meal-prep containers, and more than 100 easy plant-based recipes made for meal prepping. NEW YORK TIMES BESTSELLER • From the stars of the Netflix series *Get Organized with The Home Edit* (with a serious fan club that includes Reese Witherspoon, Gwyneth Paltrow, and Mindy Kaling), here is an accessible, room-by-room guide to establishing new order in your home. "A master class on how to arrange even your most unattractive belongings--and spaces--in an aesthetically pleasing and easy-to-navigate way."--*Glamour* (10 Books to Help You Live Your Best Life) Believe this: every single space in your house has the potential to function efficiently and look great. The mishmash of summer and winter clothes in the closet? Yep. Even the dreaded junk drawer? Consider it done. And the best news: it's not hard to do--in fact, it's a lot of fun. From the home organizers who made their orderly eye candy the method that everyone swears by comes

Joanna and Clea's signature approach to decluttering. *The Home Edit* walks you through paring down your belongings in every room, arranging them in a stunning and easy-to-find way (hello, labels!), and maintaining the system so you don't need another do-over in six months. When you're done, you'll not only know exactly where to find things, but you'll also love the way it looks. A masterclass and look book in one, *The Home Edit* is filled with bright photographs and detailed tips, from placing plastic dishware in a drawer where little hands can reach to categorizing pantry items by color (there's nothing like a little ROYGBIV to soothe the soul). Above all, it's like having your best friends at your side to help you turn the chaos into calm. Includes a link to download and print the labels from a computer (you will need 8-1/2 x 11-inch clear repositionable sticker project paper, such as Avery 4397). 2018 Outstanding Academic Title, given by Choice Magazine

How mobile devices make our in-between moments valuable to media companies while also providing a sense of control and connection In moments of downtime - waiting for a friend to arrive or commuting to work - we pull out our phones for a few minutes of distraction. Just as television reoriented the way we think about living rooms, mobile devices have taken over the interstitial spaces of our everyday lives. Ethan Tussey argues that these in-between moments have created a procrastination economy, an opportunity for entertainment companies to create products, apps, platforms, subscription services, micropayments, and interactive opportunities that can colonize our everyday lives. But as businesses commoditize our

free time, and mobile devices become essential tools for promotion, branding and distribution, consumers are using these devices as a means of navigating public and private space. These devices are not just changing the way we spend and value our time, but also how we interact with others and transform our sense of the politics of space. By examining the four main locations of the procrastination economy—the workplace, the commute, the waiting room, and the “connected” living room—Ethan Tussey illuminates the relationship between the entertainment industry and the digitally empowered public.

1. ‘Quantum Cat’— the bestselling study guide for Management entrances
2. The entire syllabus has been divided into 21 Chapters
3. Every chapter is accompanied with CAT Test for quick revision of concepts
4. More than 400 Fundamental Concepts are provided for better understanding
5. More than 1000 Examples are provided with Use-Cases, Twists, Tricks Choices and Lateral Solutions
6. More than 5000 hand crafted problem are given for the practice
7. 2000 New MCQs have been provided for thorough practice

Quantitative Aptitude is a core component for getting a winning CAT Score. Out of every section, Quantitative Ability is one of the most unpredictable and time consuming section. Quantitative Aptitude stems an important part of an individuals’ analytical and logical ability for solving complex problems, making it a filtering tool for qualifying CAT and other Management Entrances. The current edition of “Quantum Cat” has been designed by keeping in mind the needs of those who wish to enhance Quantitative Aptitude for CAT and other Management Examinations. The entire syllabus

of Quantitative Aptitude section is divided into 21 Chapters and every topic has 2-3 levels of questions that help students to get prepared for the most difficult problems even beyond the CAT Level. At the end of every chapter there is 'CAT Test' that contains problems related to the topic that helps in the quick revision of the concepts. This edition has more than 400 Fundamental Concepts to remember, more than 1000 examples are used to give the conceptual clarity with the methods and tricks are used to solve the questions. With the solution oriented approach this book provides more than 5000 hand crafted problems with their respective solution. It also includes more than 2000 MCQs for thorough practice. This book provides the alternative and smarter solutions to get correct answers in lesser time to crack CAT. This book is highly useful for not only for management entrances but for other competitive examinations. With so many features this book is a complete preparatory guide for those who have aim to score high in CAT. Use the Latest Tools and Techniques to Troubleshoot and Repair Major Appliances, Microwaves, and Room Air Conditioners! Now covering both gas and electric appliances, the updated second edition of Troubleshooting and Repairing Major Appliances offers you a complete guide to the latest tools, techniques, and parts for troubleshooting and repairing any appliance. Packed with over 200 illustrations, the book includes step-by-step procedures for testing and replacing parts... instructions for reading wiring diagrams... charts with troubleshooting solutions... advice on using tools and test meters... safety techniques... and more. The second edition of Troubleshooting and

Repairing Major Appliances features: Expert coverage of major appliances Cutting-edge guidance on appliance operation, testing and repairing, wiring, preventive maintenance, and tools and test meters New to this edition: information on both gas and electric appliances; 10 entirely new chapters; new illustrations throughout Inside This Updated Troubleshooting and Repair Manual • Fundamentals of Service: Selection, Purchase, and Installation of Appliances and Air Conditioners • Safety Precautions • Tools for Installation and Repair • Basic Techniques • Fundamentals of Electric, Electronic, and Gas Appliances, and Room Air Conditioners: Electricity • Electronics • Gas • Principles of Air Conditioning and Refrigeration • Electric, Electronic, and Gas Appliance Parts • Appliance Service, Installation, and Preventive Maintenance Procedures: Dishwashers • Garbage Disposers • Electric and Gas Water Heaters • Washers • Electric and Gas Dryers • Electric and Gas Ranges/Ovens • Microwave Ovens • Refrigerators and Freezers • Ice Makers • Room Air Conditioners

Gain a strong conceptual understanding of statistics as MODERN BUSINESS STATISTICS, 6E balances real-world applications with an integrated focus on Microsoft Excel 2016. This best-selling, comprehensive book clearly develops each statistical technique in an application setting. The integrated approach focuses on statistical methodology with an easy-to-follow presentation of a statistical procedure followed by a discussion of how to use Excel to perform the procedure. Step-by-step instructions and screen ensure understanding. Business examples, proven methods, and application exercises demonstrate how

statistical results provide insights into business decisions and help resolve business problems. A problem-scenario approach emphasizes how to apply statistical methods to practical business situations. New case problems and self-tests let you check personal understanding and help you master both Excel 2016 skills and an understanding of business statistics. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version. An explosive exposé of Samsung that “reads like a dynastic thriller, rolling through three generations of family intrigue, embezzlement, bribery, corruption, prostitution, and other bad behavior” (The Wall Street Journal). *LONGLISTED FOR THE FINANCIAL TIMES AND MCKINSEY BUSINESS BOOK OF THE YEAR AWARD* Based on years of reporting on Samsung for The Economist, The Wall Street Journal, and Time, from his base in South Korea, and his countless sources inside and outside the company, Geoffrey Cain offers a penetrating look behind the curtains of the biggest company nobody in America knows. Seen for decades in tech circles as a fast follower rather than an innovation leader, Samsung today has grown to become a market leader in the United States and around the globe. They have captured one quarter of the smartphone market and have been pushing the envelope on every front. Forty years ago, Samsung was a rickety Korean agricultural conglomerate that produced sugar, paper, and fertilizer, located in a backward country with a third-world economy. With the rise of the PC revolution, though, Chairman Lee Byung-chul began a bold experiment: to make Samsung a major supplier of

computer chips. The multimillion-dollar plan was incredibly risky. But Lee, wowed by a young Steve Jobs, who sat down with the chairman to offer his advice, became obsessed with creating a tech empire. And in *Samsung Rising*, we follow Samsung behind the scenes as the company fights its way to the top of tech. It is one of Apple's chief suppliers of technology critical to the iPhone, and its own Galaxy phone outsells the iPhone. Today, Samsung employs over 300,000 people (compared to Apple's 80,000 and Google's 48,000). The company's revenues have grown more than forty times from that of 1987 and make up more than 20 percent of South Korea's exports. Yet their disastrous recall of the Galaxy Note 7, with numerous reports of phones spontaneously bursting into flames, reveals the dangers of the company's headlong attempt to overtake Apple at any cost. A sweeping insider account, *Samsung Rising* shows how a determined and fearless Asian competitor has become a force to be reckoned with. The first and only book containing a comprehensive history of washing machines. Included are over 200 color pictures of washers dating from the early 1800s. A description of the many and varied types of machines along with picture examples is given. Also included are discussions on finding antique washers, restoration, patent descriptions, advertising, safety issues and the companies which manufactured washers. Develop a strong conceptual understanding of statistics and its importance in business today with *ESSENTIALS OF MODERN BUSINESS STATISTICS WITH MICROSOFT EXCEL, 8E*. This best-selling essentials edition balances real-world applications with an integrated focus on the latest

version of Microsoft Excel. A clear presentation develops each statistical technique in an application setting. You learn to master statistical methodology with an easy-to-follow presentation of a statistical procedure followed by a discussion of how to use Excel 2019 to perform the procedure. Step-by-step instructions and screen captures reinforce understanding. You also learn to use Excel Online and R. More than 140 new business examples and hundreds of application exercises show how statistics provide insights into today's business decisions and problems. A unique problem-scenario approach and new case problems further demonstrate how to apply statistical methods to practical business situations. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version. We take you through your home, office and garden and show you how to do just about everything in a more eco-friendly way. From upcycling projects you can do with your kids, to making your own make-up and everything in between, this book is a comprehensive guide for those who want to live a leaner, greener and healthier life. Make awesome stuff, save the planet, have fun & save money! 2021 Listeners' Choice British Podcast Awards Winner What is it about killers, cult leaders, cannibals, cults, and criminals that capture our imaginations even as they terrify and disturb us? How do we responsibly consume these kinds of stories as entertainment, and more importantly, what can we learn from them? RedHanded rejects the narrative of killers as monsters and that a victim "was in the wrong place at the wrong time," and instead tells the stories we

want to hear in a way that challenges perceptions and asks the hard questions about society, gender, poverty, culture, and even our politics. After meeting at a party in London where they both discovered they listened to the same murder podcasts, Hannah Maguire and Suruthi Bala drunkenly promised to one day start their own true crime podcast together and the rest is history. From the hosts of the hit true crime podcast RedHanded (dubbed by Rick & Morty creator Dan Harmon as the "best true crime podcast I've heard, ever"), Hannah Maguire and Suruthi Bala have amassed a cult following of "spooky bitches" amounting to an incredibly strong 63k downloads per episode and 728k backlist downloads every month in the US alone. With candor, humor, interviews with experts, research on real-life cases, and an unflinching dissection of what makes a killer tick, Bala and Maguire take us through the societal, behavioral, and cultural phenomena that make victims -- and their murderers -- our collective responsibility and to find out once and for all: what makes a killer tick?

Developing a Turnaround Business Plan is an ideal resource for managers currently facing a competitive crisis as well as those who wish to avert one and must set a turnaround plan in motion before the situation results in irreversible losses. Whereas the book helps readers develop a sound turnaround plan, the focus of the book is on the actual process that contributes to the development and implementation of that plan. The book details how to identify the root causes that triggered the competitive crisis and how to initiate remedial actions before the turnaround plan begins. After

reading this book, you will be able to: Develop a flexible and rapid response to competitive counter-moves Identify offensive and defensive strategies Use competitive intelligence to identify decisive points to concentrate resources Pinpoint the types of competitive campaigns that assure a successful turnaround Assess the required leadership traits for implementing competitive strategies

Covering 13 different types of competitive campaigns, the book describes how to initiate effective offensive and defensive plans to neutralize your competitors' advantages. It also details how to develop counter-measures for the numerous factors that can bring a turnaround campaign to a standstill. The book helps executives of small and mid-sized organizations, as well as managers of business units and product lines in larger firms, to activate change strategies and secure sustainable competitive advantages. Examples are provided about real company turnarounds, including Intel, Levi Strauss, Yahoo, J.C. Penney, Hewlett-Packard, Panasonic, Staples, Samsung, and Abercrombie & Fitch. Meet the dog-and-cat duo taking outdoor adventure to new heights. Winner of the *READING THE WEST BOOK AWARD* for illustrated nonfiction. Henry and Baloo are a real-life dog/cat sibling pair, based in Colorado, whose unconventional friendship has won the hearts of humans worldwide. Whether they're scaling mountains or cozying down in a tent, these two are never far from each other's side and always ready for their next trek. Wanting to share their explorations with friends and family, photographer and the pair's proud owner, Cynthia Bennett, began capturing Henry and Baloo on their outdoor adventures—with vivid

colors and stunning backdrops surrounding them in every shot. Now never-before-seen photos and untold stories are compiled in a book for fans to enjoy. More than beautiful photography and a sweet story, *Our Wild Tails* champions friendship in the most unlikely of places and proves to readers that love is universal. The four-volume set LNCS 8012, 8013, 8014 and 8015 constitutes the proceedings of the Second International Conference on Design, User Experience, and Usability, DUXU 2013, held as part of the 15th International Conference on Human-Computer Interaction, HCII 2013, held in Las Vegas, USA in July 2013, jointly with 12 other thematically similar conferences. The total of 1666 papers and 303 posters presented at the HCII 2013 conferences was carefully reviewed and selected from 5210 submissions. These papers address the latest research and development efforts and highlight the human aspects of design and use of computing systems. The papers accepted for presentation thoroughly cover the entire field of Human-Computer Interaction, addressing major advances in knowledge and effective use of computers in a variety of application areas. The total of 282 contributions included in the DUXU proceedings were carefully reviewed and selected for inclusion in this four-volume set. The 83 papers included in this volume are organized in the following topical sections: DUXU in business and the enterprise, designing for the Web experience; product design; information and knowledge design and visualisation; and mobile applications and services. Seminar paper from the year 2012 in the subject Business economics - Marketing, Corporate Communication, CRM, Market

Research, Social Media, grade: B, , language: English, abstract: Company Background: Samsung is a South Korean multinational company those starting its business as a small trading company and right now becoming world largest corporation. The company deals with its business in several sectors such as advance technology, finance, petrochemical, semiconductors, plant construction, skyscraper, medicine, fashion, hotels, chemical and others. The company was established in 1969 in Suwon, South Korea and known globally for its electronic products (Kelly, 2011). The company is manufacturing several latest technologies, electronic appliances such as mobile phones, tablets, laptops, TVs, refrigerators, air conditioners, washers and other products. The company runs its operations and sales its products in 61 countries with approx 160,000 employees in all over the world (SAMSUNG, 2014). Moreover, the company acquired the position of the world biggest IT maker in 2009 by beating the Hewlett-Packard (HP) previous leader. Its sales revenue in the segment of LCD and LED is the highest in the world. Furthermore, Samsung also becomes world leader in the segment of tablets, mobile phones and gadgets. History: Company started its business as a Samsung Electronics Industry Co Ltd in 1969 and introduced some electronic products such as Black-and-white TVs, washing machine and refrigerator from 1960 to 1975. The worldwide establishment and expansion of the business and operations of the company started in 90 as entered in the Asia, Europe and American region countries. At the present time, the company is manufacturing world class and high quality smart phones, video cameras, TVs, LCD or LED and keeping

its eyes on the current market requirement. Moreover, the company is now manufacturing world class and latest hardware and software, smart phones and 3G dives to compete its biggest competitors such as Nokia, Apple, and BlackBerry, Micromax etc. The company is looking for fulfils the current market requirement and demand of the customers (Chang, 2011). Its innovative, high quality and world Discover and implement a system of your choice using Bluetooth Low Energy. About This Book Learn the basics of Bluetooth Low Energy with its exciting new protocol stack and security. Build customized Bluetooth Low Energy projects that make your web or mobile apps smarter in terms of networking and communications. Using Android, iOS, and the Web, acquire key skills to harness the power of Bluetooth Low Energy in your IoT applications. Who This Book Is For The book is for developers and enthusiasts who are passionate about learning Bluetooth Low Energy technologies and want to add new features and services to their new or existing products. They should be familiar with programming languages such as Swift, Java, and JavaScript. Knowledge of debugging skills would be an advantage. What You Will Learn Bluetooth Low Energy in theory. Bluetooth Low Energy Hardware and Software Development Kits. Implement Bluetooth low energy communication (central and peripheral) using Android. Master BLE Beacons with examples implemented over Eddystone and iBeacons. Implement indoor navigation using Estimote Beacons on iOS. Implement Internet gateways to control BLE devices on a Wi-Fi network. Understand BLE security mechanisms with a special focus on Bluetooth pairing, bonding, and key exchange to

cover encryption, privacy, and user data integrity. Implement Bluetooth Mesh using CSRMesh Technology. In Detail Bluetooth Low Energy (BLE) is a Wireless Personal Area network technology aimed at novel applications for smart devices. High-tech BLE profiles and services are being increasingly used by application developers and hardware enthusiasts to allow devices to interact with the surrounding world. This book will focus on a technical introduction to BLE and how it is reshaping small-distance communication. We will start with IoT, where many technologies such as BLE, Zigbee, and IEEE 802.15.4 Mesh will be introduced. The book will present BLE from an engineering perspective, from which the protocol stack, architecture, and layers are discussed. You will learn to implement customized projects for Peripheral/Central communication, BLE Beacons, indoor navigation using triangulation, and the Internet gateway for Bluetooth Low Energy Personal Network, all using various code samples and APIs on Android, iOS, and the Web. Finally, the book will conclude with a glimpse into future technologies destined to be prominent in years to come. Style and approach The book is a practical tutorial that will help you understand the background and technicalities of BLE and offers a friendly environment to build and create robust BLE projects. This hands-on approach will give you a clear vision of Bluetooth Low Energy and how it can be used in IoT. The Dispute Settlement Reports are the WTO authorized and paginated reports in English. An essential addition to the library of all practicing and academic trade lawyers and needed by students worldwide taking

courses in international economic or trade law. DSR 2016: Volume 5 reports on United States - Anti-Dumping and Countervailing Measures on Large Residential Washers from Korea (WT/DS464). If your firm doesn't grow sustainably, can you grow professionally? In *Organic Growth Disciplines*, business expert Devanathan Sudharshan introduces a new framework for exploring the fuzzy front end of the search for growth opportunities. A book for Indian designers and brand marketers, *Aesthetics in Marketing* primarily deals with understanding aesthetics beyond its visual association and making it relevant to product designing strategies. It is the first attempt of its kind to understand the influence of aesthetics in the context of two very important sectors of the industry—consumer durables and automobile. The book analyses various aesthetic attributes, qualities and elements in a product and deliberates on the importance of each of these and the kind of balance necessary among them for designing successful products. It stands out on account of the theory, concepts and models discussed, which have a strong foundation in the authors' primary research. Through real-life case studies, interviews, and company and consumer surveys, the authors have brought to the fore the importance of aesthetics in various aspects of marketing, like cultivation of a brand image, and have focused on the role played by demographic variables in influencing product buying decisions. Bringing a whole new meaning to the adage 'beauty is in the eye of the beholder', this book will certainly lead to introspection on the importance of 'aesthetics' in the market value of a product.

Mothering is messy. Our joy and hope in raising children doesn't change the reality that being a mom can be frustrating, stressful, and tiring. But just as God is using us to shape our children, God is using our children and motherhood to shape us. In *The Better Mom*, author Ruth Schwenk, herself a mother of four children, encourages us with the good news that there is more to being a mom than the extremes of striving for perfection or simply embracing the mess. We don't need to settle for surviving our kids' childhood. We can grow through it. With refreshing and heartfelt honesty Ruth emboldens moms to:

- Find freedom and walk confidently in purpose
- Create a God-honoring home environment
- Overcome unhealthy and destructive emotions such as anger, anxiety, and more
- Avoid glorifying the mess of mom-ing or idolizing perfection
- Cultivate life-giving friendships

At the heart of *The Better Mom* is the message that Jesus calls us to live not a weary life, but a worthy life. We don't have to settle for either being apathetic or struggling to be perfect. Both visions of motherhood go too far. Ruth offers a better option. She says, "It's okay to come as we are, but what we're called to do and be is far too important to stay there! The way to becoming a better mom starts not with what we are doing, but with who God is inviting us to become." Twisty fast-paced story of genius, hope, and family set amid the chaos and bloodshed of the Congo of the near future. When Lemba Adula and his sister flee their war-imperiled village, they have no idea what's in store for them. Lemba becomes a drone-loving computer whiz in the mega-city of Kinshasa, while Josiane itches to be a rumba star. But murderous gun-worshippers

kidnap the genius techie, and to keep his parents safe, he must fight for the wrong side. He must even become a sea-going pirate. Meanwhile Josiane faces different menaces as bad as his. Only Lemba can save her. And for now, he is a captive of the thuggish Congolese Purification Army--led by a seven-foot whackjob all too handy with his AK-47 and machete. As Lemba fights both the Purifiers and their enemies, he also battles to keep his humanity while protecting the people he loves. The Congolese rebels pride themselves on not letting their child soldiers escape alive, but they've never met Lemba Adula. Lemba is headed for greatness. But first he must survive. Just how? Told as Lemba's war memoir.

An Introductory Analysis of Strategic Re-engineering Hindustan Unilever Limited has launched the very popular brands like Rexona -Lux -RIN long back in the markets, for which the customers have greater satisfaction and loyalty these brands became influential catalytic reagents for speed up of market reactions. Whereas other dominant competitors of the market like Godrejs -Cinthol -Godrej No.1 Yardley Rose Jasmine and Lavender which tries to overtake the race of competition, like wise apart from Godrej and Hindustan Unilever many other brands also have greater impact on competitive phenomena. The Market situation is of monopolistic competition permitted free entry of competitors from perspectives of domestic as well as international brands the theatre of competition which allows competitive brand actors to access on the place is none other than the MARKET. African-Americans are being murdered and discriminated against in the midst of the modern-day equality movement. Is it

systematic, self-hate or just luck? Do you even give a FUCK??? With piercing raw unapologetic honesty, realist author K. Moultrie provides a deeply moving powerful nostalgic collection of soul-pumping poetry, quotes, and positive self-help techniques based on the social struggles of urban life.

Inspired by real-life events, this evident must-read bestseller is creatively empowering and captivating. Open your soul to connect with this beautifully crafted poetry memoir and stimulate your mind.

"Discovered will give you the knowledge you desire to create unforgettable and transformational customer search experiences." - Dr. Marie Haynes, Foreword *In the world of marketing, if you're not playing the game, then you're being played.*

Advancements in technology have evolved the way we attract and serve customers. As such, it's imperative that we keep up with each development and use them to our advantage so that we're always ahead of rapidly changing consumer behaviors. The old ways of getting customers' attention aren't as effective in our new world. If you want to remain relevant, you must adapt. These are the techniques the top 1% brands are using. Start doing the same so you can rise above them! There's a new channel that most businesses aren't taking advantage of because they don't understand the power behind it and don't know where to start. Yet, it's the next big thing. It's the new way people are searching because it's a lot faster and easier. With voice, customers can quickly summon search results with a few spoken words. This alternate channel benefits your business because it opens up avenues for brand discovery, customer support, and direct communication when shoppers are

searching for a solution. But why stop there? Why not surpass more competitors by taking it one step further? There's no point in having optimized content on your website if it's not going to deliver an enriched customer experience. The customer experience plays a significant role in how you attract, delight, and keep customers. As a pivotal element of your business, this is what makes your brand memorable and builds an affinity for your brand. In *Discovered*, all of this is explained in simple terms so that you can implement these tips as quickly and easily as possible. In this book, you'll discover:

- How search engines work so that you can leverage their systems
- The patterns behind shoppers search behavior
- How to optimize your online content for voice search
- How to streamline a customer's journey from their first search to post-purchase
- What traits, mindset, and culture will increase your chances of success

Discovered contains valuable tips and strategies to build your online presence using Search Engine Marketing, Search Engine Optimization (SEO), and Voice Search Optimization so that your brand is renowned for its Customer Experience. *Discovered* is accompanied by a Google Assistant Experience to view the sources for a more immersive experience. Discover an accessible introduction to business statistics as *ESSENTIALS OF MODERN BUSINESS STATISTICS, 7E* balances a conceptual understanding of statistics with real-world applications of statistical methodology. The book integrates Microsoft Excel 2016, providing step-by-step instructions and screen captures to help readers master the latest Excel tools. Extremely reader-friendly, this edition includes numerous tools to

maximize the user's success, including Self-Test Exercises, margin annotations, insightful Notes and Comments, and real-world Methods and Applications exercises. Eleven new Case Problems, as well as new Statistics in Practice applications and real data examples and exercises, give readers opportunities to put concepts into practice. Readers find everything needed to acquire key Excel 2016 skills and gain a strong understanding of business statistics. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

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