



*Learn how to write high-quality kernel module code, solve common Linux kernel programming issues, and understand the fundamentals of Linux kernel internals* **Key Features**Discover how to write kernel code using the Loadable Kernel Module frameworkExplore industry-grade techniques to perform efficient memory allocation and data synchronization within the kernelUnderstand the essentials of key internals topics such as kernel architecture, memory management, CPU scheduling, and kernel synchronizationBook Description **Linux Kernel Programming** is a comprehensive introduction for those new to Linux kernel and module development. This easy-to-follow guide will have you up and running with writing kernel code in next-to-no time. This book uses the latest 5.4 Long-Term Support (LTS) Linux kernel, which will be maintained from November 2019 through to December 2025. By working with the 5.4 LTS kernel throughout the book, you can be confident that your knowledge will continue to be valid for years to come. You'll start the journey by learning how to build the kernel from the source. Next, you'll write your first kernel module using the powerful Loadable Kernel Module (LKM) framework. The following chapters will cover key kernel internals topics including Linux kernel architecture, memory management, and CPU scheduling. During the course of this book, you'll delve into the fairly complex topic of concurrency within the kernel, understand the issues it can cause, and learn how they can be addressed with various locking technologies (mutexes, spinlocks, atomic, and recount operators). You'll also benefit from more advanced material on cache effects, a primer on lock-free techniques within the kernel, deadlock avoidance (with lockdep), and kernel lock debugging techniques. By the end of this kernel book, you'll have a detailed understanding of the fundamentals of writing Linux kernel module code for real-world projects and products. What you will learnWrite high-quality modular kernel code (LKM framework) for 5.x kernelsConfigure and build a kernel from sourceExplore the Linux kernel architectureGet to grips with key internals regarding memory management within the kernelUnderstand and work with various dynamic kernel memory alloc/dealloc APIsDiscover key internals aspects regarding CPU scheduling within the kernelGain an understanding of kernel concurrency issuesFind out how to work with key kernel synchronization primitivesWho this book is for This book is for Linux programmers beginning to find their way with Linux kernel development. If you're a Linux kernel and driver developer looking to overcome frequent and common kernel development issues, or understand kernel internals, you'll find plenty of useful information. You'll need a solid foundation of Linux CLI and C programming before you can jump in.

The challenges to humanity posed by the digital future, the first detailed examination of the unprecedented form of power called "surveillance capitalism," and the quest by powerful corporations to predict and control our behavior. In this masterwork of original thinking and research, Shoshana Zuboff provides startling insights into the phenomenon that she has named surveillance capitalism. The stakes could not be higher: a global architecture of behavior modification threatens human nature in the twenty-first century just as industrial capitalism disfigured the natural world in the twentieth. Zuboff vividly brings to life the consequences as surveillance capitalism advances from Silicon Valley into every economic sector. Vast wealth and power are accumulated in ominous new "behavioral futures markets," where predictions about our behavior are bought and sold, and the production of goods and services is subordinated to a new "means of behavioral modification." The threat has shifted from a totalitarian Big Brother state to a ubiquitous digital architecture: a "Big Other" operating in the interests of surveillance capital. Here is the crucible of an unprecedented form of power marked by extreme concentrations of knowledge and free from democratic oversight. Zuboff's comprehensive and moving analysis lays bare the threats to twenty-first century society: a controlled "hive" of total connection that seduces with promises of total certainty for maximum profit -- at the expense of democracy, freedom, and our human future. With little resistance from law or society, surveillance capitalism is on the verge of dominating the social order and shaping the digital future -- if we let it.

Your Life, Liberty, and Happiness After the Digital Explosion

The Age of Surveillance Capitalism

Cisco CCENT/CCNA ICND1 OCG Aca

Pancho

Tips & Tools for Geeking Your Ride

The Barcelona Way

The Automotive Multimedia Network

Discover how 25 powerful technology trends are transforming 21st century businesses How will the latest technologies transform your business? Future Tech Trends in Practice will give you the knowledge of today's most important technology trends, and how to take full advantage of them to grow your business. The book presents25 real-world technology trends along with their potential contributions to organisational success. You'll learn how to integrate existing advancements and plan for those that are on the way. In this book, best-selling author, strategic business advisor, and respected futurist Bernard Marr explains the role of technology in providing innovative businesses solutions for companies of varying sizes and across different industries. He covers wide-ranging trends and provides an overview of how companies are using these new and emerging technologies in practice. You, too, can prepare your company for the potential and power of trending technology by examining these and other areas of innovation described in Future Tech Trends in Practice: Artificial intelligence, including machine and deep learning The Internet of Things and the rise of smart devices Self-driving cars and autonomous drones 3D printing and additive manufacturing Blockchain technology Genomics and gene editing Augmented, virtual and mixed reality When you understand the technology trends that are driving success, now and into the future, you'll be better positioned to address and solve problems within your organisation.

Lawrence Lessig, "the most important thinker on intellectual property in the Internet era", masterfully argues that never before in human history has the power to control creative progress been so concentrated in the hands of the powerful few, the so-called Big Media. Never before have the cultural powers- that-be been able to exert such control over what we can and can't do with the culture around us. Our society defends free markets and free speech; why then does it permit such top-down control? To lose our long tradition of free culture, Lawrence Lessig shows us, is to lose our freedom to create, our freedom to build, and, ultimately, our freedom to imagine.

Popular Mechanics inspires, instructs and influences readers to help them master the modern world. Whether it's practical DIY home-improvement tips, gadgets and digital technology, information on the newest cars or the latest breakthroughs in science -- PM is the ultimate guide to our high-tech lifestyle.

A classic now in its 14th edition, Communication Technology Update and Fundamentals is the single best resource for students and professionals looking to brush up on how these technologies have developed, grown, and converged, as well as what's in store for the future. It begins by developing the communication technology framework—the history, ecosystem, and structure—then delves into each type of technology, including everything from mass media, to computers and consumer electronics, to networking technologies. Each chapter is written by faculty and industry experts who provide snapshots of the state of each individual field, altogether providing a broad overview of the role communication technologies play in our everyday lives. Key features: Gives students and professionals the latest information in all areas of communication technology The companion website offers updated information and useful links to related industry resources, and an instructor site provides a sample syllabus and a test bank This edition features new chapters on automotive telematics, digital health, and telepresence, as well as expanded coverage of tablets/phablets and 4K (ultra high definition television)

10 Years on 2 Wheels

Experiential Marketing

Americana

The Car Hacker's Handbook

A Novel

Crash (a Stone Kings Motorcycle Club Romance)

Predictive Analytics

**When first published, Marshall McLuhan's Understanding Media made history with its radical view of the effects of electronic communications upon man and life in the twentieth century.**

**Diagnositics, or fault finding, is a fundamental part of an automotive technician's work, and as automotive systems become increasingly complex there is a greater need for good diagnostic skills. Advanced Automotive Fault Diagnosis is the only book to treat automotive diagnostics as a science rather than a check-list procedure. Each chapter includes basic principles and examples of a vehicle system followed by the appropriate diagnostic techniques, complete with useful diagrams, flow charts, case studies and self-assessment questions. The book will help new students develop diagnostic skills and help experienced technicians improve even further. This new edition is fully updated to the latest technological developments. Two new chapters have been added - On-board diagnostics and Oscilloscope diagnostics - and the coverage has been matched to the latest curricula of motor vehicle qualifications, including: IMI and C&G Technical Certificates and NVQs; Level 4 diagnostic units; BTEC National and Higher National qualifications from Edexcel; International Motor Vehicle qualifications such as C&G 3905; and ASE certification in the USA.**

**Modern cars are more computerized than ever. Infotainment and navigation systems, Wi-Fi, automatic software updates, and other innovations aim to make driving more convenient. But vehicle technologies haven't kept pace with today's more hostile security environment, leaving millions vulnerable to attack. The Car Hacker's Handbook will give you a deeper understanding of the computer systems and embedded software in modern vehicles. It begins by examining vulnerabilities and providing detailed explanations of communications over the CAN bus and between devices and systems. Then, once you have an understanding of a vehicle's communication network, you'll learn how to intercept data and perform specific hacks to track vehicles, unlock doors, glitch engines, flood communication, and more. With a focus on low-cost, open source hacking tools such as Metasploit, Wireshark, Kayak, can-utils, and ChipWhisperer, The Car Hacker's Handbook will show you how to: -Build an accurate threat model for your vehicle -Reverse engineer the CAN bus to fake engine signals -Exploit vulnerabilities in diagnostic and data-logging systems -Hack the ECU and other firmware and embedded systems -Feed exploits through infotainment and vehicle-to-vehicle communication systems -Override factory settings with performance-tuning techniques -Build physical and virtual test benches to try out exploits safely If you're curious about automotive security and have the urge to hack a two-ton computer, make The Car Hacker's Handbook your first stop.**

**An expert guide for senior executives who want to quickly understand what really matters in digital business and what it takes to win. Today's technology demands lightning-fast changes. But speed without purpose is not progress. In Fast Times, McKinsey leaders cut through the hype to provide a readable inside look into what digital winners do best: set direction, learn, and adapt faster than anyone else. For executives frustrated with their pace of change, Fast Times digs into the root questions that shine a light on the issues that keep companies like yours from setting direction, learning, and adapting: Do you really know how your company is performing? How do you make it safe for people to experiment so you can build a proactive culture? How do you balance fast execution with deliberate decision-making? Are your training programs up to the challenge of reskilling the talent you need tomorrow? Do your IT people have the skills needed to build the tech that's needed and incorporate cybersecurity? The experts at McKinsey & Company draw from decades of experience and detailed analysis to highlight what matters most in order to become a digital winner. With illuminating sidebars and real-life scenarios, Fast Times is an invaluable shortcut to setting direction, learning, and adapting to win.**

**How Mass Collaboration Changes Everything**

**MQST**

**CCNA 200-301 Official Cert Guide Library**

**The Abundance Code**

**Getting Everything You Can Out of All You've Got**

**Car PC Hacks**

**The Power to Predict Who Will Click, Buy, Lie, or Die**

Business Models for Transforming Customer Relationships What if there were a way to turn occasional, sporadic transactions with customers into long-term, continuous relationships--while simultaneously driving dramatic improvements in operational efficiency? What if you could break your existing trade-offs between superior customer experience and low cost? This is the promise of a connected strategy. New forms of connectivity--involving frequent, low-friction, customized interactions--mean that companies can now anticipate customer needs as they arise, or even before. Simultaneously, enabled by these technologies, companies can create new business models that deliver more value to customers. Connected strategies are win-win: Customers get a dramatically improved experience, while companies boost operational efficiency. In this book, strategy and operations experts Nicolaj Siggelkow and Christian Terwiesch reveal the emergence of connected strategies as a new source of competitive advantage. With in-depth examples from companies operating in industries such as healthcare, financial services, mobility, retail, entertainment, nonprofit, and education, Connected Strategy identifies the four pathways--respond-to-desire, curated offering, coach behavior, and automatic execution--for turning episodic interactions into continuous relationships. The authors show how each pathway creates a competitive advantage, then guide you through the critical decisions for creating and implementing your own connected strategies. Whether you're trying to revitalize strategy in an established company or disrupt an industry as a startup, this book will help you: Reshape your connections with your customers Find new ways to connect with existing suppliers while also activating new sources of capacity Create the right revenue model Make the best technology choices to support your strategy Integrating rich examples, how-to advice, and practical tools in the form of "workshop chapters" throughout, this book is the ultimate resource for creating competitive advantage through connected relationships with your customers and redefined connections in your industry.

Harley-Davidson bikers . . . Grand Canyon river rats. . . Mormon archaeologists . . . Spelling bee prodigies . . . For more than fifteen years, best-selling author and historian Hampton Sides has traveled widely across the continent exploring the America that lurks just behind the scrim of our mainstream culture. Reporting for Outside, The New Yorker, and NPR, among other national media, the award-winning journalist has established a reputation not only as a wry observer of the contemporary American scene but also as one of our more inventive and versatile practitioners of narrative non-fiction. In these two dozen pieces, collected here for the first time, Sides gives us a fresh, alluring, and at times startling America brimming with fascinating subcultures and bizarre characters who could live nowhere else. Following Sides, we crash the redwood retreat of an apparent cabal of fabulously powerful military-industrialists, drop in on the Indy 500 of bass fishing, and join a giant techno-rave at the lip of the Grand Canyon. We meet a diverse gallery of American visionaries— from the impossibly perky founder of Tupperware to Indian radical Russell Means to skateboarding legend Tony Hawk. We retrace the route of the historic Bataan Death March with veterans from Sides' acclaimed WWII epic, Ghost Soldiers. Sides also examines the nation that has emerged from the ashes of September 11, recounting the harrowing journeys of three World Trade Center survivors and deciding at the last possible minute not to "embed" on the Iraqi front-lines with the U.S. Marines. Americana gives us a sparkling mosaic of our country, in all its wild and poignant charm.

Every day, billions of photographs, news stories, songs, X-rays, TV shows, phone calls, and emails are being scattered around the world as sequences of zeroes and ones: bits. We can't escape this explosion of digital information and few of us want to-the benefits are too seductive. The technology has enabled unprecedented innovation, collaboration, entertainment, and democratic participation. But the same engineering marvels are shattering centuries-old assumptions about privacy, identity, free expression, and personal control as more and more details of our lives are captured as digital data. Can you control who sees all that personal information about you? Can email be truly confidential, when nothing seems to be private? Shouldn't the Internet be censored the way radio and TV are? Is it really a federal crime to download music? When you use Google or Yahoo! to search for something, how do they decide which sites to show you? Do you still have free speech in the digital world? Do you have a voice in shaping government or corporate policies about any of this? Blown to Bits offers provocative answers to these questions and tells intriguing real-life stories. This book is a wake-up call To The human consequences of the digital explosion.

(Black & White version) Fundamentals of Business was created for Virginia Tech's MGT 1104 Foundations of Business through a collaboration between the Pamplin College of Business and Virginia Tech Libraries. This book is freely available at: http://hdl.handle.net/10919/70961 It is licensed with a Creative Commons-NonCommercial ShareAlike 3.0 license.

How Decoupling Drives Consumer Disruption

How the FBI and the Chicago Police Murdered a Black Panther

Buell Motorcycles 1985-2009

Advanced Automotive Fault Diagnosis

The 25 Technologies that are Driving the 4th Industrial Revolution

Blown to Bits

The Psychic Cost of Free Markets

MOST (Media Oriented Systems Transport) is a multimedia network technology developed to enable an efficient transport of streaming, packet and control data in an automobile. It is the communication backbone of an infotainment system in a car. MOST can also be used in other product areas such as driver assistance systems and home applications.

'Does culture create competitive advantage? Case closed in this compelling analysis of sporting success. Read it.' - James Kerr, bestselling author of Legacy. In The Barcelona Way, sports psychologist Prof. Damian Hughes draws on exclusive insight into FCB as well as first-hand research from organizational psychology, to set out a method to create your own high-performance culture. At the heart of FCB's winning culture are a set of principles, epitomized by Pep Guardiola, Johan Cruyff, Lionel Messi and many other FCB legends, which govern how to nurture talent, prepare for change and provide the best environment to build a culture of sustained success. These principles: Big Picture, Arc of Change, Repetition, Cultural Architects, Authentic Leadership are at the heart of FCB's unprecedented domination of football, and are the key to developing high-performance cultures in any team-based organisation across every industry. The Barcelona Way is a hugely practical must-read that sets out a clear plan, based on the same principles, for you to create a culture of success and get the best of yourself and your team.

10TH ANNIVERSARY EDITION Is the financial plan of mediocrity -- a dream-stealing, soul-sucking dogma known as "The Slowlane" your plan for creating wealth? You know how it goes; it sounds a lil something like this: "Go to school, get a good job, save 10% of your paycheck, buy a used car, cancel the movie channels, quit drinking expensive Starbucks mocha lattes, save and penny-pinch your life away, trust your life-savings to the stock market, and one day, when you are oh, say, 65 years old, you can retire rich." The mainstream financial gurus have sold you blindly down the river to a great financial gamble: You've been hoodwinked to believe that wealth can be created by recklessly trusting in the uncontrollable and unpredictable markets: the housing market, the stock market, and the job market. This impotent financial gamble dubiously promises wealth in a wheelchair -- sacrifice your adult life for a financial plan that reaps dividends in the twilight of life. Accept the Slowlane as your blueprint for wealth and your financial future will blow carelessly asunder on a sailboat of HOPE: HOPE you can find a job and keep it, HOPE the stock market doesn't tank, HOPE the economy rebounds, HOPE, HOPE, and HOPE. Do you really want HOPE to be the centerpiece for your family's financial plan? Drive the Slowlane road and you will find your life deteriorate into a miserable exhibition about what you cannot do, versus what you can. For those who don't want a lifetime subscription to "settle-for-less" and a slight chance of elderly riches, there is an alternative: an expressway to extraordinary wealth that can burn a trail to financial independence faster than any road out there. Why jobs, 401(k)s, mutual funds, and 40-years of mindless frugality will never make you rich young. Why most entrepreneurs fail and how to immediately put the odds in your favor. The real law of wealth: Leverage this and wealth has no choice but to be magnetized to you. The leading cause of poorness: Change this and you change everything. How the rich really get rich - and no, it has nothing to do with a paycheck or a 401K match. Why the guru's grand deity - compound interest - is an impotent wealth accelerator. Why the guru myth of "do what you love" will most likely keep you poor, not rich. And 250+ more poverty busting distinctions... Demand the Fastlane, an alternative road-to-wealth; one that actually ignites dreams and creates millionaires young, not old. Change lanes and find your explosive wealth accelerator. Hit the Fastlane, crack the code to wealth, and find out how to live rich for a lifetime.

Are you frustrated in your efforts to succeed and create abundance in your life? Are you exasperated even though you may have set goals for yourself, gained knowledge, and worked hard? Are your financial dreams just not working out the way you'd like them to, or as fast as you'd like them to? Are you wondering what is standing in your way, preventing you from accessing the life of freedom you've been dreaming about? Well, The Abundance Code is here to provide the answer you've been searching for... There is a hidden yet crucial element to success and abundance that most people are unaware of--because that essential element is buried in their unconscious minds. The Abundance Code is about how you can (and must!) rewrite your subconscious programming so that you can effortlessly achieve the rich life of abundance you deserve. Julie Ann Cairns takes you through the "7 Money Myths"--an extremely common set of subconscious barriers put up between you and your attainment of abundant wealth and freedom--and helps you banish them, so that your subconscious "code" can come into alignment with your conscious goals for financial freedom. If your underlying programming does not support your goals--and it probably doesn't--then Julie will show you how to get out of your own way and finally access the life you have always wanted. You can be successful, you can be wealthy, and you can make money without expending physical effort or sacrificing too much of your precious time. You can become financially free with the luxury of choice. It's all possible for you, but conscious goals and knowledge are not enough to make this happen--you also need a set of supporting subconscious beliefs in order to ultimately prosper. If you have tried and tried to attain financial freedom but are still struggling, then this book will provide the breakthrough you've been waiting for.

21 Ways You Can Out-Think, Out-Perform, and Out-Earn the Competition

Tech Trends in Practice

GPS For Dummies

Understanding Media

Connected Strategy

The Fight for a Human Future at the New Frontier of Power

Heritage of Power

Trust the best-selling Official Cert Guide series from Cisco Press to help you learn, prepare, and practice for exam success. They are built with the objective of providing assessment, review, and practice to help ensure you are fully prepared for your certification exam. · Master Cisco CCNA 200-301 exam topics · Assess your knowledge with chapter-opening quizzes · Review key concepts with exam preparation tasks · Practice with realistic exam questions in the practice test software This is the eBook edition of the CCNA 200-301 Official Cert Guide, Volume 1. This eBook, combined with the CCNA 200-301 Official Cert Guide Volume 2, cover all of exam topics on the CCNA 200-301 exam. This eBook does not include the practice exams that comes with the print edition. CCNA 200-301 Official Cert Guide , Volume 1 presents you with an organized test-preparation routine using proven series elements and techniques. “Do I Know This Already?” quizzes open each chapter and enable you to decide how much time you need to spend on each section. Exam topic lists make referencing easy. Chapter-ending Exam Preparation Tasks help you drill on key concepts you must know thoroughly. CCNA 200-301 Official Cert Guide, Volume 1 from Cisco Press enables you to succeed on the exam the first time and is the only self-study resource approved by Cisco. Best-selling author and expert instructor Wendell Odom shares preparation hints and test-taking tips, helping you identify areas of weakness and improve both your conceptual knowledge and hands-on skills. This complete study package includes · A test-preparation routine proven to help you pass the exams · Do I Know This Already? quizzes, which enable you to decide how much time you need to spend on each section · Chapter-ending and part-ending exercises, which help you drill on key concepts you must know thoroughly · The powerful Pearson Test Prep Practice Test software, complete with hundreds of well-reviewed, exam-realistic questions, customization options, and detailed performance reports · A free copy of the CCNA 200-301 Volume 1 Network Simulator Lite software, complete with meaningful lab exercises that help you hone your hands-on skills with the command-line interface for routers and switches · Links to a series of hands-on config labs developed by the author · Online, interactive practice exercises that help you hone your knowledge · More than 90 minutes of video mentoring from the author · A final preparation chapter, which guides you through tools and resources to help you craft your review and test-taking strategies · Study plan suggestions and templates to help you organize and optimize your study time Well regarded for its level of detail, study plans, assessment features, challenging review questions and exercises, video instruction, and hands-on labs, this official study guide helps you master the concepts and techniques that ensure your exam success. The CCNA 200-301 Official Cert Guide, Volume 1, combined with CCNA 200-301 Official Cert Guide, Volume 2, walk you through all the exam topics found in the Cisco 200-301 exam. Topics covered in Volume 1 include: · Networking fundamentals · Implementing Ethernet LANs · Implementing VLANs and STP · IPv4 addressing · IPv4 routing · OSPF · IPv6 · Wireless LANs Companion Website: The companion website contains the CCNA Network Simulator Lite software, online practice exercises, study resources, and 90 minutes of video training. In addition to the wealth of updated content, this new edition includes a series of free hands-on exercises to help you master several real-world configuration and troubleshooting activities. These exercises can be performed on the CCNA 200-301 Network Simulator Lite, Volume 1 software included for free on the companion website that accompanies this book. This software, which simulates the experience of working on actual Cisco routers and switches, contains the following 21 free lab exercises, covering topics in Part II and Part III, the first hands-on configuration sections of the book: 1. Configuring Local Usernames 2. Configuring Hostnames 3. Interface Status I 4. Interface Status II 5. Interface Status III 6. Interface Status IV 7. Configuring Switch IP Settings 8. Switch IP Address 9. Switch IP Connectivity I 10. Switch CLI Configuration Process I 11. Switch CLI Configuration Process II 12. Switch CLI Exec Mode 13. Setting Switch Passwords 14. Interface Settings I 15. Interface Settings II 16. Interface Settings III 17. Switch Forwarding I 18. Switch Security I 19. Switch Interfaces and Forwarding Configuration Scenario 20. Configuring VLANs Configuration Scenario 21. VLAN Troubleshooting Pearson Test Prep online system requirements: Browsers: Chrome version 73 and above; Safari version 12 and above; Microsoft Edge 44 and above Devices: Desktop and laptop computers, tablets running on Android v8.0 and iOS v13, smartphones with a minimum screen size of 4.7". Internet access required Pearson Test Prep offline system requirements: Windows 10, Windows 8.1; Microsoft .NET Framework 4.5 Client; Pentium-class 1 GHz processor (or equivalent); 512 MB RAM; 650 MB disk space plus 50 MB for each downloaded practice exam; access to the Internet to register and download exam databases

A consultant to some of America's leading corporations shares key insights and ideas on how to supercharge one's business and career, explaining how to create and develop new opportunities for wealth in any business, enterprise, or venture. Reprint. 50,000 first printing.

LEVI: She's a good girl ... from a world I left behind years ago. One where virtue and purity are all that matter. She's never learned about desire, about lust. And how a fire can burn so hot that you'll risk anything to quench the flames. I'm going to change all that. She's got a body that was made for pleasure -- she just doesn't know it yet. And I'm just the bastard to teach her. She's come to me for protection from the cold, cruel world. Trouble is, the thing she needs protecting from most of all ... is me. CHERISH: He was just a name -- my only chance to escape from the way I was raised. I went to him in desperation, hoping for help, for refuge. I found a man unlike any I've ever known. And now I understand: purity is easy when there's no temptation. His touch fills me with forbidden longing. He sets me on fire ... until burning up sounds like heaven.

The first Buell motorcycle, the RW750, was built in 1985 purely for competing in the AMA Formula 1 motorcycle road racing championship. Buell later turned his focus towards racing-inspired, street-going machines using engines manufactured by Harley who, in 1998, purchased majority control of Buell and has been a subsidiary since that time. Buell engines - which are modified Harley Davidson Sportster engines - are designed to be street-friendly both in fuel efficiency and power. They are also simple and easy to maintain. Erik Buell brought flair and innovation to both his racing and street going machines.

Fast Times

Fundamentals of Business (black and White)

Popular Science

How Digital Winners Set Direction, Learn, and Adapt

Unlocking the Customer Value Chain

Looking at Data through the Eyes of Experts

The Biography of Florence Lowe Barnes

*Visualization is the graphic presentation of data -- portrayals meant to reveal complex information at a glance. Think of the familiar map of the New York City subway system, or a diagram of the human brain. Successful visualizations are beautiful not only for their aesthetic design, but also for elegant layers of detail that efficiently generate insight and new understanding. This book examines the methods of two dozen visualization experts who approach their projects from a variety of perspectives -- as artists, designers, commentators, scientists, analysts, statisticians, and more. Together they demonstrate how visualization can help us make sense of the world. Explore the importance of storytelling with a simple visualization exercise Learn how color conveys information that our brains recognize before we're fully aware of it Discover how the books we buy and the people we associate with reveal clues to our deeper selves Recognize a method to the madness of air travel with a visualization of civilian air traffic Find out how researchers investigate unknown phenomena, from initial sketches to published papers Contributors include: Nick Bilton,Michael E. Driscoll,Jonathan Feinberg,Danyel Fisher,Jessica Hagy,Gregor Hochmuth,Todd Holloway,Noah Iliinsky,Eddie Jabbour,Valdean Klump,Aaron Koblin,Robert Kosara,Valdis Krebs,JoAnn Kuchera-Morin et al.,Andrew Odewahn,Adam Perer,Anders Persson,Maximilian Schich,Matthias Shapiro,Julie Steele,Moritz Stefaner,Jer Thorp,Fernanda Viegas,Martin Wattenberg,and Michael Young.*

*The most researched, documented, and comprehensive manifesto on experiential marketing. As customers take control over what, when, why, and how they buy products and services, brands face the complete breakdown and utter failure of passive marketing strategies designed more than a half-century ago. To connect with a new generation of customers, companies must embrace and deploy a new marketing mix, powered by a more effective discipline: experiences. Experiential marketing, the use of live, face-to-face engagements to connect with audiences, create relationships and drive brand affinity, has become the fastest-growing form of marketing in the world as the very companies that built their brands on the old Madison Avenue approach—including Coca-Cola, Nike, Microsoft, American Express and others—open the next chapter of marketing. . . as experiential brands. Using hundreds of case studies, exclusive research, and interviews with more than 150 global brands spanning a decade, global experiential marketing experts Kerry Smith and Dan Hanover present the most in-depth book ever written on how companies are using experiences as the anchor of reinvented marketing mixes. You'll learn: The history and fundamental principles of experiential marketing How top brands have reset marketing mixes as experience-driven portfolios The anatomy of a brand experience The psychology of engagement and experience design The 10 habits of highly experiential brands How to measure the impact of experiential marketing How to combine digital and social media in an experiential strategy The experiential marketing vocabulary How to begin converting to experiential marketing Marketers still torn between outdated marketing models and the need to reinvent how they market in today's customer-controlled economy will find the clarity they need to refine their marketing strategies, get a roadmap for putting their brands on a winning path, and walk away inspired to transition into experiential brands.*

*Need directions? Are you good at getting lost? Then GPS is just the technology you've dreamed of, and GPS For Dummies is what you need to help you make the most of it. If you have a GPS unit or plan to buy one, GPS For Dummies, 2nd Edition helps you compare GPS technologies, units, and uses. You'll find out how to create and use digital maps and learn about waypoints, tracks, coordinate systems, and other key point to using GPS technology. Get more from your GPS device by learning to use Web-hosted mapping services and even how to turn your cell phone or PDA into a GPS receiver. You'll also discover: Up-to-date information on the capabilities of popular handheld and automotive Global Positioning Systems How to read a map and how to get more from the free maps available online The capabilities and limitations of GPS technology, and how satellites and radio systems make GPS work How to interface your GPS receiver with your computer and what digital mapping software can offer Why a cell phone with GPS capability isn't the same as a GPS unit What can affect your GPS reading and how accurate it will be How to use Street Atlas USA, TopoFusion, Google Earth, and other tools Fun things to do with GPS, such as exploring topographical maps, aerial imagery, and the sport of geocaching Most GPS receivers do much more than their owners realize. With GPS For Dummies, 2nd Edition in hand, you'll venture forth with confidence!*

*Detransition, Baby*

*A Guide for the Penetration Tester*

*Beautiful Visualization*

*Capitalism and Desire*