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Harnessing the power of software platforms: what executives and entrepreneurs must know about how to use this technology to transform industries and how to develop the strategies that will create value and drive profits. Software platforms are the invisible engines that have created, touched, or transformed nearly every major industry for the past quarter century. They power everything from mobile phones and automobile navigation systems to search engines and web portals. They have been the source of enormous value to consumers and helped some entrepreneurs build great fortunes. And they are likely to drive change that will dwarf the business and technology revolution we have seen to this point. Invisible Engines examines the business dynamics and strategies used by firms that recognize the transformative power unleashed by this new revolution—a revolution that will change both new and old industries. The authors argue that in order to understand the successes of software platforms, we must first understand their role as a technological meeting ground where application developers and end users converge. Apple, Microsoft, and Google, for example, charge developers little or nothing for using their platforms and make most of their money from end users; Sony PlayStation and other game consoles, by contrast, subsidize users and make more money from developers, who pay royalties for access to the code they need to write games. More applications attract more users, and more users attract more applications. And more applications and more users lead to more profits. Invisible Engines explores this story through the lens of the companies that have mastered this platform-balancing act. It offers detailed studies of the personal computer, video game console, personal digital assistant, smart mobile phone, and digital media software platform industries, focusing on the business decisions made by industry players to drive profits and stay a step ahead of the competition. Shorter discussions of Internet-based software platforms provide an important glimpse into a future in which the way we buy, pay, watch, listen, learn, and communicate will change forever. An electronic version of this book is available under a Creative Commons license. London has many rivers, but they are often hidden under centuries of development. Rivers like the Walbrook, the Fleet or the Westbourne have left their mark on the city, and still form an important part of our subterranean world. David Fathers traces the course of twelve hidden rivers in a series of detailed guided walks, illustrating the traces they have left and showing the ways they have shaped the city. Each walk starts at the tube or rail station nearest to the source of the river, and then follows it down to the Thames through parkland, suburbia, historic neighbourhoods and the vestiges of our industrial past. Along the way there are encounters with such extraordinary Londoners as William Blake, Judy Garland, Paul Robeson, Terence Donovan, Bradley Wiggins, Nelson, Lenin, Freud, and the great Victorian engineer Joseph Bazalgette. Hidden Rivers of London contains over 120 km of walks, both north and south of the Thames. Winding through the hills, valleys and marshes that underlie the city, every page is a revelation. First Published in 2010. Routledge is an imprint of Taylor & Francis, an informa company. African animal trypanosomiasis (AAT), also called nagana, is a trans-boundary disease that has had an immense impact on cattle and is ranked among the top global cattle diseases. This and tick-borne

diseases have caused major obstacles to sustainable livestock-based agricultural production and food security and are important factors in underdevelopment. Due to decreasing efficacy of available drugs, widespread trypanosome resistance, and the difficulty of sustaining other control measures, there is a need for alternative sustainable strategies to reduce the impact these diseases have on livestock. *Combating and Controlling Nagana and Tick-Borne Diseases in Livestock* provides the latest empirical research findings on the effects of African animal trypanosomiasis (nagana) and tick-borne disease infection in livestock, their impact on farmer livelihoods, and the measures that can be undertaken to mitigate negative effects and reduce the number of infections. While highlighting topic areas such as disease history and transmission, treatments, and the economic impacts, this book is essential for farmers, animal health and animal production professionals and practitioners, non-government organizations, researchers, academicians, and students working in fields that include but are not limited to agriculture, livestock production, environmental science, veterinary medicine, veterinary pathology, and epidemiology. This book draws on the author's 15 years of practical and conceptual experience of research and practice in delivering development initiatives that effectively use information and communication technologies (ICTs) to empower some of the world's poorest and most marginalized people. This expanded twelfth edition of the bestselling guide to style is based on the Economist's own updated house style manual, and is an invaluable companion for everyone who wants to communicate with the clarity, style and precision for which the Economist is renowned. As the introduction says, 'clarity of writing usually follows clarity of thought.' The Economist Style Guide gives general advice on writing, points out common errors and clichés, offers guidance on consistent use of punctuation, abbreviations and capital letters, and contains an exhaustive range of reference material - covering everything from accountancy ratios and stock market indices to laws of nature and science. Some of the numerous useful rules and common mistakes pointed out in the guide include: *Which informs, that defines. This is the house that Jack built. But: This house, which Jack built, is now falling down. Discreet means circumspect or prudent; discrete means separate or distinct. Remember that "Questions are never indiscreet. Answers sometimes are" (Oscar Wilde). Flaunt means display, flout means disdain. If you flout this distinction you will flaunt your ignorance. Forgo means do without; forego means go before. Fortuitous means accidental, not fortunate or well-timed. Times: Take care. Three times more than X is four times as much as X. Full stops: Use plenty. They keep sentences short. This helps the reader. The guide is for those directly involved in MSPs to provide both the conceptual foundations and practical tools that underpin successful partnerships. This work has been inspired by the motivation and passion that comes when people dare to "walk in each other's shoes" to find new paths toward shared ambitions for the future. This complete update of a classic handbook originally created by Analog Devices and never previously published offers the most complete and up-to-date reference available on data conversion, from the world authority on the subject. It describes in depth the theory behind and the practical design of data conversion circuits. It describes the different architectures used in A/D and D/A converters - including many advances that have been made in this technology in recent years - and provides guidelines on which types are best suited for particular applications. It covers error characterization and testing specifications, essential design information that is difficult to find elsewhere. The book also contains a wealth of practical application circuits for interfacing and supporting A/D and D/A converters within an electronic system. In short, everything an electronics engineer needs to know about data converters can be found in this volume, making it an indispensable reference with broad appeal. The accompanying CD-ROM provides software tools for testing and analyzing data converters as well as a searchable pdf version of the text. * brings together a huge amount of information impossible to locate elsewhere. * many recent advances in converter technology simply aren't covered in any other book. * a must-have design reference for any electronics design engineer or technician. Democratic and consolidated states are taken as the model for effective rule-making and service provision. In contrast, this book argues that good governance is possible even without a functioning state. The World Public Sector Report will be published every two years with the intention of reviewing major trends and issues concerning public administration and governance. This inaugural issue of the report considers the process of globalisation and the challenges and opportunities it offers for the role of the public sector in countries around the world. It is increasingly being acknowledged that the State is a key actor in the development process and has a major role to play in making globalisation work for all, for example in alleviating poverty and income inequality, advancing human rights, promoting sustainable development and combating international crime. Issues discussed in the report include: the many facets of

globalisation; its impact on the State; reinforcing state institutions and social policies; defining and measuring the size of the State. The World Report on Disability suggests more than a billion people totally experience disability. They generally have poorer health, lower education and fewer economic opportunities and higher rates of poverty than people without disabilities. This report provides the best available evidence about what works to overcome barriers to better care and services. An in depth look at Incident Management for I.T. departments. 10 simple steps to design and deploy your Incident Management program based on ITIL's best practices. Topics include: Incident Detection Incident Prioritization Response Plans Managing an Incident Escalation Matrix Communications Plans Vendor Management Documentation Bonus Templates The author has over 30 years of leading I.T. departments for some of the world's largest companies. This book goes beyond ITIL's theory with real world experience and recommendations This open access book provides a set of conceptual, empirical, and comparative chapters that apply a public policy perspective to investigate the political and institutional factors driving the use of evidence to inform health policy in low, middle, and high income settings. The work presents key findings from the Getting Research Into Policy (GRIP-Health) project: a five year, six country, programme of work supported by the European Research Council. The chapters further our understanding of evidence utilisation in health policymaking through the application of theories and methods from the policy sciences. They present new insights into the roles and importance of factors such as issue contestation, institutional arrangements, logics of appropriateness, and donor influence to explore individual cases and comparative experiences in the use of evidence to inform health policy. Justin Parkhurst is Associate Professor at the London School of Economics and Political Science (the LSE)'s Department of Health Policy, UK. He has conducted research on a range of global health policy issues and on the politics of evidence. He served as the Principal Investigator of the GRIP-Health programme of work. Benjamin Hawkins is Associate Professor at the Department of Global Health and Development, London School of Hygiene and Tropical Medicine, UK. His research focuses on the role of research evidence and corporate actors in health policy making. In addition, he works on European integration, multi-level governance international trade and political economy approaches to health policy. Stefanie Ettelt is Associate Professor at the Department of Health Services Research and Policy, London School of Hygiene and Tropical Medicine, UK. Her work examines the tensions between structure and agency in explaining the influence of evidence and research on policy-making and health system governance, particularly from a comparative perspective. Follows the adventures of a poor but plucky scholarship student as she tries to find acceptance at an exclusive English boarding school for young ladies. An examination of how the constitutional frameworks for autonomies around the world really work. This open access book shares the experiences of Tropical Legumes III (TLIII) project in facilitating access to seed of improved legume varieties to smallholder farmers through innovation platforms. It highlights practices and guiding principles implemented in eight developing countries of sub-Saharan Africa and South Asia. This book details key processes that respective teams employed to create an innovation space that delivers seed, other inputs, knowledge and financial services to agricultural communities and most importantly, the underserved farmers in remote areas of the drylands. It offers valuable insights into the pathway to establishing, promoting and operating innovation platforms to enhance the performance and competitiveness of legume crops' value chains, and addresses critical issues that must be considered to make innovation platforms more sustainable and attractive to beneficiaries. The book offers a wealth of practical insights for development workers, technical staff, and project managers. This publication is all about TLIII community of practice. It will definitely inspire other development workers and scientists to share their own experiences for others to learn from. This edited Promotion and Marketing Communications book is an original volume that presents a collection of chapters authored by various researchers and edited by marketing communication professionals. To survive in the competitive world, companies feel an urge to achieve a competitive advantage by applying accurate marketing communication tactics. Understanding marketing communication is an essential aspect for any field and any country. Hence, in this volume there is the latest research about marketing communication under which marketing strategies are delicately discussed. This book does not only contribute to the marketing and marketing communication intellectuals but also serves different sector company managerial positions and provides a guideline for people who want to attain a career in this field, giving them a chance to acquire the knowledge regarding consumer behavior, public relations, and digital marketing themes. What if there were a land where people lived longer than anywhere else on earth, the obesity rate was the lowest in the developed world, and women in their forties still looked like

they were in their twenties? Wouldn't you want to know their extraordinary secret? Japanese-born Naomi Moriyama reveals the secret to her own high-energy, successful lifestyle—and the key to the enduring health and beauty of Japanese women—in this exciting new book. The Japanese have the pleasure of eating one of the most delicious, nutritious, and naturally satisfying cuisines in the world without denial, without guilt...and, yes, without getting fat or looking old. As a young girl living in Tokyo, Naomi Moriyama grew up in the food utopia of the world, where fresh, simple, wholesome fare is prized as one of the greatest joys of life. She also spent much time basking in that other great center of Japanese food culture: her mother Chizuko's Tokyo kitchen. Now she brings the traditional secrets of her mother's kitchen to you in a book that embodies the perfect marriage of nature and culinary wisdom—Japanese home-style cooking. If you think you've eaten Japanese food, you haven't tasted anything yet. Japanese home-style cooking isn't just about sushi and raw fish but good, old-fashioned everyday-Japanese-mom's cooking that's stood the test of time—and waistlines—for decades. Reflected in this unique way of cooking are the age-old traditional values of family and the abiding Japanese love of simplicity, nature, and good health. It's the kind of food that millions of Japanese women like Naomi eat every day to stay healthy, slim, and youthful while pursuing an energetic, successful, on-the-go lifestyle. Even better, it's fast, it's easy, and you can start with something as simple as introducing brown rice to your diet. You'll begin feeling the benefits that keep Japanese women among the youngest-looking in the world after your very next meal! If you're tired of counting calories, counting carbs, and counting on being disappointed with diets that don't work and don't satisfy, it's time to discover one of the best-kept and most delicious secrets for a healthier, slimmer, and long-living lifestyle. It's time to discover the Japanese fountain of youth....

This Special Issue of Sustainability on "Partnerships for the Sustainable Development Goals (SDGs)" brings together a collection of articles that explore a diverse range of issues and challenges faced by partnership arrangements that seek to support the achievement of the SDGs and the United Nations 2030 Agenda for Sustainable Development. As well as encompassing a diverse range of collaborative forms and themes, and involving a variety of stakeholders, these collaborative initiatives are all notably shaped by the dynamics of the particular contexts in which they operate. These contexts include individual, organizational, sectoral, spatial, and geographical settings. The impact of the COVID-19 pandemic on partnering for the SDGs is also apparent. The interplay between these elements offers a useful global-local context for further inquiry and reflection on how deeper and more meaningful collaborative relationships might be developed to achieve the SDG targets and beyond.

Traces the development of the ideology of modern Scottish nationalism from the 1960s to the independence referendum in 2014. This publication was the output of the World Conference on Governance, Manila 1999. Building partnerships for governance at all levels from local to global is essential for sustainable human development. Six elements characterise partnership relationships: inclusiveness; experience-sharing; strategy; empowerment; consensus-building; and continuous improvement. Using these guidelines, countries and communities can promote partnership building for good governance in which all can participate in shared goals and activities.

"A higher education text on the history of Africa"-- Shares the secret to sales success: don't just build relationships with customers. This title argues that classic relationship-building is the wrong approach. Spanning four politically and socially tumultuous decades, Stephen Maxwell's writings explore the origins and development of the modern Scottish Nationalist movement. As an instrumental member of the SNP and a life-long socialist, Maxwell's work provides an engaging contemporary insight into the debate over Scottish independence, setting out a clear ideological and practical arguments for a socially just Scotland.

The Case for Left Wing Nationalism - Maxwell's seminal 1981 pamphlet - considers the historical and cultural roots of Scottish national identity and stresses the importance of a realistic understanding of the past as the basis of a more prosperous, independent future. It concludes with Hugh MacDiarmid's prescription for a Scottish renaissance: Not Traditions - Precedents. Social integration was identified as one of three main objectives of development at the World Summit for Social Development in 1995, together with poverty eradication and employment creation. This publication explores the goal of social integration and related concepts, the role and principles of participatory dialogue in creating more socially cohesive societies, and provides practical examples of participatory dialogue use and practices. It also considers the global trends that are influencing social integration dynamics and examines the key elements essential to creating societies that are resilient to social tension and disintegration. This innovative edited collection explores digital business models (DBMs) in theory and practice to contribute to knowledge of how companies, organizations and networks can design, implement and apply DBMs. It views DBMs in a range

of contexts and forms, which can be integrated in a number of ways, and aims to inspire and enable academics, students and practitioners to seize the opportunities posed by digital business models, technologies and platforms. One of the first and comprehensive contributions to the field of DBMs and digital business model innovations (DBMI), the authors discuss the opportunities, challenges, technologies, implementation and value creation, customer and data protection processes of DBMs in different contexts. Governments, business, international bodies and local groups are turning to multi-stakeholder processes to find practical ways forward. This book explains how MSPs can be organized to deliver their potential for successful resolution of complex issues and for sustainable development. It includes detailed examples and provides practical checklists, explaining how to get beyond adversarial politics and achieve positive results. In this classic text, first published in 1977, Tom Nairn memorably depicts the 'slow foundering' of the United Kingdom on the rocks of imperial decline, constitutional anachronism and the gathering force of civic nationalism. Rich in comparisons between the nationalisms of the British Isles and those of the wider world, thoughtful in its treatment of the interaction between nationality and social class, *The Break-Up of Britain* concludes with a bravura essay on the Janus-faced nature of national identity. Postscripts from the Thatcher and Blair years trace the political strategies whose upshot accelerated the demise of a British state they were intended to serve. As a second Scottish independence referendum beckons, a new Introduction by Anthony Barnett underlines the book's enduring relevance. The roots of health literacy can be traced back to the national literacy movement in India under Gandhi and to aid groups working in Africa to promote education and health. The term health literacy was first used in 1974 and described as "health education meeting minimal standards for all school grade levels". From that first use the definition of health literacy evolved during the next 30 years with official definitions promulgated by government agencies and large programs. Despite differences among these definitions, they all hold in common the idea that health literacy involves the need for people to understand information that helps them maintain good health. Although the United States produces a majority of the research on health literacy, Europe has strong multinational programs as well as research efforts, and health literacy experts in developing countries have created successful programs implemented on a community level. Given these distinct strengths of efforts worldwide, there are many opportunities for collaboration. International collaboration can harness the United States' research power, Europe's multilingual and multinational experience, and developing nations' community-based programs to create robust programs and research that reach people—not based on language or nationality but on need and value. A workshop on international health literacy efforts that feature presentations and discussion about health literacy interventions from various countries as well as other topics related to international health literacy was held as the basis for this report. *Health Literacy: Improving Health, Health Systems, and Health Policy Around the World* summarizes the findings and discussions at the workshop. A concise review of current research into suicide providing a guide to understanding this disease and its increasing incidence globally. Four years ago, the bestselling authors of *The Challenger Sale* overturned decades of conventional wisdom with a bold new approach to sales. Now their latest research reveals something even more surprising: Being a Challenger seller isn't enough. Your success or failure also depends on who you challenge. Picture your ideal customer: friendly, eager to meet, ready to coach you through the sale and champion your products and services across the organization. It turns out that's the last person you need. Most marketing and sales teams go after low-hanging fruit: buyers who are eager and have clearly articulated needs. That's simply human nature; it's much easier to build a relationship with someone who always makes time for you, engages with your content, and listens attentively. But according to brand-new CEB research—based on data from thousands of B2B marketers, sellers, and buyers around the world—the highest-performing teams focus their time on potential customers who are far more skeptical, far less interested in meeting, and ultimately agnostic as to who wins the deal. How could this be? The authors of *The Challenger Customer* reveal that high-performing B2B teams grasp something that their average-performing peers don't: Now that big, complex deals increasingly require consensus among a wide range of players across the organization, the limiting factor is rarely the salesperson's inability to get an individual stakeholder to agree to a solution. More often it's that the stakeholders inside the company can't even agree with one another about what the problem is. It turns out only a very specific type of customer stakeholder has the credibility, persuasive skill, and will to effectively challenge his or her colleagues to pursue anything more ambitious than the status quo. These customers get deals to the finish line far more often than friendlier stakeholders who seem so receptive at first. In other words, Challenger sellers do best when they target Challenger customers. *The Challenger*

Customer unveils research-based tools that will help you distinguish the "Talkers" from the "Mobilizers" in any organization. It also provides a blueprint for finding them, engaging them with disruptive insight, and equipping them to effectively challenge their own organization.

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