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KARTER ASHLEY

Commercial Directory Adda247
 Publications
 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.

A Commercial Law of Privacy and Security for the Internet of Things
 A Commercial Law of Privacy and Security for the Internet of Things

What if customers expect more than just a good product, excellent service and perfectly performing digital interfaces? And what if new technologies like 5G, artificial intelligence, quantum computing and robotics offer possibilities that go beyond mere ease of use? Digital ease of use is the new minimum. It has become a commodity. The customer now regards it as the most normal thing in the world to have access to limitless products and

services with just a single click of a mouse. In the years ahead, companies will need to play an active role in the 'life journey' of customers: helping to make their dreams come true and removing problems from their daily lives. In addition, customers are looking increasingly to companies instead of governments to tackle societal challenges like climate change, health care and mobility. If your company succeeds in providing outstanding digital service, becomes a partner in the life of your customers and provides solutions for major societal issues, you will develop 'an offer you can't refuse'.

Design Cybernetics Springer Science & Business Media

Elvy explores the consumer ramifications of the Internet of Things through the lens of the commercial law of privacy and security.

Cyber Security Cryptography and Machine

Learning Emerald Group Publishing
 BRONZE RUNNER UP: Axiom Awards 2018
 - Business Technology Category (1st
 edition) Data is an integral strategic asset
 for all businesses. Learn how to leverage
 this data and generate valuable insights
 and true business value with bestselling
 author and data guru Bernard Marr. Data
 has massive potential for all businesses
 when used correctly, from small
 organizations to tech giants and huge
 multinationals, but this resource is too
 often not fully utilized. Data Strategy is the
 must-read guide on how to create a
 robust, data-driven approach that will
 harness the power of data to revolutionize
 your business. Explaining how to collect,
 use and manage data, this book prepares
 any organization with the tools and
 strategies needed to thrive in the digital
 economy. Now in its second edition, this
 bestselling title is fully updated with
 insights on understanding your customers
 and markets and how to provide them with
 intelligent services and products. With
 case studies and real-world examples
 throughout, Bernard Marr offers unrivalled
 expertise on how to gain the competitive
 advantage in a data-driven world.

Dwell Routledge

With the science of robotics undergoing a
 major transformation just now, Springer's
 new, authoritative handbook on the
 subject couldn't have come at a better
 time. Having broken free from its origins in
 industry, robotics has been rapidly
 expanding into the challenging terrain of
 unstructured environments. Unlike other
 handbooks that focus on industrial
 applications, the Springer Handbook of
 Robotics incorporates these new
 developments. Just like all Springer
 Handbooks, it is utterly comprehensive,
 edited by internationally renowned
 experts, and replete with contributions
 from leading researchers from around the
 world. The handbook is an ideal resource
 for robotics experts but also for people
 new to this expanding field.

Indonesia News Service Walter de Gruyter
 GmbH & Co KG

ADDA 247 has been consistently working
 to make the word "SUCCESS" a true
 companion to all the banking aspirants. As
 the year 2019 has just marked its
 presence, we are delighted to announce
 that ADDA 247 is launching - "A Complete
 Book on Puzzles & Seating Arrangement
 New Edition (eBook/pdf.). Puzzles are an
 important part of the Reasoning Section,
 the one that you cannot escape from. It is
 the topic that dominates the Reasoning
 Section of all sorts of banking exams. So
 many other miscellaneous topics too are
 now being asked in the form of puzzles.

The number of questions being asked on
 puzzles ranges from 60 to 65 per cent of
 the total number of questions in the
 Reasoning Section. So it is now very
 obvious that the strategy of ignoring
 questions based on puzzles, thereby
 solving other questions won't be working
 anymore as neglecting questions on
 puzzles can risk the likelihood of you
 clearing the sectional cut off or scoring
 satisfactory marks in the Reasoning
 Section. It is already known to all the
 aspirants that Puzzles & Seating
 Arrangement form the most important
 part of the Reasoning Section for SSC CGL
 & CHSL as they carry the highest weight
 among the other topics. So, considering all
 the significance that these portions carry,
 this ebook would provide all the necessary
 help and guidance in clearing reasoning
 related to puzzles & seating arrangements
 smoothly.

Daily Graphic Harvard Business Press

This book constitutes the refereed
 proceedings of the Fourth International
 Symposium on Cyber Security
 Cryptography and Machine Learning,
 CSCML 2020, held in Be'er Sheva, Israel, in
 July 2020. The 12 full and 4 short papers
 presented in this volume were carefully
 reviewed and selected from 38
 submissions. They deal with the theory,
 design, analysis, implementation, or
 application of cyber security, cryptography
 and machine learning systems and
 networks, and conceptually innovative
 topics in these research areas.

Graphic Showbiz Simon and Schuster

At Dwell, we're staging a minor revolution.
 We think that it's possible to live in a
 house or apartment by a bold modern
 architect, to own furniture and products
 that are exceptionally well designed, and
 still be a regular human being. We think
 that good design is an integral part of real
 life. And that real life has been
 conspicuous by its absence in most design
 and architecture magazines.

Dwell Packt Publishing Ltd

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Springer Handbook of Robotics Clear Web
 Services Ltd

Unlock the power of your data with
 Hadoop 2.X ecosystem and its data
 warehousing techniques across large data
 sets About This Book Conquer the

mountain of data using Hadoop 2.X tools
 The authors succeed in creating a context
 for Hadoop and its ecosystem Hands-on
 examples and recipes giving the bigger
 picture and helping you to master Hadoop
 2.X data processing platforms Overcome
 the challenging data processing problems
 using this exhaustive course with Hadoop
 2.X Who This Book Is For This course is for
 Java developers, who know scripting,
 wanting a career shift to Hadoop - Big
 Data segment of the IT industry. So if you
 are a novice in Hadoop or an expert, this
 book will make you reach the most
 advanced level in Hadoop 2.X. What You
 Will Learn Best practices for setup and
 configuration of Hadoop clusters, tailoring
 the system to the problem at hand
 Integration with relational databases,
 using Hive for SQL queries and Sqoop for
 data transfer Installing and maintaining
 Hadoop 2.X cluster and its ecosystem
 Advanced Data Analysis using the Hive,
 Pig, and Map Reduce programs Machine
 learning principles with libraries such as
 Mahout and Batch and Stream data
 processing using Apache Spark
 Understand the changes involved in the
 process in the move from Hadoop 1.0 to
 Hadoop 2.0 Dive into YARN and Storm and
 use YARN to integrate Storm with Hadoop
 Deploy Hadoop on Amazon Elastic
 MapReduce and Discover HDFS
 replacements and learn about HDFS
 Federation In Detail As Marc Andreessen
 has said "Data is eating the world," which
 can be witnessed today being the age of
 Big Data, businesses are producing data in
 huge volumes every day and this rise in
 tide of data need to be organized and
 analyzed in a more secured way. With
 proper and effective use of Hadoop, you
 can build new-improved models, and
 based on that you will be able to make the
 right decisions. The first module, Hadoop
 beginners Guide will walk you through on
 understanding Hadoop with very detailed
 instructions and how to go about using it.
 Commands are explained using sections
 called "What just happened" for more
 clarity and understanding. The second
 module, Hadoop Real World Solutions
 Cookbook, 2nd edition, is an essential
 tutorial to effectively implement a big data
 warehouse in your business, where you
 get detailed practices on the latest
 technologies such as YARN and Spark. Big
 data has become a key basis of
 competition and the new waves of
 productivity growth. Hence, once you get
 familiar with the basics and implement the
 end-to-end big data use cases, you will
 start exploring the third module, Mastering
 Hadoop. So, now the question is if you
 need to broaden your Hadoop skill set to

the next level after you nail the basics and the advance concepts, then this course is indispensable. When you finish this course, you will be able to tackle the real-world scenarios and become a big data expert using the tools and the knowledge based on the various step-by-step tutorials and recipes. Style and approach This course has covered everything right from the basic concepts of Hadoop till you master the advance mechanisms to become a big data expert. The goal here is to help you learn the basic essentials using the step-by-step tutorials and from there moving toward the recipes with various real-world solutions for you. It covers all the important aspects of Hadoop from system designing and configuring Hadoop, machine learning principles with various libraries with chapters illustrated with code fragments and schematic diagrams. This is a compendious course to explore Hadoop from the basics to the most advanced techniques available in Hadoop 2.X.

A Public Service Lannoo Meulenhoff - Belgium

MKTG4 continues to offer a unique blended solution for lecturers and students in introductory marketing subjects, in both University and Vocational sectors.

Continuing to pave a new way to both teach and learn, MKTG4 is designed to truly connect with today's busy, tech-savvy student. Students have access to online interactive quizzing, videos, flashcards, games and more. An accessible, easy-to-read text with tear-out review cards completes a package that helps students to learn important concepts faster.

Data Strategy Graphic Communications Group

Real-world advice on how to be invisible online from "the FBI's most wanted hacker" (Wired). Be online without leaving a trace. Your every step online is being tracked and stored, and your identity literally stolen. Big companies and big governments want to know and exploit what you do, and privacy is a luxury few can afford or understand. In this explosive yet practical book, Kevin Mitnick uses true-life stories to show exactly what is happening without your knowledge, teaching you "the art of invisibility" -- online and real-world tactics to protect you and your family, using easy step-by-step instructions. Reading this book, you will learn everything from password protection and smart Wi-Fi usage to advanced techniques designed to maximize your anonymity. Kevin Mitnick knows exactly how vulnerabilities can be exploited and just what to do to prevent that from

happening. The world's most famous -- and formerly the US government's most wanted -- computer hacker, he has hacked into some of the country's most powerful and seemingly impenetrable agencies and companies, and at one point was on a three-year run from the FBI. Now Mitnick is reformed and widely regarded as the expert on the subject of computer security. Invisibility isn't just for superheroes; privacy is a power you deserve and need in the age of Big Brother and Big Data. "Who better than Mitnick -- internationally wanted hacker turned Fortune 500 security consultant -- to teach you how to keep your data safe?" --*Esquire* *Architecture and the Smart City* Kogan Page Publishers

Over 90 hands-on recipes to help you learn and master the intricacies of Apache Hadoop 2.X, YARN, Hive, Pig, Oozie, Flume, Sqoop, Apache Spark, and Mahout About This Book Implement outstanding Machine Learning use cases on your own analytics models and processes. Solutions to common problems when working with the Hadoop ecosystem. Step-by-step implementation of end-to-end big data use cases. Who This Book Is For Readers who have a basic knowledge of big data systems and want to advance their knowledge with hands-on recipes. What You Will Learn Installing and maintaining Hadoop 2.X cluster and its ecosystem. Write advanced Map Reduce programs and understand design patterns. Advanced Data Analysis using the Hive, Pig, and Map Reduce programs. Import and export data from various sources using Sqoop and Flume. Data storage in various file formats such as Text, Sequential, Parquet, ORC, and RC Files. Machine learning principles with libraries such as Mahout Batch and Stream data processing using Apache Spark In Detail Big data is the current requirement. Most organizations produce huge amount of data every day. With the arrival of Hadoop-like tools, it has become easier for everyone to solve big data problems with great efficiency and at minimal cost. Grasping Machine Learning techniques will help you greatly in building predictive models and using this data to make the right decisions for your organization. Hadoop Real World Solutions Cookbook gives readers insights into learning and mastering big data via recipes. The book not only clarifies most big data tools in the market but also provides best practices for using them. The book provides recipes that are based on the latest versions of Apache Hadoop 2.X, YARN, Hive, Pig, Sqoop, Flume, Apache Spark, Mahout and many more such ecosystem tools. This

real-world-solution cookbook is packed with handy recipes you can apply to your own everyday issues. Each chapter provides in-depth recipes that can be referenced easily. This book provides detailed practices on the latest technologies such as YARN and Apache Spark. Readers will be able to consider themselves as big data experts on completion of this book. This guide is an invaluable tutorial if you are planning to implement a big data warehouse for your business. Style and approach An easy-to-follow guide that walks you through world of big data. Each tool in the Hadoop ecosystem is explained in detail and the recipes are placed in such a manner that readers can implement them sequentially. Plenty of reference links are provided for advanced reading.

The Art of Invisibility Cengage AU

Increasingly the world around us is becoming 'smart.' From smart meters to smart production, from smart surfaces to smart grids, from smart phones to smart citizens. 'Smart' has become the catch-all term to indicate the advent of a charged technological shift that has been propelled by the promise of safer, more convenient and more efficient forms of living. Most architects, designers, planners and politicians seem to agree that the smart transition of cities and buildings is in full swing and inevitable. However, beyond comfort, safety and efficiency, how can 'smart design and technologies' assist to address current and future challenges of architecture and urbanism? *Architecture and the Smart City* provides an architectural perspective on the emergence of the smart city and offers a wide collection of resources for developing a better understanding of how smart architecture, smart cities and smart systems in the built environment are discussed, designed and materialized. It brings together a range of international thinkers and practitioners to discuss smart systems through four thematic sections: 'Histories and Futures', 'Agency and Control', 'Materialities and Spaces' and 'Networks and Nodes'. Combined, these four thematic sections provide different perspectives into some of the most pressing issues with smart systems in the built environment. The book tackles questions related to the future of architecture and urbanism, lessons learned from global case studies and challenges related to interdisciplinary research, and critically examines what the future of buildings and cities will look like. *A Complete eBook of Puzzles & Seating Arrangement (Second English Edition)* Hachette UK

Breaking Up Is Hard to Do offers a unique perspective for leaders—those executives whose companies, reputations, and futures will thrive or fail because of a deal or a series of deals. This book for leaders helps decision-makers deal with the powerful undercurrents and interpersonal dynamics at play in every deal, and no one is more qualified to write it than Constance Dierickx and Linda Henman. Other books on mergers, acquisitions, and divestitures overwhelmingly have one characteristic in common: they're technical. Attorneys write books about the legal and contractual aspects of deals; project management experts write from the point of view of managing tasks and schedules; and investment bankers write about valuation and negotiation. Breaking Up Is Hard to Do presents an amalgamation of what Drs. Dierickx and Henman have observed—and in many cases, helped to create—in more than 65 cumulative years of consulting with Fortune 500 companies, privately-held firms, family-owned businesses, and military organizations. Their in-the-trenches experiences spurred them to arrive at this premise: To position their organizations for more success, leaders can't shy away from the high stakes, tough decisions about their futures. This book maps the key steps in the M & A journey. It takes the reader through how to make the decision to grow acquisitively, identify roadblocks and typical wrong turns, and ultimately shows how to unlock their decision-making potential while navigating an increasingly uncertain world. Through compelling stories and surprising research findings, readers will discover that there's much more to the decision-making that drives M & A deals than they ever imagined, and they will come away with tools to help them deepen their understanding of what it takes to succeed. A fascinating read, the text weaves lessons that surface from the stories with highly pragmatic advice about suggested mindset, checklists, processes, and diagnostic tools. Readers will understand that while M & A deals aren't simple, leaders don't have to overly complicate them either. Instead, they can simplify the process if they remember hope shouldn't serve as a strategy, and they can't abdicate or delegate their leadership responsibilities. The lessons from mergers and acquisitions are critical to those considering a deal, but applied elsewhere, they have equal value, even though noticing them takes more effort. This is the essence of leadership: doing the hard work of ensuring that the gulf between strategy and tactics does not

lead to either over simplification or needless complexity.

Lean CX Routledge

In recent years, many companies have realised customer experience (CX) is the new marketing battle ground. Substantial investments have been made to map customer journeys, identify pain points and improve CX to try and create cut-through. Using real world applications to introduce next generation design tools based on proven concepts from strategy, marketing, psychology and creative problem solving, *Lean CX: How to Differentiate at Low Cost and Least Risk* discusses how to use Lean Management approaches to innovate your customer experience. This practical book describes how the tools from Lean Management can be applied to the CX innovation problem. The authors draw on hundreds of CX design and strategic innovation projects across a range of industries, both B2B and B2C, from primary research through client work and secondary case studies available in the public domain. The examples include many different vertical industry sectors, including those involving hybrid business models. The cases included share what worked really well and where CX failed. The content goes beyond what actually happened to present an idea of what might be possible with the right design approach and committed resources.

Dwell Springer

Samsung takes a look at the electronics giant and how it grew from humble beginnings under founder Lee Byung-chul into a massive corporate empire with influence in a wide range of industries. Features include a glossary, references, websites, source notes, and an index. Aligned to Common Core Standards and correlated to state standards. Essential Library is an imprint of Abdo Publishing, a division of ABDO.

Security, Privacy, and Anonymity in Computation, Communication, and Storage Cambridge University Press

This book showcases new and innovative approaches to biometric data capture and analysis, focusing especially on those that are characterized by non-intrusiveness, reliable prediction algorithms, and high user acceptance. It comprises the peer-reviewed papers from the international workshop on the subject that was held in Ancona, Italy, in October 2014 and featured sessions on ICT for health care, biometric data in automotive and home applications, embedded systems for biometric data analysis, biometric data analysis: EMG and ECG, and ICT for gait analysis. The background to the book is

the challenge posed by the prevention and treatment of common, widespread chronic diseases in modern, aging societies.

Capture of biometric data is a cornerstone for any analysis and treatment strategy. The latest advances in sensor technology allow accurate data measurement in a non-intrusive way, and in many cases it is necessary to provide online monitoring and real-time data capturing to support a patient's prevention plans or to allow medical professionals to access the patient's current status. This book will be of value to all with an interest in this expanding field.

Dijital Dönüşüm ve İşletmecilik

Graphic Communications Group

At Dwell, we're staging a minor revolution. We think that it's possible to live in a house or apartment by a bold modern architect, to own furniture and products that are exceptionally well designed, and still be a regular human being. We think that good design is an integral part of real life. And that real life has been conspicuous by its absence in most design and architecture magazines.

HWM Springer Nature

"This timely book is a guide to any would-be whistleblower, any person considering the disclosure of information which exposes wrong doing or harmful behavior. In today's highly surveilled digital world, knowing the safest and most secure way to reveal wrongdoing is critical. Thoroughly and in detail, Tim Schwartz outlines the pros and cons of different methods of exposure. It is the must-have handbook for concerned employees as well as journalists and lawyers working with whistleblowers." — Katharine Gun, former British intelligence worker who revealed illegal U.S. wiretapping of the United Nations Security Council prior to the 2003 invasion of Iraq "Before reaching out to the media, whistleblowers need to safely and anonymously gather documentation of wrongdoing, and then figure out how to securely discuss it with journalists. In the age of ubiquitous surveillance, where even doing a single Google search could out you as the source, this is no simple or easy feat. The techniques described in this book are vital for anyone who wishes to blow the whistle while reducing their risk of retaliation." — Micah Lee, director of information security at The Intercept "Despite my 40 years of working with whistleblowers, Tim Schwartz taught me how much I still have to learn about protecting their identities. This easy-to-understand book, packed with practical nuts-and-bolts guidance, is a must-read for anyone who wants to blow the whistle anonymously." —Tom Devine, legal

director, Government Accountability Project "A simple guide to a daunting and vital subject. Schwartz has done outstanding work explaining the ethical, personal, technical and legal considerations in blowing the whistle."—Cory Doctorow, Boing Boing "In today's digital age with the vast amount of information technology available to target disclosures that those in power would prefer remain hidden, this book provides a practical roadmap when making that often life-altering choice of standing up and exposing abuse and misuse of power across all sectors of society." —Thomas

Drake, former National Security Agency senior executive and whistleblower Governments and corporations now have the tools to track and control us as never before. In this whistleblowing how-to, we are provided with tools and techniques to fight back and hold organizations, agencies, and corporations accountable for unethical behavior. Can one person successfully defy a globe-spanning corporation or superpower without being discovered? Can a regular citizen, without computer expertise, release information to the media and be sure her identity will be concealed? At a time we're told we are

powerless and without agency in the face of institutions such as Google, Facebook, the NSA, or the FBI, digital security educator Tim Schwartz steps forward with an emphatic "yes." And in fewer than 250 pages of easy-to-understand, tautly written prose, he shows us how. A PUBLIC SERVICE can teach any one of us the tricks to securely and anonymously communicate and share information with the media, lawyers, or even the U.S. Congress. This book is an essential weapon in the pervasive battle to confront corruption, sexual harassment, and other ethical and legal violations.

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