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When battlefield prowess and political manipulation are not enough to achieve peace through victory, we summon our best and brightest to negotiate an end; we celebrate peace settlements; and we give prizes, if not to victors, then to visionaries. We exalt peace as a human achievement, and justly so. But the reality of peace is flawed. The rewards of peace are elusive for the men and women who live in the post-conflict societies of our time. Why is it so difficult to make a good peace when it is so easy to imagine? That is the question behind *Imagine: Reflections on Peace*. In this stunning collection, photographic essays make grippingly palpable the stakes during war and peace. Samantha Power, former US Ambassador to the United Nations, Justice Richard Goldstone, and Jonathan Powell, chief negotiator for the Northern Ireland Good Friday agreement, are joined by world-renown writers in revealing the complexities of redemption and rebuilding in Bosnia and Herzegovina, Cambodia, Colombia, Lebanon, Northern Ireland, and Rwanda. We hear first person accounts of survival and the search for inner peace, bringing the big picture to a personal level. With added insights from scholars and practitioners, the book offers a rare and fascinating glimpse into the unvarnished story of peace and a window into what it takes for societies and individuals to move forward after unspeakable brutality. This one-stop Mega Reference eBook brings together the essential professional reference content from leading international contributors in the automotive field. An expansion the Automotive Engineering print edition, this fully searchable electronic reference book of 2500 pages delivers content to meet all the main information needs of engineers working in vehicle design and development. Material ranges from basic to advanced topics from engines and transmissions to vehicle dynamics and modelling. * A fully searchable Mega Reference Ebook, providing all the essential material needed by Automotive Engineers on a day-to-day basis. * Fundamentals, key techniques, engineering best practice and rules-of-thumb together in one quick-reference. * Over 2,500 pages of reference material, including over 1,500 pages not included in the print edition The second edition of *Automobile Mechanical and Electrical Systems* concentrates on core technologies to provide the essential information required to understand how different vehicle systems work. It gives a complete overview of the components and workings of a vehicle from the engine through to the chassis and electronics. It also explains the necessary tools and equipment needed in effective car maintenance and repair, and relevant safety procedures are included throughout. Designed to make learning easier, this book contains: Photographs, flow charts and quick reference tables Detailed diagrams and clear descriptions that simplify the more complicated topics and aid revision Useful features throughout, including definitions, key facts and 'safety first' considerations. In full colour and with support materials from the author's website (www.automotive-technology.org), this is the guide no student enrolled on an automotive maintenance and repair course should be without. High-quality residential structures are much more than merely a series of different floor plans. First and foremost, the urban apartment house mediates between the private refuge and the public space of the city. In the process, boundaries between inside and outside are negotiated on a wide variety of scales. *Housing+* focuses on investigating spatial and architectural as well as social and communicative interfaces in residential construction. The publication is divided into four chapters Urban Planning, The Ground Floor, Building Structure, and Facade to which sixty-seven international projects are assigned. These four thematic focuses are discussed comprehensively in the essays that introduce the chapters, and the individual projects are analyzed in brief under these same aspects. Comparable plans drawn especially for this book supplement the typological descriptions. The broad spectrum of projects selected covers urban apartment block construction from towers, block structures, row houses, and gaps between buildings, to housing complexes in outlying urban areas." Keys to unlock the gateway to health, starting with your digestion. Years of research on the most cutting-edge gut interventions like probiotics, prebiotics, and herbal/mineral supplementation, combined with data and observation from regular consultation on digestive ailments, have culminated in this 3rd Edition of the definitive guide to your gut health, *Fix Your Gut*. Find out the real causes of surface-level digestive disturbances like acid reflux, heartburn, excessive burping/indigestion, and even the occasional gas. Benefit from the holistic results of your new and improved digestion. There is an average of 70 million Americans diagnosed with digestive disorders every year. More and more Americans are rushing to their doctors to treat conditions like heartburn, gas, GERD, SIBO, IBS, ulcerative colitis, and Crohn's disease. In our modern world, more digestive diseases and problems are being discovered than ever before. The most concerning aspect in light of this onslaught of illnesses is that science and natural medicine are already way ahead of the curve in relieving them, yet patients are not being given answers. When digestion tanks, most people turn to conventional medicine, which is great for emergency procedures and life-threatening conditions, but often doesn't offer what is needed for the prevention and treatment of disease. In everyone's medical treatment, there are benefits from a balance of natural and conventional medicine. Individuals deserve to be given the information required to make their own decisions, not only in treatment options for problems that might arise, but in the

development of a healthy overall lifestyle. This book gives you the best interventions to improve your gut health, including how to change your diet to optimize your digestive system and enhance total body function. An ideal digestive system eliminates toxins, governs the immune system, absorbs nutrients, provides peak mental health, and ultimately makes it possible to get the most out of life. This is the only guide that examines all available treatments for hacking and maximizing your microbiome, down to each species of probiotic bacteria and every molecule of prebiotic fiber that might be utilized. Probiotics, prebiotics, herbal remedies, diet and lifestyle changes, and even pharmaceutical drugs are held under the microscope to help determine a gut-healing protocol that's right for your specific goals. We are all individuals with different genetics, microbiomes, and allergies, so every contingency is accounted for in the diverging paths of healing provided within this guide. In his definitive work, John Brisson explores and explains everything you need to know about digestive health. Fix Your Gut covers (and helps you discover): -How Your Digestive System Really Works-Tips to Improve Digestive Health-Probiotic Guide and Information (All Different Flora and Their Uses)-Supplement Brand Recommendations (Quality Matters)-Buying Supplements Online and Locally-Protocols for Most Digestive Diseases (GERD, LERD, SIBO, Gastritis, Gastroparesis, IBS, IBD, Esophageal Motility Disorders)-Protocols for Colon Cleansing and Parasite Elimination-Protocols for Constipation, Diarrhea, and Food Poisoning-Protocols to treat Candida, H. pylori, and C. diff Infections-The True Cause of Ulcerative Colitis and Crohn's Disease-Information on Different Diets and How They Affect Your Digestive Health-Gastrointestinal Cancer General Information and Alternative Treatments-Information on Antibiotics and Medicines Used to Treat Digestive Diseases-Information on Digestive Diagnostic Procedures It's time to take back your digestive health! www.fixyourgut.com Includes advertising matter.

The Complete Book of Ford Mustang, 4th Edition details the development, technical specifications, and history of America's original pony car, now updated to cover cars through the 2021 model year. The process of reverse engineering has proven infinitely useful for analyzing Original Equipment Manufacturer (OEM) components to duplicate or repair them, or simply improve on their design. A guidebook to the rapid-fire changes in this area, Reverse Engineering: Technology of Reinvention introduces the fundamental principles, advanced methodologies, and other essential aspects of reverse engineering. The book's primary objective is twofold: to advance the technology of reinvention through reverse engineering and to improve the competitiveness of commercial parts in the aftermarket. Assembling and synergizing material from several different fields, this book prepares readers with the skills, knowledge, and abilities required to successfully apply reverse engineering in diverse fields ranging from aerospace, automotive, and medical device industries to academic research, accident investigation, and legal and forensic analyses. With this mission of preparation in mind, the author offers real-world examples to: Enrich readers' understanding of reverse engineering processes, empowering them with alternative options regarding part production Explain the latest technologies, practices, specifications, and regulations in reverse engineering Enable readers to judge if a "duplicated or repaired" part will meet the design functionality of the OEM part This book sets itself apart by covering seven key subjects: geometric measurement, part evaluation, materials identification, manufacturing process verification, data analysis, system compatibility, and intelligent property protection. Helpful in making new, compatible products that are cheaper than others on the market, the author provides the tools to uncover or clarify features of commercial products that were either previously unknown, misunderstood, or not used in the most effective way. A behind-the-scenes look at Lexus's surprising twenty-year success story—in a revised new edition In the 1980s, German brands BMW and Mercedes-Benz dominated the luxury car market and had little reason to fear competition from Japan. But in 1989, Toyota entered the market with the Lexus LS 400, a car that could compete with the Germans in every category but price—it was US\$30,000 cheaper. Within two years, Lexus had overtaken Mercedes-Benz in the United States and made a stunning success of Toyota's brave foray into the global luxury market. Lexus: The Relentless Pursuit reveals why Toyota decided to take on the German automakers and how the new brand won praise and success for its unparalleled quality, unforgettable advertising, and unprecedented customer service. From the first boardroom planning session to Lexus's entry into the mega-luxury supercar market, this is the complete and compelling story of one of the world's most admired brands. Includes a new Foreword by legendary designer Erwin Lui, an Afterword with updates since the first edition, and a new Coda by leading Japanese automotive journalist Hisao Inoue Covers the racetrack triumph—and tragedy—behind the new US\$375,000 Lexus LFA supercar Offers important business lessons for brand managers and executives For car enthusiasts, business leaders, and anyone interested in branding and marketing, Lexus: The Relentless Pursuit offers an amazing story of excellence and innovation in the automotive industry. A morbidly fascinating and articulate collection of essays, this book explores the grim underside of America's cult of the automobile and the disturbing, frequently conspiratorial, speculations that arise whenever the car becomes the cause or the site of human death. Through analysis of fatal celebrity car accidents and other examples of death by automobile, as well as through personal memoir and forensic reports, cultural critics ponder our very human fascination with the car crash. Topics include the roles and experiences of passengers and bystanders, car crash conspiracy theories, the automobile as a site of murder, studies of car crash cinema, and psychological interpretations of the notion of the 'accident.' The book features original essays by such underground icons as Kenneth Anger and Adam Parfrey. Ready-to-use messages fit anyone who needs to speak on a spiritual theme and may lack preparation time. The speaker only need add personal thoughts and illustrations. Lemon-Aid New and Used Cars and Trucks 1990-2015 steers the confused and anxious buyer through the purchase of new and used vehicles unlike any other car-and-truck book on the market. "Dr. Phil," Canada's best-known automotive expert for more than 42 years, pulls no punches. Following up on her popular cookbook, Five Marys Ranch Raised, Mary Heffernan reveals family life on the ranch through the traditions, crafts, and meals they share together throughout the year. I want to make everything from this cookbook!" --Tieghan Gerard, Half Baked Harvest Arranged around 17 themed menus for favorite family events and activities, Five Marys Family Style takes the reader on a journey through the seasons and customs that drive life on the ranch. Featuring more than 75 rustic, hearty recipes, inside readers will discover the Heffernan family's Thanksgiving and Christmas traditions, menus for a cozy fireside dinner, a summer cookout, a pack-ahead picnic, or an end-of-week taco fiesta. Sprinkled throughout the book are simple, crafty DIY projects that Mary and her four daughters have fun making together, including indigo-dyed tea towels, flower-filled holiday table runners, and hand-rolled beeswax candles. Along the way, Mary shares stories of life on the ranch as well as the faithful traditions and strong connections she maintains with her extended family. Lush photography captures the expansive beauty of the ranch, the animals, including dogs, cats, and horses, and of course, Mary and her beloved husband and ranching co-partner, Brian. "This is the definition of simple, fun, and beautiful food. Giddyup and start cookin'!!!" --Al Roker With an emphasis on exploratory data analysis, this title teaches students to identify trends in their data that may help them ask the right questions. It develops students' statistical intuition and nurtures the development of a

statistical way of thinking. This is an important collection of papers written by various experts in their selected fields. Both as to the range of topics dealt with as well as the academic calibre of the contributors, the volume is an invaluable one. It is a comprehensive and significant addition to enrich our understanding of India and its political, socio-economic development and resultant changes in the society in a proper perspective. The book is divided into four sections. The first section is devoted to Dr. V.K. Sukumar Nair, a distinguished son of Kerala to whom this book is dedicated. The second section 'Modern India' contains twelve articles on Indian democracy and its institutions, political stability, evaluation of political parties, Federalism and planned development, Jaya Prakash Narayan and his concept of 'Total Revolution' state and society, Communalism in West Bengal and Kerala, etc. Covers all U.S. and Canadian models of Chevrolet Cobalt (2005-10) and Pontiac G5 (2007-09), includes Pontiac Pursuit 2005 and 2006. Most programmers' fear of user interface (UI) programming comes from their fear of doing UI design. They think that UI design is like graphic design—the mysterious process by which creative, latte-drinking, all-black-wearing people produce cool-looking, artistic pieces. Most programmers see themselves as analytic, logical thinkers instead—strong at reasoning, weak on artistic judgment, and incapable of doing UI design. In this brilliantly readable book, author Joel Spolsky proposes simple, logical rules that can be applied without any artistic talent to improve any user interface, from traditional GUI applications to websites to consumer electronics. Spolsky's primary axiom, the importance of bringing the program model in line with the user model, is both rational and simple. In a fun and entertaining way, Spolsky makes user interface design easy for programmers to grasp. After reading *User Interface Design for Programmers*, you'll know how to design interfaces with the user in mind. You'll learn the important principles that underlie all good UI design, and you'll learn how to perform usability testing that works. 'Debi Gliori is amazing. Her pictures offer people an insight into depression that words often struggle to reach. She makes visible the invisible. And I for one want to thank her for that.' - Matt Haig, bestselling author of *Reasons to Stay Alive* A groundbreaking picture book on depression with stunning illustrations. With stunning black and white illustration and deceptively simple text, author and illustrator Debi Gliori examines how depression affects one's whole outlook upon life, and shows that there can be an escape - it may not be easy to find, but it is there. Drawn from Debi's own experiences and with a moving testimony at the end of the book explaining how depression has affected her and how she continues to cope, Debi hopes that by sharing her own experience she can help others who suffer from depression, and to find that subtle shift that will show the way out. 'I have used dragons to represent depression. This is partly because of their legendary ability to turn a once fertile realm into a blackened, smoking ruin and partly because popular mythology shows them as monstrous opponents with a tendency to pick fights with smaller creatures. I'm not particularly brave or resourceful, and after so many years battling my beasts, I have to admit to a certain weariness, but I will arm-wrestle dragons for eternity if it means that I can help anyone going through a similar struggle.' By the winner of *The Journey Prize*, and inspired by a real incident, *The Boat People* is a gripping and morally complex novel about a group of refugees who survive a perilous ocean voyage to reach Canada – only to face the threat of deportation and accusations of terrorism in their new land. When the rusty cargo ship carrying Mahindan and five hundred fellow refugees reaches the shores of British Columbia, the young father is overcome with relief: he and his six-year-old son can finally put Sri Lanka's bloody civil war behind them and begin new lives. Instead, the group is thrown into prison, with government officials and news headlines speculating that hidden among the "boat people" are members of a terrorist militia. As suspicion swirls and interrogation mounts, Mahindan fears the desperate actions he took to survive and escape Sri Lanka now jeopardize his and his son's chances for asylum. Told through the alternating perspectives of Mahindan; his lawyer Priya, who reluctantly represents the migrants; and Grace, a third-generation Japanese-Canadian adjudicator who must decide Mahindan's fate, *The Boat People* is a high-stakes novel that offers a deeply compassionate lens through which to view the current refugee crisis. Inspired by real events, with vivid scenes that move between the eerie beauty of northern Sri Lanka and combative refugee hearings in Vancouver, where life and death decisions are made, Sharon Bala's stunning debut is an unforgettable and necessary story for our times. Loretta's mother was a trapeze artist in Europe, the star of the famed Rodzirkus circus, before she walked out on her drunken husband and his debts while on tour in Australia. But a life in 1960s suburban Adelaide was always going to be difficult, even if she does land herself the most handsome young barrister of the town, and Leda's behaviour raises more than a few eyebrows. Leda's father, handsome barrister Gilbert Lord, has no interest in his past, but hidden in a wardrobe are the journals of his ivory merchant great-great-grandfather who led an expedition to Australia's desert interior to search for elephants. For Loretta, growing up in her mother's flamboyant and often outrageous shadow, life is stifling and at times brutal. But the harder she tries to separate herself from her mother, the more she longs for her attention and love—and the more she finds that the past is inextricably woven into her own life and who she is. *The Trapeze Act* weaves stories of the circus and the doomed ivory expedition through a novel that is at once a heartbreaking tale of the search for acceptance and a celebration of the lustre and magic of life. My mother, whose name was Leda, never shied from telling stories about the Dutch circus pedigree from which she'd sprung. If her ancestors were revealed to be a little unhinged in the process, so be it. I am not being fey when I say some of my ancestors could fly. My middle name, Maartje, comes from Flying Maartje May, the first woman in the world to successfully complete a triple somersault to catch on the flying trapeze, a woman of such reckless grace and beauty that during an 1851 tour of the goldfields, men emerged from the mines to shower her in gold dust. Libby Angel is an Australian poet whose work has appeared in several journals. *The Trapeze Act* is her first novel. 'The brutal and tragic circus tales in *The Trapeze Act* will appeal to fans of Sara Gruen's *Water for Elephants*, while the family drama and Australian history will delight any modern literature reader.' Books+Publishing 'Angel's evocative prose easily captures the eras she describes, and her quirky characters...A colourful tale.' BookMooch 'One to pick up early this year...A complex narrative that interweaves circus tales with family heartache.' ArtsHub 'The Trapeze Act is not a novel about being in the circus, but about what happens after the circus...the novel follows Loretta's journey as she grapples with her parents' past and their influence on her present.' Guardian 'A book of whimsy and wit...It's the pure imaginative feat of *The Trapeze Act*, and Angel's joyous, clever use of language that makes it such a rollicking good read. I'm always excited when I hear a poet has made the leap to prose, because sometimes the result bends the rules of what we expect from a novel and creates something new. With *The Trapeze Act*, Angel has done just that.' Adelaide Advertiser 'With the release of *The Trapeze Act*, 2017 in Australian publishing is off to a great start.' AU Review 'Libby Angel weaves captivating stories of the circus throughout this lyrical work about acceptance and the influence of family.' Sunday Life 'It is an enriching story of heartbreak and a search for love and acceptance.' Weekly Times 'This family drama weaves circus magic, suburban malaise and tales of the Dark Continent in seamless harmony. An impressive debut.' Qantas Magazine 'An expertly layered, lyrical rumination on family and identity...Angel has a vivid

imagination and poetic skill with language. Her prose is evocative, her strikingly original characters as bright and colourful as they are intense. The Trapeze Act is a compelling portrait of a highly dysfunctional but delightful family. I look forward to seeing more from this talented writer.' Readings 'Quixotic and unpredictable and entertaining, like a good circus act.' ReadPlus 'The Trapeze Act is a stunning novel—something that should come as no surprise, give that it's the debut from poet Libby Angel. Angel transitions with ease between voices, eras and writing styles, crafting a lyrically beautiful world populated with fantastic characters...A beautiful debut' AU Review 'The Trapeze Act weaves stories of the circus and the doomed ivory expedition through a novel that is at once a heartbreaking tale of the search for acceptance and a celebration of the lustre and magic of life.' Better Read Than Dead 'Libby Angel's The Trapeze Act proves a colourful and striking coming-of-age novel, composed with a poet's sensitivity, flair and finesse.' Age '[Angel's] poetry shows in her delightful prose, and turn of phrase.' Otago Daily Times 'The Trapeze Act tackles questions of identity and belonging through an unapologetically feminist lens...The most evocative moments of the novel take place within Leda's circus tales of tragedy, imbuing the story with both a sense of abandon and melancholy, as well as the family dynamics that play out within a discombobulated household quite unlike any other.' Big Issue 'This short novel captures an essence of Australia and it also examines the question of whether we create our own identity or if our generic heritage is largely responsible for who we become.' Good Reading 'Angel's feisty voice and eye for the idiosyncrasies of 1960s Australia mean this is bloody bonza, mate.' North & South 'A well-written and entertaining debut...It is a pleasure to read Angel's poetic prose.' Australian Book Review 'If it sounds fabulously convoluted, that's because it is—but first-time author-poet Libby Angel expertly shifts between the various story arcs. Of course, it all starts to go horribly wrong, leaving Loretta to find her own way. But Angel's feisty voice and eye for the idiosyncrasies of 1960s Australia mean this is bloody bonza, mate.' North & South

Honest and Outspoken Advice from the Unofficial Experts

The Unofficial Guide to Universal Orlando 2022 by Seth Kubersky is packed with detailed, specific information on every ride, show, and restaurant in the resort. The guide includes info on where to find the cheapest Universal Orlando admission tickets, how to save big on Universal on-site hotel rooms and skip the regular lines in the parks, when to visit Universal Orlando for the lightest crowds, and everything else you need to know for a stress-free Universal Orlando experience. What's NEW in the 2022 edition of The Unofficial Guide to Universal Orlando: The full scoop on the new Jurassic World VelociCoaster New advice on taking advantage of Virtual Line, Mobile Ordering, and other technological tricks An up-close look at each Universal resort hotel, including the new Endless Summer Surfside Inn and Suites Ratings and reviews of new menu options and dining venues in the parks and CityWalk, like Bend the Bao Updated tips for taking advantage of Early Park Admission at the Wizarding World of Harry Potter and experiencing Hagrid's Magical Creatures Motorbike Adventure The latest information on how Universal Orlando has recovered from COVID-19 Sneak peeks: Learn about the upcoming Epic Universe theme park "Game Feel" exposes "feel" as a hidden language in game design that no one has fully articulated yet. The language could be compared to the building blocks of music (time signatures, chord progressions, verse) - no matter the instruments, style or time period - these building blocks come into play. Feel and sensation are similar building blocks where game design is concerned. They create the meta-sensation of involvement with a game. The understanding of how game designers create feel, and affect feel are only partially understood by most in the field and tends to be overlooked as a method or course of study, yet a game's feel is central to a game's success. This book brings the subject of feel to light by consolidating existing theories into a cohesive book. The book covers topics like the role of sound, ancillary indicators, the importance of metaphor, how people perceive things, and a brief history of feel in games. The associated web site contains a playset with ready-made tools to design feel in games, six key components to creating virtual sensation. There's a play palette too, so the designer can first experience the importance of that component by altering variables and feeling the results. The playset allows the reader to experience each of the sensations described in the book, and then allows them to apply them to their own projects. Creating game feel without having to program, essentially. The final version of the playset will have enough flexibility that the reader will be able to use it as a companion to the exercises in the book, working through each one to create the feel described.

America's best-selling and best-loved guide to baby gear is back with an updated and revised edition! Yes, a baby book that actually answers the big question about having a baby: How am I going to afford all this? With the average cost of a baby topping \$7400 for just the first year alone, new parents need creative solutions and innovative ideas to navigate the consumer maze that confronts all parents-to-be. Baby Bargains is the answer! Inside, you'll discover:

- * BEST BET PICKS** for cribs, car seats, strollers, high chairs, diapers and more!
- * CHEAT SHEETS** for your baby registry--create a baby registry in minutes with our good, better, best ideas.
- * SEVEN THINGS** no one tells you about baby gear, from nursery furniture to feeding baby.
- * THE TRUTH ABOUT STROLLERS**--and which brands work best in the real world.
- * Dozens of SAFETY TIPS** to keep baby safe and affordably baby proof your home.
- * DETAILED CHARTS** that compare brands of cribs, high chairs, car seats and more.

This new 12th edition adds the latest tips and advice on getting bargains on baby gear, including: Streamlined recommendations by parenting lifestyle, from a crib for space-challenged urban parents to an affordable car seat for Grandma's car. New recommendations for baby feeding, from baby food processors to storage ideas for home-made baby food. **BUDGET-FRIENDLY** picks for dozens of items, from high chairs to infant car seats. Expanded coverage of the price war on diapers--who's got the best deals now? **STAY A STEP AHEAD OF THE MARKETS BY REJECTING GUESSES ABOUT THE FUTURE AND TRUSTING TECHNIQUES THAT WORK** Today there are as many investment opinions as there are people. But as many a scorned investor can attest, predicting the future isn't easy. In fact, *Being Right or Making Money, Third Edition* explains that reliably predicting the future is often not even possible. The good news is that it isn't necessary either. Once you stop trying so hard to be right about the future, you can start making money. *Being Right or Making Money, Third Edition* contains a position trading strategy that any serious investor will want to keep nearby. Using the unbiased, objective standard in this book, you can stay on-target for profit in all market conditions. You'll learn how to create asset allocation models in both stocks and bonds, how to make sense out of contrarian opinion, and how to use indicators to keep you focused, no matter what. You won't find any shock-and-awe investing tactics in this book. Instead, *Being Right or Making Money, Third Edition* presents the solid trading model that has made Ned Davis Research Group a go-to source for market wisdom. Branding guru Aaker shows how to eliminate the competition and become the lead brand in your market This ground-breaking book defines the concept of brand relevance using dozens of case studies-Prius, Whole Foods, Westin, iPad and more--and explains how brand relevance drives market dynamics, which generates opportunities for your brand and threats for the competition. Aaker reveals how these companies have made other brands in their categories irrelevant. Key points: When managing a new category of product, treat it as if it were a brand; By failing to produce what customers want or losing momentum and visibility, your brand becomes irrelevant; and create

barriers to competitors by supporting innovation at every level of the organization. Using dozens of case studies, shows how to create or dominate new categories or subcategories, making competitors irrelevant Shows how to manage the new category or subcategory as if it were a brand and how to create barriers to competitors Describes the threat of becoming irrelevant by failing to make what customer are buying or losing energy David Aaker, the author of four brand books, has been called the father of branding This book offers insight for creating and/or owning a new business arena. Instead of being the best, the goal is to be the only brand around-making competitors irrelevant. This work has been selected by scholars as being culturally important and is part of the knowledge base of civilization as we know it. This work is in the public domain in the United States of America, and possibly other nations. Within the United States, you may freely copy and distribute this work, as no entity (individual or corporate) has a copyright on the body of the work. Scholars believe, and we concur, that this work is important enough to be preserved, reproduced, and made generally available to the public. To ensure a quality reading experience, this work has been proofread and republished using a format that seamlessly blends the original graphical elements with text in an easy-to-read typeface. We appreciate your support of the preservation process, and thank you for being an important part of keeping this knowledge alive and relevant. Electrification is an evolving paradigm shift in the transportation industry toward more efficient, higher performance, safer, smarter, and more reliable vehicles. There is in fact a clear trend to move from internal combustion engines (ICEs) to more integrated electrified powertrains. Providing a detailed overview of this growing area, Advanced Electric Drive Vehicles begins with an introduction to the automotive industry, an explanation of the need for electrification, and a presentation of the fundamentals of conventional vehicles and ICEs. It then proceeds to address the major components of electrified vehicles—i.e., power electronic converters, electric machines, electric motor controllers, and energy storage systems. This comprehensive work: Covers more electric vehicles (MEVs), hybrid electric vehicles (HEVs), plug-in hybrid electric vehicles (PHEVs), range-extended electric vehicles (REEVs), and all-electric vehicles (EVs) including battery electric vehicles (BEVs) and fuel cell vehicles (FCVs) Describes the electrification technologies applied to nonpropulsion loads, such as power steering and air-conditioning systems Discusses hybrid battery/ultra-capacitor energy storage systems, as well as 48-V electrification and belt-driven starter generator systems Considers vehicle-to-grid (V2G) interface and electrical infrastructure issues, energy management, and optimization in advanced electric drive vehicles Contains numerous illustrations, practical examples, case studies, and challenging questions and problems throughout to ensure a solid understanding of key concepts and applications Advanced Electric Drive Vehicles makes an ideal textbook for senior-level undergraduate or graduate engineering courses and a user-friendly reference for researchers, engineers, managers, and other professionals interested in transportation electrification.

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