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Digital DNA National Academies Press
“ Supply Chain Risk Management is an issue that many companies face and yet few companies know how to deal with it in a systematic and pragmatic manner. While avoiding and reducing supply chain risks are certainly preferable, developing ways to restore and stabilize supply chain operations rapidly after a major disruption is critical for managing global supply chains. Sodhi and Tang present important concepts, frameworks, strategies, and analyses that are essential for managing supply chain risks. Not only does this book suggest some practical ways to work with different partners to manage the risks that are present in a global supply chain, it creates a framework that would enable practitioners to engage researchers to work on this important area.” —Thomas A. Debrowski, Executive Vice President, Worldwide Operations, Mattel, Inc. “ When a firm outsources its operations to external suppliers, the firm is vulnerable to major and rare

disruptions that can occur at any link in the global supply chain. Because these disruptions rarely occur, few firms take commensurable actions to identify, assess, mitigate and respond to various types of supply chain risks. By introducing frameworks and concepts along with several case studies and a review of academic literature, Sodhi and Tang treat this important subject with practical relevance and academic rigor. This book will bring practitioners and researchers to develop effective and efficient ways to manage supply chain risks.” —Marshall L. Fisher, UPS Professor, Professor of Operations and Information Management and Co-Director of Fishman-Davidson Center for Service and Operations Management, The Wharton School, University of Pennsylvania “ This book ties observations in practice to methodologies and research. The rich case examples motivated the approaches and methodologies used to mitigate risks, and in the course of doing so, Sodhi and Tang provided insights on existing and new research opportunities. As a result, this book is highly relevant to both practitioners and academics. Also, the book is also written with management lessons on how risks can be mitigated, and how risks can be contained once disruptions have occurred. As such, it is also a book for management to gain

insights and to develop management skills. ” —Hau L. Lee, Thoma Professor of Operations, Information and Technology and Director of the Stanford Global Supply Chain Management Forum, Graduate School of Business, Stanford University

“ As companies have extended their supply chains globally and as the face increasing resource issues, they face a number of new risk challenges. While there are various case studies written about supply chain risks, this book gives a comprehensive treatment of the subject with clarity. The concepts and frameworks developed by Sodhi and Tang in this book would create awareness of this important and yet not well understood subject, and strategies described in this book would stimulate practitioners to develop a holistic approach for identifying, assessing, mitigating, and responding to different types of supply chain risks. ”

—Nick Wildgoose, Global Supply Chain Proposition Manager, Zurich Insurance Human Resource Management and Industrial Relations Doubleday

The Federal Aviation Administration ' s Airplane Flying Handbook provides pilots, student pi-lots, aviation instructors, and aviation specialists with information on every topic needed to qualify for and excel in the field of aviation. Topics covered include: ground operations, cockpit management, the four fundamentals of flying, integrated flight control, slow flights, stalls, spins, takeoff, ground reference maneuvers, night operations, and much more. The Airplane Flying Handbook is a great study guide for current pilots and for potential pilots who are interested in applying for their first license. It is also the perfect gift for any aircraft or aeronautical buff.

Big Data in Healthcare John Wiley & Sons

Describes the individual capabilities of each of 1,900 unique resources in the federal laboratory system, and provides the name and phone number of each contact. Includes government laboratories,

research centers, testing facilities, and special technology information centers. Also includes a list of all federal laboratory technology transfer offices. Organized into 72 subject areas. Detailed indices.

Adaptronics and Smart Structures Springer

Find out how to reap the benefits of motivating and engaging the new, direct customer voice The Customer's New Voice shows businesses how to motivate and transform directly volunteered consumer knowledge into profitable insights, enabling a new echelon of marketing relevancy, customer experience, and personalization. With a deep look at the inner workings of how a modern generation of business innovators are tapping into the fresh opportunities with the customer's new voice, this book describes how businesses are transforming "inference-based" predictions of purchase intent with direct consumer knowledge of their actual intentions and buying context. The result: An untouchable/unprecedented level of offer relevancy, experience, and personalized service levels. Those offers range from the most basic app model of "Give me your physical location, we'll find the best Thai restaurant near you, and give you an instant coupon" to a more complex model such as an Electric utility value proposition: "We'll give you discounts to charge your Prius during certain times to help us optimize our grid efficiency while allowing Toyota to monitor and optimize your battery to enable Toyota's R&D and customer experience enhancement." Forty case studies detail proven approaches for directly engaging the new consumer, showing companies how to take advantage of rapidly evolving personal technology—smart phones, homes, vehicles, wearable technology, and Internet of Things—and the new sharing culture to collect the higher value "intentionally/ discretionarily" shared information. Readers gain access to a robust tool set including templates, checklists, tables, flow diagrams, process maps, and technical data schematics to streamline these new capabilities and accelerate implementation of these transformational

techniques. Ninety percent of the data that businesses use to determine what they sell or how to personalize a customer experience results from consumers unintentionally volunteering "indirect" data; however, this type of data has less than 10 percent accuracy. This low effectiveness also necessitates up to 70 percent of a business's cost infrastructure. Direct consumer knowledge is now available and boasts up to 20-50 percent accuracy, yet businesses remain anchored in the old "indirect" competencies. This book helps companies integrate compelling sharing motivators and controls for consumers to feel motivated and safe about directly sharing their product and experience desires, providing the ultimate market advantage. Learn how to catch up to the new digitalized consumer

Leverage direct consumer information from current megatrends
Navigate privacy's current and future metamorphosis
Unlock the untapped value of Big Data's true enabler—Little Data Parsing

"Incidentally" volunteered data has been stagnant for decades due to the capabilities and expectations of a new generation of enabled consumers. The timeless reality is that any level of investment in computing power, data, and analytics will never approach their full ROI potential without interfusing the direct, intentional insights from the consumer. If today's forward-thinking companies want to profitably engage the new consumers, they must learn the secrets of motivating and safeguarding this new potential of customer transparency. The risks of not engaging these new consumer voices? Irrelevancy and Silence. The Customer's New Voice shows businesses how to fulfill the promise and caveat of the new consumer: "If you make my life easier, reward me, and respect my shared information: I will tell you my secrets."

My High Life Aviation Journey

The book starts with the author's early flying experiences as a co-pilot with British Airways and moves on to his life as a Captain and after nearly 30 years of airline flying this was followed by 10 years of flying a 1934 vintage aeroplane. Then Denis on his 60th birthday, decided to build a composite 4-seater single engine aeroplane. This

project took 5 years and the book continues with an account of their flight across the North Atlantic in 2003 to commemorate the successful powered flight by the Wright Brothers in 1903 – one hundred years before.

Flying Magazine John Wiley & Sons
This book provides a comprehensive basics-to-advanced course in an aero-thermal science vital to the design of engines for either type of craft. The text classifies engines powering aircraft and single/multi-stage rockets, and derives performance parameters for both from basic aerodynamics and thermodynamics laws. Each type of engine is analyzed for optimum performance goals, and mission-appropriate engines selection is explained. Fundamentals of Aircraft and Rocket Propulsion provides information about and analyses of: thermodynamic cycles of shaft engines (piston, turboprop, turboshaft and propfan); jet engines (pulsejet, pulse detonation engine, ramjet, scramjet, turbojet and turbofan); chemical and non-chemical rocket engines; conceptual design of modular rocket engines (combustor, nozzle and turbopumps); and conceptual design of different modules of aero-engines in their design and off-design state. Aimed at graduate and final-year undergraduate students, this textbook provides a thorough grounding in the history and classification of both aircraft and rocket engines, important design features of all the engines detailed, and particular consideration of special aircraft such as unmanned aerial and short/vertical takeoff and landing aircraft. End-of-chapter

exercises make this a valuable student resource, and the provision of a downloadable solutions manual will be of further benefit for course instructors.

Flying Magazine Partridge Publishing

This book gathers selected papers presented at the 3rd International Conference on Wireless Communications and Applications (ICWCA 2019), held at Hainan University, China. It covers up-to-date smart theories and approaches, as reflected in contemporary technical achievements in the area. The topics covered include: software-defined networking (SDN) and network function virtualization (NFV), future data center networks, 5G/6G mobile networks, QoS/QoE support in future networks, future Internet of things (IoT) networks, network fault management and service availability, and many others.

Flying Smart Oxford University Press

A selection of annotated references to unclassified reports and journal articles that were introduced into the NASA scientific and technical information system and announced in Scientific and technical aerospace reports (STAR) and International aerospace abstracts (IAA).

Flying Blind Springer Science & Business Media

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.

Customer's New Voice Springer Nature
Aviation Journey For Smart People
Aviation Journey

Directory of Federal Laboratory &

Technology Resources CRC Press
Cyber-physical systems (CPSs) consist of software-controlled computing devices communicating with each other and interacting with the physical world through sensors and actuators. A CPS has, therefore, two parts: The cyber part implementing most of the functionality and the physical part, i.e., the real world. Typical examples of CPS's are a water treatment plant, an unmanned aerial vehicle, and a heart pacemaker. Because most of the functionality is implemented in software, the software is of crucial importance. The software determines the functionality and many CPS properties, such as safety, security, performance, real-time behavior, etc. Therefore, avoiding safety accidents and security incidents in the CPS requires highly dependable software. Methodology Today, many methodologies for developing safe and secure software are in use. As software engineering slowly becomes disciplined and mature, generally accepted construction principles have emerged. This monograph advocates principle-based engineering for the development and operation of dependable software. No new development process is suggested, but integrating security and safety principles into existing development processes is demonstrated. Safety and Security Principles At the core of this monograph are the engineering principles. A total of 62 principles are introduced and catalogized into five categories: Business & organization, general principles, safety, security, and risk management principles. The principles

are rigorous, teachable, and enforceable. The terminology used is precisely defined. The material is supported by numerous examples and enriched by illustrative quotes from celebrities in the field. Final Words «In a cyber-physical system's safety and security, any compromise is a planned disaster» Audience First, this monograph is for organizations that want to improve their methodologies to build safe and secure software for mission-critical cyber-physical systems. Second, the material is suitable for a two-semester, 4 hours/week, advanced computer science lecture at a Technical University. This textbook has been recommended and developed for university courses in Germany, Austria and Switzerland.

Cost Accounting Xlibris Corporation
NEW YORK TIMES BUSINESS BEST SELLER • A suspenseful behind-the-scenes look at the dysfunction that contributed to one of the worst tragedies in modern aviation: the 2018 and 2019 crashes of the Boeing 737 MAX. An "authoritative, gripping and finely detailed narrative that charts the decline of one of the great American companies" (New York Times Book Review), from the award-winning reporter for Bloomberg. Boeing is a century-old titan of industry. It played a major role in the early days of commercial flight, World War II bombing missions, and moon landings. The planemaker remains a cornerstone of the U.S. economy, as well as a linchpin in the awesome routine of modern air travel. But in 2018 and 2019, two crashes of the Boeing 737 MAX 8 killed 346 people. The crashes exposed a shocking pattern of malfeasance, leading to the biggest crisis in the company's history—and one of the costliest corporate scandals ever. How did things go so horribly wrong at Boeing? *Flying Blind* is the definitive exposé of the disasters that transfixed the world. Drawing from exclusive

interviews with current and former employees of Boeing and the FAA; industry executives and analysts; and family members of the victims, it reveals how a broken corporate culture paved the way for catastrophe. It shows how in the race to beat the competition and reward top executives, Boeing skimped on testing, pressured employees to meet unrealistic deadlines, and convinced regulators to put planes into service without properly equipping them or their pilots for flight. It examines how the company, once a treasured American innovator, became obsessed with the bottom line, putting shareholders over customers, employees, and communities. By Bloomberg investigative journalist Peter Robison, who covered Boeing as a beat reporter during the company's fateful merger with McDonnell Douglas in the late '90s, this is the story of a business gone wildly off course. At once riveting and disturbing, it shows how an iconic company fell prey to a win-at-all-costs mentality, threatening an industry and endangering countless lives.

The Aviation & Aerospace Almanac Springer Nature

Situations and systems are easier to change than the human condition - particularly when people are well-trained and well-motivated, as they usually are in maintenance organisations. This is a down-to-earth practitioner's guide to managing maintenance error, written in Dr. Reason's highly readable style. It deals with human risks generally and the special human performance problems arising in maintenance, as well as providing an engineer's guide for their understanding and the solution. After reviewing the types of error and violation and the conditions that provoke them, the author sets out the broader picture, illustrated by examples of three system failures. Central to the book is a comprehensive review of error management, followed by chapters on:- managing person, the task and the team; - the workplace and the organization; - creating a safe culture; It is then rounded off and brought together, in such a way as to be readily applicable for those who can make it work, to achieve a greater and more consistent level of

safety in maintenance activities. The readership will include maintenance engineering staff and safety officers and all those in responsible roles in critical and systems-reliant environments, including transportation, nuclear and conventional power, extractive and other chemical processing and manufacturing industries and medicine.

Scientific and Technical Aerospace Reports
Pentacle

Adaptronic structures and systems are engineered to adjust automatically to variable operating and environmental conditions, through the use of feedback control. The authors of this book have taken on the task of comprehensively describing the current state of the art in this highly modern and broadly interdisciplinary field. The book presents selected examples of applications, and goes on to demonstrate current development trends.

Directory of Federal Laboratory and Technology Resources Springer

The World Economic Forum regards the threat of cyber attack as one of the top five global risks confronting nations of the world today. Cyber attacks are increasingly targeting the core functions of the economies in nations throughout the world. The threat to attack critical infrastructures, disrupt critical services, and induce a wide range of dam

Springer Science & Business Media

I have created this book for motivated people like me, who worked hard to achieve their goals, never giving up when encountering setbacks. This is a book created for pilots, but also a guide for passengers who love to travel and want to be always informed. We breathe a sigh of relief after a difficult year - 2020. It was a year in which we were all tried to balance numerous factors: mental, social, financial, professional, and family life. I believe that there is a winner in everyone's soul. We invite you to read the book, "Aviation Journey for Smart People". By means of it, we share information about how to prepare for the Aviation Interviews, Human

Resources, Group Exercises, Body Language, Pilot Aptitude Test with explanations, and suggestions for solutions. We offer a series of 250 Technical Questions and Answers (Feedback from pilots), Simulator Preparation, Charts Briefing, carefully selected from company manuals, which assessors use in all aviation interviews. In the second part, we invite you to the magical world of the cockpit at 10,000 m to discover together the secrets of aviation.

Flying Magazine John Wiley & Sons
TRIZ is a brilliant toolkit for nurturing engineering creativity and innovation. This accessible, colourful and practical guide has been developed from problem-solving workshops run by Oxford Creativity, one of the world's top TRIZ training organizations started by Gadd in 1998. Gadd has successfully introduced TRIZ to many major organisations such as Airbus, Sellafeld Sites, Saint-Gobain, DCA, Doosan Babcock, Kraft, Qinetiq, Trelleborg, Rolls Royce and BAE Systems, working on diverse major projects including next generation submarines, chocolate packaging, nuclear clean-up, sustainability and cost reduction. Engineering companies are increasingly recognising and acting upon the need to encourage successful, practical and systematic innovation at every stage of the engineering process including product development and design. TRIZ enables greater clarity of thought and taps into the creativity innate in all of us, transforming random, ineffective brainstorming into targeted, audited, creative sessions focussed on the problem at hand and unlocking the engineers' knowledge and genius to identify all the relevant solutions. For good design engineers and technical directors across all industries, as well as students of engineering, entrepreneurship and

innovation, TRIZ for Engineers will help unlock and realise the potential of TRIZ. The individual tools are straightforward, the problem-solving process is systematic and repeatable, and the results will speak for themselves. This highly innovative book: Satisfies the need for concise, clearly presented information together with practical advice on TRIZ and problem solving algorithms Employs explanatory techniques, processes and examples that have been used to train thousands of engineers to use TRIZ successfully Contains real, relevant and recent case studies from major blue chip companies Is illustrated throughout with specially commissioned full-colour cartoons that illustrate the various concepts and techniques and bring the theory to life Turns good engineers into great engineers. Aviation News Aviation Journey For Smart People

Air travel in India has exploded in the last decade and is expected to continue rising in the next decade and beyond. While many travellers are now frequent fliers, many more join the ranks of first-time travellers every day. For these first-time travellers, the complexities of modern airline travel can be confusing, even intimidating. The author seeks to demystify the journey, right from the decision to travel by air, all the way till journeys end. Filled with helpful hints, this book aims to make your first flight as easy and trouble-free as your next hundred.

Social Media Metrics Secrets CRC Press Innovation in information and production technologies is creating benefits and disruption, profoundly altering how firms and markets perform. Digital DNA provides an in depth examination of the opportunities and challenges in the fast-changing global economy and lays out strategies that countries and the international community should embrace to promote robust growth while addressing the risks of this digital upheaval. Wisely guiding the transformation in innovation is a major challenge for global prosperity that

affects everyone. Peter Cowhey and Jonathan Aronson demonstrate how the digital revolution is transforming the business models of high tech industries but also of traditional agricultural, manufacturing, and service sector firms. The rapidity of change combines with the uncertainty of winners and losers to create political and economic tensions over how to adapt public policies to new technological and market surprises. The logic of the policy trade-offs confronting society, and the political economy of practical decision-making is explored through three developments: The rise of Cloud Computing and trans-border data flows; international collaboration to reduce cybersecurity risks; and the consequences of different national standards of digital privacy protection. The most appropriate global strategies will recognize that a significant diversity in individual national policies is inevitable. However, because digital technologies operate across national boundaries there is also a need for a common international baseline of policy fundamentals to facilitate "quasi-convergence" of these national policies. Cowhey and Aronson's examination of these dynamic developments lead to a measured proposal for authoritative "soft rules" that requires governments to create policies that achieve certain objectives, but leaves the specific design to national discretion. These rules should embrace mechanisms to work with expert multi-stakeholder organizations to facilitate the implementation of formal agreements, enhance their political legitimacy and technical expertise, and build flexible learning into the governance regime. The result will be greater convergence of national policies and the space for the new innovation system to flourish.

Aviation Journey For Smart People DIANE Publishing

This is an illustrated technical guide to the Boeing 737 aircraft. Containing extensive explanatory notes, facts, tips and points of interest on all aspects of this hugely successful airliner and showing its technical evolution from its early design in the 1960s through to the latest advances in the MAX. The book

provides detailed descriptions of systems, internal and external components, their locations and functions, together with pilots notes and technical specifications. It is illustrated with over 500 photographs, diagrams and schematics. Chris Brady has written this book after many years developing the highly successful and informative Boeing 737 Technical Site, known throughout the world by pilots, trainers and engineers as the most authoritative open source of information freely available about the 737.