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Code Complete Ballantine Books
Contents: (1) Intro.: Alternate Engine Program; (2) Background: The F-35 In Brief; Three Versions; Alternate Engine Program; Program Origin and Milestones; Procurement Quantities; Program Mgmt.; Internat. Participation; Cost and Funding; Mfg. Locations; Proposed FY 2010 Budget; Proposed Termination of Alternate Engine; (3) Issues for Congress: Alternate Engine Program; Summary of Arguments; Admin. Perspective; Studies on F-35 Alternate Engine; Recent Developments; Development Status and Readiness for Production; Admin. Perspective; Affordability and Projected Fighter Shortfalls; Implications for Industrial Base; (4) Legislative Activity for FY 2010; Summary of Quantities and Funding; FY 2010 Defense Author. Bill. Illus.

The Prefrontal Cortex John Wiley & Sons
Teachers spend much of their time on assessment, yet many higher education teachers have received minimal guidance on assessment design and marking. This means assessment can often be a source of stress and frustration. Assessment and Feedback in Higher Education aims to solve these problems. Offering a concise overview of assessment theory and practice, this guide provides teachers with the help they need.

A Concise Introduction to Logic Penguin
Widely considered one of the best practical guides to programming, Steve McConnell’s original CODE COMPLETE has been helping developers write better software for more than a decade. Now this classic book has been fully updated and revised with leading-edge practices—and hundreds of new code samples—illustrating the art and science of software construction. Capturing the body of knowledge available from research, academia, and everyday commercial practice, McConnell synthesizes the most effective techniques and must-know principles into clear, pragmatic guidance. No matter what your experience level, development environment, or project size, this book will inform and stimulate your thinking—and help you build the highest quality code. Discover the timeless techniques and strategies that help you: Design for minimum complexity and maximum creativity Reap the benefits of collaborative development Apply defensive programming techniques to reduce and flush out errors Exploit opportunities to refactor—or evolve—code, and do it safely Use construction practices that are right-weight for your project Debug problems quickly and effectively Resolve critical construction issues early and correctly Build quality into the beginning, middle, and end of your project

The Technical and Social History of Software Engineering John Wiley & Sons Incorporated
Starting Out with Programming Logic and Design, Third Edition, is a language-independent introductory programming book that orients students to programming concepts and logic without assuming any previous programming experience. In the successful, accessible style of Tony Gaddis' best-selling texts, useful examples and detail-oriented explanations allow students to become comfortable with fundamental concepts and logical thought processes used in programming without the complication of language syntax. Students gain confidence in their program design skills to transition into more comprehensive programming courses. The book is ideal for a programming logic course taught as a precursor to a language-specific introductory programming course, or for the first part of an introductory programming course.

Columbia Business School John Wiley & Sons
Pioneering software engineer Capers Jones has written the first and only definitive history of the entire software engineering industry. Drawing on his extraordinary vantage point as a leading practitioner for several decades, Jones reviews the entire history of IT and software engineering, assesses its impact on society, and previews its future. One decade at a time, Jones assesses emerging trends and companies, winners and losers, new technologies, methods, tools, languages, productivity/quality benchmarks, challenges, risks, professional societies, and more. He quantifies both beneficial and harmful software inventions; accurately estimates the size of both the US and global software industries; and takes on "unexplained mysteries" such as why and how programming languages gain and lose popularity.
Commerce Business Daily Rosetta Books
“Pollan keeps you turning the pages . . . cleareyed and assured.” —New York Times A #1 New York Times Bestseller, New York Times Book Review 10 Best Books of 2018, and New York Times Notable Book A brilliant and brave investigation into the medical and scientific revolution taking place around psychedelic drugs--and the spellbinding story of his own life-changing psychedelic experiences When Michael Pollan set out to research how LSD and psilocybin (the active ingredient in magic mushrooms) are being used to provide relief to people suffering from difficult-to-treat conditions such as depression, addiction and anxiety, he did not intend to write what is undoubtedly his most personal book. But upon discovering how these remarkable substances are improving the lives not only of the mentally ill but also of healthy people coming to grips with the challenges of everyday life, he decided to explore the landscape of the mind in the first person as well as the third. Thus began a singular adventure into various altered states of consciousness, along with a dive deep into both the latest brain science and the thriving underground community of psychedelic therapists. Pollan sifts the historical record to separate the truth about these mysterious drugs from the myths that have surrounded them since the 1960s, when a handful of psychedelic evangelists inadvertently catalyzed a powerful backlash against what was then a promising field of research. A unique and elegant blend of science, memoir, travel writing, history, and medicine, How to Change Your Mind is a triumph of participatory journalism. By turns dazzling and edifying, it is the gripping account of a journey to an exciting and unexpected new frontier in our understanding of the mind, the self, and our place in the world. The true subject of Pollan's "mental travelogue" is not just psychedelic drugs but also the eternal puzzle of human consciousness and how, in a world that offers us both suffering and joy, we can do our best to be fully present and find meaning in our lives.

How to Change Your Mind Scholastic Inc.
I am very much aware that it is an act of extreme rashness to attempt to write an elementary book about structures. Indeed it is only when the subject is stripped of its mathematics that one begins to realize how difficult it is to pin down and describe those structural concepts which are often called 'elementary'; by which I suppose we mean 'basic' or 'fundamental'. Some of the omis sions and oversimplifications are intentional but no doubt some of them are due to my own brute ignorance and lack of under standing of the subject. Although this volume is more or less a sequel to The New Science of Strong Materials it can be read as an entirely separate book in its own right. For this reason a certain amount of repetition has been unavoidable in the earlier chapters. I have to thank a great many people for factual information, suggestions and for stimulating and sometimes heated discussions. Among the living, my colleagues at Reading University have been generous with help, notably Professor W. D. Biggs (Professor of Building Technology), Dr Richard Chaplin, Dr Giorgio Jeronimidis, Dr Julian Vincent and Dr Henry Blyth; Professor Anthony Flew, Professor of Philosophy, made useful suggestions about the last chapter. I am also grateful to Mr John Bartlett, Consultant Neurosurgeon at the Brook Hospital. Professor T. P. Hughes of the University of the West Indies has been helpful about rockets and many other things besides. My secretary, Mrs Jean Collins, was a great help in times of trouble. Mrs Nethercot of Vogue was kind to me about dressmaking. Mr Gerald Leach and also many of the editorial staff of Penguins have exercised their accustomed patience and helpfulness. Among the dead, I owe a great deal to Dr Mark Pryor - lately of Trinity College, Cambridge - especially for discussions about biomechanics which extended over a period of nearly thirty years. Lastly, for reasons

which must surely be obvious, I owe a humble oblation to Herodotus, once a citizen of Halicamassus.
Best Life C Programming
Best Life magazine empowers men to continually improve their physical, emotional and financial well-being to better enjoy the most rewarding years of their life.
Critical Thinking Harvard Business Press
Widely considered one of the best practical guides to programming, Steve McConnell s original CODE COMPLETE has been helping developers write better software for more than a decade. Now this classic book has been fully updated and revised with leading-edge practices-and hundreds of new code samples-illustrating the art and science of software construction. Capturing the body of knowledge available from research, academia, and everyday commercial practice, McConnell synthesizes the most effective techniques and must-know principles into clear, pragmatic guidance. No matter what your experience level, development environment, or project size, this book will inform and stimulate your thinking-and help you build the highest quality code.

Code Complete, 2nd Edition Lippincott Williams & Wilkins
Learn how to build dynamic web applications with Express, a key component of the Node/JavaScript development stack. In this hands-on guide, author Ethan Brown teaches you the fundamentals through the development of a fictional application that exposes a public website and a RESTful API. You'll also learn web architecture best practices to help you build single-page, multi-page, and hybrid web apps with Express. Express strikes a balance between a robust framework and no framework at all, allowing you a free hand in your architecture choices. With this book, frontend and backend engineers familiar with JavaScript will discover new ways of looking at web development. Create webpage templating system for rendering dynamic data Dive into request and response objects, middleware, and URL routing Simulate a production environment for testing and development Focus on persistence with document databases, particularly MongoDB Make your resources available to other programs with RESTful APIs Build secure apps with authentication, authorization, and HTTPS Integrate with social media, geolocation, and other third-party services Implement a plan for launching and maintaining your app Learn critical debugging skills This book covers Express 4.0.

Unshakeable Bloomsbury Publishing
New Directions in the Analysis of Multimodal Discourse offers a comprehensive international view of multimodal discourse and presents new directions for research and application in this growing field. With contributions from top scholars around the world, this work opens up the field of multimodal discourse analysis as it covers a wide range of interests such as computational linguistics, education, ideology, and media discourse. The range and scope of the chapters in this book provide groundbreaking insights into exploring and accounting for the various facets of multimodality in a range of texts and contexts. Initial chapters specifically aim to tackle theoretical issues, while subsequent chapters focus on important research areas such as writing and graphology, genre, ideology, computational concordancing, literacy, and cross cultural and cross linguistic issues. In the final chapters, an emphasis is placed on the educational implications of multimodality in first and second language contexts, a particularly new and interesting contribution.

Web Development with Node and Express Wadsworth Publishing Company
This book is for all people who are forced to use UNIX. It is a humorous book--pure entertainment--that maintains that UNIX is a computer virus with a user interface. It features letters from the thousands posted on the Internet's "UNIX-Haters" mailing list. It is not a computer handbook, tutorial, or reference. It is a self-help book that will let readers know they are not alone.

Leadership and Management Development in Education Routledge
From the renowned psychologist who introduced the world to “growth mindset” comes this updated edition of the million-copy bestseller—featuring transformative insights into redefining success, building lifelong resilience, and supercharging self-improvement. “Through clever research studies and engaging writing, Dweck illuminates how our beliefs about our capabilities exert tremendous influence on how we learn and which paths we take in life.”—Bill Gates,

GatesNotes “It’s not always the people who start out the smartest who end up the smartest.” After decades of research, world-renowned Stanford University psychologist Carol S. Dweck, Ph.D., discovered a simple but groundbreaking idea: the power of mindset. In this brilliant book, she shows how success in school, work, sports, the arts, and almost every area of human endeavor can be dramatically influenced by how we think about our talents and abilities. People with a fixed mindset—those who believe that abilities are fixed—are less likely to flourish than those with a growth mindset—those who believe that abilities can be developed. Mindset reveals how great parents, teachers, managers, and athletes can put this idea to use to foster outstanding accomplishment. In this edition, Dweck offers new insights into her now famous and broadly embraced concept. She introduces a phenomenon she calls false growth mindset and guides people toward adopting a deeper, truer growth mindset. She also expands the mindset concept beyond the individual, applying it to the cultures of groups and organizations. With the right mindset, you can motivate those you lead, teach, and love—to transform their lives and your own.

The UNIX-haters Handbook SAGE

The best-selling author of Big Data is back, this time with a unique and in-depth insight into how specific companies use big data. Big data is on the tip of everyone’s tongue. Everyone understands its power and importance, but many fail to grasp the actionable steps and resources required to utilise it effectively. This book fills the knowledge gap by showing how major companies are using big data every day, from an up-close, on-the-ground perspective. From technology, media and retail, to sport teams, government agencies and financial institutions, learn the actual strategies and processes being used to learn about customers, improve manufacturing, spur innovation, improve safety and so much more. Organised for easy dip-in navigation, each chapter follows the same structure to give you the information you need quickly. For each company profiled, learn what data was used, what problem it solved and the processes put it place to make it practical, as well as the technical details, challenges and lessons learned from each unique scenario. Learn how predictive analytics helps Amazon, Target, John Deere and Apple understand their customers Discover how big data is behind the success of Walmart, LinkedIn, Microsoft and more Learn how big data is changing medicine, law enforcement, hospitality, fashion, science and banking Develop your own big data strategy by accessing additional reading materials at the end of each chapter

Reading Social Research DIANE Publishing

One doctor’s courageous fight to save a small town from a silent epidemic that threatened the community’s future—and exposed a national health crisis. When Dr. Will Cooke, an idealistic young physician just out of medical training, set up practice in the small rural community of Austin, Indiana, he had no idea that much of the town was being torn apart by poverty, addiction, and life-threatening illnesses. But he soon found himself at the crossroads of two unprecedented health-care disasters: a national opioid epidemic and the worst drug-fueled HIV outbreak ever seen in rural America. Confronted with Austin’s hidden secrets, Dr. Cooke decided he had to do something about them. In taking up the fight for Austin’s people, however, he would have to battle some unanticipated foes: prejudice, political resistance, an entrenched bureaucracy—and the dark despair that threatened to overwhelm his own soul. Canary in the Coal Mine is a gripping account of the transformation of a man and his adopted community, a compelling and ultimately hopeful read in the vein of Hillbilly Elegy, Dreamland, and Educated.

The Millionaire Next Door Elsevier

A step-by-step guide to the process of “scripting” your future and successfully manifesting what you want in life • Explores the science behind how the scripting method works and shares the vivid journal entries from the author’s big breakthrough--when he successfully used his method to land a lead role on a TV show • Details how the understanding of incredible new (and, until now, mostly unheard of) scientific discoveries and emerging technologies is the most important key to creating and manifesting in your life • Reveals fun, easy tools for manifesting and self-help, updated for a new generation In this step-by-step guide, filled with success stories and practical exercises, Royce Christyn details a simple “scripting” process for harnessing the Law of Attraction and manifesting what you want in your life--happiness, wealth, travel, love, health, the perfect career, or simply a productive day. The process is backed by science and experience, yet it feels like magic. And all you need is a pen and paper. Inspired by New Thought and Positive Thinking classics, Christyn explains how he developed his scripting method through 4 years of trial and error, keeping what worked and dropping what didn’t until he brought his success rate from 5% to nearly 100%. Sharing pages from his own journals, he outlines how to create the life you want with daily journaling exercises, beginning with a simple list-making practice to figure out your wants and intentions and then progressing to actual scripting of your future, whether the next 12 hours or the next 10 days. He shows how, over time, your scripts will increase in accuracy until they converge with reality. He shares the vivid entries from his big breakthrough--when he successfully used his method to land a lead guest-starting role on Disney Channel’s Wizards of Waverly Place with Selena Gomez. He explores how “feeling” your future success as you write your daily scripts helps attract your desired outcomes, and he shares the key phrases to include to make your script come true. The author also explores the science behind how the scripting method works, including a down-to-earth examination of quantum mechanics. From small dreams to lifelong goals, this book gives you the tools to put your thoughts into action and finally close the gap between where you are and where you want to be in your life.

Starting Out with Programming Logic and Design John Wiley & Sons

With contributions from leading brand experts around the world, this valuable resource delineates the case for brands (financial value, social value, etc.) and looks at what makes certain brands great. It covers best practices in branding and also looks at the future of

brands in the age of globalization. Although the balance sheet may not even put a value on it, a company’s brand or its portfolio of brands is its most valuable asset. For well-known companies it has been calculated that the brand can account for as much as 80 percent of their market value. This book argues that because of this and because of the power of not-for-profit brands like the Red Cross or Oxfam, all organisations should make the brand their central organising principle, guiding every decision and every action. As well as making the case for brands and examining the argument of the anti-globalisation movement that brands are bullies which do harm, this second edition of Brands and Branding provides an expert review of best practice in branding, covering everything from brand positioning to brand protection, visual and verbal identity and brand communications. Lastly, the third part of the book looks at trends in branding, branding in Asia, especially in China and India, brands in a digital world and the future for brands. Written by 19 experts in the field, Brands and Branding sets out to provide a better understanding of the role and importance of brands, as well as a wealth of insights into how one builds and sustains a successful brand.

Wishcraft Pearson Education

How do the rich get rich? An updated edition of the “remarkable” New York Times bestseller, based on two decades of research (The Washington Post). Most of the truly wealthy in the United States don’t live in Beverly Hills or on Park Avenue. They live next door. America’s wealthy seldom get that way through an inheritance or an advanced degree. They bargain-shop for used cars, raise children who don’t realize how rich their families are, and reject a lifestyle of flashy exhibitionism and competitive spending. In fact, the glamorous people many of us think of as “rich” are actually a tiny minority of America’s truly wealthy citizens—and behave quite differently than the majority. At the time of its first publication, The Millionaire Next Door was a groundbreaking examination of America’s rich—exposing for the first time the seven common qualities that appear over and over among this exclusive demographic. This edition includes a new foreword by Dr. Thomas J. Stanley—updating the original content in the context of the financial crash and the twenty-first century. “Their surprising results reveal fundamental qualities of this group that are diametrically opposed to today’s earn-and-consume culture.” —Library Journal

Starting Out with C++ UCL Press

In its 114th year, Billboard remains the world’s premier weekly music publication and a diverse digital, events, brand, content and data licensing platform. Billboard publishes the most trusted charts and offers unrivaled reporting about the latest music, video, gaming, media, digital and mobile entertainment issues and trends.

Mindset Lulu.com

'This is a very good and much needed book. Written by a very experienced researcher and teacher in the education leadership world it brings together a wealth of understanding and insights in the field of leadership and management development in education' - International Journal of Educational Management '[T]his book is an excellent survey of practice on a truly international scale which many will find valuable' - Educational Management Administration and Leadership 'Few people could be better qualified to write about this topic than Tony Bush. The book draws on a wealth of experience and detailed research. Typically, it is extremely well structured, written with great clarity, and combines the highest levels of scholarship with an accessible style that will enable it to appeal to a wide audience. This is a book that many in the field have been waiting for' - Professor Mark Brundrett, Professor of Educational Research, Liverpool John Moores University, Liverpool 'This book is far and away the best international comparative study of leadership development for schools. There are countless books highlighting the importance of leadership but none have satisfactorily gone to the heart of the issue, especially for developed and developing countries, and Tony Bush has done it here. It is a sure guide to policymakers, practitioners and researchers who want to make a difference' - Professor Brian J. Caldwell, Managing Director of Educational Transformations and former Dean of Education at the University of Melbourne, Australia Leadership is critical to educational development and specific preparation is vital if leaders are to maximise their effectiveness. In this major new text, Tony Bush draws on his extensive international experience and research to examine the case for leadership development and assess the different modes of preparation used in Europe, including the U.K., North America, Asia Pacific, Australia, New Zealand and Africa. He also examines research on how leadership impacts on school and student outcomes and considers future directions for leadership and management development in education. This text is essential reading for students of educational leadership and management as well as for policy-makers, headteachers and principals.