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[Spark GraphX in Action](#) Horizon Books ( A Division of Ignited Minds Edutech P Ltd)  
"An incredibly useful and valuable guidebook to the new consumer economy. Buy it. Learn from it. Succeed with it."--Jeff Jarvis, author of "What Would Google Do " "This is the stuff that every business and nonprofit needs to embrace if they're going to succeed in a changing world."--Vivian Schiller, CEO of NPR With clear analysis and practical frameworks, this book provides a strategic guide that any business or nonprofit can use to succeed in the digital age. Marketing expert David Rogers examines how digital technologies--from smartphones to social networks--connect us in frameworks that transform our relationships to business and each other. To thrive today, organizations need new strategies--strategies designed for customer networks. Rogers offers five strategies that any business can use to create new value: ACCESS--be faster, be easier, be everywhere, be always on ENGAGE--become a source of valued content CUSTOMIZE--make your offering adaptable to your customer's needs CONNECT--become a part of your customers' conversations COLLABORATE--involve your customers at every stage of your enterpriseRogers explains these five strategies with over 100 cases from every type and size of business--from shoes to news, and software to healthcare. In "The Network Is Your Customer," he shows: How Apple harnessed a host of collaborators to write apps for its iPhone How IBM designed a videogame to help sell its enterprise software How Ford Motors inspired an online community to build brand awareness for its new Fiesta...and countless other cases from consumer, b2b, and nonprofit categories. The book outlines a process for planning and implementing a customer network strategy to match "your" customers, "your" business, and "your" objectives--whether you need to drive sales, to enhance innovation, to reduce costs, to gain customer insight, or to build breakthrough products and services. Because today, whatever your goals and whatever your business, the network is your customer.  
[ECAI 2010](#) Cambridge University Press  
In Doing Race, scholars from across the disciplines have written original essays on race and ethnicity aimed at an undergraduate audience. The book provides a practical response to the view, common in American debates, that race and ethnicity no longer matter, or that race and ethnicity should not be taken into account when deciding how to structure society and formulate public policy. It also answers the question of why race and ethnicity play such a large role in fueling violence around the globe. Doing Race shows that race and ethnicity matter because they are important resources in answering the fundamental, even universal Who am I? and Who are we? questions. It demonstrates how understanding how identities are shaped by race and ethnicity is central to understanding individual and collective behavior in the United States and throughout the world. Drawing on the latest science and scholarship, these original essays provide undergraduates with an effective framework for understanding the persistence of racial inequalities and problems in the 21st century.  
[COMPLETE TEST AND MEASUREMENT IN PHYSICAL EDUCATION](#) O'Reilly Media  
This brand new test prep manual is written for the computer technician seeking A+ certification. Filled with details on computer hardware and software, it can also serve as a general reference source for computer science students. In six main parts the text describes the certification process, details the standard components inside a typical computer, instructs on installing hardware, describes input and output devices, provides a software overview, and presents four sample A+ Certification exams with answers. A general reference chapter completes this volume. The optional CD-ROM offers practice and review plus computer versions of the sample exams.  
[PC Magazine](#) Currency  
"Poignant....important and illuminating."—The New York Times Book Review  
"Groundbreaking."—Bryan Stevenson, New York Times bestselling author of Just Mercy From one of the world ’ s leading experts on unconscious racial bias come stories, science, and strategies to address one of the central controversies of our time How do we talk about bias? How do we address racial disparities and inequities? What role do our institutions play in creating, maintaining, and magnifying those inequities? What role do we play? With a perspective that is at once scientific, investigative, and informed by personal experience, Dr. Jennifer Eberhardt offers us the language and courage we need to face one of the biggest and most troubling issues of our time. She exposes racial bias at all levels of society—in our neighborhoods, schools, workplaces, and criminal justice system. Yet she also offers us tools to address it. Eberhardt shows us how we can be vulnerable to bias but not doomed to live under its grip. Racial bias is a problem that we all have a role to play in solving.  
*S-Parameters for Signal Integrity* Simon and Schuster  
In recent years, the field of Universal Access has made significant progress in consolidating theoretical approaches, scientific methods and technologies, as well as in exploring new application domains. Increasingly, professionals in this rapidly maturing area require a comprehensive and multidisciplinary resource that addresses current principles, methods, and tools. Written by leading international authorities from academic, research, and industrial organizations and nonmarket institutions, The Universal Access Handbook covers the unfolding scientific, methodological, technological, and policy issues involved in the process of achieving universal access in the information society. In a collection of 61 chapters, the book discusses how to systematically apply universal design principles to information technologies. It explains the various dimensions of diversity in the technological platforms and contexts of use, including trends in mobile interaction and ambient intelligence environments. The implications of Universal Access on the development life cycle of interactive applications and services are unfolded, addressing user interface architectures and related components. Novel interaction methods and techniques for Universal Access are

analyzed, and a variety of applications in diverse domains are discussed. The book reflects recent developments, consolidates present knowledge, and points towards new perspectives for the future. A quick glance through the contents demonstrates not only the breadth and depth of coverage but also the caliber of the contributions. An indispensable source of information for interdisciplinary and cross-thematic study, the book provides a baseline for further in-depth studies, as well as an important educational tool in an increasingly globalized research and development environment.  
[See to Play](#) Elsevier Health Sciences  
One CD-ROM disc in pocket.  
IGI Global  
This open access book is part of the LAMBDA Project (Learning, Applying, Multiplying Big Data Analytics), funded by the European Union, GA No. 809965. Data Analytics involves applying algorithmic processes to derive insights. Nowadays it is used in many industries to allow organizations and companies to make better decisions as well as to verify or disprove existing theories or models. The term data analytics is often used interchangeably with intelligence, statistics, reasoning, data mining, knowledge discovery, and others. The goal of this book is to introduce some of the definitions, methods, tools, frameworks, and solutions for big data processing, starting from the process of information extraction and knowledge representation, via knowledge processing and analytics to visualization, sense-making, and practical applications. Each chapter in this book addresses some pertinent aspect of the data processing chain, with a specific focus on understanding Enterprise Knowledge Graphs, Semantic Big Data Architectures, and Smart Data Analytics solutions. This book is addressed to graduate students from technical disciplines, to professional audiences following continuous education short courses, and to researchers from diverse areas following self-study courses. Basic skills in computer science, mathematics, and statistics are required.  
*Learning Spark* Penguin  
For more than 40 years, Computerworld has been the leading source of technology news and information for IT influencers worldwide. Computerworld's award-winning Web site (Computerworld.com), twice-monthly publication, focused conference series and custom research form the hub of the world's largest global IT media network.  
*Brandweek* Yale University Press  
Summary Spark GraphX in Action starts out with an overview of Apache Spark and the GraphX graph processing API. This example-based tutorial then teaches you how to configure GraphX and how to use it interactively. Along the way, you'll collect practical techniques for enhancing applications and applying machine learning algorithms to graph data. Purchase of the print book includes a free eBook in PDF, Kindle, and ePub formats from Manning Publications. About the Technology GraphX is a powerful graph processing API for the Apache Spark analytics engine that lets you draw insights from large datasets. GraphX gives you unprecedented speed and capacity for running massively parallel and machine learning algorithms. About the Book Spark GraphX in Action begins with the big picture of what graphs can be used for. This example-based tutorial teaches you how to use GraphX interactively. You'll start with a crystal-clear introduction to building big data graphs from regular data, and then explore the problems and possibilities of implementing graph algorithms and architecting graph processing pipelines. Along the way, you'll collect practical techniques for enhancing applications and applying machine learning algorithms to graph data. What's Inside Understanding graph technology Using the GraphX API Developing algorithms for big graphs Machine learning with graphs Graph visualization About the Reader Readers should be comfortable writing code. Experience with Apache Spark and Scala is not required. About the Authors Michael Malak has worked on Spark applications for Fortune 500 companies since early 2013. Robin East has worked as a consultant to large organizations for over 15 years and is a data scientist at Worldpay. Table of Contents PART 1 SPARK AND GRAPHS Two important technologies: Spark and graphs GraphX quick start Some fundamentals PART 2 CONNECTING VERTICES GraphX Basics Built-in algorithms Other useful graph algorithms Machine learning PART 3 OVER THE ARC The missing algorithms Performance and monitoring Other languages and tools  
[Who Owns the World's Media?](#) IOS Press  
Addressing one of the most pressing cultural questions of our generation, Dennis Baron reveals the untold story of how we got from he and she to zie and hir and singular-they. Like trigger warnings and gender-neutral bathrooms, pronouns are sparking a national debate, prompting new policies in schools, workplaces, even prisons, about what pronouns to use. Colleges ask students to declare their pronouns along with their majors; corporate conferences print name tags with space to add pronouns; email signatures sport pronouns along with names and titles. Far more than a by-product of the culture wars, gender-neutral pronouns are, however, nothing new. Pioneering linguist Dennis Baron puts them in historical context, noting that Shakespeare used singular-they; women invoked the generic use of he to assert the right to vote (while those opposed to women's rights invoked the same word to assert that he did not include she); and people have been coining new gender pronouns, not just hir and zie, for centuries. Based on Baron's own empirical research, What's Your Pronoun? chronicles the story of the role pronouns have played—and continue to play—in establishing both our rights and our identities. It is an essential work in understanding how twenty-first-century culture has evolved.  
*One Show Interactive, Volume XII* The Universal Access Handbook  
Developments in technologies have evolved in a much wider use of technology throughout science, government, and business; resulting in the expansion of geographic information systems. GIS is the academic study and practice of presenting geographical data through a system designed to capture, store, analyze, and manage geographic information. Geographic Information Systems: Concepts, Methodologies, Tools, and Applications is a collection of knowledge on the latest advancements and research of geographic information systems. This book aims to be useful for academics and practitioners involved in geographical data.  
*PC World* Springer  
Master the usage of s-parameters in signal integrity applications and gain full understanding of your simulation and measurement environment with this rigorous and practical guide. Solve specific signal

integrity problems including calculation of the s-parameters of a network, linear simulation of circuits, de-embedding, and virtual probing, all with expert guidance. Learn about the interconnectedness of s-parameters, frequency responses, filters, and waveforms. This invaluable resource for signal integrity engineers is supplemented with the open-source software SignalIntegrity, a Python package for scripting solutions to signal integrity problems.

*Organization Theory and Design* Liveright Publishing

Organizing involves continous challenges in the face of uncertainty and change. How is globalization impacting organizations? How will new strategies for a turbulent world affect organizational design?In this second edition of Organization Theory and Design, developed for students in the UK, Europe, the Middle East and Africa, respected academics Jonathan Murphy and Hugh Willmott continue to add an international perspective to Richard L. Daft’s landmark text. Together they tackle these questions in a comprehensive, clear and accessible study of the subject.

**Sports Vision** Oxford University Press

PCMag.com is a leading authority on technology, delivering Labs-based, independent reviews of the latest products and services. Our expert industry analysis and practical solutions help you make better buying decisions and get more from technology.

*PC Mag* Anchor

In “See to Play”, eminent optometrist Michael Peters addresses every aspect of the vital vision component of elite athletics and its importance in personal athletic performance and progress.

*Qualitative Spatio-Temporal Representation and Reasoning: Trends and Future*

*Directions* Barrons Educational Series Incorporated

Space and time are inextricably linked. Reasoning about space often involves reasoning about change in spatial configurations. Qualitative spatial information theory encompasses spatial as well as temporal representation and reasoning. Qualitative Spatio-Temporal Representation and Reasoning: Trends and Future Directions is a contribution to the emerging discipline of qualitative spatial information theory within artificial intelligence. This collection of research covers both theory and application-centric research and provides a comprehensive perspective on the emerging area of qualitative spatio-temporal representation and reasoning. This revolutionary new field is increasingly becoming a core issue within mobile computing, GIS/spatial information systems, databases, computer vision as well as knowledge discovery and data mining.

*IPTV Monthly Newletter December 2010* Hillcrest Publishing Group

Digital citizenship competences define how we act and interact online. They comprise the values, attitudes, skills and knowledge and critical understanding necessary to responsibly navigate the constantly evolving digital world, and to shape technology to meet our own needs rather than to be shaped by it. The Digital citizenship education handbook offers information, tools and good practice to support the development of these competences in keeping with the Council of Europe's vocation to empower and protect children, enabling them to live together as equals in today's culturally diverse democratic societies, both on- and offline. The Digital citizenship education handbook is intended for teachers and parents, education decision makers and platform providers alike. It describes in depth the multiple dimensions that make up each of 10 digital citizenship domains, and includes a fact sheet on each domain providing ideas, good practice and further references to support educators in building the competences that will stand children in good stead when they are confronted with the challenges of tomorrow's digital world. The Digital citizenship education handbook is consistent with the Council of Europe's Reference Framework of Competences for Democratic Culture and compatible for use with the Internet literacy handbook. (Box of 25 sheets)

*Emotional Intelligence 2.0* Information Gatekeepers Inc

What is space? Is there space when there are objects to occupy it or is there space only when there are no objects to occupy it? Can there be space without objects? These are old philosophical questions that concern the ontology of space in the philosophical sense of ‘ontology’ – what is the nature of space? Cognitive science in general and arti?cial intelligence in particular are less c- cerned with the nature of things than with their mental conceptualizations. In spatial cognition research we address questions like What do we know about space? How is space represented? What are the representational entities? What are the rep- sentational structures? Answers to these questions are described in what is called ontologies in arti?cial intelligence. Different tasks require different knowledge, and different representations of knowledge facilitate different ways of solving problems. In this book, Jan Oliver Wallgrün develops and investigates representational structures to support tasks of autonomous mobile robots, from the acquisition of knowledge to the use of this knowledge for navigation. The research presented is concerned with the robot mapping problem, the pr- lem of building a spatial representation of an environment that is perceived by s- sors that only provide incomplete and uncertain information; this information usually needs to be related to other imprecise or uncertain information. The routes a robot can take can be abstractly described in terms of graphs where alternative routes are represented by alternative branches in these route graphs.

*The Underground Railroad* IGI Global

View the year's most innovative works in visual communication, in stunning, full color. The winners of the Art Directors Club Annual Awards are showcased here.

**Topics** W W Norton & Company Incorporated

Data is bigger, arrives faster, and comes in a variety of formats—and it all needs to be processed at scale for analytics or machine learning. But how can you process such varied workloads efficiently? Enter Apache Spark. Updated to include Spark 3.0, this second edition shows data engineers and data scientists why structure and unification in Spark matters. Specifically, this book explains how to perform simple and complex data analytics and employ machine learning algorithms. Through step-by-step walk-throughs, code snippets, and notebooks, you'll be able to: Learn Python, SQL, Scala, or Java high-level Structured APIs Understand Spark operations and SQL Engine Inspect, tune, and debug Spark operations with Spark configurations and Spark UI Connect to data sources: JSON, Parquet, CSV, Avro, ORC, Hive, S3, or Kafka Perform analytics on batch and streaming data using Structured Streaming Build reliable data pipelines with open source Delta Lake and Spark Develop machine learning pipelines with MLlib and productionize models using MLflow