

Winging It Oracle Team Usas Incredible Comeback To Defend The Americas Cup

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Algorithm Design Jon Kleinberg 2012-02-28 This is the eBook of the printed book and may not include any media, website access codes, or print supplements that may come packaged with the bound book. Algorithm Design introduces algorithms by looking at the real-world problems that motivate them. The book teaches students a range of design and analysis techniques for problems that arise in computing applications. The text encourages an understanding of the algorithm design process and an appreciation of the role of algorithms in the broader field of computer science. August 6, 2009 Author, Jon Kleinberg, was recently cited in the New York Times for his statistical analysis research in the Internet age.

The Sumerians Samuel Noah Kramer 2010-09-17 The Sumerians, the pragmatic and gifted people who preceded the Semites in the land first known as Sumer and later as Babylonia, created what was probably the first high civilization in the history of man, spanning the fifth to the second millenniums B.C. This book is an unparalleled compendium of what is known about them. Professor Kramer communicates his enthusiasm for his subject as he outlines the history of the Sumerian civilization and describes their cities, religion, literature, education, scientific achievements, social structure, and psychology. Finally, he considers the legacy of Sumer to the ancient and modern world. "There are few scholars in the world qualified to write such a book, and certainly Kramer is one of them. . . . One of the most valuable features of this book is the quantity of texts and fragments which are published for the first time in a form available to the general reader. For the layman the book provides a readable and up-to-date introduction to a most fascinating culture. For the specialist it presents a synthesis with which he may not agree but from which he will nonetheless derive stimulation."—American Journal of Archaeology "An uncontested authority on the civilization of Sumer, Professor Kramer writes with grace and urbanity."—Library Journal

Managing Multimedia and Unstructured Data in the Oracle Database Marcelle Kratochvil 2013-03-21 This book is written in simple, easy to understand format with lots of screenshots and step-by-step explanations. If you are an Oracle database administrator, Museum curator, IT manager, Developer, Photographer, Intelligence team member, Warehouse or Software Architect then this book is for you. It covers the basics and then moves to advanced concepts. This will challenge and increase your knowledge enabling all those who read it to gain a greater understanding of multimedia and how all unstructured data is managed.

Fantasyland Kurt Andersen 2017-09-05 NEW YORK TIMES BESTSELLER • “The single most important explanation, and the fullest explanation, of how Donald Trump became president of the United States . . . nothing less than the most important book that I have read this year.”—Lawrence O’Donnell How did we get here? In this sweeping, eloquent history of America, Kurt Andersen shows that what’s happening in our country today—this post-factual, “fake news” moment we’re all living through—is not something new, but rather the ultimate expression of our national character. America was founded by wishful dreamers, magical thinkers, and true believers, by hucksters and their suckers. Fantasy is deeply embedded in our DNA. Over the course of five centuries—from the Salem witch trials to Scientology to the Satanic Panic of the 1980s, from P. T. Barnum to Hollywood and the anything-goes, wild-and-crazy sixties, from conspiracy theories to our fetish for guns and obsession with extraterrestrials—our love of the fantastic has made America exceptional in a way that we’ve never fully acknowledged. From the start, our ultra-individualism was attached to epic dreams and epic fantasies—every citizen was free to believe absolutely anything, or to pretend to be absolutely anybody. With the gleeful erudition and tell-it-like-it-is ferocity of a Christopher Hitchens, Andersen explores whether the great American experiment in liberty has gone off the rails. Fantasyland could not appear at a more perfect moment. If you want to understand Donald Trump and the culture of twenty-first-century America, if you want to know how the lines between reality and illusion have become dangerously blurred, you must read this book. NAMED ONE OF THE BEST BOOKS OF THE YEAR BY THE SAN FRANCISCO CHRONICLE “This is a blockbuster of a book. Take a deep breath and dive in.”—Tom Brokaw “[An] absorbing, must-read polemic . . . a provocative new study of America’s cultural history.”—Newsday “Compelling and totally unnerving.”—The Village Voice “A frighteningly convincing and sometimes uproarious picture of a country in steep, perhaps terminal decline that would have the founding fathers weeping into their beards.”—The Guardian “This is an important book—the indispensable book—for understanding America in the age of Trump.”—Walter Isaacson, #1 New York Times bestselling author of Leonardo da Vinci

Man and His Symbols Carl Gustav Jung 1964 Explores Jung's psychological concepts regarding the nature, function and importance of man's symbols as they appear on both the conscious and subconscious level

The Cathedral & the Bazaar Eric S. Raymond 2001-02-01 Open source provides the competitive advantage in the Internet Age. According to the August Forrester Report, 56 percent of IT managers interviewed at Global 2,500 companies are already using some type of open source software in their infrastructure and another 6 percent will install it in the next two years. This revolutionary model for collaborative software development is being embraced and studied by many of the biggest players in the high-tech industry, from Sun Microsystems to IBM to Intel.The Cathedral & the Bazaar is a must for anyone who cares about the future of the computer industry or the dynamics of the information economy. Already, billions of dollars have been made and lost based on the ideas in this book. Its conclusions will be studied, debated, and implemented for years to come. According to Bob Young, "This is Eric Raymond's great contribution to the success of the open source revolution, to the adoption of Linux-based operating systems, and to the success of open source users and the companies that supply them."The interest in open source software development has grown enormously in the past year. This revised and expanded paperback edition includes new material on open source developments in 1999 and 2000. Raymond's clear and effective writing style accurately describing the benefits of open source software has been key to its success. With major vendors creating acceptance for open source within companies, independent vendors will become the open source story in 2001.

The Kevin Show Mary Pilon 2018-03-06 From the New York Times bestselling author of The Monopolists, the "fascinating" (People) story of Olympian Kevin Hall and the syndrome that makes him believe he stars in a television show of his life. Meet Kevin Hall: brother, son, husband, father, and Olympic sailor. Kevin has an Ivy League degree, a winning smile, and throughout his adult life, he has been engaged in an ongoing battle with a person that doesn't exist to anyone but him: the Director. In the tradition of Kay Redfield Jamison's An Unquiet Mind, journalist and NYT bestselling author Mary Pilon's The Kevin Show reveals the many-sided struggle--of Kevin, his family, and the medical profession--to understand and treat a psychiatric disorder whose euphoric highs and creative ties to pop culture have become inextricable from Kevin's experience of himself. Kevin suffers from what doctors are beginning to call the "Truman Show" delusion, a form of bipolar disorder named for the 1998 movie in which the main character realizes he is the star of a reality TV show. When the Director commands Kevin to do things, the results often lead to handcuffs, hospitalization, or both. Once he nearly drove a car into Boston Harbor. His girlfriend, now wife, was in the passenger seat. Interweaving Kevin's perspective--including excerpts from his journals and sketches--with police reports, medical records, and interviews with those who were present at key moments in his life, The Kevin Show is a bracing, suspenseful, and eye-opening view of the role that mental health plays in a seemingly ordinary life.

Dispute Resolution in the 34th America's Cup Henry Peter 2015-11-24 The America's Cup continues to evolve as the preeminent sporting contest in the world of sailing and is one of the greatest contests in the world of sport. In its long and colorful history, disputes around the match have not only added major extra publicity to the event's great popular appeal but also spanned a wealth of judicial and arbitral decisions that have become influential on the sport of sailing. This book - continuing the tradition of Kluwer Law International's earlier publications on the 31st, 32nd, and 33rd America's Cup - offers richly detailed expert commentary (along with the decision texts themselves) on the judgments of various courts and other dispute resolution bodies delivered during the tumultuous 34th America's Cup. Since there is no official record of many of these documents, this book is the only source that presents them together in a single volume, with the added benefit of commentary. Among the aspects covered are the following: - all decisions issued by the 34th America's Cup International Jury, as well as related decisions or awards rendered by other bodies (ISAF Disciplinary Commission, ISAF Review Board and the Court of Arbitration for Sport); - judgments of the New York Supreme Court and its Appellate Division regarding the rejection of the African Diaspora Maritime Corporation application to compete to be a defender; - the pivotal Jury decision affirming that the AC72 yacht could be made to foil on its centreboards and rudders, dramatically increasing its speed; - the first-time-ever Youth America's Cup; and - the extensive mediation concerning safety recommendations following the death of a sailor. A general introduction surveys the most important and peculiar issues pertaining to the event. Written not only as a comprehensive legal record of the 34th America's Cup but also with a view to favor future matches and to limit the possibilities of new controversies, the book takes a significant step toward ensuring that disputes are dealt with by arbitration and not by lengthy, costly, and uncertain state court proceedings. In this way the book provides invaluable guidance for trustees, competitors, and event officials, not only for the America's Cup but by extension to other major international sporting events.

Sophie's World Jostein Gaarder 2007-03-20 One day Sophie comes home from school to find two questions in her mail: "Who are you?" and "Where does the world come from?" Before she knows it she is enrolled in a correspondence course with a mysterious philosopher. Thus begins Jostein Gaarder's unique novel, which is not only a mystery, but also a complete and entertaining history of philosophy.

Winging It Diane Swintal 2013-12-31 "The design and tactical battles that led to the most exciting America's Cup in history are laid out in meticulous detail in Winging It: Oracle Team USA's Incredible Comeback to Defend The America's Cup. Written by three veteran sailing journalists, Winging It provides an insider's look at the professional sailing business and the America's Cup, from how the 72-foot cats became the boat of choice – one early requirement: They had to be able to be disassembled and transported in standard shipping containers – to the design modifications Oracle made in the later stages of the series to bounce back from an 8:1 deficit and retain the Cup (not much besides some minor tinkering with the rudder)." -Forbes "Whether you are a casual fan or a die-hard America's Cup follower, you're likely to enjoy Winging It. The three authors-all accredited journalists who spent many, many hours in the America's Cup Media Center-will take you from the origins of the America's Cup in 1851 all the way through Oracle Team USA's incredible comeback in San Francisco in September 2013." -CupExperience.com "Winging It holds a place on my bookshelf that is within easy reach. It has become the go-to book on the 34th America's Cup as a means of quickly checking a fact, or time sequence or some aspect of the Cup that has become a little fuzzy even after this short passage of time. It should have a place in everyone's laptop kitbag, either as a quick read in a spare moment, or as a serious reference." -Sail-World.com A miracle on the water Millions of sailing enthusiasts and casual fans alike watched the America's Cup in awe as the ORACLE TEAM USA trailing one point to New Zealand's eight, was first to the finish line in eight consecutive races. This miracle triumph left many wondering "How did they do it?" The answers come together in Winging It, with insights from naval architects and builders on their radical boat designs, the consequences of racing these untested boats, and explanations of how the foils and wingsails--rarely seen on boats before--work. The book explores the impact of events that led up to the Cup, including how a sudden capsizе threw the entire event into doubt before the 2013 America's Cup ultimately delivered an epic finale. Top sailors share their stories, including the victorious Jimmy Spithill on USA 17 and the shockingly defeated ETNZ skipper Dean Barker. This is the story of an historic win that goes beyond the emotions of the day to explain how the many months of innovation, research, trials, and failures helped secure the Cup in the final race on September 25.

Questioning Evangelism, Second Edition Randy Newman 2017-04-25 You don't need to memorize evangelical formulas or answers. You just have to be willing to ask. There was something different about the way Jesus communicated with the lost: He didn't force answers upon people. He asked questions. So why don't we? Following Christ's lead, Randy Newman has been using a questioning style of evangelism for decades. In this provocative book, he provides practical insights to help Christians engage others in meaningful spiritual conversations. He challenges us to examine how we think about people, their questions, and our crucial message. This second edition includes a new preface reflecting on the popularity of this perennial best seller and what its success has taught Newman about the effectiveness of this extraordinary method. "Distilled out of over twenty years of personal evangelism, this book reflects both a deep grasp of biblical theology and a penetrating compassion for people--and finds a way forward in wise, probing questions. How very much like the Master Himself!" --D. A. Carson, Trinity Evangelical Divinity School "Questioning Evangelism steps outside the boundaries of evangelism as usual and tackles the tougher issues of our modern day." --Mitch Glaser, Chosen People Ministries

Psychic self-defense: The Classic Instruction Manual for Protecting Yourself Against Paranormal Attack Dion Fortune 2017-01-31 After finding herself the subject of a powerful psychic attack in the 1930's, famed British occultist Dion Fortune wrote this detailed instruction manual on protecting oneself from paranormal attack. This classic psychic self-defense guide explains how to understand the signs of a psychic attack, vampirism, hauntings, and methods of defense. Everything you need to know about the methods, motives, and physical aspects of a psychic attack and how to overcome it is here, along with a look at the role psychic elements play in mental illness and how to recognize them. This is one of the best guides to detection and defense

Partnership for the Americas: Western Hemisphere Strategy and U.S. Southern Command James G. Stavridis 2014-02 Since its creation in 1963, United States Southern Command has been led by 30 senior officers representing all four of the armed forces. None has undertaken his leadership responsibilities with the cultural sensitivity and creativity demonstrated by Admiral Jim Stavridis during his tenure in command. Breaking with tradition, Admiral Stavridis discarded the customary military model as he organized the Southern Command Headquarters. In its place he created an organization designed not to subdue adversaries, but instead to build durable and enduring partnerships with friends. His observation that it is the business of Southern Command to launch "ideas not missiles" into the command's area of responsibility gained strategic resonance throughout the Caribbean and Central and South America, and at the highest levels in Washington, DC.

The Innocents Abroad Mark Twain 1901

Primal Leadership Daniel Goleman 2013 Annotation.

How to Make a Spaceship Julian Guthrie 2016-09-20 A New York Times bestseller! The historic race that reawakened the promise of manned spaceflight A Finalist for the PEN/E. O. Wilson Literary Science Writing Award Alone in a Spartan black cockpit, test pilot Mike Melvill rocketed toward space. He had eighty seconds to exceed the speed of sound and begin the climb to a target no civilian pilot had ever reached. He might not make it back alive. If he did, he would make history as the world's first commercial astronaut. The spectacle defied reason, the result of a competition dreamed up by entrepreneur Peter Diamandis, whose vision for a new race to space required small teams to do what only the world's largest governments had done before. Peter Diamandis was the son of hardworking immigrants who wanted their science prodigy to make the family proud and become a doctor. But from the age of eight, when he watched Apollo 11 land on the Moon, his singular goal was to get to space. When he realized NASA was winding down manned space flight, Diamandis set out on one of the great entrepreneurial adventure stories of our time. If the government wouldn't send him to space, he would create a private space flight industry himself. In the 1990s, this idea was the stuff of science fiction. Undaunted, Diamandis found inspiration in an unlikely place: the golden age of aviation. He discovered that Charles Lindbergh made his transatlantic flight to win a \$25,000 prize. The flight made Lindbergh the most famous man on earth and galvanized the airline industry. Why, Diamandis thought, couldn't the same be done for space flight? The story of the bullet-shaped SpaceShipOne, and the other teams in the hunt, is an extraordinary tale of making the impossible possible. It is driven by outsize characters--Burt Rutan, Richard Branson, John Carmack, Paul Allen--and obsessive pursuits. In the end, as Diamandis dreamed, the result wasn't just a victory for one team; it was the foundation for a new industry and a new age.

You are Not So Smart David McRaney 2012 Explains how self-delusion is part of a person's psychological defense system, identifying common misconceptions people have on topics such as caffeine withdrawal, hindsight, and brand loyalty.

The Shock Doctrine Naomi Klein 2010-04-01 The bestselling author of No Logo shows how the global "free market" has exploited crises and shock for three decades, from Chile to Iraq In her groundbreaking reporting, Naomi Klein introduced the term "disaster capitalism." Whether covering Baghdad after the U.S. occupation, Sri Lanka in the wake of the tsunami, or New Orleans post-Katrina, she witnessed something remarkably similar. People still reeling from catastrophe were being hit again, this time with economic "shock treatment," losing their land and homes to rapid-fire corporate takeovers. The Shock Doctrine retells the story of the most dominant ideology of our time, Milton Friedman's free market economic revolution. In contrast to the popular myth of this movement's peaceful global victory, Klein shows how it has exploited moments of shock and extreme violence in order to implement its economic policies in so many parts of the world from Latin America and Eastern Europe to South Africa, Russia, and Iraq. At the core of disaster capitalism is the use of cataclysmic events to advance radical privatization combined with the privatization of the disaster response itself. Klein argues that by capitalizing on crises, created by nature or war, the disaster capitalism complex now exists as a booming new economy, and is the violent culmination of a radical economic project that has been incubating for fifty years.

Last Olympian, The (Percy Jackson and the Olympians, Book 5) Rick Riordan 2009-05-02 All year the half-bloods have been preparing for battle against the Titans, knowing the odds of victory are grim. Kronos's army is stronger than ever, and with every god and half-blood he recruits, the evil Titan's power only grows. While the Olympians struggle to contain the rampaging monster Typhon, Kronos begins his advance on New York City, where Mount Olympus stands virtually unguarded. Now it's up to Percy Jackson and an army of young demigods to stop the Lord of Time.

Ulysses

The Hidden Oracle 2017 After angering his father Zeus, the god Apollo is cast down from Olympus. Weak and disoriented, he lands in New York City as a regular teenage boy. Now, without his godly powers, the four-thousand-year-old deity must learn to survive in the modern world until he can somehow find a way to regain Zeus's favor.

Cover Letter Magic Wendy S. EneLow 2004 Professional resume and cover letter writers reveal their inside secrets for creating phenomenal cover letters that get attention and land interviews. Features more than 150 sample cover letters written for all types of job seekers, including the Before-and-After transformations that can make boring letters fabulous.

Pocket Flyers Paper Airplane Book Ken Blackburn 1998-01-01 The creators of The World Record Paper Airplane Book devise twelve small-scale models, decorated with original full-color graphics, for making seventy-four airplanes, using simple folding instructions in a handy pocket guide. Original. 75,000 first printing.

The Tipping Point Malcolm Gladwell 2006-11-01 From the bestselling author of The Bomber Mafia: discover Malcolm Gladwell's breakthrough debut and explore the science behind viral trends in business, marketing, and human behavior. The tipping point is that magic moment when an idea, trend, or social behavior crosses a threshold, tips, and spreads like wildfire. Just as a single sick person can start an epidemic of the flu, so too can a small but precisely targeted push cause a fashion trend, the popularity of a new product, or a drop in the crime rate. This widely acclaimed bestseller, in which Malcolm Gladwell explores and brilliantly illuminates the tipping point phenomenon, is already changing the way people throughout the world think about selling products and disseminating ideas. "A wonderful page-turner about a fascinating idea that should affect the way every thinking person looks at the world." --Michael Lewis

America's Cup Race Courses for the First Seven Matches Ryoichi Tsuchiya 2019-11 This is a chart measuring 35" x 20" of the race courses of the America's Cup matches from 1870-1887 in New York Harbor and Bay and vicinity.

The Billionaire and the Mechanic Julian Guthrie 2014-04-01 Expanded to include the behind-the-scenes story of the 34th America's Cup and Team USA's incredible comeback Down eight-to-one in the 34th America's Cup in September 2013, Oracle Team USA pulled off a comeback for the ages, with eight straight wins against Emirates Team New Zealand. Julian Guthrie's The Billionaire and the Mechanic tells the incredible story of how a car mechanic and one of the world's richest men teamed up to win the world's greatest race. With a lengthy new section on the 34th America's Cup, Guthrie also shows how they did it again. The America's Cup, first awarded in 1851, is the oldest trophy in international sports. In 2000, Larry Ellison, co-founder and billionaire CEO of Oracle Corporation, decided to run for the prize and found an unlikely partner in Norbert Bujarin, a car mechanic and Commodore of the blue-collar Golden Gate Yacht Club. After unsuccessful runs for the Cup in 2003 and 2007, they won for the first time in 2010. With unparalleled access to Ellison and his team, Guthrie takes readers inside the building process of these astonishing boats and the lives of the athletes who race them and throws readers into exhilarating races from Australia to Valencia.

Winging It Diane Swintal 2013-12-19 "The design and tactical battles that led to the most exciting America's Cup in history are laid out in meticulous detail in Winging It: Oracle Team USA's Incredible Comeback to Defend The America's Cup. Written by three veteran sailing journalists, Winging It provides an insider's look at the professional sailing business and the America's Cup, from how the 72-foot cats became the boat of choice – one early requirement: They had to be able to be disassembled and transported in standard shipping containers – to the design modifications Oracle made in the later stages of the series to bounce back from an 8:1 deficit and retain the Cup (not much besides some minor tinkering with the rudder)." -Forbes "Whether you are a casual fan or a die-hard America's Cup follower, you're likely to enjoy Winging It. The three authors-all accredited journalists who spent many, many hours in the America's Cup Media Center-will take you from the origins of the America's Cup in 1851 all the way through Oracle Team USA's incredible comeback in San Francisco in September 2013." -CupExperience.com "Winging It holds a place on my bookshelf that is within easy reach. It has become the go-to book on the 34th America's Cup as a means of quickly checking a fact, or time sequence or some aspect of the Cup that has become a little fuzzy even after this short passage of time. It should have a place in everyone's laptop kitbag, either as a quick read in a spare moment, or as a serious reference." -Sail-World.com A miracle on the water Millions of sailing enthusiasts and casual fans alike watched the America's Cup in awe as the ORACLE TEAM USA trailing one point to New Zealand's eight, was first to the finish line in eight consecutive races. This miracle triumph left many wondering "How did they do it?" The answers come together in Winging It, with insights from naval architects and builders on their radical boat designs, the consequences of racing these untested boats, and explanations of how the foils and wingsails--rarely seen on boats before--work. The book explores the impact of events that led up to the Cup, including how a sudden capsizе threw the entire event into doubt before the 2013 America's Cup ultimately delivered an epic finale. Top sailors share their stories, including the victorious Jimmy Spithill on USA 17 and the shockingly defeated ETNZ skipper Dean Barker. This is the story of an historic win that goes beyond the emotions of the day to explain how the many months of innovation, research, trials, and failures helped secure the Cup in the final race on September 25.

The Big Book of Words You Should Know David Olsen 2008-12-17 Do you know what "quatrefoil" and "impolitic" mean? What about "halcyon" or "narcolepsy"? This book is a handy, easy-to-read reference guide to the proper parlance for any situation. In this book you will find: Words You Absolutely Should Know (covert, exonerate, perimeter); Words You Should Know But Probably Don't (dour, incendiary, scintilla); Words Most People Don't Know (schlimazel, thaumaturgy, epergne); Words You Should Know to Sound Overeducated (ad infinitum, nugatory, garrulity); Words You Probably Shouldn't Know (priapic, damatory, labia majora); and more. Whether writing an essay, studying for a test, or trying to impress friends, family, and fellow cocktail party guests with their prolixity, you will achieve magniloquence, ebullience, and flights of rhetorical brilliance.

The Art of Deception Kevin D. Mitnick 2011-08-04 The world's most infamous hacker offers an insider's view of the low-tech threats to high-tech security Kevin Mitnick's exploits as a cyber-desperado and fugitive form one of the most exhaustive FBI manhunts in history and have spawned dozens of articles, books, films, and documentaries. Since his release from federal prison, in 1998, Mitnick has turned his life around and established himself as one of the most sought-after computer security experts worldwide. Now, in The Art of Deception, the world's most notorious hacker gives new meaning to the old adage, "It takes a thief to catch a thief." Focusing on the human factors involved with information security, Mitnick explains why all the firewalls and encryption protocols in the world will never be enough to stop a savvy grifter intent on rifling a corporate database or an irate employee determined to crash a system. With the help of many fascinating true stories of successful attacks on business and government, he illustrates just how susceptible even the most locked-down information systems are to a slick con artist impersonating an IRS agent. Narrating from the points of view of both the attacker and the victims, he explains why each attack was so successful and how it could have been prevented in an engaging and highly readable style reminiscent of a true-crime novel. And, perhaps most importantly, Mitnick offers advice for preventing these types of social engineering hacks through security protocols, training programs, and manuals that address the human element of security.

The Cultural Cold War Frances Stonor Saunders 2013-11-05 During the Cold War, freedom of expression was vaunted as liberal democracy's most cherished possession—but such freedom was put in service of a hidden agenda. In The Cultural Cold War, Frances Stonor Saunders reveals the extraordinary efforts of a secret campaign in which some of the most vocal exponents of intellectual freedom in the West were working for or subsidized by the CIA—whether they knew it or not. Called "the most comprehensive account yet of the [CIA's] activities between 1947 and 1967" by the New York Times, the book presents shocking evidence of the CIA's undercover program of cultural interventions in Western Europe and at home, drawing together declassified documents and exclusive interviews to expose the CIA's astonishing campaign to deploy the likes of Hannah Arendt, Isaiah Berlin, Leonard Bernstein, Robert Lowell, George Orwell, and Jackson Pollock as weapons in the Cold War. Translated into ten languages, this classic work—now with a new preface by the author—is "a real contribution to popular understanding of the postwar period" (The Wall Street Journal), and its story of covert cultural efforts to win hearts and minds continues to be relevant today.

A Little History of Philosophy Nigel Warburton 2011-10-25 Philosophy begins with questions about the nature of reality and how we should live. These were the concerns of Socrates, who spent his days in the ancient Athenian marketplace asking awkward questions, disconcerting the people he met by showing them how little they genuinely understood. This engaging book introduces the great thinkers in Western philosophy and explores their most compelling ideas about the world and how best to live in it. In forty brief chapters, Nigel Warburton guides us on a chronological tour of the major ideas in the history of philosophy. He provides interesting and often quirky stories of the lives and deaths of thought-provoking philosophers from Socrates, who chose to die by hemlock poisoning rather than live on without the

freedom to think for himself, to Peter Singer, who asks the disquieting philosophical and ethical questions that haunt our own times. Warburton not only makes philosophy accessible, he offers inspiration to think, argue, reason, and ask in the tradition of Socrates. A Little History of Philosophy presents the grand sweep of humanity's search for philosophical understanding and invites all to join in the discussion.

Product-Led Growth Wes Bush 2019-05 Can your software sell itself? Convention and the trillion-dollar sales industry claim that it's impossible for your product to sell itself. Yet successful software businesses like Slack, Dropbox, Atlassian, and HubSpot make millions selling to customers who never once reached out to a sales rep. In Product-Led Growth: How to Build a Product That Sells Itself, growth consultant Wes Bush challenges the traditional SaaS marketing and sales playbook and introduces a completely new way to sell products. Bush reveals how your product--not expensive sales teams--can be the main vehicle to acquire, convert, and retain customers. In this step-by-step guide to Product-Led Growth, Bush explains: Why you should flip the traditional sales process on its head and turn your product into a sales machine; How to decide whether your business should use a free trial, freemium, or hybrid model; How to turn free users into happy, paying customers. History tells us that "how" you sell is just as important as "what" you sell. Blockbuster couldn't compete with Netflix by selling the same digital content, and you need to decide "when" not "if" you'll innovate on the way you sell. Are you going to be product-led? Or will you be disrupted, too?

The Story of the America's Cup Ranulf Rayner 2014-05 A wonderfully illustrated history of the world's most prestigious yacht race for anyone passionate about the sea and sailing.

Sailing on the Edge Bob Fisher 2013 Provides a comprehensive, behind-the-scenes look at the America's Cup race, tracing its history, skippers and their teams, and includes information on the science behind the ship building.

Story Engineering Larry Brooks 2011-01-27 What makes a good story or a screenplay great? The vast majority of writers begin the storytelling process with only a partial understanding where to begin. Some labor their entire lives without ever learning that successful stories are as dependent upon good engineering as they are artistry. But the truth is, unless you are master of the form, function and criteria of successful storytelling, sitting down and pounding out a first draft without planning is an ineffective way to begin. Story Engineering starts with the criteria and the architecture of storytelling, the engineering and design of a story--and uses it as the basis for narrative. The greatest potential of any story is found in the way six specific aspects of storytelling combine and empower each other on the page. When rendered artfully, they become a sum in excess of their parts. You'll learn to wrap your head around the big pictures of storytelling at a professional level through a new approach that shows how to combine these six core competencies which include: • Four elemental competencies of concept, character, theme, and story structure (plot) • Two executional competencies of scene construction and writing voice The true magic of storytelling happens when these six core competencies work together in perfect harmony. And the best part? Anyone can do it!

Big Data in Practice Bernard Marr 2016-03-22 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

No Logo Naomi Klein 2000-01-15 An analysis of the invasion of our personal lives by logo-promoting, powerful corporations combines muckraking journalism with contemporary memoir to discuss current consumer culture

Introducing MLOps Mark Treveil 2020-11-30 More than half of the analytics and machine learning (ML) models created by organizations today never make it into production. Some of the challenges and barriers to operationalization are technical, but others are organizational. Either way, the bottom line is that models not in production can't provide business impact. This book introduces the key concepts of MLOps to help data scientists and application engineers not only operationalize ML models to drive real business change but also maintain and improve those models over time. Through lessons based on numerous MLOps applications around the world, nine experts in machine learning provide insights into the five steps of the model life cycle--Build, Preproduction, Deployment, Monitoring, and Governance--uncovering how robust MLOps processes can be infused throughout. This book helps you: Fulfill data science value by reducing friction throughout ML pipelines and workflows Refine ML models through retraining, periodic tuning, and complete remodeling to ensure long-term accuracy Design the MLOps life cycle to minimize organizational risks with models that are unbiased, fair, and explainable Operationalize ML models for pipeline deployment and for external business systems that are more complex and less standardized

The Lightning Thief Rick Riordan 2010-02-02 Percy Jackson is about to be kicked out of boarding school...again. And that's the least of his troubles. Lately, mythological monsters and the gods of Mount Olympus seem to be walking straight out of the pages of Percy's Greek mythology textbook and into his life. Book #1 in the NYT best-selling series, with cover art from the feature film, The Lightning Thief.

Data Mining with Rattle and R Graham Williams 2011-08-04 Data mining is the art and science of intelligent data analysis. By building knowledge from information, data mining adds considerable value to the ever increasing stores of electronic data that abound today. In performing data mining many decisions need to be made regarding the choice of methodology, the choice of data, the choice of tools, and the choice of algorithms. Throughout this book the reader is introduced to the basic concepts and some of the more popular algorithms of data mining. With a focus on the hands-on end-to-end process for data mining, Williams guides the reader through various capabilities of the easy to use, free, and open source Rattle Data Mining Software built on the sophisticated R Statistical Software. The focus on doing data mining rather than just reading about data mining is refreshing. The book covers data understanding, data preparation, data refinement, model building, model evaluation, and practical deployment. The reader will learn to rapidly deliver a data mining project using software easily installed for free from the Internet. Coupling Rattle with R delivers a very sophisticated data mining environment with all the power, and more, of the many commercial offerings.