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Hybrid and Electric Drive - Electude International 2019-02-28

Fundamentals of Automotive Maintenance and Light Repair - Kirk VanGelder 2019-01-29
Designed to prepare new technicians for ASE G1 Certification, Fundamentals of Automotive Maintenance and Light Repair, Second Edition covers the foundational theory and skills necessary to prepare entry-level technicians to maintain and repair today's light duty vehicles.

Dodge Caravan Chrysler Voyager & Town & Country - John Haynes 2010-08-01

Haynes manuals are written specifically for the do-it-yourselfer, yet are complete enough to be used by professional mechanics. Since 1960 Haynes has produced manuals written from hands-on experience based on a vehicle teardown with hundreds of photos and illustrations, making Haynes the world leader in automotive repair information.

Manga Majesty - Next 2019

This last book in the six-volume series from NEXTmanga combines cutting-edge illustration with fast-paced storytelling to deliver biblical truth to an ever-changing, postmodern culture. More than 10 million books in over 40 different languages have been distributed worldwide in the series.

The Self Motivation Handbook - Jim Cathcart 2016-08-24

Do what needs to be done... Even when you don't feel like doing it. From the author of the international best-seller The Acorn Principle, comes the newest book on motivating yourself to reach the highest levels of success.

Accounting Principles 9th Edition Working

Paper for SouthWestern Illinois College-Belleville - Jerry J Weygandt, Ph.D., CPA 2009-04-27

Dodge Grand Caravan & Chrysler Town & Country - Editors of Haynes Manuals 2013-10-15
With a Haynes manual, you can do it yourself...from simple maintenance to basic repairs. Haynes writes every book based on a complete teardown of the vehicle. We learn the best ways to do a job and that makes it quicker, easier and cheaper for you. Our books have clear instructions and hundreds of photographs that show each step. Whether you're a beginner or a pro, you can save big with Haynes! --Step-by-step procedures --Easy-to-follow photos -- Complete troubleshooting section --Valuable short cuts --Color spark plug diagnosis Complete coverage for your Dodge Grand Caravan and Chrysler Town & Country for 2008 thru 2012 (excluding information on All-Wheel Drive or diesel engine models) --Routine Maintenance -- Tune-up procedures --Engine repair --Cooling and heating --Air Conditioning --Fuel and exhaust --Emissions control --Ignition --Brakes -- Suspension and steering --Electrical systems -- Wiring diagrams

Developing International Strategies - Rudolf Grünig 2016-09-09

This book focuses on the development of strategies for the successful internationalization of large and medium-sized companies. Becoming international offers important opportunities for companies of all sizes, but in an increasingly complex environment, the strategic planning involved is also a challenge. The book addresses this, putting forward suggestions that allow

large and medium-sized companies to profit from internationalization. After a comprehensive introduction to internationalization and strategic planning, the authors make clear recommendations, suggesting detailed processes for developing international strategies. The book distinguishes between going global for new markets and internationalizing production and sourcing. For both, the book proposes procedures for performing meaningful strategic analyses and for developing successful international strategies. Lastly, it highlights the challenges faced by international companies and discusses useful decision processes. The book offers valuable insights for company executives, participants in Executive MBA programs, and master's students.

Wozzeck - Yuri Izdryk 2006

Izdryk's *Wozzeck* is one of the masterpieces of contemporary Ukrainian literature and a cult classic for the Ukrainian 1990s generation. Discerning at the dusk of romanticism the thickening gloom of an ever more godless age, in 1836 Georg Buchner dramatized the story of the hapless and homicidal barber Woyzeck. On the ruins of an old Europe destroyed by the First World War, Alban Berg gave Buchner's hero voice in the shrieks and moans of his atonal opera, *Wozzeck*. In the 1990s, Yuri Izdryk, in turn, has made *Wozzeck* the Everyman of the turn of the third millennium. Anguished and disoriented, betrayed by love and the frailties of his body, Izdryk's *Wozzeck* is a victim of the phantoms of his mind and of the grotesque society that excludes him. In a world where nothing is certain but pain, he gropes vainly for an Other and for the solaces of knowledge and belief. Fortunately for the reader, his tragedy and his comedy play out in a tour de force of a novel that gleams with dark satire and revels in ingenious metaphors for the modern human condition.

ASTM Power Plant Water Analysis Manual - American Society for Testing and Materials. Committee D-19 on Water 1984

Automatic Transmissions and Transaxles - James D. Halderman 2017-01-03

Automatic Transmissions and Transaxles, 7/e provides a complete, state-of-the-art source on the operating principles as well as the service

and repair procedures for modern automatic transmission transaxles, complete with the practical skills that students must master to be successful in the industry. The text focuses on the generic theory underlying the operation, diagnosis, and repair of the units and subassemblies found in the many makes and types of vehicles students are likely to encounter in their work. Formatted to appeal to today's technical trade students, Halderman uses helpful tips and visuals to bring concepts to life and guide students through the procedures. This book is part of the Pearson Automotive Professional Technician Series, which provides full-color, media-integrated solutions for today's students and instructors covering all eight areas of ASE certification, plus additional titles covering common courses. Peer reviewed for technical accuracy, the series and the books in it represent the future of automotive textbooks.

Martensite - Gregory B. Olson 1992

Explanations of the mechanisms and kinetics of martensitic transformations and behavior of martensitic materials (such as shape memory alloys and high performance steels) form the backbone of this collection of reviews honoring materials science pioneer Morris Cohen of MIT. Among the topics: thermodynamics

Relationship Selling - Jim Cathcart 1990

Every salesperson's road map to superstar success!

Navigate - Rachael Roberts (Teacher of English as a foreign language) 2015

Information-rich topics and texts immerse adult learners in themes and issues from around the world so that English is more relevant.

Tourism Management - Clare Inkson 2018-03-12

An introductory text that gives its reader a strong understanding of the dimensions of tourism, the industries of which it is comprised, the issues that affect its success, and the management of its impact on destination economies, environments and communities. Now in a full colour design, the new edition features a clear focus on the issues affecting 21st century tourism, providing students with extensive coverage on the effects of globalisation and global conflict; sustainability and climate change; developments in digital technology and the rise of the sharing economy. International

case-studies and snapshots (mini-case studies) are used throughout and have been taken from around the globe, including the US, China, Russia, Gambia, Bhutan, Cuba, Singapore, New Zealand, Australia, Caribbean, Canada and the UK, and from companies including TUI, Airbnb and Marriot. The accompanying Online Resources include PowerPoint slides and an Instructor's Manual for lecturers and additional case studies, useful video links, and web links for students. Suitable for students new to tourism studies.

The One Minute Negotiator - Don Hutson
2010-08-30

By the coauthor of the #1 Wall Street Journal and New York Times bestseller *The One Minute Entrepreneur* Offers a simple, straightforward, and proven approach to negotiating anything. Written in the popular and accessible "business fable" format *Negotiation* impacts every aspect of our lives, from the deals we strike on the job to our relationships with family members and neighbors, to the transactions we make as customers. Yet most people do anything they can to avoid negotiation -- it makes them uncomfortable, nervous, even frightened. This plague of "negotiaphobia" is that *The One Minute Negotiator* will remedy. Don Hutson and George Lucas use an engaging business parable to tell the story of a high-level sales professional who learns to master a simple yet profound approach to negotiations. Jay Baxter sells more than anyone else in his company, but his profit margins are slim. Instead of negotiating the best deal for the company, he's giving too much away to get the sale. On a company-sponsored cruise he meets the *One Minute Negotiator*, who teaches him a three-step negotiating process that can be applied to any situation: closing a deal to get your product in a big-box retail store, getting the best loaner car while your car is in the shop, seeking a fair solution after a hotel messes up your reservation, settling on the price for your new home -- in short, any transaction. The key is flexibility. Most books on negotiation preach one of two gospels: thou shalt collaborate or thou shalt compete. Either everybody works together toward a common goal or the process is basically adversarial. The problem is no two negotiations are alike -- one strategy cannot fit all. *The One Minute Negotiator* teaches you four

potential strategies and shows how to choose the one best suited to the situation, your own inclinations, and the strategy being used by the other side. Besides the obvious benefits, conquering negotiaphobia will reduce your stress level. You'll never walk away thinking about what you should have asked for or might have gotten. Instead, with tools Hutson and Lucas provide you can confidently and consistently guide any negotiation to the best possible conclusion.

The Revenue Growth Habit - Alex Goldfayn
2015-07-07

800-CEO-Read Sales Book Of The Year for 2015 | Forbes 15 Best Business Books of 2015 | "The chapters, (46 of them in this 256 page book) are quick and concise, and it is easy to pick it up anywhere and find a nugget of easily actionable advice, but the kicker is that the actions he recommends are also quick and concise, so that we can accomplish them in the few bursts of spare time we all have left." - 800CEORead.com "Follow Goldfayn's brilliant advice and you will have an endless supply of customer testimonials, spontaneous referrals, and new business, and it will compel you to buy a beautiful fountain pen and stop obsessing over social media. His advice simply works." - Inc.com Grow your business by 15% with these proven daily growth actions Do you have trouble finding time during your hectic day to grow your business? Is your company stalled because you are too busy reacting to customer problems? Do you lack the funds to jumpstart an effective marketing plan? *The Revenue Growth Habit* gives business owners, leaders, and all customer facing staff a hands-on resource for increasing revenue that is fast, easy, and requires no financial investment. Alex Goldfayn, CEO of the Evangelist Marketing Institute, shows how to grow your organization by 15% or more in 15 minutes or less per day—without spending a penny of your money. Forget about relying on social media. Posting on Twitter, Facebook, and LinkedIn doesn't grow revenue, especially for business-to-business companies. *The Revenue Growth Habit* shows how to request and collect testimonials and how to communicate these testimonials to grow your business. You will discover how to write powerful case studies, ask for (and get!) referrals, grow your lists, and send a revenue-

growing newsletter. Goldfayn also includes information for teaching your customer service people how to inform your current clients about what else they can buy from you. This proven approach revolves around letting your customers tell your story. There is nothing you can say about your products and services that is more effective than what your paying customers say. How does it work? Each day, take one quick, proactive communication action that tells someone about how they'll be improved after buying from you. Choose from the 22 actions Goldfayn details in *The Revenue Growth Habit*. Each technique is fast, simple, and free. It only requires your personal effort to communicate the value of your product or service to someone who can buy from you. Personal communication—the key to the 22 action steps—will make your company stand head-and-shoulders above the competition.

Internal Combustion Engines - Institution of Mechanical Engineers 2014-10-10

This book presents the papers from the Internal Combustion Engines: Performance, fuel economy and emissions held in London, UK. This popular international conference from the Institution of Mechanical Engineers provides a forum for IC engine experts looking closely at developments for personal transport applications, though many of the drivers of change apply to light and heavy duty, on and off highway, transport and other sectors. These are exciting times to be working in the IC engine field. With the move towards downsizing, advances in FIE and alternative fuels, new engine architectures and the introduction of Euro 6 in 2014, there are plenty of challenges. The aim remains to reduce both CO₂ emissions and the dependence on oil-derivate fossil fuels whilst meeting the future, more stringent constraints on gaseous and particulate material emissions as set by EU, North American and Japanese regulations. How will technology developments enhance performance and shape the next generation of designs? The book introduces compression and internal combustion engines' applications, followed by chapters on the challenges faced by alternative fuels and fuel delivery. The remaining chapters explore current improvements in combustion, pollution prevention strategies and data comparisons.

presents the latest requirements and challenges for personal transport applications gives an insight into the technical advances and research going on in the IC Engines field provides the latest developments in compression and spark ignition engines for light and heavy-duty applications, automotive and other markets
Brake Handbook - Fred Puhn 1985

Explains the workings of automobile brake systems and offers advice on the installation, testing, maintenance, and repair of brakes
Automotive Automatic Transmission and Transaxles - Keith Santini 2017-05-18
Automotive Automatic Transmission and Transaxles, published as part of the CDX Master Automotive Technician Series, provides students with an in-depth introduction to diagnosing, repairing, and rebuilding transmissions of all types. Utilizing a "strategy-based diagnostics" approach, this book helps students master technical trouble-shooting in order to address the problem correctly on the first attempt. - Outcome focused with clear objectives, assessments, and seamless coordination with task sheets -Introduces transmission design and operation, electronic controls, torque converters, gears and shafts, reaction and friction units, and manufacturer types -Equips students with tried-and-true techniques for use with complex shop problems -Combines the latest technology for computer-controlled transmissions with traditional skills for hydraulic transmissions -Filled with pictures and illustrations that aid comprehension, as well as real-world examples that put theory into practice -Offers instructors an intuitive, methodical course structure and helpful support tools With complete coverage of this specialized topic, this book prepares students for MAST certification and the full range of transmission problems they will encounter afterward as a technician. About CDX Master Automotive Technician Series Organized around the principles of outcome-based education, CDX offers a uniquely flexible and in-depth program which aligns learning and assessments into one cohesive and adaptable learning system. Used in conjunction with CDX MAST Online, CDX prepares students for professional success with media-rich integrated solutions. The CDX Automotive MAST Series will cover all eight areas of ASE certification.

Smart Exit - John E. Anderson 2016-05-17

Playboy: The Complete Centerfolds, 1953-2016 - 2017-09-12

With the first centerfold image of the radiant Marilyn Monroe, Hugh M. Hefner masterminded a cultural icon: Playboy's Playmate of the Month. This voluptuous new edition celebrates every nude centerfold from every issue of Playboy, from 1953 to February 2016. Initially published a decade ago, and now comprehensively updated, this must-have edition boasts 734 nude centerfolds and decade openers from literary luminaries, including an all-new essay by Elizabeth Wurtzel on the last decade of centerfolds, and a redesigned package that perfectly captures the complete cultural and aesthetic arc of the Playboy centerfold.

The Critical Path - Brock Yates 1996-08-12

The story of how Chrysler's minivan team created an automobile that captured the 1995 Motor Trend Car of the Year and other major awards - and reinvented a perilously entrenched corporation in the process - is as dramatic and inspiring a story as any in business today. Brock Yates, one of the most respected writers in the auto world, was given unprecedented access to Chrysler - every planning session, presentation, budget review, test drive, assembly line start-up, and marketing launch. The result is a book that unveils the mysteries of modern car-making, revealing how cars are shaped through countless interlinked decisions ranging from size and power to door configurations, color selections, and innumerable other interconnected details. It also captures the complex process by which the thousands of separate pieces that make up a car are designed, tested, manufactured, and marshaled into place at the exact moment they are needed. For any reader who cares about cars, this is the most intriguing look inside the mysteries of their creation ever written. At the same time, *The Critical Path* recounts an extraordinary drama of all-too-human managers attempting to make something new, in a new way, inside a corporate culture that resists them at every turn. The story of how Chrysler's minivan platform team kept their commitment to quality, schedule, and budget - with a \$3 billion investment and the company's fate palpably in the balance - is as encouraging a tale as has

emerged from American business in years. The unprecedented triumph and Chrysler's resultant comeback is a lesson in successful management that will be savored by any reader interested in how great companies make breakthrough products.

Acura/Honda Automotive Transmission Troubleshooter and Reference - Mandy Concepcion 2011-10

Acura/Honda Automotive Transmission Troubleshooter and Reference A reference and pictorial guide for automotive transmissions (Including all major Acura and Honda Model Transmissions) By MANDY CONCEPCION The beginnings of this book came about after the development of the "Transmission Troubleshooter" software package, which eventually became part of the "TransDoctor" PC based diagnostic equipment. Both of these related products, although meant for the professional side of the industry, left behind a huge arsenal of data that matched perfectly with the needs of the average consumer, DIY and mechanic aficionado. We assumed that his information, so far as the general public was concerned, did not necessitated to be part of a broad software package and therefore could be offered at a lower cost to the people. This book covers automotive Transmission diagnostics and electronic repair for domestic vehicles. The information was amassed during years of field work and research in the automotive industry. For this reason, the information is presented in a direct, hands on approach and skips the basic operation of automotive transmissions. If you're trying to discern the basics of automotive automatic transmissions, then there are other works that could help you do that. This book is meant to be used during real-life repair situations and it exposes you to exactly what you need to know to solve or get an in-depth knowledge of a specific problem. Various concepts are covered such as Transmission DTCs or trouble codes, Transmission ID, shift solenoid locations, component locations, electrical and wiring diagrams and finally measurement values for voltage and resistance. We hope you enjoy reading this work to gain knowledge and solve specific problem. So, without further ado, enjoy... Table of Contents OBD-2 (Generic OBD-2 Transmission DTCs)

Acura/Honda Manufacturer Specific DTCs (codes) Transmission Application for transmissions: 4L30E, B7TA/B7YA, BAXA, BGRA, BMXA/SLXA, BYBA/BVGA, BZKA/MZKA, M5HA/M5DA, M6HA, M7WA/MGFA, MCVA/MRVA, MDKA/BDKA, MGHA, MKYA, MP1A) Transmissions Component Operation for transmissions: 4L30E, B7TA/B7YA, BAXA, BGRA, BMXA/SLXA, BYBA/BVGA, BZKA/MZKA, M5HA/M5DA, M6HA, M7WA/MGFA, MCVA/MRVA, MDKA/BDKA, MGHA, MKYA, MP1A) Transmission Oil Pan (ID) Identification for transmissions: 4L30E, B7TA/B7YA, BAXA, BGRA, BMXA/SLXA, BYBA/BVGA, BZKA/MZKA, M5HA/M5DA, M6HA, M7WA/MGFA, MCVA/MRVA, MDKA/BDKA, MGHA, MKYA, MP1A) Shift Solenoids and Electrical Component Testing - Shift Solenoids, TCC Solenoid, Pressure Control Solenoid (EPC), TPS, TCM Test, Pressure Switches for transmissions: 4L30E, B7TA/B7YA, BAXA, BGRA, BMXA/SLXA, BYBA/BVGA, BZKA/MZKA, M5HA/M5DA, M6HA, M7WA/MGFA, MCVA/MRVA, MDKA/BDKA, MGHA, MKYA, MP1A) Component Location, Valve Body and Check-Ball Positioning - (component location/diagram, valve body photo, check-ball diagram) for transmissions: 4L30E, B7TA/B7YA, BAXA, BGRA, BMXA/SLXA, BYBA/BVGA, BZKA/MZKA, M5HA/M5DA, M6HA, M7WA/MGFA, MCVA/MRVA, MDKA/BDKA, MGHA, MKYA, MP1A) Shifting Truth-Tables (shifting truth tables or shifting combination) for transmissions: 4L30E, B7TA/B7YA, BAXA, BGRA, BMXA/SLXA, BYBA/BVGA, BZKA/MZKA, M5HA/M5DA, M6HA, M7WA/MGFA, MCVA/MRVA, MDKA/BDKA, MGHA, MKYA, MP1A) Wiring Diagrams for transmissions: 4L30E, B7TA/B7YA, BAXA, BGRA, BMXA/SLXA, BYBA/BVGA, BZKA/MZKA, M5HA/M5DA, M6HA, M7WA/MGFA, MCVA/MRVA, MDKA/BDKA, MGHA, MKYA, MP1A)

How to Make Your Car Handle - Fred Puhn
1987-01-01

To make your car handle, design a suspension system, or just learn about chassis, you'll find what you need here. Basic suspension theory is thoroughly covered: roll center, roll axis, camber change, bump steer, anti-dive, ride rate, ride balance and more. How to choose, install and modify suspensions and suspension hardware for best handling: springs, sway bars, shock

absorbers, bushings, tired and wheels. Regardless of the basic layout of your car—front engine/rear drive, front engine/front drive, or rear engine/rear drive—it is covered here. Aerodynamic hardware and body modifications for reduced drag, high-speed stability and increased cornering power: spoilers, air dams, wings and ground-effects devices. How to modify and set up brakes for maximum stopping power and handling. The most complete source of handling information available. "Suspension secrets" explained in plain, understandable language so you can be the expert.

Medical Anthropology - Andrea S. Wiley 2009
Intended as the primary text for introductory courses on medical anthropology, this book integrates human biological data relevant to health and disease with both evolutionary theory and the social environments that more often than not produce major challenges to health and survival. Because students who take this fastest-growing anthropology course come from a variety of disciplines (anthropology, biology, especially pre-med students, and health sciences, especially), the text does not assume anything beyond a basic high-school level familiarity with human biology and anthropology. The authors first present basic biological information on a particular health condition and then expand their analysis to include evolutionary, historical, and cross-cultural perspectives. Among the topics covered are nutrition, infectious disease, stress, reproductive health, behavioral disease, aging, race/racism and health, mental health, and healers and healing.

Korean - Jaehoon Yeon 2019-06-25
Korean: A Comprehensive Grammar is a reference to Korean grammar, and presents a thorough overview of the language, concentrating on the real patterns of use in modern Korean. The book moves from the alphabet and pronunciation through morphology and word classes to a detailed analysis of sentence structures and semantic features such as aspect, tense, speech styles and negation. Updated and revised, this new edition includes lively descriptions of Korean grammar, taking into account the latest research in Korean linguistics. More lower-frequency grammar patterns have been added, and extra examples

have been included throughout the text. The unrivalled depth and range of this updated edition of *Korean: A Comprehensive Grammar* makes it an essential reference source on the Korean language.

Riding the Roller Coaster - Charles K. Hyde
2003-02-01

From the Chrysler Six of 1924 to the front-wheel-drive vehicles of the 70s and 80s to the minivan, Chrysler boasts an impressive list of technological "firsts." But even though the company has catered well to a variety of consumers, it has come to the brink of financial ruin more than once in its seventy-five-year history. How Chrysler has achieved monumental success and then managed colossal failure and sharp recovery is explained in *Riding the Roller Coaster*, a lively, unprecedented look at a major force in the American automobile industry since 1925. Charles Hyde tells the intriguing story behind Chrysler-its products, people, and performance over time-with particular focus on the company's management. He offers a lens through which the reader can view the U.S. auto industry from the perspective of the smallest of the automakers who, along with Ford and General Motors, make up the "Big Three." The book covers Walter P. Chrysler's life and automotive career before 1925, when he founded the Chrysler Corporation, to 1998, when it merged with Daimler-Benz. Chrysler made a late entrance into the industry in 1925 when it emerged from Chalmers and Maxwell, and further grew when it absorbed Dodge Brothers and American Motors Corporation. The author traces this journey, explaining the company's leadership in automotive engineering, its styling successes and failures, its changing management, and its activities from auto racing to defense production to real estate.

Throughout, the colorful personalities of its leaders-including Chrysler himself and Lee Iacocca-emerge as strong forces in the company's development, imparting a risk-taking mentality that gave the company its verve.

Archie 3000 - Archie Superstars 2019-03-19
ARCHIE 3000 is the complete collection featuring the classic series. This is presented in the new higher-end format of Archie Comics Presents, which offers 200+ pages at a value while taking a design cue from successful all-

ages graphic novels. Travel to the 31st Century with Archie and his friends! In the year 3000, Riverdale is home to hoverboards, intergalactic travel, alien life and everyone's favorite space case, Archie! Follow the gang as they encounter detention robots, teleporters, wacky fashion trends and much more. Will the teens of the future get in as much trouble as the ones from our time?

PMR English -

Edible Seashore - John Wright 2018-02-22
In the fifth of the River Cottage Handbook series, John Wright reveals the rich pickings to be had on the seashore - and the team at River Cottage explain how to cook them to perfection. For the forager, the seashore holds surprising culinary potential. In this authoritative, witty book John Wright takes us on a trip to the seaside. But before introducing us to the various species to be harvested, he touches on such practicalities as conservation and the ethics of foraging; safety from tides, rocks and food poisoning; the law and access to the shore, our right to fish, landing sizes and seasons; and equipment such as nets, pots and hooks. Next comes the nitty-gritty: all the main British seashore species that one might be tempted to eat. The conservation status, taste and texture, availability, seasonality, habitat, collecting technique and biology of each species is covered; there are also quite a few gratuitous but fascinating diversions. The species covered include crustacea (brown shrimp, common crab, lobster, prawn, shore crab, spider crab, squat lobster, velvet swimming crab); molluscs (clams, cockle, dog whelk, limpet, mussel, oyster, razor clam, winkle); mushrooms; plants (alexanders, babbington's orache, fennel, frosted orache, marsh samphire, perennial wall rocket, rock samphire, sea beet, sea buckthorn, sea holly, sea kale, sea purslane, sea rocket, spear-leaved orache, wild cabbage, wild thyme); and seaweed (carrageen, dulse, gut weed, laver, pepper dulse, sea lettuce, sugar kelp, kelp). Finally, there are thirty brilliant recipes. Introduced by Hugh Fearnley-Whittingstall, *Edible Seashore* is destined to join the other handbooks in the series as an indispensable household reference.
Evangelist Marketing - Alex L. Goldfayn
2012-01-03

In *Evangelist Marketing*, Alex Goldfayn argues that technology companies succeed in spite of their marketing, not because of it. He says that if consumer tech makers ceased all marketing activity today, they would not see a significant decline in sales. In this book, Alex presents why the current state of overly-technical, features-oriented tech marketing, branding, communications and public relations is costing the industry billions of dollars—easy money that's voluntarily being left on the table. Then he lays out a step-by-step system for creating intensely loyal brand evangelists based on deep consumer insights and simple, emotional language. *Evangelist Marketing* is written for consumer tech companies big and small—from

PC manufacturers to Web-based services. It's also sure to improve the work of their marketing and public relations agencies.

ERP Systems and Organisational Change -

Bernard Grabot 2008-04-16

ERP (Enterprise Resource Planning) systems are now the backbone of the information systems in public and private sector organisations. Yet difficulties remain. This book provides a unique and comprehensive insight into ERP systems, from both a social and a technical viewpoint. Without trying to build an artificial consensus, several case studies are commented upon alternatively with a technical and social view, showing how the same facts can have different interpretations.