

Atlas V Oa 4 Mission Overview United Launch

“Fascinate is a riveting journey through the forces of fascination—how it irresistibly shapes our ideas, opinions, and relationships—and how to wield it to your advantage.” — Alan Webber, author of Rules of Thumb In Fascinate, advertising and media personality Sally Hogshead explores what triggers fascination—one of the most powerful ways to attract attention and influence behavior—and explains how companies can use these concepts to make their products and ideas irresistible to consumers. Marketing professionals of every ilk will find much of use in the pages of Fascinate; in the words of business guru Tom Peters, “fascination is arguably the most powerful of product attachments,” and Fascinate a “pioneering book [that] helps us approach the word and the concept in a thoughtful and also practical manner.”

In this definitive study, J. D. Hunley traces launch-vehicle technology from Goddard's early rockets through the Titan IVA and the Space Shuttle, with a focus on space-launch vehicles. Focusing especially on the engineering culture of the program, Hunley communicates the very human side of technological development by means of anecdotes, character sketches, and case studies of problems faced by rocket engineers. He shows how such a highly adaptive approach enabled the evolution of a hugely complicated technology that was impressive--but decidedly not rocket science.

Includes its Report, 1896-19 .

Collection of the monthly climatological reports of the United States by state or region, with monthly and annual national summaries.

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The book describes the recent trends in space policy and the space sector overall. While maintaining a global scope with a European perspective, it links space policy with other policy areas, highlights major events, and provides insights on the latest data. The Yearbook includes the proceedings of ESPI's 12th Autumn Conference, which discussed the growing importance of Security in Outer Space and the stakes for civilian space programmes in the public and private sectors. Bringing together satellite operators, SMEs, European and American institutions, and think tanks, the Autumn Conference served as platform for fresh insights on security in outer space and the potential of transatlantic relations to address its challenges. The Yearbook also includes executive summaries of ESPI's work in 2017 as well as ESPI's 2017 Executive Briefs, covering topics such as suborbital spaceflight, super heavy lift launch vehicles, collaboration with China, and the delimitation of outer space. All in all, the book gives a detailed review of space policy developments worldwide, contextualised with information about national-level space industries and activity and broader political and economic conditions. The readership is expected to include the staff of space agencies, the space industry, and the space law and policy research community.

The Development of Propulsion Technology for U.S. Space-launch Vehicles1926 - 1991Texas A&M University Press

In recent years, research on the history of early modern cartography has undergone remarkable developments. At the same time, European travel accounts and works on China and Japan are also being investigated more systematically. Finally, studies of translations between European and East Asian languages have highlighted the more general issue of how and to what extent representations of the world that prevailed at one end of Eurasia informed and influenced the representations prevailing at the other end of the continent, sometimes to the point that novel forms of representations were being generated. This volume brings together a series of essays on this theme. It is divided into five sections which address as many topics: the textual representation of the 'Other'; 16th- and 17th-century maps of China, Japan and Vietnam; the phenomenon of hybridisation in visual representations; knowledge and representations of the world in Europe and East Asia; and the circulation of representations of the heavens in astronomy between these two regions.

Maps follow the march of human history from prehistory to the present, covering the ancient civilizations of Mesopotamia, Egypt, and China; the Roman empire; the Medieval and Early Modern world; and the twentieth century.

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