

# Google Glass And Robotics Innovator Sebastian Thrun Stem Trailblazer Bios

In middle school, Aprille Ericsson won second place in a science fair. She knew she wanted to keep creating science projects. Now she helps build spacecraft at NASA. Learn how Ericsson paved the way for future engineers.

"Katherine Johnson overcame many barriers to become a NASA mathematician. As an African American woman, she had to work hard to earn respect. Learn how Johnson broke barriers and helped to send astronauts to the moon."

"Robot competitions are a fun way to test the designs of robots. Roboticists face off in exciting challenges, from playing soccer to completing search-and-rescue missions. Discover how competitions all around the world are challenging people to build incredible robots."

The benefits offered by wearable devices seem limitless, and for many people, the devices are really chic. These wireless gadgets can track the number of steps people take each day; measure their heart rates, the number of calories they ate, or the amount of energy they expended; or access data by using cloud computing. "Wearables"--bracelets, rings, eyeglasses, necklaces, shoe clips, and more--enable individuals to read, text, send e-mails, stay connected via social networks, or access the Internet as they walk. This intriguing volume also explains the devices' cutting-edge medical applications, including as impact indicators for concussion studies.

Have you ever wished that you could do something heroic to help your country? When Alan Turing was a boy, he was fascinated by math and science. Later, Turing's math skills would help Great Britain win World War II. Turing's parents

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and teachers thought he'd be better off dropping math in favor of more gentlemanly studies, such as literature and Latin. But he stuck with it, and by the start of World War II in 1939, he was ready to take on the biggest challenge his country faced: Nazi Germany. Turing put his advanced knowledge of math to work decoding secret German messages. His ideas not only helped Great Britain turn the tide of the war—they provided the foundation upon which much of modern computing and artificial intelligence is based.

Do you like to compete against other people? So did cybersecurity engineer Parisa Tabriz. She turned her toughness and her competitive spirit into a job as Google's top security expert. As a child, Tabriz loved to play games with her brothers—and she played to win. When she couldn't outmuscle them, she tried to outsmart them. In high school, she excelled at math and science. She also liked drawing and painting. She considered a career as an artist and even as a police officer. Years later, Tabriz became an information security engineer at Google. How did she go from battling her brothers to fighting cybercriminals at one of the world's most important tech companies? Read on to learn all about the life of Google's top security brain.

"By asking how the world's top innovators - Steve Jobs, Richard Branson, Jeff Bezos and many others - came up with their game-changing ideas, ... Rowan Gibson identifies four key business perspectives that will enable you to discover groundbreaking opportunities for innovation and growth: Challenging orthodoxies: what if the dominant conventions in your field, market, or industry are outdated, unnecessary or just plain wrong? Harnessing trends: where are the shifts and discontinuities that will, now and in the future, provide the energy you need for a major leap forward? Leveraging resources: how can you arrange existing skills and assets into new combinations that add up to more than the sum of their

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parts? Understanding needs: what are the unmet needs and frustrations that everyone else is simply ignoring?"--Publisher's description.

Do you like to take pictures and share them online? Do you like to share comments on photos, places you've been, or articles? If so, you've probably heard of Flickr and other websites that Caterina Fake developed! Fake is always interested in making online sites into communities. She created Flickr and other websites that bring people together to share reviews, photos, thoughts, and more. Companies like Yahoo! and eBay have tapped her talent to make their websites more interactive and tailored to each visitor. But how did she get there? Find out how she went from a gifted student to helping people connect online!

Have you ever dreamed of going to outer space? When Sally Ride was a little girl, she watched on TV as astronaut John Glenn launched into space. Twenty years later, she became the first American woman to go to space. Ride had loved science since she was young. Some of her teachers thought she was wasting her time studying science, but she went on to earn her PhD in astrophysics anyway. When NASA's astronaut training program opened to women, Ride quickly applied. Some people thought women couldn't handle space flight. But Ride worked hard and proved them all wrong. Later, she became a physics professor and started her own business to encourage young people to study science. Learn more about Ride's career as a NASA astronaut and educator. This book contains the refereed proceedings of the 9th International Conference on Knowledge Management in Organizations (KMO) held in Santiago, Chile, during September 2014. The theme of the conference is "Knowledge Management to Improve Innovation and Competitiveness through Big Data." The KMO conference brings together researchers and developers from industry and academia to

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discuss and research how knowledge management using big data can improve innovation and competitiveness. The 39 contributions accepted for KMO 2014 were selected from 89 submissions and are organized in sections on: big data and knowledge management, knowledge management practice and case studies, information technology and knowledge management, knowledge management and social networks, knowledge management in organizations, and knowledge transfer, sharing and creation.

Big data and artificial intelligence (AI) are at the forefront of technological advances that represent a potential transformational mega-trend—a new multipolar and innovative disruption. These technologies, and their associated management paradigm, are already rapidly impacting many industries and occupations, but in some sectors, the change is just beginning. Innovating ahead of emerging technologies is the new imperative for any organization that aspires to succeed in the next decade. Faced with the power of this AI movement, it is imperative to understand the dynamics and new codes required by the disruption and to adapt accordingly. *AI and Big Data's Potential for Disruptive Innovation* provides emerging research exploring the theoretical and practical aspects of successfully implementing new and innovative technologies in a variety of sectors including business, transportation, and healthcare. Featuring coverage on a broad range of topics such as semantic mapping, ethics in AI, and big data governance, this book is ideally designed for IT specialists, industry professionals, managers, executives, researchers, scientists, and engineers seeking current research on the production of new and innovative mechanization and its disruptions.

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Do you love solving problems with mathematics? So did

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groundbreaking computer programmer Jean Bartik. She turned her passion for math into a successful career in what was then a brand-new field. During World War II, women took on more technology jobs as men joined the armed forces. Bartik started her career doing mathematical calculations for top-secret weapons systems projects. After the war, a new machine took over these calculations. It was the first all-electronic computer, and Bartik helped build and program it. But how did Bartik's interest in mathematics take her to the forefront of cutting-edge technology? Find out how she went from gifted student to software pioneer.

Have you ever scrolled through a news feed on Facebook? Ruchi Sanghvi was one of the company's first computer engineers. With her help, Facebook quickly became one of the largest social networking sites in the world.

Engaging customers has become an effective strategy of marketers for improving customer-brand relationships as customer engagement is a perfect predictor of organic growth. Aggressive sales promotions, advertising campaigns, rewards, discounts, and more may attract a customer, but customer engagement creates an emotional connection with the brands/firms/services, which drives customer loyalty and long-term profitability. This has become much more applicable and effective with the use of social media platforms and the increased access of internet. Moreover, the implementation of customer analytics to measure engagement activities has provided marketers with more insights for improving services. Insights, Innovation, and Analytics for Optimal Customer Engagement is an advanced reference book that covers the latest emerging research in customer engagement and includes underlying theories, innovative methods, a review of existing literature, engagement analytics, and insights for marketers with reference to customer engagement. The book covers various

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product categories, industries, and sectors that are working to engage customers in inventive and creative ways. This book is a comprehensive reference tool for marketers, brand managers, social media specialists, advertisers, managers, executives, academicians, researchers, practitioners, and students interested in gaining comprehensive knowledge about customer engagement and the latest advancements in the field.

This book highlights the importance of clusters for the competitiveness of companies and is divided into three interrelated parts. The first part focuses on localization economics, cluster theory, the role of innovation, and innovation partnerships in cluster formations. The second part of the volume presents original research carried out from 2018 to 2020 in the field of both natural clusters and organized clusters. In addition to examining the impact of cluster membership, the contributions also focus on additional factors that may affect the financial performance of companies. In the third part, an additional survey and case studies are presented, to examine the specifics of family businesses in selected industrial districts of the textile, glass, and jewelry industries. A broader overview of the development of dominant industries in the selected districts is provided, for an easier understanding of the relationships of competition among companies and locations in the business clusters. The book evaluates implications for microeconomic and macroeconomic policies and provides proposals for corporate inter-organizational behavior. This volume addresses scholars and researchers of economics, business, and management, as well as policy-makers and practitioners interested in a better understanding of innovation and performance drivers of business clusters.

Have you ever been vaccinated against a particular

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disease? As children, Pearl Kendrick and Grace Eldering both suffered from whooping cough, a life-threatening illness. As adults, they worked together to create a revolutionary vaccine that saved thousands of lives each year. Eldering and Kendrick worked in a Michigan lab at a time when whooping cough was spreading around the country. Determined to stop the illness, the pair tested bacteria late into the night. Soon their new vaccine was helping children across the country. But how did they get there? Find out how Eldering and Kendrick's passion for fixing a problem led them to create an important vaccine.

Have you ever stared into the night sky, full of stars and planets? As a kid, Neil deGrasse Tyson was star-struck when he first visited a planetarium. The universe was calling him. Tyson pursued his interest in astronomy and studied to be an astrophysicist. In 1996, he became the director of New York's Hayden Planetarium. He is passionate about teaching people about the universe. Known for making science fun and easy to understand, he has hosted and appeared on TV shows such as Nova ScienceNow and The Daily Show with Jon Stewart. He even has more than one million Twitter followers! But how did he get there? Follow his path from fascinated kid to popular space expert.

Readers will learn what it takes to succeed as a robotics engineer. The book also explains the

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necessary educational steps, useful character traits, and daily job tasks related to this career, in the framework of the STEAM, Science, Technology, Engineering, Art, and Math, movement. Photos, a glossary, and additional resources are included. After earning degrees studying animal behavior, Danielle Lee wanted to share her love of science with young people. Through urban outreach she has brought budding scientists into professional labs. She's walked them through the steps of the scientific method. And she's shown them that science doesn't have to be intimidating. In her popular Urban Scientist blog, Lee shares backyard science and outreach work. She also writes about her own research and other women and people of color. Discover what this influential scientist is doing to encourage the next generation of scientists. Leadership for Evidence-Based Innovation in Nursing and Health Professions, Second Edition takes a patient-centered approach, discusses the perspectives on the dynamic of innovation and evidence as well as emerging competencies for leaders of healthcare innovation, making it the ideal textbook for DNP and Masters level leadership courses.

Do you play video games? If you do, you've probably played a game designed by Shigeru Miyamoto. Miyamoto pioneered a new kind of game based on story and characters, rather than competition with

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other players. As a child, Miyamoto was fascinated by animated movies. He drew his own cartoons and designed children's toys. In college, Miyamoto studied art and design. He was hired as an artist at Nintendo, a toy company that was just starting to make video games. At Nintendo, Miyamoto designed classic games such as Donkey Kong and Mario Bros?. The follow-up Super Mario Bros. became the best-selling video game of its time. Today, Miyamoto still makes popular games for Nintendo, and fans can't wait to see what he comes up with next.

When Diana Trujillo was little, working for NASA was her greatest dream. She loved to gaze at the stars in the sky. She also enjoyed math and art. Then she learned that engineers use math and art in their work. So Trujillo decided to be a NASA engineer.

Although she didn't speak English, she was determined to live her dream. Trujillo believed in herself enough to move from Colombia to the United States to learn English. After years of hard work, she earned a degree in aerospace engineering. She quickly got a job at NASA and worked on the Mars rover Curiosity. She became the lead engineer on her team. Today, Trujillo is a mentor to other women and immigrants. She is also a role model to young scientists. She believes everyone can find a connection between what they love and science.

Do you think science is fun and exciting? Bill Nye does. In fact, he wanted to become an astronaut, but

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NASA rejected his applications. Instead, Nye has spent his career helping other people understand science and showing them how cool science can be. Nye went to college to become a mechanical engineer, and he got a job working for an aircraft company. But soon, he began focusing more and more on a career in comedy. Eventually, he got his own popular TV show, called Bill Nye the Science Guy. Through songs, skits, and jokes, Nye taught a generation of young people that science is fascinating and important. Learn more about Nye's career as a comedian, TV personality, and passionate science educator.

Have you ever tried to come up with ways to solve a problem in your community? Wangari Maathai worked to solve an environmental crisis and help people at the same time. When Maathai was young, it was unusual for girls in Kenya to go to school, but she was determined to learn more about science and nature. As an adult, she noticed that people were cutting down too many trees. Maathai knew that forest loss was bad for the health of the environment and people. She started the Green Belt Movement, which educated women in rural villages and paid them for every tree they planted. The program helped plant millions of trees and brought money to the villages. For her environmental and human rights work, Maathai became the first African woman to receive the Nobel Peace Prize.

"Lonnie Johnson was discouraged from becoming a scientist in school, but eventually became an engineer.

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Learn how Johnson overcame many challenges to become a brilliant engineer and inventor of one of the world's most popular toys, the Super Soaker."

Have you ever taken something apart to see how it works? As a child, Grace Hopper took apart five alarm clocks in a row, trying to figure out how all the pieces fit together. As an adult, she joined the Naval Reserve during World War II and worked on the world's first large-scale computer. After the war, Hopper served on a committee organized by the Department of Defense to create a standard computer language. That language, Common Business-Oriented Language, or COBOL, quickly became popular. How did a curious little girl grow up to become the "Grandmother of COBOL"? Learn how her outstanding innovations changed the field of computer programming.

Do you spend hours tinkering with projects? Do you also love listening to and collecting music? So did inventor Tony Fadell. He combined two of his passions to create the iPod, the world's most popular music player. Even as a child, Fadell was curious about how things worked. He invented a new processor for his computer and sold it to Apple when he was still a teenager! Years later, Apple reached out to Fadell to create an iPod prototype, and he helped lead the team that revolutionized portable music players. How did he go from a curious kid to an innovator in electronics? Read on to find out about his brilliant ideas and remarkable career.

In high school, Nick Woodman loved to surf, and he wanted to take videos of his best rides. But a waterproof, wearable video camera didn't exist--until he invented

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one. Learn how this hardcore surfer became a billionaire inventor.

Humanoid robots can help us learn. They can go places humans can't, such as deep underwater, sending back information we never knew before. Humanoid robots can also aid in search and rescue—they are able to easily cross rough landscapes and carry heavy supplies.

Discover how this cutting-edge technology was first created, and explore what kind of functions humanoid robots will perform in the future.

Have you ever wished you could use technology to improve people's lives? Ever since he was a teenager, Sebastian Thrun wanted to build machines that helped people. So far, Thrun has developed robots that can be tour guides and nurses and can help save miners trapped underground. In 2004, he won a US Department of Defense contest by building a car that could drive itself. Since then, the self-driving cars he developed have been tested on more than 140,000 miles (225,308 kilometers) of road without fail! Thrun more recently developed a free website for online education and worked on Google Glass, a computer that can be worn like a pair of eyeglasses. But how did he get involved in all these cool projects? Follow his rise from a computer enthusiast to robotics innovator!

Do you enjoy visiting animals at the zoo or playing with pets? As a child, Jane Goodall loved watching and interacting with animals. As an adult, she became a scientist working with chimpanzees in Africa. Goodall used unconventional research methods to observe chimpanzees in East Africa. She studied the

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chimpanzees' behavior and revealed their tool-making abilities. As Goodall grew older, she turned her attention to raising awareness about endangered species and inspiring individuals around the globe to take action. She is one of the world's best-known scientists and activists. But how did she get there? Find out how Goodall's passion for animals helped her become the face of conservationism.

While watching Star Trek on television as a child, Mae Jemison was certain she would one day visit space. As an adult, she made this dream a reality when she became the first black female NASA astronaut. Jemison became a medical doctor before applying for NASA's Space Shuttle program. Then, in 1992, she blasted off on the shuttle Endeavour and conducted scientific experiments to test the effects of space on human bone cells. Jemison has dedicated her life to science education and to finding ways to use technology to help communities around the world. Find out how Jemison's passion for science led to her many impressive achievements.

"Nikola Tesla spent his spare time experimenting with electrical equipment. He worked for inventor Thomas Edison, and went on to invent alternating current electricity. Learn how Tesla's work eventually made turning on electrical devices as easy as flipping a switch!"

Do you enjoy performing experiments or studying how the universe works? Growing up in China, Chien-Shiung Wu enjoyed learning about science. As an adult, she earned her PhD in physics and made a discovery that

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changed the field forever. Wu came to the United States to study physics. Soon she was a sought-after physics professor. As an expert in the field, she left teaching to work on secret government programs. She even helped disprove a major law of physics. But how did she get there? Find out how Wu's persistence drove her contributions in the field of physics.

Do you like to gaze at the stars? So did the young Stephen Hawking. Eventually, he turned his fascination with the night sky into a career of trying to figure out how the universe began and how it works. As a child, Hawking loved the stars and he loved math class. In college, he studied physics and cosmology, or how the universe came to be. But then he was diagnosed with amyotrophic lateral sclerosis (ALS), a disease that shuts down the nerves that control muscles. His doctors thought he had two years to live, so Hawking started working hard to meet his goals. He studied black holes and made discoveries that earned him recognition around the world. He wrote several books about the universe to help people understand his ideas. More than fifty years after his diagnosis, Hawking still has ALS, but he continues to ponder the night skies, trying to find one theory that will explain the universe.

Do you enjoy spotting wild animals in the forest? As a little girl, Rachel Carson loved to explore the woods near her house. As an adult, she became an ecologist who helped change national policy and inspired people to protect the environment. While conducting research on wildlife, Carson noticed that the pesticides farmers used on crops were harming animals. Alarmed, she wrote

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Silent Spring, a book that led to the banning of several dangerous pesticides. How did Carson grow up to become one of the most influential environmentalists of the twentieth century? Discover how her interest in wildlife led to her remarkable career as a scientist and writer.

As a kid, Joanna Kelley had fun solving the math and science challenges her parents invented. As an adult, she investigates the puzzles surrounding DNA, the set of instructions inside every living thing. Learn how Joanna became a genetics superstar.

Do you like the challenge and adventure of video games? As Jane McGonigal was growing up, she had fun playing early video games. As an adult, she saw games as an outlet for problem solving and teambuilding. McGonigal started creating alternate reality games (ARGs), which may be based online but take place mainly in the real world. She enjoys challenging others to engage in modern issues and to work together, as in her game World Without Oil and in The Lost Ring, which she created for the 2008 Summer Olympics.

McGonigal was named one of the world's top innovators by MIT's Technology Review, and her 2010 TED Talk, "Gaming Can Make a Better World," is one of the most-watched of all time. But how did she get there? Find out how she developed her passion for games to become the public face of game design.

Do you have friends or family members who use Facebook? That social networking website is the brainchild of Mark Zuckerberg. He has helped Facebook grow into a company that has almost one and a half

