# **January February 2018 Mit**

This book assesses the normative and practical challenges for artificial intelligence (AI) regulation, offers comprehensive information on the laws that currently shape or restrict the design or use of AI, and develops policy recommendations for those areas in which regulation is most urgently needed. By gathering contributions from scholars who are experts in their respective fields of legal research, it demonstrates that Al regulation is not a specialized sub-discipline, but affects the entire legal system and thus concerns all lawyers. Machine learning-based technology, which lies at the heart of what is commonly referred to as AI, is increasingly being employed to make policy and business decisions with broad social impacts, and therefore runs the risk of causing wide-scale damage. At the same time, Al technology is becoming more and more complex and difficult to understand, making it harder to determine whether or not it is being used in accordance with the law. In light of this situation, even tech enthusiasts are calling for stricter regulation of Al. Legislators, too, are stepping in and have begun to pass Al laws, including the prohibition of automated decision-making systems in Article 22 of the General Data Protection Regulation, the New York City AI transparency bill, and the 2017 amendments to the German Cartel Act and German Administrative Procedure Act. While the belief that something needs to be done is widely shared, there is far less clarity about what exactly can or should be done, or what effective regulation might look like. The book is divided into two major parts, the first of which focuses on features common to most Al systems, and explores how they relate to the legal framework for data-driven technologies, which already exists in the form of (national and supra-national) constitutional law,

EU data protection and competition law, and antidiscrimination law. In the second part, the book examines in detail a number of relevant sectors in which AI is increasingly shaping decision-making processes, ranging from the notorious social media and the legal, financial and healthcare industries, to fields like law enforcement and tax law, in which we can observe how regulation by AI is becoming a reality. A revelatory history of the commemoration of the Berlin Wall and its significance in defining contemporary German national identity.

This book constitutes the proceedings of the 21st International Conference on Business Information Systems, BIS 2018, held in Berlin, Germany, in July 2018. The BIS conference follows popular research trends, both in the academic and the business domain. Thus the theme of BIS 2018 was "Digital Transformation - An Imperative in Today's Business Markets". The 30 papers presented in this volume were carefully reviewed and selected from 96 submissions. They were organized in topical sections named: big and smart data and artificial intelligence; business and enterprise modeling; ICT project management; process management; smart infrastructures; social media and Web-based business information systems; applications, evaluations, and experiences.

This book provides a review of thermal ice drilling technologies, including the design, parameters, and performance of various tools and drills for making holes in ice sheets, ice caps, mountain glaciers, ice shelves, and sea ice. In recent years, interest in thermal drilling technology has increased as a result of subglacial lake explorations and extraterrestrial investigations. The book focuses on the latest ice drilling technologies, but also discusses the historical development of ice drilling tools and devices over the last 100 years to offer valuable insights into what is possible and what

not to do in the future. Featuring numerous figures and pictures, many of them published for the first time, it is intended for specialists working in ice-core sciences, polar oceanography, drilling engineers and glaciologists, and is also a useful reference for researchers and graduate students working in engineering and cold-regions technology. ???????????????????...... 2030????????????????????????? ???60?????????????????????????? ?????????????????2030????70????????50??????? ?????????????????????????????????  $\gamma\gamma\gamma\gamma\gamma\gamma\gamma\gamma\gamma\gamma\gamma\gamma\gamma\gamma\gamma\gamma$ ?????????????????????? ??????????????????????????? 7777777777777777777777777 ?????????????????????

This topical Research Handbook examines the legal intersections of climate change, oceans and coasts across multiple scales and sectors, covering different geographies and regions. With expert contributions from Europe, Australasia, the Pacific, North America and Asia, it includes

insightful chapters on issues ranging across the impacts of climate change on marine and coastal environments. It assesses institutional responses to climate change in ocean and marine governance regimes, adaptation to climate impacts on ocean and coastal systems and communities, and climate change mitigation in marine and coastal environments. Through a plurality of voices, disciplinary and geographical perspectives, this Research Handbook explores cross-cutting themes of institutional complexity, fragmentation, scale and design trade-offs. The thouroughly Revised & Updated 2nd Edition of the book '1900+ MCQs with Explanatory Notes For GEOGRAPHY. ECOLOGY & ENVIRONMENT' has been divided into 6 chapters which have been further divided into 28 Topics containing 1900+ "Multiple Choice Questions" for Quick Revision and Practice. The Unique Selling Proposition of the book is the explanation to each and every question which provides additional info to the students on the subject of the questions and correct reasoning wherever required. The questions have been selected on the basis of the various types of questions being asked in the various exams. After the Grand Success of its 1st Edition, Disha launches the much powerful 2nd Edition of the book '10000+ Objective MCQs with Explanatory Notes for General Studies'. This 2nd Edition is updated with latest questions of UPSC, SSC, State PSC, RRB, Bank & other exams. Further outdated questions are removed and explanations are updated. The book has been divided into 8 sections which have been further divided into chapters containing 10000 "Multiple Choice Questions" for Revision purpose and final practice. The 8 sections are -History, Polity, Economics, Geography, Science and Technology, Ecology, General Knowledge and Current Affairs. The Unique Selling Proposition of the book is the explanation to each and every question which provides

additional info to the students on the subject of the questions and correct reasoning wherever required. The questions have been selected on the basis of the various types of questions being asked in the various exams.

This volume gathers together reflections on racism and nationalism, empowerment and futurity. It focuses on collective amnesia in regards to traumatic events of the European past and the ways in which memory and history are presented for the future. The essays cover and oppose the seemingly disparate genocides committed during Belgian colonialism, Austrian antisemitism and turbo-nationalism in "Republika Srpska" (Bosnia and Herzegovina), implying by no means a homogenization of the experiences. What connects these historical situations is the fact that, despite available documents, to this very day, nation-states are built on practices of oblivion regarding their past. This volume is indispensable for theoreticians, philosophers, and historians, as well as the general public. It expresses the demand to critically question our inherited knowledge and to rethink the past for a new future of conviviality.

Big data and data science are transforming our world today in ways we could not have imagined at the beginning of the twenty-first century. The accompanying wave of innovation has sparked advances in healthcare, engineering, business, science, and human perception, among others. The tremendous advances in computing power and intelligent techniques have opened many opportunities for managing data and investigating data in virtually every field, and the scope of data science is expected to grow over the next decade. These future research achievements will solve old challenges and create new opportunities for growth and development. Thus, the research presented in this book is interdisciplinary and covers themes embracing emotions, artificial intelligence, robotics applications, sentiment analysis,

smart city problems, assistive technologies, speech melody, and fall and abnormal behavior detection. The book is directed to the researchers, practitioners, professors and students interested in recent advances in methodologies and applications of data science. An introduction to the topic is provided, and research challenges and future research opportunities are highlighted throughout.

This book proposes Regenerative Sanitation as the next era of sanitation management and attempts to provide a foundation for the study of sanitation on the premise that sanitation is a complex and dynamic system that comprises of social-ecological, technological and resource systems. The preconception is that sanitation will deliver maximal benefits to society only when there exists a cyclical integration of the three subsystems to enable appropriate linkages between 'technological design' and the 'delivery platform' so as to achieve optimal and sustained sani-solutions. It also calls for the rethinking of sanitation to change the narrative towards more progressive trajectories such as resource recovery and reuse rather than just amelioration. It explores the contributions to food security, livelihood support, urban regeneration, rural development and even local economies. A new paradigm, theory and ten principles for ensuring practical and effective sanitation solutions and management is presented. In addition is a unique conceptual framework applicable to both developed and developing countries, and to all stages, processes and cycles of delivering sanitation solutions that could critically evaluate, analyse and provide credible, adequate and appropriate sanitation solutions. All of which culminates in a strategic and practical application platform called 'Sanitation 4.0' that advocates for total rejuvenation and comprehensive overhaul with eight key strategic considerations for the implementation. Regenerative Sanitation: A New Paradigm For Sanitation 4.0 is inter and  $\frac{Page}{Page}$  6/25

trans- disciplinary and encourages collaboration between engineers, scientists, technologists, social scientists and others to provide effective and practical user-centred solutions. It includes relevant case studies, examples, exercise and future research recommendations. It is written as both a textbook for researchers and students as well as a practitioners' guide for policymakers and professionals. ???????????020???????? ??????????? ?????????????????????????? 77777777777 7777777777777777777 777777777777777777777777777 77777777777777777777777 ?????????????????????????AlphaGo????????? 777777777777777777777777 ???????(The New York Times) ???????????????????????????Gordon ???????Jeffrey D. Sachs????????????????????????? ?????????????????????????????? ????????Lawrence H. Summers???????????????????????? Rees????????????on the Future???

The Kremlin Playbook 2: The Enablers shows that some countries facilitate or enable Russian malign economic influence to flow through their systems and across Europe. This feeds the Kremlin's cycle of influence, weakens democratic structures in Europe, and threatens U.S. and transatlantic security.

"Organized into three parts, the ninth edition traces the impact that societal changes and emerging technologies are having as force enablers, game changers, or disrupters of American defense policy"--

Libraries are places of learning and knowledge creation. Over the last two decades, digital technology—and the changes that came with it—have accelerated this transformation to a point where evolution starts to become a revolution. The wider Open Science movement, and Open Access in particular, is one of these changes and is already having a profound impact. Under the subscription model, the role of libraries was to buy or license content on behalf of their users and then act as gatekeepers to regulate access on behalf of rights holders.

In a world where all research is open, the role of the library is shifting from licensing and disseminating to facilitating and supporting the publishing process itself. This requires a fundamental shift in terms of structures, tasks, and skills. It also changes the idea of a library's collection. Under the subscription model, contemporary collections largely equal content bought from publishers. Under an open model, the collection is more likely to be the content created by the users of the library (researchers, staff, students, etc.), content that is now curated by the library. Instead of selecting external content, libraries have to understand the content created by their own users and help them to make it publicly available—be it through a local repository, payment of article processing charges, or through advice and guidance. Arguably, this is an overly simplified model that leaves aside special collections and other areas. Even so, it highlights the changes that research libraries are undergoing, changes that are likely to accelerate as a result of initiatives such as Plan S. This Special Issue investigates some of the changes in today's library services that relate to open access. ?????????2030???????

How a bottom-up problem-solving ethos, multidisciplinary approach, and experimental mindset has nurtured entrepreneurship at MIT. MIT is world-famous as a launching pad for entrepreneurs. MIT alumni have founded at least 30,000 active companies, employing an estimated 4.6 million people, with revenues of approximately \$1.9 trillion. In the 2010s, twenty to thirty ventures were spun off each year to commercialize technologies developed in MIT labs (with intellectual property licensed by MIT to these companies); in the

same decade, MIT graduates started an estimated 100 firms per year. How has MIT become such a hotbed of entrepreneurship? In From the Basement to the Dome, Jean-Jacques Degroof describes how MIT's problem-solving ethos, multidisciplinary approach, and experimental mindset nurture entrepreneurship. Degroof explains that, at first, the culture of entrepreneurship sprang from such extracurricular activities as forums, clubs, and competitions. Eventually, the Institute formally supported these activities, offering courses in entrepreneurship. Degroof describes why entrepreneurship is so uniquely aligned with MIT's culture: a history of bottom-up decision-making, a tradition of academic excellence, a keen interest in problem-solving, a belief in experimentation, and a tolerance for failure on the way to success. Entrepreneurship is the logical outcome of MIT's motto, Mens et Manus (mind and hand)), translating theories and scientific discoveries into products and businesses--many of which have the goal of solving some of the world's most pressing problems. Degroof maps MIT's current entrepreneurial ecosystem of students, faculty, and researchers; considers the effectiveness of teaching entrepreneurship; and outlines ways that the MIT story could inspire conversations in other institutions about promoting entrepreneurship.

The aim of this book is to understand the

technological and business potential of the blockchain technology and to reflect on its legal challenges, providing an unparalleled critical analysis of the disruptive potential of this technology for the economy and the legal system. Since 2015, when KOK has published its recent edition there have been many developments, for example in legislation and in practice concerning trafficking in human beings, which are now taken into account by experts and practitioners. This 2nd volume is a profound contribution to the public discourse on combatting trafficking in human beings and strengthening the rights of those affected. 26 authors provide multifaceted insight into the phenomena of trafficking in human beings and exploitation and develop political and practical recommendations for the adequate support of trafficked persons.

An exploration of minimal writing—texts generally shorter than a sentence—as complex, powerful literary and visual works. In the 1960s and 70s, minimal and conceptual artists stripped language down to its most basic components: the word and the letter. Barbara Kruger, Jenny Holzer, Carl Andre, Lawrence Weiner, and others built lucrative careers from text-based art. Meanwhile, poets and writers created works of minimal writing—visual texts generally shorter than a sentence. (One poem by Aram Saroyan reads in its entirety: eyeye.) In

absence of clutter, Paul Stephens offers the first comprehensive account of minimal writing, arguing that it is equal in complexity and power to betterknown, more commercial text-based art. Minimal writing, Stephens writes, can be beguilingly simple on the surface, but can also offer iterative reading experiences on multiple levels, from the fleeting to the ponderous. "absence of clutter," for example, the entire text of a poem by Robert Grenier, is both expressive and self-descriptive. Stephens first sets out a theoretical framework for reading and viewing minimal writing and then offers close readings of works of minimal writing by Saroyan, Grenier, Norman Pritchard, Natalie Czech, and others. He "reverse engineers" recent works by Jen Bervin, Craig Dworkin, and Christian Bök that draw on molecular biology, and explores print-on-demand books by Holly Melgard, code poetry by Nick Montfort, Twitter-based work by Allison Parrish, and the use of Instagram by Hans-Ulrich Obrist and Saroyan. Text, it seems, is becoming ever more prevalent in visual art; meanwhile, poems are getting shorter. When reading has become scanning a screen and writing tapping out a text, absence of clutter invites us to reflect on how we read, see, and pay attention.

This book critiques the use of algorithms to pre-empt personal choices in its profound effect on markets, democracy and the rule of law. The American working class didn't disappear with the manufacturing economy. It transformed. Instead of unionized blue-collar men, today's working class is dominated by underpaid women in service jobs--especially health care. With recognition of this shift, Gabriel Winant argues, may come political clout.

Since the prohibition of the threat or use of force and the resurgence of (economic) nationalism, economic warfare has become an increasingly important substitute for actual hostilities between states. Its manifestations range from medieval sieges to modern day trade wars. Despite its long history, economic warfare remains an elusive term, foreign to international law. This book seeks to identify those portions of international law that are applicable to economic warfare. What is the status quo of regulation? Is there a jus ad bellum oeconomicum? A jus in bello oeconomico? After putting forward its own definition of economic warfare, the book reviews historical case studies--reflecting the three main branches of international economic law: trade. investment and currency--to identify pertinent legal boundaries. While the case studies reveal that numerous rules of international (economic) law regulate (specific measures of) economic warfare, it remains to be seen whether--analogously to the prohibition of the threat or use of force--these selective limitations have the potential to coalesce Page 13/25

into a general prohibition of economic warfare in the future.

Collective bargaining and workers' voice are often discussed in the past rather than in the future tense, but can they play a role in the context of a rapidly changing world of work? This report provides a comprehensive assessment of the functioning of collective bargaining systems and workers' voice arrangements across OECD countries, and new insights on their effect on labour market performance today.

These proceedings present fourteen peer-reviewed papers from the 10th International Conference on Improving Energy Efficiency in Commercial Buildings and Smart Communities, which was held March 21-22, 2018 in Frankfurt, Germany. This biannual conference aims to promote and diffuse the concept of energy efficiency in new and existing commercial buildings and to enlarge the market for low consumption and sustainable non-residential buildings. It also covers smart and sustainable districts, communities and cities, since energy systems efficiency and renewable energies are often optimized at the district or municipal level. The 2018 conference focused on advanced and innovative technologies to improve the energy efficiency of commercial buildings, communities and cities as well as the policies and measures by governments at various levels to improve energy efficiency. A Page 14/25

particular focus was on Energy Service Companies (ESCOs). The conference addresses energy policy makers at international, national, and local level; academics, researchers and energy efficiency experts; ESCOs, utilities, buildings energy and environmental managers; buildings engineers and architects; and equipment manufacturers and commercial property investors.

In Negotiating Space in Latin America, edited by Patricia Vilches, contributors approach spatial practices from multidisciplinary angles. The volume advances innovative conceptualizations on spatiality and treats subjects that range from nineteenth century-nation formation to twenty-first century social movements.

Marketing in the digital age poses major challenges for traditional and established practices of communication. To help readers meet these challenges Principles of Integrated Marketing Communications: An Evidence-based Approach provides a comprehensive foundation to the principles and practices of integrated marketing communications (IMC). It examines a variety of traditional and digital channels used by professionals to create wide-reaching and effective campaigns that are adapted for the aims of their organisations. This edition has been thoroughly revised and each chapter includes: case studies of significant and award-winning campaigns from both Australian and

international brands that illustrate the application of explored concepts; discussion and case study questions that enable readers to critically evaluate concepts and campaigns; a managerial application section that illustrates how concepts can be applied effectively in a real situation; a 'further thinking' section that expands knowledge of advanced concepts and challenges readers to think more broadly about IMC.

This book describes how a model for optimizing the energy supply system in Germany can be implemented. It focuses on the open energy modeling framework (Oemof) program for modeling energy supply systems. The individual elements of Oemof are described, as well as the model's structure. The technical components of Oemof are subsequently demonstrated in mathematical calculations, along with sufficient Python code to begin basic modeling. The book will appeal to anyone with an interest in optimization models for energy supply systems, or in the mathematical description of the technical components of such systems in practical implementation, using a real example, Oemof. Thermodynamic descriptions of combustion are provided, so that readers can focus on modeling aspects. Researchers and practitioners will also find the book useful, as it expands on their knowledge of the technical components of energy supply systems, supported with detailed Page 16/25

mathematical calculations.

This book examines contemporary forms of digital poetry in emerging technologies such as drones. machine learning, Instagram, virtual reality and mobile devices. Theoretical frameworks that engage with posthumanism, multimodality, hermeneutics and eco-writing are used to examine the changing shape of the literary artefact in the second age of machines. The book contextualises the necessity of a multidisciplinary approach for a complex artefact and gives a broad overview of the field and history of digital poetry as a subset of the genre of electronic literature. Naji examines Instapoetry and the literary algorithm, haptic hermeneutics and poetry apps. The discussion also engages with eco-writing and drone poetry, poetic mirror worlds, and mixed reality poetry, concluding with an examination of the future of poetics and literary expression in the second age of machines. Jeneen Naji is Digital Media Faculty and Practice Coordinator in the Department of Media Studies in Maynooth University, Ireland. Dr. Naji researches in the area of digital culture, specifically exploring the impact of the digital apparatus on poetic expression. She is a Fulbright TechImpact Scholar and a convener and founding member of the Maynooth University Digital Arts & Humanities Research Cluster.

We may be standing on the precipice of a revolution in propulsion not seen since the internal combustion

engine replaced the horse and buggy. The anticipated proliferation of electric cars will influence the daily lives of motorists, the economies of different countries and regions, urban air quality and global climate change. If you want to understand how quickly the transition is likely to occur, and the factors that will influence the predictions of the pace of the transition, this book will be an illuminating read.

Winter tourism has seen increased levels of investment in recent times, in an effort to reduce economic risk, address environmental concerns and adapt to the effects of global warming. New ski destinations are developing and merging with traditional ones to increase spatial distribution, while many established leading resorts are adapting their management models. Climate change adaptation processes are supported by the reduction of CO2 emissions and energy consumption in ski resorts. Current planning challenges include the increasing importance of scenic beauty, nature and sustainable development, as well as snow reliability, snow management and safety issues.

An exploration of how design might be led by marginalized communities, dismantle structural inequality, and advance collective liberation and ecological survival. What is the relationship between design, power, and social justice? "Design justice" is an approach to design that is led by marginalized

communities and that aims expilcitly to challenge, rather than reproduce, structural inequalities. It has emerged from a growing community of designers in various fields who work closely with social movements and community-based organizations around the world. This book explores the theory and practice of design justice, demonstrates how universalist design principles and practices erase certain groups of people—specifically, those who are intersectionally disadvantaged or multiply burdened under the matrix of domination (white supremacist heteropatriarchy, ableism, capitalism, and settler colonialism)—and invites readers to "build a better world, a world where many worlds fit; linked worlds of collective liberation and ecological sustainability." Along the way, the book documents a multitude of real-world community-led design practices, each grounded in a particular social movement. Design Justice goes beyond recent calls for design for good, user-centered design, and employment diversity in the technology and design professions; it connects design to larger struggles for collective liberation and ecological survival.

Important Current Affairs of June 2018 in one place. Download the PDF & have command over the General Awareness Section.

The Accelerating Transport Innovation Revolution: A Global, Case Study-based Assessment of Current Experience, Cross-sectorial Effects and Socioeconomic Transformations, offers a comprehensive view of current state-of-the-art and

practices around the world to create innovation on a revolutionary scale and connect research to commercial exploitation of its results. It offers a fascinating new model of the innovation process based on theories of biological ecosystems, general systems theory and basins of attraction (represented through space-time graphs well known in mathematics). Furthermore, it considers - through a number of dedicated chapters - key issues and elements of innovation ecosystems, such as: Causal Factors and system constraints affecting the development and sustainability of innovation ecosystems (Chapter 4); Review of innovation organization and governance in key countries and regions (Chapter 5); the role of technological "Spillovers" (Chapter 6); Collection and use of data for innovation monitoring and benchmarking (Chapter 7); Intellectual Property protection between competing ecosystems (Chapter 8); Economics of innovation (Chapter 9): Public and private sector involvement in Transport innovation creation (Chapter 10); the role of the individual entrepreneur - innovator in energizing change (Chapter 11). Finally, in Chapter 12, there is a thorough summary of key findings. This book uses a paradigmatic approach to augment the innovation ecosystem model of innovation that integrates beliefs and learning into the innovation ecosystems model. It therefore includes ten case studies from the U.S., Europe and Asia, detailing how innovation is created across continents and different ecosystems and what are the critical lessons to be learned. It does this, effectively, at five different levels of analysis i.e. the individual innovator / entrepreneur level, the organization level (government agency or company), the regional ecosystem level, the nation-state level and the global systemic or international level. Each level of analysis, reveals unique features of the innovation landscape and the ten case studies allow the reader to assess when and where specific Page 20/25

"enablers" are facilitating innovation especially on a revolutionary scale. The need for the book came from the realization that despite the billions of dollars spent on various research programs over the past 20 years (especially in the public sector), there have been few clear and tangible efforts directed at exploring how innovation production increasingly occurs and the critical factors necessary to sustain largescale, revolutionary change as the future unfolds. Thus, a primary theme of the book is that understanding how research results translate into market innovation and implementation, especially understanding the nature of revolutionary innovation, is as important as the creation of innovations themselves. While the focus of the book is on Transportation, the concepts and recommendations presented apply to other fields too. Formulates and presents a workable and comprehensive new model of innovation Defines and analyzes many concepts and notions related to innovation, research and market implementation Examines the critical factors affecting innovation production and successful commercial implementation of research results Examines organizational models of coordination, governance, data collection, process analysis and use of intellectual property tools Includes recent, well-researched and documented case studies of successful innovation ecosystems across the world mainly - but not only - in the Transport field

There are plenty of books that focus on content, but fewer focus on method. There are plenty of books that provide the 101 way in to theological method, but none are aimed at the student who wants to do a thesis or project. This is the text that teaches the student how to write elegant, creative, theological research orientated articles. A group of distinguished scholars have collaborated to provide models of creative writing. Topics are fascinating from theodicy and

evolution to Artificial Intelligence and Baptism. Each article is introduced by the editors, which helps the student appreciate

the achievement. Each article is annotated so you can appreciate the methodology and style at work. Students will be shown why this is original and distinctive and to note the literature on which the argument is built. Like the audio tour in a great Art Museum, this book teaches you how to "see" and to "appreciate" good theological writing. The goal is a research methods textbook that helps the student to move to the next level in research writing. ???????????????????????????? -?????TED?????? ??????—— ??????????????? ????????????GI\$????? ??? ????????????? ?? ????? 

????????2016 TED????????GlobalXplorer?????????? ???????????????????????????????? ????????????????????????????????????? ?????????——???????Chris Anderson??TFD?? ????????? ??????????????????????????——???????Peter ?????Jennifer Finney Boylan??????She's Not ?????????????????????——????????Steve Brusatte?????????????????????The Rise and Fall ??????????????????——???????Juli Berwald???????????????Spineless: The Science of Jellyfish and the Art of Growing a Backbone??? Medicine is an ancient profession that advances as each generation of practitioners passes it down. It remains a distinguished, flawed and rewarding vocation--but it may be  $\frac{Page}{23/25}$ 

coming to an end as we know it. Computer algorithms promise patients better access, safer therapies and more predictable outcomes. Technology reduces costs, helps design more effective and personalized treatments and diminishes fraud and waste. Balanced against these developments is the risk that medical professionals will forget that their primary responsibility is to their patients, not to a template of care. Written for anyone who has considered a career in health care--and for any patient who has had an office visit where a provider spent more time with data-entry than with them--this book weighs the benefits of emerging technologies against the limitations of traditional systems to envision a future where both doctors and patients are betterinformed consumers of health care tools. In this book, the world's foremost experts on pricing integrate theoretical rigor and practical application to present a comprehensive resource that covers all areas of the field. This volume brings together quantitative and qualitative approaches and highlights the most current innovations in theory and practice. Going beyond the traditional constraints of "price theory" and "price policy," the authors coined the term "price management" to represent a holistic approach to pricing strategy and tactical implementation. They remind us that the Ancient Romans used one word, pretium, to mean both price and value. This is the fundamental philosophy that drives successful price management where producer and customer meet. Featuring dozens of examples and case studies drawn from their extensive research, consulting, and teaching around the world, Simon and Fassnacht cover all aspects of pricing following the price management process with its four phases: strategy, analysis, decision, and implementation. Thereby, the authors take into account the nuances across industry sectors, including consumer goods, industrial products, services, and trade/distribution. In

particular, they address the implications of technological advancements, such as the Internet and new measurement and sensor technologies that have led to a wealth of price management innovations, such as flat rates, freemium, payper-use, or pay-what-you-want. They also address the emergence of new price metrics, Big Data applications, twosided price systems, negative prices, and the sharing economy, as well as emerging payment systems such as bitcoin. The result is a "bible" for leaders who recognize that price is not only a means to drive profit in the short term, but a tool to generate sustained growth in shareholder value over the longer term, and a primer for researchers, instructors, and students alike. Praise for Price Management "This book is truly state of the art and the most comprehensive work in price management." - Prof. Philip Kotler, Kellogg School of Management, Northwestern University "This very important book builds an outstanding bridge between science and practice." - Kasper Rorsted, CEO, Adidas "This book provides practical guidelines on value creation, communication and management, which is an imperative for businesses to survive in the coming era of uncertainty." - Dr. Chang-Gyu Hwang, Chairman and CEO, KT Corporation (Korea Telecom)

This book is a printed edition of the Special Issue of Crystals: High-Pressure Studies of Crystalline Materials. It also includes additional articles published in Crystals and related to the topic of the Special Issue, which have been selected based upon their relevance and scientific quality.

Copyright: d785f118c182c68fcc1e5efcd5ca2654