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GRANT MICHAELA

Official Gazette of the United States Patent and Trademark Office Wiley

This IBM® Redbooks® publication provides advice and technical information about optimizing and tuning application code to run on systems that are based on the IBM POWER7® and POWER7+™ processors. This advice is drawn from application optimization efforts across many different types of code that runs under the IBM AIX® and Linux operating systems, focusing on the more pervasive performance opportunities that are identified, and how to capitalize on them. The technical information was developed by a set of domain experts at IBM. The focus of this book is to gather the right technical information, and lay out simple guidance for optimizing code performance on the IBM POWER7 and POWER7+ systems that run the AIX or Linux operating systems. This book contains a large amount of straightforward performance optimization that can be performed with minimal effort and without previous experience or in-depth knowledge. This optimization work can: Improve the performance of the application that is being optimized for the POWER7 system Carry over improvements to systems that are based on related processor chips Improve performance on other platforms The audience of this book is those personnel who are responsible for performing migration and implementation activities on IBM POWER7-based servers, which includes system administrators, system architects, network administrators, information architects, and database administrators (DBAs).

The Everything Store Verso Books

Hack your antivirus software to stamp out future vulnerabilities The Antivirus Hacker's Handbook guides you through the process of reverse engineering antivirus software. You explore how to detect and exploit vulnerabilities that can be leveraged to improve future software design, protect your network, and

anticipate attacks that may sneak through your antivirus' line of defense. You'll begin building your knowledge by diving into the reverse engineering process, which details how to start from a finished antivirus software program and work your way back through its development using the functions and other key elements of the software. Next, you leverage your new knowledge about software development to evade, attack, and exploit antivirus software—all of which can help you strengthen your network and protect your data. While not all viruses are damaging, understanding how to better protect your computer against them can help you maintain the integrity of your network. Discover how to reverse engineer your antivirus software Explore methods of antivirus software evasion Consider different ways to attack and exploit antivirus software Understand the current state of the antivirus software market, and get recommendations for users and vendors who are leveraging this software The Antivirus Hacker's Handbook is the essential reference for software reverse engineers, penetration testers, security researchers, exploit writers, antivirus vendors, and software engineers who want to understand how to leverage current antivirus software to improve future applications.

Predictably Irrational UNESCO Publishing Branding guru Aaker shows how to eliminate the competition and become the lead brand in your market This groundbreaking book defines the concept of brand relevance using dozens of case studies—Prius, Whole Foods, Westin, iPad and more—and explains how brand relevance drives market dynamics, which generates opportunities for your brand and threats for the competition. Aaker reveals how these companies have made other brands in their categories irrelevant. Key points: When managing a new category of product, treat it as if it were a brand; By failing to produce what customers want or losing momentum and visibility, your brand becomes irrelevant; and create barriers to competitors by supporting innovation at every level of the organization. Using dozens of case studies,

shows how to create or dominate new categories or subcategories, making competitors irrelevant Shows how to manage the new category or subcategory as if it were a brand and how to create barriers to competitors Describes the threat of becoming irrelevant by failing to make what customer are buying or losing energy David Aaker, the author of four brand books, has been called the father of branding This book offers insight for creating and/or owning a new business arena. Instead of being the best, the goal is to be the only brand around—making competitors irrelevant.

Using the Electric VLSI Design System Harper Collins

As one of the first books to distill the economics of information and networks into practical business strategies, this is a guide to the winning moves that can help business leaders—from writers, lawyers and finance professional to executives in the entertainment, publishing and hardware and software industries—navigate successfully through the information economy.

Embedded Linux System Design and Development IBM Redbooks

In this updated edition of the industry staple, veteran media executive Jeff Ulin relates business theory and practice across key global market segments—film, television, and online/digital—providing you with an insider's perspective that can't be found anywhere else. Learn how an idea moves from concept to profit and how distribution dominates the bottom line: Hollywood stars may make the headlines, but marketing and distribution are the behind-the-scenes drivers converting content into cash. The third edition: Includes perspectives from key industry executives at studios, networks, agencies and online leaders, including Fox, Paramount, Lucasfilm, Endeavor, Tencent, MPAA, YouTube, Amazon, and many more; Explores the explosive growth of the Chinese market, including box office trends, participation in financing Hollywood feature films, and the surge in online usage; Illustrates how online streaming leaders like Netflix, Amazon, Apple, YouTube, Hulu and Facebook are

changing the way TV content is distributed and consumed, and in cases how these services are moving into theatrical markets; Analyzes online influences and disruption throughout the distribution chain, and explains the risks and impact stemming from changing access points (e.g., stand-alone apps), delivery methods (over-the-top) and consumption patterns (e.g., binge watching); Breaks down historical film windows, the economic drivers behind them, and how online and digital delivery applications are changing the landscape. Ulin provides the virtual apprenticeship you need to demystify and manage the complicated media markets, understand how digital distribution has impacted the ecosystem, and glimpse into the future of how film and television content will be financed, distributed and watched. An online eResource contains further discussion on topics presented in the book.

Popular Photography Lulu.com

The authoritative account of the rise of Amazon and its intensely driven founder, Jeff Bezos, praised by the Seattle Times as "the definitive account of how a tech icon came to life." Amazon.com started off delivering books through the mail. But its visionary founder, Jeff Bezos, wasn't content with being a bookseller. He wanted Amazon to become the everything store, offering limitless selection and seductive convenience at disruptively low prices. To do so, he developed a corporate culture of relentless ambition and secrecy that's never been cracked. Until now. Brad Stone enjoyed unprecedented access to current and former Amazon employees and Bezos family members, giving readers the first in-depth, fly-on-the-wall account of life at Amazon. Compared to tech's other elite innovators -- Jobs, Gates, Zuckerberg -- Bezos is a private man. But he stands out for his restless pursuit of new markets, leading Amazon into risky new ventures like the Kindle and cloud computing, and transforming retail in the same way Henry Ford revolutionized manufacturing. The Everything Store is the revealing, definitive biography of the company that placed one of the first and largest bets on the Internet and forever changed the way we shop and read.

The Notenki Memoirs CRC Press

A tell-all account of Studio Gainax, the creators of the classic anime Neon Genesis Evangelion. Yasuhiro Takeda, a member of the Gainax company since its inception, talks about everything from the untold stories of Eva to the Gainax tax evasion scandal that plagued its production. Including a series of stunning revelations, this history of Gainax is a must-read for

any serious anime fan.

Hong Kong \$ Directory Routledge

Teaching readers how to best use the free development tools offered by Microsoft to build an online product catalog, this guide offers an intimate understanding of every piece of code they write, enabling them to build their own flexible Web sites with ASP.NET 3.5.

Fully Automated Luxury Communism Routledge

The first comprehensive guide to discovering and preventing attacks on the Android OS As the Android operating system continues to increase its share of the smartphone market, smartphone hacking remains a growing threat. Written by experts who rank among the world's foremost Android security researchers, this book presents vulnerability discovery, analysis, and exploitation tools for the good guys. Following a detailed explanation of how the Android OS works and its overall security architecture, the authors examine how vulnerabilities can be discovered and exploits developed for various system components, preparing you to defend against them. If you are a mobile device administrator, security researcher, Android app developer, or consultant responsible for evaluating Android security, you will find this guide is essential to your toolbox. A crack team of leading Android security researchers explain Android security risks, security design and architecture, rooting, fuzz testing, and vulnerability analysis Covers Android application building blocks and security as well as debugging and auditing Android apps Prepares mobile device administrators, security researchers, Android app developers, and security consultants to defend Android systems against attack Android Hacker's Handbook is the first comprehensive resource for IT professionals charged with smartphone security.

The Antivirus Hacker's Handbook Penguin Netscape highlights some of its downloadable products, such as SmartUpdate and SmartDownload, as well as Netscape browsers, browser plug-ins, shareware, and servers. A site search form is available.

Designing Brand Identity IBM Redbooks

This guidebook zeros in on what indigenous knowledge can contribute to a sustainable development strategy that accounts for the potential of the local environment and the experience and wisdom of the indigenous population. Through an extensive review of field examples as well as current theory and practice, it provides a succinct yet

comprehensive review of indigenous knowledge research and assessment. Working with Indigenous Knowledge will contribute to the improved design, delivery, monitoring, and evaluation of any program of research and will appeal to both the seasoned development professional as well as the novice or student just beginning a research career.

The Book of Qt 4 Harvard Business Press

This IBM Redpaper publication is a comprehensive guide covering the IBM Power 520 server, machine type model 8203-E4A. The goal of this paper is to introduce this innovative server that includes IBM System i and IBM System p and new hardware technologies. The major hardware offerings include: - The POWER6 processor, available at frequencies of 4.2 GHz and 4.7 GHz. - Specialized POWER6 DDR2 memory that provides greater bandwidth, capacity, and reliability. - The 1 Gb or 10 Gb Integrated Virtual Ethernet adapter that brings native hardware virtualization to this server. - EnergyScale technology that provides features such as power trending, power-saving, capping of power, and thermal measurement. - PowerVM virtualization technology. - Mainframe continuous availability brought to the entry server environment. This Redpaper expands the current set of IBM Power System documentation by providing a desktop reference that offers a detailed technical description of the Power 520 system. This Redpaper does not replace the latest marketing materials and tools. It is intended as an additional source of information that, together with existing sources, can be used to enhance your knowledge of IBM server solutions.

Beginning ASP.NET E-Commerce in C# No Starch Press

A different kind of politics for a new kind of society--beyond work, scarcity and capitalism In the twenty-first century, new technologies should liberate us from work. Automation, rather than undermining an economy built on full employment, is instead the path to a world of liberty, luxury and happiness—for everyone. Technological advance will reduce the value of commodities—food, healthcare and housing—towards zero. Improvements in renewable energies will make fossil fuels a thing of the past. Asteroids will be mined for essential minerals. Genetic editing and synthetic biology will prolong life, virtually eliminate disease and provide meat without animals. New horizons beckon. In Fully Automated Luxury Communism, Aaron Bastani conjures a vision of extraordinary hope, showing how we move to energy abundance, feed a

world of 9 billion, overcome work, transcend the limits of biology, and establish meaningful freedom for everyone. Rather than a final destination, such a society merely heralds the real beginning of history.

POWER7 and POWER7+ Optimization and Tuning Guide John Wiley & Sons

The inspirational bestseller that ignited a movement and asked us to find our WHY Discover the book that is captivating millions on TikTok and that served as the basis for one of the most popular TED Talks of all time—with more than 56 million views and counting. Over a decade ago, Simon Sinek started a movement that inspired millions to demand purpose at work, to ask what was the WHY of their organization. Since then, millions have been touched by the power of his ideas, and these ideas remain as relevant and timely as ever. *START WITH WHY* asks (and answers) the questions: why are some people and organizations more innovative, more influential, and more profitable than others? Why do some command greater loyalty from customers and employees alike? Even among the successful, why are so few able to repeat their success over and over? People like Martin Luther King Jr., Steve Jobs, and the Wright Brothers had little in common, but they all started with WHY. They realized that people won't truly buy into a product, service, movement, or idea until they understand the WHY behind it. *START WITH WHY* shows that the leaders who have had the greatest influence in the world all think, act and communicate the same way—and it's the opposite of what everyone else does. Sinek calls this powerful idea The Golden Circle, and it provides a framework upon which organizations can be built, movements can be led, and people can be inspired. And it all starts with WHY.

Fundamentals of Computer Programming with C# Springer Nature

Your hands-on, step-by-step guide to building Windows 8 apps with Microsoft Visual C++ Teach yourself how to build

Windows 8 applications using the Visual C++ language—one step at a time. Ideal for those with intermediate to advanced C++ development skills, this tutorial provides practical, learn-by-doing exercises for creating apps that can adapt to different screen sizes—including desktop and laptop computers, tablets, and slates. Discover how to: Build apps using Windows 8 design guidelines Explore the Windows 8 application architecture Apply tools and libraries from Microsoft Visual Studio and the Windows 8 SDK Use XAML to create touch-optimized user interfaces Create apps that make use of device sensors Manage the Windows 8 application lifecycle Prepare your app for the Windows Store

The Art of Being Human John Wiley & Sons

Calculus for Business, Economics, and the Social and Life Sciences introduces calculus in real-world contexts and provides a sound, intuitive understanding of the basic concepts students need as they pursue careers in business, the life sciences, and the social sciences. The new Ninth Edition builds on the straightforward writing style, practical applications from a variety of disciplines, clear step-by-step problem solving techniques, and comprehensive exercise sets that have been hallmarks of Hoffmann/Bradley's success through the years.

Confronting Security Challenges on the Korean Peninsula No Starch Press

An upbeat cultural evaluation of the sources of illogical decisions explores the reasons why irrational thought often overcomes level-headed practices, offering insight into the structural patterns that cause people to make the same mistakes repeatedly. 150,000 first printing.

Introduction to Business Createspace Independent Publishing Platform Presenting hints on developing user-friendly applications, Molkentin explores tools needed to create dialog boxes, steps to follow when developing a GUI-based application, and how to visualize data using Qt's "model-view concept.

Nation branding IBM Redbooks

Introduction to Business covers the scope and sequence of most introductory business courses. The book provides detailed explanations in the context of core themes such as customer satisfaction, ethics, entrepreneurship, global business, and managing change. Introduction to Business includes hundreds of current business examples from a range of industries and geographic locations, which feature a variety of individuals. The outcome is a balanced approach to the theory and application of business concepts, with attention to the knowledge and skills necessary for student success in this course and beyond.

Calculus for Business, Economics, and the Social and Life Sciences Addison-Wesley

Nation Branding: Concepts, Issues, Practice was the ground-breaking first textbook to provide an overview of this recently established but fast-growing practice, in which the principles of brand management are applied to countries rather than companies. Many governments have invested in nation branding in order to strengthen their country's influence, improve its reputation, or boost tourism, trade and investment. This new edition has been comprehensively revised and its influential original framework modified to reflect the very latest changes to this still-developing field. It remains an accessible blend of theory and practice rich with international examples and contributions. Updates to this edition: New international cases of countries as diverse as China, United Arab Emirates, Ghana, Cuba, India, Great Britain and many more; New contributions from distinguished scholars, diplomats and businesspeople providing a range of case studies, practitioner insights and academic perspectives; New Companion Website to support the book featuring instructor aids such as PowerPoint presentations for each chapter and an instructor manual; This much-anticipated update to an influential book is an essential introduction to nation branding for students and policy makers.