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KEY=MANUAL - MADALYNN YOSEF

ENGINEERING

ISSUES, CHALLENGES AND OPPORTUNITIES FOR DEVELOPMENT

UNESCO This report reviews engineering's importance to human, economic, social and cultural development and in addressing the UN Millennium Development Goals. Engineering tends to be viewed as a national issue, but engineering knowledge, companies, conferences and journals, all demonstrate that it is as international as science. The report reviews the role of engineering in development, and covers issues including poverty reduction, sustainable development, climate change mitigation and adaptation. It presents the various fields of engineering around the world and is intended to identify issues and challenges facing engineering, promote better understanding of engineering and its role, and highlight ways of making engineering more attractive to young people, especially women.--Publisher's description.

NAVIGATING THE DIGITAL AGE

THE DEFINITIVE CYBERSECURITY GUIDE FOR DIRECTORS AND OFFICERS

Welcome to the all-new second edition of Navigating the Digital Age. This edition brings together more than 50 leaders and visionaries from business, science, technology, government, academia, cybersecurity, and law enforcement. Each has contributed an exclusive chapter designed to make us think in depth about the ramifications of this digital world we are creating. Our purpose is to shed light on the vast possibilities that digital technologies present for us, with an emphasis on solving the existential challenge of cybersecurity. An important focus of the book is centered on doing business in the Digital Age—particularly around the need to foster a mutual understanding between technical and non-technical executives when it comes to the existential issues surrounding cybersecurity. This book has come together in three parts. In Part 1, we focus on the future of threat and risks. Part 2 emphasizes lessons from today's world, and Part 3 is designed to help you ensure you are covered today. Each part has its own flavor and personality, reflective of its goals and purpose. Part 1 is a bit more futuristic, Part 2 a bit more experiential, and Part 3 a bit more practical. How we work together, learn from our mistakes, deliver a secure and safe digital future—those are the elements that make up the core thinking behind this book. We cannot afford to be complacent. Whether you are a leader in business, government, or education, you should be knowledgeable, diligent, and action-oriented. It is our sincerest hope that this book provides answers, ideas, and inspiration. If we fail on the cybersecurity front, we put all of our hopes and aspirations at risk. So we start this book with a simple proposition: When it comes to cybersecurity, we must succeed.

NATIONAL OIL COMPANIES AND VALUE CREATION

World Bank Publications National Oil Companies (NOCs) directly or indirectly control the majority of oil and gas reserves. As such, they are of great consequence to their country's economy, to importing countries' energy security, and to the stability of oil and gas markets. The paper analyzes the available evidence on the objectives, governance and performance of 20 NOCs from both net importing and net exporting countries, and draws conclusions about the design of policies and measures that are more likely to lead to social value creation. NOCs differ from private companies on a number of very important variables, including the level of competition in the market in which they operate, their business profile along the sector value chain, and their degree of commercial orientation and internationalization. Most share some core characteristics: they are usually tied to the 'national purpose' and serve political and economic goals other than maximizing the firm's profits. This paper introduces a conceptual model to analyze value creation by NOCs that takes into consideration their complex objective function. Our analysis aims to answer the following questions: Are certain corporate governance arrangements more suited than others to promote value creation? Is good geology a pre-condition for NOC value creation? Are there benefits from exposing the NOC to competition from private oil companies? Does the development of forward and backward linkages hamper NOC value creation?

OFFSHORE OPERATIONS AND ENGINEERING

CRC Press This book provides a comprehensive understanding of each aspect of offshore operations including conventional methods of operations, emerging technologies, legislations, health, safety and environment impact of offshore operations. The book starts by coverage of notable offshore fields across the globe and the statistics of present oil production, covering all types of platforms available along with their structural details. Further, it discusses production, storage and transportation, production equipment, safety systems, automation, storage facilities and transportation. Book ends with common legislation acts and comparison of different legislation acts of major oil/gas producing nations. The book is aimed at professionals and researchers in petroleum engineering, offshore technology, subsea engineering, and Explores the engineering, technology, system, environmental, operational and legislation aspects of offshore productions systems Covers most of the subsea engineering material in a concise manner Includes legislation of major oil and gas producing nations pertaining to offshore operations (oil and gas) Incorporates case studies of major offshore operations (oil and gas) accidents and lessons learnt Discusses environment impact of offshore operations

A GUIDE TO SCAFFOLD USE IN THE CONSTRUCTION INDUSTRY

MODEL PREDICTIVE CONTROL IN THE PROCESS INDUSTRY

Springer Science & Business Media Model Predictive Control is an important technique used in the process control industries. It has developed considerably in the last few years, because it is the most general way of posing the process control problem in the time domain. The Model Predictive Control formulation integrates optimal control, stochastic control, control of processes with dead time, multivariable control and future references. The finite control horizon makes it possible to handle constraints and non linear processes in general which are frequently found in industry. Focusing on implementation issues for Model Predictive Controllers in industry, it fills the gap between the empirical way practitioners use control algorithms and the sometimes abstractly formulated techniques developed by researchers. The text is firmly based on material from lectures given to senior undergraduate and graduate students and articles written by the authors.

THE SECOND WORLD OCEAN ASSESSMENT

WORLD OCEAN ASSESSMENT II

The second World Ocean Assessment is a collaborative effort of hundreds of experts from all regions of the world, a comprehensive and integrated assessment of the state of marine environment.

WORLD OCEAN ASSESSMENT

Cambridge University Press

WHEN CAN OIL ECONOMIES BE DEEMED SUSTAINABLE?

Springer Nature This open access book questions the stereotype depicting all Gulf (GCC) economies as not sustainable, and starts a critical discussion of what these economies and polities should do to guarantee themselves a relatively stable future. Volatile international oil markets and the acceleration of the energy transition has challenged the notion that oil revenues are sufficient to sustain oil economies in the near to medium term. But what is the meaning of economic sustainability? The book discusses the multiple dimensions of the concept: economic diversification, continuing value of resources, taxation and fiscal development, labor market sustainability, sustainable income distribution, environmental sustainability, political order (democracy or authoritarianism) and sustainability, regional integration. The overarching message in this book is that we should move on from the simplistic branding of the Gulf economies as unsustainable and tackle the details of which adaptations they might need to undertake.

MAPPING THE CHINESE AND ISLAMIC WORLDS

CROSS-CULTURAL EXCHANGE IN PRE-MODERN ASIA

Cambridge University Press This book documents the relationship and wisdom of Asian cartographers in the Islamic and Chinese worlds before the Europeans arrived.

GEOSTATISTICS VALENCIA 2016

Springer This book contains selected contributions presented at the 10th International Geostatistics Congress held in Valencia from 5 to 9 September, 2016. This is a quadrennial congress that serves as the meeting point for any engineer, professional, practitioner or scientist working in geostatistics. The book contains carefully reviewed papers on geostatistical theory and applications in fields such as mining engineering, petroleum engineering, environmental science, hydrology, ecology, and other fields.

DIGITAL TRANSFORMATION IN FINANCIAL SERVICES

Springer This book analyzes the set of forces driving the global financial system toward a period of radical transformation and explores the transformational challenges that lie ahead for global and regional or local banks and other financial intermediaries. It is explained how these challenges derive from the newly emerging post-crisis structure of the market and from shadow and digital players across all banking operations. Detailed attention is focused on the impacts of digitalization on the main functions of the financial system, and particularly the banking sector. The author elaborates how an alternative model of banking will enable banks to predict, understand, navigate, and change the external ecosystem in which they compete. The five critical components of this model are data and information mastering; effective use of applied analytics; interconnectivity and “junction playing”; development of new business solutions; and trust and credibility assurance. The analysis is supported by a number of informative case studies. The book will be of interest especially to top and middle managers and employees of banks and financial institutions but also to FinTech players and their advisers and others.

MILITARY GEOGRAPHY FOR PROFESSIONALS AND THE PUBLIC

Potomac Books, Inc. An examination of geography's critical effects on battles throughout the ages

BECOMING A WORLD-CLASS UNIVERSITY

THE CASE OF KING ABDULAZIZ UNIVERSITY

Springer This book written by international experts in the field of educational innovation is a guide for universities to become world-class universities. It contributes to the current international intellectual debate on the future of higher education. It also tells the story of King Abdulaziz University in Jeddah (Saudi Arabia) and its effort to become a world-class university. The book discusses excellence in different aspects such as education, research, community services, strategic planning, knowledge economy and international cooperation.

SEAWATER PRETREATMENT

NON-TIMBER FOREST PRODUCTS

FOOD, HEALTHCARE AND INDUSTRIAL APPLICATIONS

Springer Nature Forests cover thirty-one percent of the world's land surface, provide habitats for animals, livelihoods for humans, and generate household income in rural areas of developing countries. They also supply other essential amenities, for instance, they filter water, control water runoff, protect soil erosion, regulate climate, store nutrients, and facilitate countless non-timber forest products (NTFPs). The main NTFPs comprise herbs, grasses, climbers, shrubs, and trees used for food, fodder, fuel, beverages, medicine, animals, birds and fish for food, fur, and feathers, as well as their products, like honey, lac, silk, and paper. At present, these products play an important role in the daily life and well-being of millions of people worldwide. Hence the forest and its products are very valuable and often NTFPs are considered as the ‘potential pillars of sustainable forestry’. NTFPs items like food, herbal drugs, forage, fuel-wood, fountain, fibre, bamboo, rattans, leaves, barks, resins, and gums have been continuously used and exploited by humans. Wild edible foods are rich in terms of vitamins, protein, fat, sugars, and minerals. Additionally, some NTFPs are used as important raw materials for pharmaceutical industries. Numerous industry-based NTFPs are now being exported in considerable quantities by developing countries. Accordingly, this sector facilitates employment opportunities in remote rural areas. So, these developments also highlight the role of NTFPs in poverty alleviation in different regions of the world. This book provides a wide spectrum of information on NTFPs, including important references. We hope that the compendium of chapters in this book will be very useful as a reference book for graduate and postgraduate students and researchers in various disciplines of forestry, botany, medical botany, economic botany, ecology, agroforestry, and biology. Additionally, this book should be useful for scientists, experts, and consultants associated with the forestry sector.

THE WAR FOR CHINA'S WALLET

PROFITING FROM THE NEW WORLD ORDER

Walter de Gruyter GmbH & Co KG With Chinese-led initiatives such as One Belt One Road (OBOR) and the Asian Infrastructure Investment Bank (AIIB) combined with uncertainty due to US shifts in policy and apparent commitments over the past decade, the stakes are high for companies looking to profit from the world's newest superpower. Post-financial crisis, China has emerged as the largest or second largest trading partner for most countries. It has become the second largest market for Fortune 500 companies like Starbucks, Apple, and Nike and drives growth for Hollywood and commodity products. Yet the profits come at a price for countries and companies alike—they must adhere to the political goals of Beijing or else face economic punishment or outright banishment. Using primary research from interviews with hundreds of business executives and government officials, The War for China's Wallet will help companies understand how to profit from China's outbound economic plans as well as a shifting consumer base that is increasingly nationalistic. The countries and companies that get it right will benefit from China's wallet but those that do not will lose out on the world's largest growth engine for the next two decades. Click here for information on the author's MSNBC interview:

<https://mobile.twitter.com/OARichardEngel/status/1147861623211798528> Check out the interviews at Bloomberg, Forbes, and Marketplace on this book: <https://www.bloomberg.com/news/audio/2017-12-05/those-who-heed-china-s-political-ambitions-will-benefit> <https://www.forbes.com/sites/russellflannery/2017/11/28/how-to-profit-from-chinas-rising-nationalism/amp/> <https://www.marketplace.org/2017/12/18/world/shaun-rein-interview> Financial Times subscribers can read this review of The War for China's Wallet: <https://www.ft.com/content/b6bb55c4-e4b4-11e7-97e2-916d4fbac0da> The book's review in South China Morning Post can be read at: <http://m.scmp.com/culture/books/article/2126477/book-review-war-chinas-wallet-readable-if-one-sided-view-chinas>

THE CHALLENGE OF SUSTAINABILITY

CORPORATE GOVERNANCE IN A COMPLICATED WORLD

Walter de Gruyter GmbH & Co KG **The Challenge of Sustainability: Corporate Governance in a Complicated World** reviews the evolution of five types of corporate governance and their different sustainability objectives. It discusses the challenges for boards in achieving sustainability from an environmental, economic, employment, and social perspective and introduces the concept of a political tragedy of the commons if boards do what is in the best interests of their profitability only, without considering their responsibilities and unintended consequences for their stakeholders. It explains how volatility, uncertainty, complexity, and ambiguity complicate making sustainable decisions. This book explores ways of helping prevent such negative outcomes. John Zinkin asserts the director's need to reconcile volatility with vision, uncertainty with understanding, complexity with courage and commitment, and ambiguity with adaptability. To prevent a potential political tragedy of the commons, the book suggests new decision-making processes; treating employees differently; and makes the case for reforming capitalism. It is aimed at managers, board members and all those who influence them, including shareholder activists, corporate legal personnel, politicians, activists and general readers interested in applying some of these suggestions in their roles as stakeholders, managers and directors.

HYBRID WARFARE

SECURITY AND ASYMMETRIC CONFLICT IN INTERNATIONAL RELATIONS

Bloomsbury Publishing An examination of the most recent hybrid warfare approaches and threats.

CURRENT AND EMERGING TRENDS IN CYBER OPERATIONS

POLICY, STRATEGY AND PRACTICE

Springer This book explores current and emerging trends in policy, strategy, and practice related to cyber operations conducted by states and non-state actors. The book examines in depth the nature and dynamics of conflicts in the cyberspace, the geopolitics of cyber conflicts, defence strategy and practice, cyber intelligence and information security.

THE PALGRAVE HANDBOOK OF CANADA IN INTERNATIONAL AFFAIRS

Springer Nature This book argues that Canada and its international policies are at a crossroads as US hegemony is increasingly challenged and a new international order is emerging. The contributors look at how Canada has been adjusting to this new environment and resetting priorities to meet its international policy objectives in a number of different fields: from the alignment of domestic politics along new foreign policies, to reshaping its international identity in a post-Anglo order, its relationship with international organizations such as the UN and NATO, place among middle powers, management of peace operations and defense, role in G7 and G20, climate change and Arctic policy, development, and relations with the Global South. Embracing multilateralism has been and will continue to be key to Canada's repositioning and its ability to maintain its position in this new world order. This book takes a comprehensive look at Canada's role in the world and the various political and policy variables that will impact Canada's foreign policy decisions into the future. Chapter 22 is available open access under a Creative Commons Attribution 4.0 International License via link.springer.com.

WATER AND WASTEWATER TREATMENT TECHNOLOGIES

Springer This book discusses major technological advances in the treatment and re-use of wastewater. Its focus is on both novel treatment strategies and the modifications and adaptations of conventional processes to optimize the treatment of a complex variety of pollutants, including organic matter, chemicals and micropollutants in different water resources, as well as the integration of water treatment with bioelectricity production. Written by leading researchers in the field, it will be of interest to a wide range of researchers in both industry and academia.

CROSSROADS OF CUISINE

THE EURASIAN HEARTLAND, THE SILK ROADS AND FOOD

BRILL Crossroads of Cuisine offers history of food and cultural exchanges in and around Central Asia. It discusses geographical base, and offers historical and cultural overview. A photo essay binds it all together. The book offers new views of the past.

INNOVATION

ESSENTIALS FROM LEADER TO LEADER

John Wiley & Sons Innovation is necessary for creating a bright, competitive future. In this collection, you'll find important insights on innovation drawn from the pages of the award-winning publication *Leader to Leader*. Written by some of the country's top thought leaders, including Clayton M. Christensen, Margaret J. Wheatley, and Gary Hamel, this collection makes innovation come alive in new and surprising ways. Focusing on different aspects and approaches of innovation, it delivers practical knowledge and advice that can mean the difference in your innovation efforts. Each article is packed with information backed by research and real-world examples and success stories. As a whole, you'll learn how innovation is accomplished, and specifically:

- How companies can learn innovation from the arts
- What innovation really is, and how it can be re-imagined
- How business model innovation needs to become a systematic, manageable process
- How the new world of work operates, in an "open" environment
- How to create a safe-space innovation zone
- How to find innovation opportunities where disciplines intersect
- How to make your organization capable of innovation in resources, processes, and values
- And more.

POLLUTANTS FROM ENERGY SOURCES

CHARACTERIZATION AND CONTROL

This book discusses different aspects of energy consumption and environmental pollution, describing in detail the various pollutants resulting from the utilization of natural resources and their control techniques. It discusses diagnostic techniques in a simple and easy-to-understand manner. It will be useful for engineers, agriculturists, environmentalists, ecologists and policy makers involved in area of pollutants from energy, environmental safety, and health sectors.

THE SYNCHRONIZED PRODUCTION SYSTEM

GOING BEYOND JUST-IN-TIME THROUGH KAIZEN

Kogan Page Publishers A broad production paradigm which incorporates an array of manufacturing principles, such as Just-in-Time (JIT) inventory systems, teamwork, multi-tasking, employee involvement schemes and policies for ensuring product quality throughout the production process. Now in its first English edition, "The Synchronic Production System" focuses on the Japanese concept of "kaizen," or "continuous improvement," to demonstrate how smaller, easily adopted improvements can increase performance and reduce production costs. Hitoshi Takeda covers the six elements of Kaizen, flow processes, production, leveled schedules, minimizing inventory, reducing lot sizes, reducing lead times, quality and quantity management, standards, controls, maintenance and the "kanban" production control system. A number of Japanese expressions are introduced throughout this book; most are explained as they arise and a short glossary is included for reference purposes.

THE FINAL FRONTIER

E&P'S LOW-COST OPERATING MODEL

John Wiley & Sons The energy industry's accelerated evolution requires visionary change The Final Frontier parses the evolution of the oil and gas sector to map out a plan for going forward. The global energy industry is huge, and it is in disarray; between low oil and gas prices, climate change, rising development costs, and ever-mounting regulations, the need for change has been made crystal clear—but planning is much easier than implementation, and stasis is not progress. This book shows how redesigning internal operating models can bring about the necessary change in the implementation of upstream capabilities-driven strategies. From integrated, national, major, and independent oil companies, to the service companies in the upstream supply chain, there isn't an enterprise in the sector that cannot benefit from reduced costs and increased efficiency. Knowing that change is necessary is not enough—this book shows you what to change, and how to change it to get off the treadmill and start moving forward. With expert guidance through each redesign element, this insightful guide provides more than simply ideas: it provides real, practical guidance on transforming operations to keep pace with the changes and create lasting advantage. Identify the most relevant organizational capabilities for your resource portfolio, as well as the changes that can translate into savings and efficiency Build a workable plan for real-world implementation Redesign the operating model most suited to the needs of your business on an organization-wide basis Learn what to do differently and how to do it differently The energy industry has made great strides: our understanding of the global resource base, the nature of ownership and principal stakeholders, new technologies for resource development, and our economics and business models have all undergone a tremendous revolution, but now the more difficult—and more valuable—task begins. The Final Frontier helps you navigate the future and implement the changes necessary to avoid getting left behind.

AEROMOBILITIES

Routledge Aeromobilities is a collection of essays that tackle in many different ways the growing importance of aviation and air travel in our hypermobile, globalized world. Providing a multidisciplinary focus on issues ranging from global airports to the production of airspace, from airline work to helicopters, and from movement in airports to software systems, Aeromobilities seeks to enhance our understanding of space, time and mobility in the age of mass air travel. From Sao Paulo to Sydney, Aeromobilities draws on local experiences of airspaces to generate theory and research that are global in scope. It is the first book of its kind, bringing together a wide range of theoretical and methodological approaches to aviation and air travel in the social sciences and humanities, while emphasizing the central role of aeromobilities in contemporary social relations. In a world where virtually every aspect of social life is touched upon, in one way or another, by the complex global network of airline flows, with its large passenger aircraft and iconic international airports, Aeromobilities provides innovative analyses of some of the most fundamental and influential mobility networks of our time.

SOLID WASTE ENGINEERING: A GLOBAL PERSPECTIVE

Cengage Learning Readers gain the knowledge to address the growing and increasingly intricate problem of controlling and processing the refuse created by global urban societies with SOLID WASTE ENGINEERING: A GLOBAL PERSPECTIVE, 3E. While the authors prepare readers to deal with issues, such as regulations and legislation, the main emphasis throughout the book is on mastering solid waste engineering principles. The book first explains the basic principles of the field and then demonstrates through worked examples how readers can apply these principles in real world settings. Readers learn to think reflectively and logically about the problems and solutions in today's solid waste engineering. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

RECENT ADVANCES IN GEO-ENVIRONMENTAL ENGINEERING, GEOMECHANICS AND GEOTECHNICS, AND GEOHAZARDS

PROCEEDINGS OF THE 1ST SPRINGER CONFERENCE OF THE ARABIAN JOURNAL OF GEOSCIENCES (CAJG-1), TUNISIA 2018

This edited volume contains the best papers in the geo-engineering field accepted for presentation at the 1st Springer Conference of the Arabian Journal of Geosciences, Tunisia 2018. In addition, it includes 3 keynote by international experts on the following topics: 1. A new three-dimensional rock mass strength criterion 2. New tools and techniques of remote sensing for geologic hazard assessment 3. Land subsidence induced by the engineering-environmental effects in Shanghai China The book is useful for readers who would like to get a broad coverage in geo-engineering. It contains 11 chapters covering the following main areas: (a) Applications in geo-environmental engineering including soil remediation, (b) Characterization of geo-materials using geological, geotechnical and geophysical techniques, (c) Soil improvement applications, (d) Soil behaviour under dynamic loading, (e) Recent studies on expansive soils, (f) Analytical and numerical modelling of various geo-structures, (g) Slope stability, (h) Landslides, (i) Subsidence studies and (j) Recent studies on various other types of geo-hazards.

RESEARCHING HIGHER EDUCATION IN ASIA

HISTORY, DEVELOPMENT AND FUTURE

Springer This book discusses higher education research as a field of study in Asia. It traces the evolution of research in the field of higher education in several Asian countries, and shares ideas about the evolving higher education research communities in Asia. It also identifies common and dissimilar challenges across national communities, providing researchers and policymakers essential new insights into the relevance of a greater regional articulation of national higher education research communities, and their further integration into and contribution to the international higher education research community as a whole.

EXPECTATIONS AND ASPIRATIONS

A NEW FRAMEWORK FOR EDUCATION IN THE MIDDLE EAST AND NORTH AFRICA

World Bank Publications Education, which has been at the heart of the Middle East and North Africa (MENA) region's history and civilizations for centuries, has a large untapped potential to contribute to human capital, well-being, and wealth. The region has invested heavily in education for decades, but it has not been able to reap the benefits of its investments. Despite a series of reforms, MENA has remained stuck in a low-learning, low-skills level. Expectations and Aspirations: A New Framework for Education in the Middle East and North Africa identifies four key sets of tensions that are holding back education in the region: credentials and skills, discipline and inquiry, control and autonomy, and tradition and modernity. These tensions are shaped by society and are reflected in classrooms. If they are not addressed, MENA will continue to operate at a level below its potential. This report outlines a new framework with a three-pronged approach that can help address these tensions and unleash the potential of education in MENA: • A concerted push for learning that starts early for all children regardless of background, with qualified and motivated educators, and that leverages technology, uses modern approaches, and monitors learning outcomes • A stronger pull for skills by all stakeholders in the labor market and

society that involves coordinated multisystem reforms within and beyond the education system • A new pact for education at the national level with a unified vision, shared responsibilities, and accountabilities. Education is not just the responsibility of the education system—it is everyone's business. The push, pull, and pact framework offers an opportunity for MENA to move forward to reclaim its heritage of a learned region and to meet the expectations and aspirations of its people. The current situation in MENA requires a renewed focus on education, not just as a national priority for economic growth and social development, but as a national emergency for stability, peace, and prosperity.

LAW AND REGULATION OF AERODROMES

Springer Science & Business Media This book encapsulates in detail the principles pertaining to legal and regulatory aspects of aerodromes. As the title denotes, it discusses the various aspects of the structure and functioning of an aerodrome and the complexities involved. It focuses on the law and regulation of aerodrome certification and planning, aerodrome services, financial and economic planning, security, management and governance. The airport industry is one of the fastest growing within the aviation industry, requiring innovation and creativity in management. This in turn has called for an increased focus on advanced management programmes for airport managers and lawyers. The Airport Management Professional Accreditation Programme (AMPAP) offered worldwide by the International Civil Aviation Organization and Airports Council International, and the Angkasa Pura II Airport Management Excellence Programme of Indonesia are two such initiatives which give airport professionals a sound grounding on the principles and techniques of management and law.

TWELVE YEARS A SLAVE

Prabhat Prakashan "Having been born a freeman, and for more than thirty years enjoyed the blessings of liberty in a free State—and having at the end of that time been kidnapped and sold into Slavery, where I remained, until happily rescued in the month of January, 1853, after a bondage of twelve years—it has been suggested that an account of my life and fortunes would not be uninteresting to the public." -an excerpt

THE ROAD THROUGH THE RUST BELT

FROM PREMINENCE TO DECLINE TO PROSPERITY

W E Upjohn Inst for The chapters examine why once-prosperous cities declined and the successful efforts to rejuvenate them.

FLOATING OCEAN PLATFORM

In FY 1990, Congress directed the Secretary of the Navy to commission a study by the National Academy of Sciences for the production of an integrated technology plan for the evolution of aircraft carriers in the first half of the twenty-first century. The House-Senate conferees emphasized "that the product of this study is to be a technology plan for the evolution of sea bases for the most efficient and economical accommodation of tactical air power in the first half of the twenty-first century". Based on this broad charter of evaluating sea bases, an examination of the floating ocean platform concept was included in the study. The floating ocean platform is a generic description of a large, relatively stationary or slowly mobile, platform that can be positioned in most areas of the ocean, and can serve a variety of purposes. The present report was the author's input to the study. It was based on technical analyses, literature reviews and surveys, and discussions/visits with the main groups and organizations involved in developing the floating ocean platform. All discussion material was unclassified, as are the contents of this report. All the external inputs and discussions, too numerous to mention, made this report possible, and are greatly appreciated. The first part of this report is the summary narrative that was submitted by the author to the Technology Group of the study. The second part is the viewgraphs that were presented to the Technology Group by the author on 12 February 1991. The third part is a selected bibliography of studies on the floating ocean platform over the past two decades, with over three thousand references identified.

EVALUATION OF HEALTH SERVICES

BoD - Books on Demand As the costs and resources of delivering health services have increased over the years, the importance of evaluating health services and interventions has become essential. An evaluation provides a systematic process of assessing the efficacy and efficiency of health services, including an assessment of their impact on beneficiaries, whether it be individuals or communities. Evaluation in the health sector includes the evaluation of burden disease where human and economic costs resulting from poor health are measured. In this book, various evaluation studies are detailed, providing an excellent resource for both evaluation practitioners and academics alike. The geographical range and variety of case studies showcase how evaluation has become integral for health service planning and assessment and to assist public health policy makers decide how to use limited resources to minimize burden and inequity. This book will act as a ready resource for both workers experienced in health service evaluation and those intending to learn about burden of disease of evaluation.

THE CHOICE FACTORY

25 BEHAVIOURAL BIASES THAT INFLUENCE WHAT WE BUY

Harriman House Limited Before you can influence decisions, you need to understand what drives them. In *The Choice Factory*, Richard Shotton sets out to help you learn. By observing a typical day of decision-making, from trivial food choices to significant work-place moves, he investigates how our behaviour is shaped by psychological shortcuts. With a clear focus on the marketing potential of knowing what makes us tick, Shotton has drawn on evidence from academia, real-life ad campaigns and his own original research. *The Choice Factory* is written in an entertaining and highly-accessible format, with 25 short chapters, each addressing a cognitive bias and outlining simple ways to apply it to your own marketing challenges. Supporting his discussion, Shotton adds insights from new interviews with some of the smartest thinkers in advertising, including Rory Sutherland, Lucy Jameson and Mark Earls. From priming to the pratfall effect, charm pricing to the curse of knowledge, the science of behavioural economics has never been easier to apply to marketing. *The Choice Factory* is the new advertising essential.

SUSTAINABLE AGRICULTURE REVIEWS 27

Springer This book deals with a rapidly growing field aiming at producing food and energy in a sustainable way for humans and their children. It is a discipline that addresses current issues: climate change, increasing food and fuel prices, poor-nation starvation, rich-nation obesity, water pollution, soil erosion, fertility loss, pest control and biodiversity depletion. This series gathers review articles that analyze current agricultural issues and knowledge, then proposes alternative solutions.

THE POLITICAL ECONOMY OF THE MIDDLE EAST: THE ROLE OF THE STATE

Edward Elgar Pub This is the fifth volume in a series on the Middle East. It focuses on the manner in which the character of the state affects economic policies. It also looks at the relationship between the state and society, and assesses administrative structures for economic policies, and policymaking.