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The title of the book says it all.
The Be-Know-Do of
Generalship. Generalship is
possibly one of the most
difficult words to define. It is
leadership with a difference
that demands varied skills from
the very basic to the most
sophisticated. It is a position of
responsibility like none other.
It demands making decisions in
the most complex environment
pregnant with VUCA character.
It carries with its position the
heavy weight of values and
expectations that have come to
characterise military
leadership since millennium. A
General is the face of the
system, is always naked and
always under scrutiny by
soldiers who expect him to be
God like. The book is laid out in
two parts. Part I, comprising

six chapters covers every
aspect of Generalship in a 'self-
help' easy to assimilate style to
develop oneself to be an
inspiring General relevant for
the future. Part II, comprising
Chapter VII is an honest and a
dispassionate appraisal of the
Indian military leadership since
independence. It makes a
convincing case to address the
existing institutional
shortcomings with respect to
Generalship and their selection
in the Indian Army with de-
novo recommendations not
heard before. This book is a
product of the author's four
decades of passion and
dedication to the profession of
soldiery and the art of military
leadership. It is an excellent
tutor to BE the General you
should be, to KNOW what you
should know and to DO what
you should do to be future
ready and leave a legacy worth
remembering. A unique book
on the subject, it is a must read
for officers of all service
groups in any vocation, not
only the uniformed services.
This book is a ready recipe for
those who aspire to lead with a

difference. Online Harassment is one of the most serious problems in social media. To address it requires understanding the forms harassment takes, how it impacts the targets, who harasses, and how technology that stands between users and social media can stop harassers and protect users. The field of Human-Computer Interaction provides a unique set of tools to address this challenge. This book brings together experts in theory, socio-technical systems, network analysis, text analysis, and machine learning to present a broad set of analyses and applications that improve our understanding of the harassment problem and how to address it. This book tackles the problem of harassment by addressing it in three major domains. First, chapters explore how harassment manifests, including extensive analysis of the Gamer Gate incident, stylistic features of different types of harassment, how gender differences affect misogynistic harassment. Then, we look at the results of

harassment, including how it drives people offline and the impacts it has on targets. Finally, we address techniques for mitigating harassment, both through automated detection and filtering and interface options that users control. Together, many branches of HCI come together to provide a comprehensive look at the phenomenon of online harassment and to advance the field toward effective human-oriented solutions. A little over a century ago, the world went wireless. Cables and all their limiting inefficiencies gave way to a revolutionary means of transmitting news and information almost everywhere, instantaneously. By means of "Hertzian waves," as radio waves were initially known, ships could now make contact with other ships (saving lives, such as on the doomed S.S. Titanic); financial markets could coordinate with other financial markets, establishing the price of commodities and fixing exchange rates; military commanders could connect

with the front lines, positioning artillery and directing troop movements. Suddenly and irrevocably, time and space telescoped beyond what had been thought imaginable. Someone had not only imagined this networked world but realized it: Guglielmo Marconi. As Marc Raboy shows us in this enthralling and comprehensive biography, Marconi was the first truly global figure in modern communications. Born to an Italian father and an Irish mother, he was in many ways stateless, working his cosmopolitanism to advantage. Through a combination of skill, tenacity, luck, vision, and timing, Marconi popularized--and, more critically, patented--the use of radio waves. Soon after he burst into public view at the age of 22 with a demonstration of his wireless apparatus in London, 1896, he established his Wireless Telegraph & Signal Company and seemed unstoppable. He was decorated by the Czar of Russia, named an Italian Senator, knighted by King

George V of England, and awarded the Nobel Prize for Physics--all before the age of 40. Until his death in 1937, Marconi was at the heart of every major innovation in electronic communication, courted by powerful scientific, political, and financial interests. He established stations and transmitters in every corner of the globe, from Newfoundland to Buenos Aires, Hawaii to Saint Petersburg. Based on original research and unpublished archival materials in four countries and several languages, Raboy's book is the first to connect significant parts of Marconi's story, from his early days in Italy, to his groundbreaking experiments, to his protean role in world affairs. Raboy also explores Marconi's relationships with his wives, mistresses, and children, and examines in unsparing detail the last ten years of the inventor's life, when he returned to Italy and became a pillar of Benito Mussolini's fascist regime. Raboy's engrossing biography, which will stand as the

authoritative work of its subject, proves that we still live in the world Marconi created. Principles of Diffuse Light Propagation: Light Propagation in Tissues with Applications in Biology and Medicine. Comprehensive guide to the basic principles and applications of non-destructive testing methods for aircraft system and components: airframe, propulsion, landing gear and more Provides detailed analysis of the advantages and disadvantages of major NDT methods Important for design, inspection, maintenance, repair, corrosion protection and safety This critical book is among the first to provide a detailed assessment of non-destructive testing methods for the many materials and thousands of parts in aircraft. It describes a wide variety of NDT techniques and explains their application in the evaluation and inspection of aerospace materials and components ranging from the entire airframe to systems and subsystems. At the same time

the book offers guidance on the information derived from each NDT method and its relation to aircraft design, repair, maintenance and overall safety. The book covers basic principles, as well as practical details of instrumentation, procedures and operational results with a full discussion of each method's capabilities and limitations as these pertain to aircraft inspection and different types of materials, e.g., composites and metal alloys. Technologies covered include: optical and enhanced optical methods; liquid penetrant, replication and magnetic particle inspection; electromagnetic and eddy current approaches; acoustics and ultrasonic techniques; infrared thermal imaging; and radiographic methods. A final section is devoted to NDT reliability and ways the probability of detection can be measured to establish inspection intervals. Freedom of expression is one of the basic conditions for the progress of society. Without safeguards for the safety of

journalists there can be no free media. Journalists are under threat in Europe. Different forms of violence against journalists have increased significantly over the last decade: from physical attacks, to intimidation and harassment, targeted surveillance and cyberbullying, we now see a range of tactics deployed to silence critical voices and free speech. Together with impunity for the perpetrators of unwarranted interference on journalists, these are among the most serious challenges facing media freedom today. Self-censorship is hardly surprising in such circumstances. This study, conducted among almost 1 000 journalists and other news providers in the 47 Council of Europe member states and Belarus, sheds new light on how these issues impact on journalists' behaviour. The results of the study provide quantitative evidence on such unwarranted interference, fear and how this relates to consequent self-censorship. These striking

results confirm the urgent need for member states to fully implement Recommendation CM/Rec(2016)4 on the protection of journalism and safety of journalists and other media actors, and represent an essential and reliable tool for strategic planning in this field to guarantee freedom of expression. Covering the theory, application, and testing of contact materials, *Electrical Contacts: Principles and Applications, Second Edition* introduces a thorough discussion on making electric contact and contact interface conduction; presents a general outline of, and measurement techniques for, important corrosion mechanisms; considers the results of contact wear when plug-in connections are made and broken; investigates the effect of thin noble metal plating on electronic connections; and relates crucial considerations for making high- and low-power contact joints. It examines contact use in switching devices, including the interruption of AC and DC

circuits with currents in the range 10mA to 100kA and circuits up to 1000V, and describes arc formation between open contacts and between opening contacts. Arcing effects on contacts such as erosion, welding, and contamination are also addressed. Containing nearly 3,000 references, tables, equations, figures, drawings, and photographs, the book provides practical examples encompassing everything from electronic circuits to high power circuits, or microamperes to mega amperes. The new edition: Reflects the latest advances in electrical contact science and technology Examines current research on contact corrosion, materials, and switching Includes updates and revisions in each chapter, as well as up-to-date references and new figures and examples throughout Delivers three new chapters on the effects of dust contamination, electronic sensing for switching systems, and contact phenomena for micro-electronic systems

(MEMS) applications With contributions from recognized experts in the field, *Electrical Contacts: Principles and Applications, Second Edition* assists practicing scientists and engineers in the prevention of costly system failures, as well as offers a comprehensive introduction to the subject for technology graduate students, by expanding their knowledge of electrical contact phenomena. "In thirty-three chapters, *The Oxford Handbook of Language Contact* examines the various forms of contact-induced linguistic change and the levels of language which have provided instances of these influences. In addition, it provides accounts of how language contact has affected some twenty languages, spoken and signed, from all parts of the world."-- Jaquette. Response to HCP 594, session 2005-06 (ISBN 9780102936179). The report by the Committee of Public Accounts on the topic was published as HCP 813, session 2005-06 (ISBN 9780215028389) Includes book

reviews and abstracts. Database Semantics: Semantic Issues in Multimedia Systems reflects the state of the art of emerging research on the meaning of multimedia information, as presented during IFIP's Eighth Data Semantics Working Conference (DS-8), organized by its Working Group 2.6 on Databases, and held at Rotorua, New Zealand, in January 1999. DS-8 was planned as an active forum for researchers and practitioners focusing on those issues that involve the semantics of the information represented, stored, and manipulated by multimedia systems. Depending on the topic and state of research, issues may be covered either deeply theoretically or quite practically, or even both. These proceedings contain twenty-one papers carefully selected by an International Programme Committee and organized in six thematic areas: Video Data Modelling and Use; Image Databases; Applications of Multimedia Systems;

Multimedia Modeling in General; Multimedia Information Retrieval; Semantics and Metadata. For almost every area, important topics and issues include: data modeling and query languages for media such as audio, video, and images; methodological aspects of multimedia database design; intelligent multimedia information retrieval; knowledge discovery and data mining in multimedia information; multimedia user interfaces. Three visionary keynote addresses, by famous experts Ramesh Jain, Hermann Maurer and Masao Sakauchi, set the stage for discussion and future directions for the field. The collection of papers that resulted now offers a glimpse of the excitement and enthusiasm from DS-8. Database Semantics: Semantic Issues in Multimedia Systems is suitable as a secondary text for a graduate-level course on database systems, multimedia systems, or information retrieval systems and as a reference for practitioners and researchers in industry. The

Anarchist Cookbook will shock, it will disturb, it will provoke. It places in historical perspective an era when "Turn on, Burn down, Blow up" are revolutionary slogans of the day. Says the author "This book... is not written for the members of fringe political groups, such as the Weatherman, or The Minutemen. Those radical groups don't need this book. They already know everything that's in here. If the real people of America, the silent majority, are going to survive, they must educate themselves. That is the purpose of this book." In what the author considers a survival guide, there is explicit information on the uses and effects of drugs, ranging from pot to heroin to peanuts. There is detailed advice concerning electronics, sabotage, and surveillance, with data on everything from bugs to scramblers. There is a comprehensive chapter on natural, non-lethal, and lethal weapons, running the gamut from cattle prods to sub-machine guns to bows and

arrows. Now in its second edition, this textbook explores the continuing transformation of advertising, sales promotion, and public relations functions within the marketing discipline. The content focuses on emerging new technologies, as well as established digital and legacy media, as the reader is guided through the process of developing and implementing a comprehensive Integrated Marketing Communication plan for companies, organizations, and brands. Clear, concise, and practical, the book takes the reader through consumer, market, and competitive research; creative conceptualization; market segmentation, identification of a target audience, and brand positioning; as well as strategic decisions involving the timing, placement, and intensity of advertising, sales promotion, public relations, and brand visibility. The new edition emphasizes the importance of social media, website development, search engine optimization, mobile

marketing, brand promotion events, and retail store connectivity. Updated to include more digital content with detailed international examples, this new edition adds four new chapters including Integrated Marketing Communication objectives, budgets, and metrics, legacy media planning, business-to-business marketing strategies, and innovative technologies with topics such as artificial intelligence, predictive analytics, synthetic media, virtual reality, and voice marketing. Upper-level undergraduate and postgraduate students will appreciate this lucid, up-to-date text, as will business professionals in executive education and certificate programs. Experiential learning is provided with chapter assignments and a continuity case study woven into the textbook. The second edition is also accompanied by robust online resources, including PowerPoint slides, chapter videos, lecture notes, classroom exercises, digital

flash cards, test banks, an instructor resource book, and interactive templates for preparing an Integrated Marketing Communication Plan. Dopo il best seller "The Great Stagnation" Tyler Cowen prosegue la sua riflessione sulle disuguaglianze e sul futuro del lavoro, disegnando scenari prossimi venturi con cui inevitabilmente confrontarsi. Oggi ci sono sempre più persone ricche e sempre più persone povere, con un gap che si va allargando mentre si assottiglia sempre più la fascia media. Calcoliamo ancora indicatori come reddito e consumo medio pro capite, tasso medio di alfabetizzazione, numero medio di laureati ecc. Ma tutte queste medie hanno perso significato. Ciò che conta non è più la media, ma dove ci si colloca. Le disuguaglianze sono ormai generate dall'ipermeritocrazia: chi dispone di mezzi e capacità di adattarsi ai cambiamenti imposti dalla rivoluzione tecnologica si arricchisce, mentre tutti gli altri, i poveri e la classe media, restano

indietro. Che fare? Seguire la cosiddetta opzione Donner, campione di scacchi cui fu chiesto quale strategia seguire in una partita contro un computer, che rispose: «porterei un martello»? Texas holds one in every nine U.S. inmates. Behind the Walls is a detailed description of one of the world's largest prison systems by a long-time convict trained as an observer and reporter. It spotlights the day-to-day workings of the Texas Department of Criminal Justice-what's good, what's bad, which programs work and which ones do not, and examines if practice really follows official policy. Written to inform about the processes, services, activities, issues, and problems of being incarcerated, this book is invaluable to anyone who has a relative or friend incarcerated in Texas, or for those who want to understand how prisoners live, eat, work, play, and die in a contemporary U.S. prison. Containing a short history of Texas prisons and advice on how to help inmates get out and stay out of prison,

this book is the only one of its kind-written by a convict still incarcerated and dedicated to dispelling the ignorance and fear that shroud Texas prisons. Renaud discusses living quarters, food, and clothing, along with how prisoners handle money, mail, visits, and phone calls. He explores the issues of drugs, racism, gangs, and violence as well as what an inmate can learn about his parole, custody levels, and how to handle emergencies. What opportunities are available for education? What is the official policy for discipline? What is a lockdown? These questions and many others are answered in this one-of-a-kind guide.

"Although Renaud is incarcerated, his writing is quite objective. Because of this, the book could be useful to educators. One of the major frustrations of criminologists is the lack of public knowledge about important criminal justice issues."-Dr. Gail A. Caputo, Department of Criminal Justice, University of North Texas "A practical guide for inmates' families, and

presumably new inmates, to understand the system-an audience in Texas that is unfortunately quite large."-Dr. Dana M. Nurge, College of Criminal Justice, Northeastern University

About the Author:
JORGE ANTONIO RENAUD was born in New Mexico and has lived in Texas most of his life. A former copy editor for the Austin-American Statesman and the Waco Tribune-Herald, Renaud is a contributing columnist for Hispanic Link News Service. His op/ed columns have appeared in newspapers across the country. A former editor of the ECHO, the Texas Prison newspaper, Renaud has served time for armed robbery and was paroled in 2008. He holds a Bachelor of Science in Psychology from Sam Houston State University and currently lives in Austin, Texas. Power PR is a simple to follow blueprint for Ethnic and Minority Activists to help them develop strategic communications plans to overcome the bias in the mainstream news media to

advance their narrative. The mainstream news media is biased, especially ag "Denis McQuail's Mass Communication Theory is not just a seminal text in the study of media and society - it is a benchmark for understanding and appreciating the long and winding road people and their media have taken to get us here." - Mark Deuze, Indiana University and Leiden University "This is a unique work tested by time and generations of students around the world - North, South, East and West." - Kaarle Nordenstreng, University of Tampere "McQuail's Mass Communication Theory continues to be the clearest and best introduction to this sprawling field." - Anders Hansen, University of Leicester With over 125,000 copies sold, McQuail's Mass Communication Theory has been the benchmark for studying media and communication for more than 25 years. It remains the most authoritative and comprehensive introduction to

the field and offers unmatched coverage of the research literature. It covers everything a student needs to know of the diverse forms of mass communication today, including television, radio, newspapers, film, music, the internet and other forms of new media. Denis McQuail shows that more than ever, theories of mass communication matter for the broader understanding of society and culture.

Unmatched in coverage and used across the globe, this book includes: Explorations of new media, globalization, work, economy, governance, policy, media audiences and effects
New boxed case studies on key research publications, to familiarize students with the critical research texts in the field
Definitions, examples, and illustrations throughout to bring abstract concepts to life.

McQuail's Mass Communication Theory is the indispensable resource no student of media and communication studies can afford to be without.

Multimedia services are now commonly used in various activities in the daily lives of humans. Related application areas include services that allow access to large depositories of information, digital libraries, e-learning and e-education, e-government and e-governance, e-commerce and e-auctions, e-entertainment, e-health and e-medicine, and e-legal services, as well as their mobile counterparts (i.e., m-services). Despite the tremendous growth of multimedia services over the recent years, there is an increasing demand for their further development. This demand is driven by the ever-increasing desire of society for easy accessibility to information in friendly, personalized and adaptive environments. In this book at hand, we examine recent Advances in Recommender Systems. Recommender systems are crucial in multimedia services, as they aim at protecting the service users from information overload. The book includes

nine chapters, which present various recent research results in recommender systems. This research book is directed to professors, researchers, application engineers and students of all disciplines who are interested in learning more about recommender systems, advancing the corresponding state of the art and developing recommender systems for specific applications. This third edition of the Encyclopedia of Spectroscopy and Spectrometry provides authoritative and comprehensive coverage of all aspects of spectroscopy and closely related subjects that use the same fundamental principles, including mass spectrometry, imaging techniques and applications. It includes the history, theoretical background, details of instrumentation and technology, and current applications of the key areas of spectroscopy. The new edition will include over 80 new articles across the field. These will complement those from the previous edition, which have

been brought up-to-date to reflect the latest trends in the field. Coverage in the third edition includes: Atomic spectroscopy Electronic spectroscopy Fundamentals in spectroscopy High-Energy spectroscopy Magnetic resonance Mass spectrometry Spatially-resolved spectroscopic analysis Vibrational, rotational and Raman spectroscopies The new edition is aimed at professional scientists seeking to familiarize themselves with particular topics quickly and easily. This major reference work continues to be clear and accessible and focus on the fundamental principles, techniques and applications of spectroscopy and spectrometry. Incorporates more than 150 color figures, 5,000 references, and 300 articles for a thorough examination of the field Highlights new research and promotes innovation in applied areas ranging from food science and forensics to biomedicine and health Presents a one-stop resource

for quick access to answers and an in-depth examination of topics in the spectroscopy and spectrometry arenas

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