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KEY=OWNERS - MALDONADO MAYRA

Consumer Behaviour and Advertising Management *New Age International* Suitable for students pursuing courses in management in universities and students in India, this work explains the fundamentals of the subjects and is illustrated with practical examples in Indian environment. **Recipe Manual The Little Black Book of Innovation How it Works, how to Do it** *Harvard Business Press* Innovation transforms companies and markets. It's the key to solving vexing social problems. And it makes or breaks professional careers. But for all the enthusiasm the topic inspires, the practice of innovation - how to do it - has remained stubbornly impenetrable. No longer. In *The Little Black Book of Innovation*, leading thinker Scott D. Anthony draws from research, Innosight fieldwork with global giants such as Procter & Gamble, and personal experience launching and investing in start-up companies to demystify the discipline of innovation. With wit and remarkable insight born of years of both leading and teaching innovation, Anthony presents a simple definition of the concept, breaks down the essential differences between its various types, and illuminates its vital role in organizational success and personal growth. **Multinational Management A Casebook on Asia's Global Market Leaders** *Springer* This casebook demonstrates that the future of global business lies in how well the multinational landscape is charted and how the importance of Asian market leaders is deeply embedded in it. It offers international management students and researchers an extensive guide to the business history, strategy development, and foreign market entry modes used by emerging Asian multinationals. The cases focus on well-known companies such as Lenovo, Alibaba, Infosys, Huawei, Panasonic, and Rakuten. These companies, all of which generate huge revenues in their own countries (e.g. in China, India, South Korea, Taiwan, Vietnam), are now becoming increasingly sophisticated and striving to become global brands, while also enjoying the active support of their governments in terms of their international business. Readers will learn about the current multinational landscape in Asia, the management challenges, and the future implications for traditional western companies seeking to retain their market share. Chapters on corporate entrepreneurship, human resource management and intercultural competence, and current branding trends in Asia will provide a cutting-edge update on international business strategy for students and practitioners alike. **Smart Grid Handbook, 3 Volume Set** *John Wiley & Sons* Comprehensive, cross-disciplinary coverage of Smart Grid issues from global expert researchers and practitioners. This definitive reference meets the need for a large scale, high quality work reference in Smart Grid engineering which is pivotal in the development of a low-carbon energy infrastructure. Including a total of 83 articles across 3 volumes The Smart Grid Handbook is organized into 6 sections: Vision and Drivers, Transmission, Distribution, Smart Meters and Customers, Information and Communications Technology, and Socio-Economic Issues. Key features: Written by a team representing smart grid R&D, technology deployment, standards, industry practice, and socio-economic aspects. Vision and Drivers covers the vision, definitions, evolution, and global development of the smart grid as well as new technologies and standards. The Transmission section discusses industry practice, operational experience, standards, cyber security, and grid codes. The Distribution section introduces distribution systems and the system configurations in different countries and different load areas served by the grid. The Smart Meters and Customers section assesses how smart meters enable the customers to interact with the power grid. Socio-economic issues and information and communications technology requirements are covered in dedicated articles. The Smart Grid Handbook will meet the need for a high quality reference work to support advanced study and research in the field of electrical power generation, transmission and distribution. It will be an essential reference for regulators and government officials, testing laboratories and certification organizations, and engineers and researchers in Smart Grid-related industries. **Inside Knowledge Streetwise in Asia** *Springer* Bestselling author Michael Backman here draws upon a wealth of new examples, case studies and anecdotes to provide crucial insights into Asian business themes. This will provide a valuable guide for anybody whose business takes them into Asia and will enable readers to get to grips with Asian business and understand how Asia really works. **Advances in Manufacturing and Industrial Engineering Select Proceedings of ICAPIE 2019** *Springer Nature* This book presents selected peer reviewed papers from the International Conference on Advanced Production and Industrial Engineering (ICAPE 2019). It covers a wide range of topics and latest research in mechanical systems engineering, materials engineering, micro-machining, renewable energy, industrial and production engineering, and additive manufacturing. Given the range of topics discussed, this book will be useful for students and researchers primarily working in mechanical and industrial engineering, and energy technologies. **The Butterfly Effect in Competitive Markets Driving Small Changes for Large Differences** *Springer* This book provides an introduction to the concept of entrepreneurship and entrepreneurial business management. It covers many elements of the entrepreneurial management discipline including choosing a business, organizing, financing, marketing, developing an offering that the market will value, and growing the business in all its dimensions. **Smart About Cities Forging links for the future** *UNESCO Publishing* **Dancing with Giants China,**

India, and the Global Economy *World Bank Publications* China is now the world's fourth largest economy and growing very fast. India's economic salience is also on the rise. Together these two countries will profoundly influence the pace and nature of global economic change. Drawing upon the latest research, this volume analyzes the influences on the rapid future development of these two countries and examines how their growth is likely to impinge upon other countries. It considers international trade, industrialization, foreign investment and capital flows, and the implications of their broadening environmental footprints. It also discusses how the two countries have tackled poverty, inequality and governance issues and whether progress in these areas will be a key to rapid and stable growth.

District Hospitals Guidelines for Development *Competitive Branding Strategies Managing Performance in Emerging Markets* *Springer Nature* Globalization has expanded the options for building brand strategies through social media, the internet, and in conventional approaches. Amidst increasing market competition, companies need to analyze their competitive choices to determine their brand equity in the marketplace. As such, it is necessary for companies to develop customer-focused brands to gain competitive advantage. This book enhances knowledge on developing competitive brands in emerging markets, particularly the BRICS countries. It provides the necessary guidance with proven strategies for building successful brands, the decisions and options faced by brand managers, and the tools to manage brands effectively. It develops new dimensions on brand management strategies by analyzing best practices based on proven strategies. Readers will not only gain insight into international brand competition, but also into the organizational support necessary to build and manage a powerful brand. It is a necessary read for all MBA students and scholars in marketing, especially those who seek to gain new insight in the rapidly changing global marketplace.

Information Strategy Design and Practices *Springer Science & Business Media* *Information Strategy Design and Practices* develops a framework for designing information technology strategy for an organization. Beyond this, it establishes an approach to not only implement it, but sustain it. The framework explains how IT strategy should have an alignment to business to reap the benefits of business. The book contains five case studies in different domains: retail, real estate development, IT product development, development sector, and education sector. These case studies have been applied to different countries, providing a global prospective to this emerging trend.

How to Bake A&C Black *All the secrets to baking revealed in this scrumptious cookbook.*

International Marketing Management Text and Cases *SAGE Publishing India* This is a basic text in International Marketing, a major knowledge area for students of management studies. This book attempts to make learning of the nuances of the subject easy and enjoyable for students. International trade, economic free trade zones, embargoes on exports, and tariff and non-tariff barriers that the companies face overseas form a major part of the book. In addition, the role of international organizations under the guidance of the United Nations has been given its due importance.

Waste Electrical and Electronic Equipment (WEEE) Handbook *Woodhead Publishing* *Waste Electrical and Electronic Equipment (WEEE) Handbook, Second Edition*, is a one-stop reference on current electronic waste legislation initiatives, their impact, and the latest technological considerations for reducing electronic waste (e-waste) and increasing the efficiency of materials recovery. It also provides a wide-range of global and corporate examples and perspectives on the challenges that face specific regions and companies, along with the solutions they are implementing in managing e-waste, offering further insights on how discarded products can be treated. Sections introduce the reader to legislation and initiatives to manage WEEE and discuss technologies for the refurbishment, treatment and recycling of waste electronics. Further sections focus on electronic products that present particular challenges for recyclers, explore sustainable design of electronics and supply chains, discuss national and regional WEEE management schemes, and more. Addresses the latest challenges and opportunities for electronic waste (e-waste) management, including e-waste collection models, circular economy implications, rare earth metal recovery, and much more.

Draws lessons for waste electrical and electronic equipment (WEEE) policy and practice from around the world Discusses legislation and initiatives to manage WEEE, including global e-waste initiatives, EU legislation relating to electronic waste, and eco-efficiency evaluation of WEEE take-back systems.

The Word Rhythm Dictionary A Resource for Writers, Rappers, Poets, and Lyricists *Scarecrow Press* This new kind of dictionary reflects the use of "rhythm rhymes" by rappers, poets, and songwriters of today. Users can look up words to find collections of words that have the same rhythm as the original and are useable in ways that are familiar to us in everything from vers libre poetry to the lyrics and music of Bob Dylan and hip hop groups.

Global Marketing Global Outsourcing and Offshoring An Integrated Approach to Theory and Corporate Strategy *Cambridge University Press* Companies are increasingly asking which of their value chain activities are best performed within their own company and which may be outsourced. In addition, they are also considering which pieces of their value chain may be better performed abroad. These interrelated decisions concerning outsourcing and offshoring have not only changed entire industries, they have also transformed the lives of people across the world. Hundreds of millions of jobs in emerging nations have been the direct result of outsourcing and offshoring decisions. At the same time, many people in the developed world have lost their jobs because a company has been able to find a cheaper alternative. Featuring contributions from scholars in eleven different countries, this book was the first to examine the theory and practice of outsourcing and offshoring simultaneously. It includes studies of a variety of different industries, including pharmaceuticals, automobiles, medical records, appliances, human resource management and telecommunications.

Eight Amazing Engineering Stories Using the Elements to Create Extraordinary Technologies *Createspace Independent Pub* *Eight Amazing Engineering Stories* reveals the stories behind how engineers use specific elements to create the material world around us. In eight chapters, the EngineerGuy team exposes the magnificence of the innovation and engineering of digital camera imagers, tiny accelerometers, atomic clocks, enriched uranium, batteries, microwave ovens, lasers, and anodized metals. In addition, short primers cover the scientific principles underlying the engineering, including waves, nuclear structure, and electronic transitions. "In Depth" sections cover entropy, semiconductors, and the mathematics of capacitors. *Eight Amazing Engineering Stories* forms the basis of the fourth series of EngineerGuy videos found on-line.

Making the Most of Haccp Learning from Others' Experience *Elsevier* The Hazard Analysis and Critical Control Point (HACCP) system has now become generally accepted as the key safety management system for the food industry worldwide. Whilst there are numerous publications on its principles and methods of implementation, there are relatively few on the experience of those who have actually implemented HACCP systems in practice and what can be learnt from that experience. Edited by two leading authorities on the subject, and with an international team of contributors, *Making the most of HACCP* describes that experience and what it can teach about implementing and developing HACCP.

systems effectively. **The UP Saga** *Routledge* Fascinating history of United Plantations Berhad, an innovative Scandinavian firm whose approach to local relations was quite different from that of the normal British colonial enterprise. This is the story of not only one company but also of the development of Malaysia's plantations sector as a whole. **Tikkas & Kebabs The Steamy Kitchen Cookbook 101 Asian Recipes Simple Enough for Tonight's Dinner** *Tuttle Publishing* You will absolutely love the 101 Asian recipes in this easy-to-use cookbook. This engaging cookbook includes dozens upon dozens of full-proof Asian recipes that are quick and easy to do—all in time for tonight's supper! The recipes will appeal to Americans' growing interest in Asian cuisines and a taste for foods that range from pot stickers to bulgogi burgers and from satay to summer rolls. Whether you're hurrying to get a weekday meal on the table for family or entertaining on the weekend, author and blogger (steamykitchen.com) Jaden Hair will walk you through the steps of creating fresh, delicious Asian meals without fuss. In an accessible style and a good splash of humor, Jaden takes the trauma out of preparing "foreign" Asian recipes. With Jaden's guiding hand, you'll find it both simple and fun to recreate Asian flavors in your own kitchen and to share the excitement of fresh Asian food with your family and friends! Asian recipes include: Firecracker Shrimp Pork & Mango Potstickers Quick Vietnamese Chicken Pho Beer Steamed Shrimp with Garlic Korean BBQ-style Burgers Maridel's Chicken Adobo Simple Baby Bok Choy and Snow Peas Chinese Sausage Fried Rice Grilled Bananas with Chocolate and Toasted Coconut Flakes **Mangrove Ecosystems of Asia Status, Challenges and Management Strategies** *Springer Science & Business Media* The book provides an up-to-date account of mangrove forests from Asia, together with restoration techniques, and the management requirements of these ecosystems to ensure their sustainability and conservation. All aspects of mangroves and their conservation are critically re-examined. The book is divided into three sections presenting the distribution and status of mangrove ecosystems in Asia, the challenges they are facing, their issues and opportunities, and the management strategies for their conservation. **Research Methodology: Concepts and Cases** *Vikas Publishing House* RESEARCH METHODOLOGY CONCEPT AND CASES provides a comprehensive and stepwise understanding of the research process with a balanced blend of theory, techniques and Indian illustrations from a wide cross-section of business areas. This book makes no presumptions and can be used with confidence and conviction by both students and experienced managers who need to make business sense of the data and information that is culled out through research groups. The conceptual base has been provided in comprehensive, yet simplistic detail, addressing even the minutest explanations required by the reader. The language maintains a careful balance between technical know-how and business jargon. Every chapter is profusely illustrated with business problems related to all domains—marketing, finance, human resource and operations. Thus, no matter what the interest area may be, the universal and adaptable nature of the research process is concisely demonstrated. **The Fourth Industrial Revolution A Davos Reader** *Foreign Affairs* From social media to the Internet of Things, digital fabrication to robotics, virtual reality to synthetic biology, new technologies are racing forward across the board. Together they are ripping up the rule book for people, firms, and governments alike. Mastering this so-called Fourth Industrial Revolution is the theme of the World Economic Forum's 2016 Annual Meeting, for which this special collection serves as background reading. Klaus Schwab kicks things off with an overview of the topic, followed by sections on the technological trends driving the revolution; those trends' economic, social, and political impacts; and the resulting challenges for policy. Drawn from the pages of *Foreign Affairs* and the pixels of *ForeignAffairs.com*, the articles feature world-class experts explaining crucial issues clearly, directly, and authoritatively. We hope you enjoy the collection and come back for more. **Business Policy and Strategic Management** *McGraw-Hill College* **Shadows in the Sun Healing from Depression and Finding the Light Within** *Simon and Schuster* Presents a first-of-its-kind, cross-cultural lens to mental illness through the inspiring story of Gayathri's thirty-year battle with depression. This literary memoir takes readers from her childhood in India where depression is thought to be a curse to life in America where she eventually finds the light within by drawing on both her rich Hindu heritage and Western medicine to spare. As a young girl in Bangalore, Gayathri was surrounded by the fragrance of jasmine and flickering oil lamps, her family protected by Hindu gods and goddesses. But as she grew older, demons came forth from the dark corners of her idyllic kingdom—with the scariest creatures lurking within her. The daughter of a respected Brahmin family, Gayathri began to feel different. "I can hardly eat, sleep, or think straight. The only thing I can do is cry unending tears." Her parents insisted it was all in her head. Because traditional Indian culture had no concept of depression as an illness, no doctor could diagnose and no medicine could heal her mysterious malady. This memoir traces Gayathri's courageous battle with the depression that consumed her from adolescence through marriage and a move to the United States. It was only after the birth of her first child, when her husband discovered her in the backyard "clawing the earth furiously with my bare hands, intent on digging a grave so that I could bury myself alive," that she finally found help. After a stay in a psych ward she eventually found "the light within," an emotional and spiritual awakening from the darkness of her tortured mind. Gayathri's inspiring story provides a first-of-its-kind cross-cultural view of mental illness—how it is regarded in India and in America, and how she drew on both her rich Hindu heritage and Western medicine to find healing. **Bake with Shivesh** *Harper Collins* This is not your regular cookbook. Food styling has become a skill many want to master, but don't know how. Popular food blogger and maverick baker Shivesh Bhatia is here to help. Twenty-two-year-old Shivesh enjoys a massive following on his blog and Instagram. Brands love him and so do people. In *Bake with Shivesh*, the ace baker reveals foolproof tips on food styling that can be easily followed at home, in your kitchen, with tools you already own. He also talks about his favourite styling techniques, and what works or doesn't on different social media platforms. This is a book for everyone looking to elevate the way they present food, to help boost their blogs and businesses, and to make food look as good as it tastes. **Animals, Race, and Multiculturalism** *Springer* This book focuses on multiculturalism, racism and the interests of nonhuman animals. Each are, in their own right, rapidly growing and controversial fields of enquiry, but how do multiculturalism and racism intersect with the debate concerning animals and their interests? This a deceptively simple question but one that is becoming ever more pressing as we examine our societal practices in a pluralistic world. Collating the work of a diverse group of academics from across the world, the book includes writing on a wide range of subjects and addressing contemporary issues in this critical arena. Subjects covered include multiculturalism, group rights and the limits of tolerance; ethnocentrism and animals; racism and discrimination and non-Western alternatives to animal rights and welfare. The book will be of interest to researchers, lecturers and advanced students as well as range of social justice organisations, government institutions, animal activist organisations and environmental groups. **The Desktop Regulatory State The Countervailing Power of**

Individuals and Networks *Createspace Independent Publishing Platform* Defenders of the modern state often claim that it's needed to protect us-from terrorists, invaders, bullies, and rapacious corporations. Economist John Kenneth Galbraith, for instance, famously argued that the state was a source of "countervailing power" that kept other social institutions in check. But what if those "countervailing" institution-corporations, government agencies and domesticated labor unions-in practice collude more than they "countervail" each other? And what if network communications technology and digital platforms now enable us to take on all those dinosaur hierarchies as equals-and more than equals. In *The Desktop Regulatory State*, Kevin Carson shows how the power of self-regulation, which people engaged in social cooperation have always possessed, has been amplified and intensified by changes in consciousness-as people have become aware of their own power and of their ability to care for themselves without the state-and in technology-especially information technology. Drawing as usual on a wide array of insights from diverse disciplines, Carson paints an inspiring, challenging, and optimistic portrait of a humane future without the state, and points provocatively toward the steps we need to take in order to achieve it. **The Handbook of Global Outsourcing and Offshoring** *Springer* This book offers a broad perspective on issues relating to the sourcing of systems and business processes in a national and global context, examining the client's and the vendor's involvement in sourcing relationships by putting the emphasis on the capabilities that each side should develop as a result of their interactions with each other. **Marketing An Introduction** *SAGE* *Winners - British Book Design Awards 2014 in the category Best Use of Cross Media* Get access to an interactive eBook* when you buy the paperback (Print paperback version only, ISBN 9781446296424) Watch the video walkthrough to find out how your students can make the best use of the interactive resources that come with the new edition! With each print copy of the new 3rd edition, students receive 12 months FREE access to the interactive eBook* giving them the flexibility to learn how, when and where they want. An individualized code on the inside back cover of each book gives access to an online version of the text on VitalSource Bookshelf® and allows students to access the book from their computer, tablet, or mobile phone and make notes and highlights which will automatically sync wherever they go. Green coffee cups in the margins link students directly to a wealth of online resources. Click on the links below to see or hear an example: Watch videos to get a better understanding of key concepts and provoke in-class discussion Visit websites and templates to help guide students' study A dedicated Pinterest page with wealth of topical real world examples of marketing that students can relate to the study A Podcast series where recent graduates and marketing professionals talk about the day-to-day of marketing and specific marketing concepts For those students always on the go, *Marketing an Introduction* 3rd edition is also supported by MobileStudy – a responsive revision tool which can be accessed on smartphones or tablets allowing students to revise anytime and anywhere that suits their schedule. New to the 3rd edition: Covers topics such as digital marketing, global marketing and marketing ethics Places emphasis on employability and marketing in the workplace to help students prepare themselves for life after university Fun activities for students to try with classmates or during private study to help consolidate what they have learnt (*interactivity only available through VitalSource eBook) **Sand to Silicon The Amazing Story of Digital Technology Encyclopedia of Environmental Science and Engineering, Sixth Edition (Print Version)** *CRC Press* "The authors ... continue the pursuit of new knowledge, calculated to bring new fruits of health, safety, and comfort to man and his environs. The charms, as well as the subtle hazards, of the terms 'conservation, preservation, and ecology' need to be crystallized so that the public and their decision-makers practice this complex art with clearer conception and perception than is apparent in recent bitter confrontations." —From the Foreword to the Fourth Edition by Abel Wolman What's New in This Edition: New entries on environmental and occupational toxicology, geoengineering, and lead abatement Twenty-five significantly updated entries, including expanded discussion of water supplies and waste water treatment, biomass and renewable energy, and international public health issues An expanded list of acronyms and abbreviations *Encyclopedia of Environmental Science and Engineering, Sixth Edition* is still the most comprehensive, authoritative reference available in the field. This monumental two-volume encyclopedia now includes entries on topics ranging from acid rain, air pollution, and community health to environmental law, instrumentation, modeling, alternative energy, radioactive waste, and water treatment. The broad coverage includes highly specialized topics as well as those that transcend traditional disciplinary boundaries, reflecting the interdisciplinary skills and knowledge required by environmental researchers and engineers. Featuring expert contributors representing industry, academia, and government agencies, the encyclopedia presents fundamental concepts and applications in environmental science and engineering. The entries are supported by extensive figures, photographs, tables, and equations. This sixth edition includes new material on water supplies and wastewater treatment, biomass and renewable energy, and international public health issues. New entries cover environmental and occupational toxicology, geoengineering, and lead abatement. *The Encyclopedia of Environmental Science and Engineering* provides a view of the field that helps readers understand, manage, and respond to threats to the human environment. Contact us to inquire about subscription options and print/online combination packages. US: (Tel) 1.888.318.2367 / (email) e-reference@taylorandfrancis.com International: (Tel) +44 (0) 20 7017 6062 / (email) online.sales@tandf.co.uk **English Language Communication Skills** English is one of the most widely spoken languages across the globe. It has been regarded as the global lingua franca. English communication refers to both spoken as well as written communication in English language. The topic included in this book on English communication skills are of utmost significance and bound to provide incredible insights to readers. **Smart cities shaping the society of 2030** *UNESCO Publishing* **Growing Industrial Clusters in Asia Serendipity and Science** *World Bank Publications* Industrial clusters in Silicon Valley, Hsinchu Park, and northern Italy, and in the vicinity of Cambridge, U.K., have captured the imagination of policymakers, researchers, city planners and business people. Where clusters take root, they can generate valuable spillovers, promote innovation, and create the critical industrial mass for sustained growth. For cities such as Kitakyushu, Japan, that are faced with the erosion of their traditional industrial base and are threatened by economic decline, creating a cluster that would reverse the downward trends is enormously attractive. *Growing Industrial Clusters in Asia* offers practical guidance on the nature of clusters and the likely efficacy of measures that could help build a cluster. It draws on the experience of both established dynamic clusters and newly emerging ones that show considerable promise. The insights that result from its analysis will be of particular interest to policy makers, urban planners, business people, and researchers. **Radio Frequency and Microwave Electronics Illustrated** *Prentice Hall* Foreword by Dr. Asad Madni, C. Eng., Fellow IEEE, Fellow IEE Learn the fundamentals of RF and microwave electronics visually, using many thoroughly tested, practical examples RF and microwave

technology are essential throughout industry and to a world of new applications-in wireless communications, in Direct Broadcast TV, in Global Positioning System (GPS), in healthcare, medical and many other sciences. Whether you're seeking to strengthen your skills or enter the field for the first time, Radio Frequency and Microwave Electronics Illustrated is the fastest way to master every key measurement, electronic, and design principle you need to be effective. Dr. Matthew Radmanesh uses easy mathematics and a highly graphical approach with scores of examples to bring about a total comprehension of the subject. Along the way, he clearly introduces everything from wave propagation to impedance matching in transmission line circuits, microwave linear amplifiers to hard-core nonlinear active circuit design in Microwave Integrated Circuits (MICs). Coverage includes: A scientific framework for learning RF and microwaves easily and effectively Fundamental RF and microwave concepts and their applications The characterization of two-port networks at RF and microwaves using S-parameters Use of the Smith Chart to simplify analysis of complex design problems Key design considerations for microwave amplifiers: stability, gain, and noise Workable considerations in the design of practical active circuits: amplifiers, oscillators, frequency converters, control circuits RF and Microwave Integrated Circuits (MICs) Novel use of "live math" in circuit analysis and design Dr. Radmanesh has drawn upon his many years of practical experience in the microwave industry and educational arena to introduce an exceptionally wide range of practical concepts and design methodology and techniques in the most comprehensible fashion. Applications include small-signal, narrow-band, low noise, broadband and multistage transistor amplifiers; large signal/high power amplifiers; microwave transistor oscillators, negative-resistance circuits, microwave mixers, rectifiers and detectors, switches, phase shifters and attenuators. The book is intended to provide a workable knowledge and intuitive understanding of RF and microwave electronic circuit design. Radio Frequency and Microwave Electronics Illustrated includes a comprehensive glossary, plus appendices covering key symbols, physical constants, mathematical identities/formulas, classical laws of electricity and magnetism, Computer-Aided-Design (CAD) examples and more. About the Web Site The accompanying web site has an "E-Book" containing actual design examples and methodology from the text, in Microsoft Excel environment, where files can easily be manipulated with fresh data for a new design.