

## Inside The Tornado Strategies For Developing Leveraging And Surviving Hypergrowth Markets Geoffrey A Moore

Provides strategies for making instruction more culturally inclusive for learners at all levels, addressing the needs created by individual, ethnic, cultural, linguistic, and economic diversity.

Inside the Tornado Strategies for Developing, Leveraging, and Surviving Hypergrowth Markets HarperBusiness

The Common Core State Standards (CCSS) provide a consistent, clear understanding of what students are expected to learn. Aligning each lesson in these six Common Core titles to the CCSS ensures that students are being taught and assessed on what they are expected to learn and know. The alignment helps educators think critically about their curriculum, instruction, and assessments as they work to ensure that their students meet the rigorous new standards. Beginning with foundational skills, the activities teach students what they need to learn. The alignments offer a progressive development of reading comprehension skills so that students advancing through the levels are able to gain more from whatever they read. Each title includes a table of contents, a CCSS alignment chart, 130 reproducible lessons individually aligned to the CCSS (each lesson contains a discrete alignment at the bottom of the page), a scope and sequence chart, and an answer key.

You've read the headlines: industry after industry (airlines, automakers, drug companies, high tech) battered by globalization, deregulation, and commoditization. The Darwinian struggle to deliver profitable products and services keeps getting more brutal as competitive advantage gaps get narrower and narrower. Anything you invent today will soon be copied by someone else ? probably better or cheaper. Many companies thrive during the early stages of their life cycle, reveling in bursts of energy and advancement, only to fall slack during periods of inertia and die out while others surge ahead. But some notable companies have figured out how to deal with Darwin at every phase of their evolution ? making changes on the fly while fending off challenges from every quarter. Dealing with Darwin will help you understand your company's role in its market ecosystem; where your competitive advantage came from in the past and how it will change in the future; what kinds of differentiation will be most rewarded in your current marketplace; and how to transform your internal dynamics to overcome the inertia that threatens every bold innovation. Bestselling author Geoffrey Moore has consulted for dozens of major companies on this challenge of innovation versus inertia. But in the fall of 2002, he got an unprecedented offer from John Chambers, the CEO of Cisco Systems: unlimited access to Cisco's management processes, with permission to reveal exactly how Cisco continues to innovate relentlessly as a mature enterprise. This collaboration led to the case study that forms the heart of the book ? not just an insider story but a masterpiece of management analysis. Dealing with Darwin, Moore's most ambitious work to date, offers nothing less than a new unified theory of the evolution of markets. Drawing on hundreds of different examples, Moore illuminates how established companies can prevent their own extinction ? not by throwing resources wildly at every potential innovation, but by moving forward with precision, courage, and smart timing. "Geoff Moore is the master at creating a vocabulary for management strategy that captures the competitive dynamics of the times. In Dealing with Darwin, he uses this signature skill to tackle the fundamental challenge of twenty-first-century business ? how to create profitable growth in an increasingly competitive global economy. His models are helpful both for focusing innovation strategy and for improving productivity, and they have played an important role in the continuing evolution of our company." ?John T. Chambers, President and Chief Executive Officer, Cisco Systems, Inc. "Dealing with Darwin provides a lucid and engaging perspective on managing innovation, an integral component of Motorola's vision of seamless mobility. Moore's frameworks ? his theory of innovation types, his ideas about the impact of business architecture on innovation, and his model for resource recycling to fund ongoing innovation efforts ? all have relevant application in today's rapidly evolving and increasingly competitive marketplace." ?Edward J. Zander, Chairman and Chief Executive Officer, Motorola "Globalization is driving everyone to rethink their innovation strategies, and that not only includes SAP but most of our customers as well. For some time we have been using the models and vocabulary outlined in this book to help chart our own future and to better understand our customers' changing needs. Geoff's experience and insight have made him a valued adviser during a time of critical transition in our industry." ?Dr. Henning Kagerman, CEO, SAP AG "With Dealing with Darwin, Geoff Moore has provided the first practical guide to successfully navigate the dynamics of product and market innovation at all phases of the business cycle. This is a must read to successfully compete in the twenty-first century." ?William T. Coleman, Chief Executive Officer, Cassatt Corporation; Cofounder and Former Chairman, BEA Systems, Inc. "The book's provocative, well-illustrated lessons on innovation strategies are a breakthrough for Geoffrey Moore; he crosses the chasm from rapid-growth, high-tech companies to those facing maturity, slow growth, and commoditization." ?Robert S. Kaplan, author of The Balanced Scorecard; Baker Foundation Professor, Harvard Business School "Dealing with Darwin is a lucid bridge that links good conceptual theory with good management practice. Geoffrey Moore gets it. His understanding of the management of innovation is without equal." ?Clayton Christensen, Professor of Business Administration, Harvard Business School

The view that academic discourse is, by definition, impersonal has long been superseded. It seems unquestionable now that the interpersonal component of texts, that is, the ways in which the writers project themselves and their audience in the discourse, is an essential factor determining the success of scholarly communication and has become a fundamental issue in the field of English for Academic Purposes (EAP). Interpersonality is the key issue around which the articles in this edited book focus on. The eighteen contributions included in this volume provide a wide exploratory view of the many academic genres in which interpersonal is manifested and the various analytical approaches from which the textual manifestation of that interpersonal can be studied. The varied origin of the contributors is also representative of the



resources are included with students reproducibles.

The fault line--that dangerous, unstable seam in the economy where the Internet and other powerful innovations meet and create market-shattering tremors. Every company lives on it; no manager can control it. Everyone must learn to deal with it. Now, Geoffrey Moore, author of *Crossing the Chasm* and *Inside the Tornado*, two bestselling works that helped guide the high-tech revolution, explores the new management paradigms that will guide businesses in the twenty-first century, showing them how to survive and thrive on the fault line. In this long-awaited new book, Moore turns his attention to the most important question for businesses: How can companies that rose to prominence prior to the age of the Internet manage for shareholder value now that the Internet is upon us? The old management truths are dead. Business models that worked admirably until the last decade of the twentieth century must be replaced. The dotcoms are invading every sector of commerce, overturning established relationships, reengineering markets, attacking long-established price points, and disintermediating longstanding institutions. What should management do when it is under direct assault from companies no one ever heard of even a few years ago? In a book that will reset the management agenda in the age of the Internet, Moore shows why sensitivity to stock price is the single most important lever for managing in the future, both as a leading indicator of shifts in competitive advantage and as an employee motivator for making necessary changes in organizations heretofore impervious to change. He prescribes a new agenda for management teams that includes New strategies for achieving and sustaining competitive advantage New metrics to keep management teams on course with these strategies A specific blueprint for how the blue-chip companies can meet the challenge of the dotcoms Models of organizational change for each stage of market development The crucial role of declaring a culture in enabling swift response to global change Today practically every company, whether inside the high-tech sector or not, is living on the fault line. By synthesizing his groundbreaking earlier work on the dynamics of technology-based markets with a new focus on managing publicly held corporations for shareholder value, Geoffrey Moore provides a highly prescriptive guide for any company struggling to manage the disruptive forces of the new economy. In *Crossing the Chasm* and *Inside the Tornado*, Moore created a new language for navigating the technology adoption life cycle. In *Living on the Fault Line*, he once again offers a brilliant set of navigational tools to help meet today's defining management challenge--managing for shareholder value in the age of the Internet.

In this, the second of Geoff Moore's classic three-part marketing series, Moore provides highly useful guidelines for moving products beyond early adopters and into the lucrative mainstream market. Updated for the HarperBusiness Essentials series with a new author's note. Once a product "crosses the chasm" it is faced with the "tornado," a make or break time period where mainstream customers determine whether the product takes off or falls flat. In *Inside the Tornado*, Moore details various marketing strategies that will teach marketers how reach these customers and how to take advantage of living inside the tornado in order to reap the benefits of mainstream adoption.

This extraordinary book explains the engine that has catapulted the Internet from backwater to ubiquity—and reveals that it is sputtering precisely because of its runaway success. With the unwitting help of its users, the generative Internet is on a path to a lockdown, ending its cycle of innovation—and facilitating unsettling new kinds of control. iPods, iPhones, Xboxes, and TiVos represent the first wave of Internet-centered products that can't be easily modified by anyone except their vendors or selected partners. These "tethered appliances" have already been used in remarkable but little-known ways: car GPS systems have been reconfigured at the demand of law enforcement to eavesdrop on the occupants at all times, and digital video recorders have been ordered to self-destruct thanks to a lawsuit against the manufacturer thousands of miles away. New Web 2.0 platforms like Google mash-ups and Facebook are rightly touted—but their applications can be similarly monitored and eliminated from a central source. As tethered appliances and applications eclipse the PC, the very nature of the Internet—its "generativity," or innovative character—is at risk. The Internet's current trajectory is one of lost opportunity. Its salvation, Zittrain argues, lies in the hands of its millions of users. Drawing on generative technologies like Wikipedia that have so far survived their own successes, this book shows how to develop new technologies and social structures that allow users to work creatively and collaboratively, participate in solutions, and become true "netizens."

'Het is alsof Heather Clark uur na uur naast Sylvia Plath loopt. Adembenemend.' – Connie Palmén Zestig jaar na haar spectaculaire debuut als dichtster verschijnt een gloednieuwe, allesomvattende biografie van Sylvia Plath. Rode komeet geeft ons de uitzonderlijk getalenteerde vrouw terug die zo lang door haar tragische einde is overschaduwd. Met een rijkdom aan nieuwe bronnen reconstrueert Heather Clark Plath's stormachtige ontwikkeling als dichtster en intellectueel. We lezen over haar vastberadenheid geen conventioneel pad te volgen, haar conflictueuze verhouding tot haar moeder, haar worstelingen met een volkomen inadequate geestelijke gezondheidszorg, haar jaren in Cambridge en haar explosieve verbintenis met Ted Hughes, met wie ze samen de poëziewereld diepgaand zou beïnvloeden. Rode komeet gaat over een leven in volledige toewijding – niet aan de dood maar aan de kunst. "Kracht is het vermogen om te lijden," heeft de denker Wittgenstein eens genoteerd. Die kracht heeft Sylvia Plath in haar poëzie ten volle weten te ontplooiën, zoals deze biografie overtuigend laat zien.' – Anneke Brassinga 'Eindelijk de biografie die Sylvia Plath verdient... Een magistraal boek... Een indrukwekkende prestatie.' – Ruth Franklin, literair criticus en biograaf 'Dit is de grootse biografie van deze grote dichtster waar we zo lang op hebben gewacht.' – Mary Dearborn, schrijver en biograaf 'Een grandioze biografie.' – Kirkus Reviews 'Leest als een pageturner... een fantastisch werk.' – Publisher's Weekly

The Chasm Group is one of the world's leading high-tech consulting practices, headed by best selling author, Geoffrey Moore, whose books, *Crossing the Chasm* and *Inside the Tornado* are required reading for anyone venturing into the high-tech industry. Now Moore's partner, Paul Wiefels, analyses and clarifies the ideas covered in these bestsellers with a step-by-step field guide organized around three major concepts: \* How high-tech market develop \* How to specify a winning market development strategy \* How to plan go-to-market programmes at different points in the life cycle. Wiefels'

back-to-basics approach presents a series of models, tools and frameworks that management teams can adapt to increase market share and create a sustainable platform for increasing shareholder value. The Chasm Companion reveals formulas drawn from real life that can be - and are being - used to stay on top in any economic climate. In the era of Big Data our society is given the unique opportunity to understand the inner dynamics and behavior of complex socio-economic systems. Advances in the availability of very large databases, in capabilities for massive data mining, as well as progress in complex systems theory, multi-agent simulation and computational social science open the possibility of modeling phenomena never before successfully achieved. This contributed volume from the Perm Winter School address the problems of the mechanisms and statistics of the socio-economics system evolution with a focus on financial markets powered by the high-frequency data analysis. ?

A discussion of how the knowledge media can contribute to the renewal of universities, particularly through the development of distance education. It looks at universities which have risen to the challenges of cost and accessibility using technology.

Michael Moe was one of the first research analysts to identify Starbucks as a huge opportunity following its IPO in 1992. And for more than fifteen years, he has made great calls on many other stocks, earning a reputation as one of today's most insightful market experts. Now he shows how winners like Dell, eBay, and Home Depot could have been spotted in their start-up phase, and how you can find Wall Street's future giants. He forecasts the sectors with the greatest potential for growth, and explains his four Ps of future superstars: great people, leading product, huge potential, and predictability. Moe also includes interviews with some of the biggest names in business—like Howard Schultz, Bill Campbell, and Michael Milken—who reveal their own insights into how they discover the stars of tomorrow.

This text discusses how companies create competitive advantage through strategic marketing. Using established frameworks and concepts, it examines aspects of marketing strategy and thinking. It provides examples to facilitate the understanding of theoretical concepts.

Geroemd door iedereen van Steve Jobs en Jeff Bezos tot Malcolm Gladwell, is dit boek een bijbel voor iedereen die begrijpt dat je ontwrichtende veranderingen een stap voor moet zijn. Deze bestseller presenteerde als eerste de baanbrekende gedachte dat fantastische bedrijven ten onder kunnen gaan, juist omdat ze alles goed doen – voor hun bestaande klanten. Ze worden links en rechts ingehaald door nieuwkomers die, met aanpassingen aan de technologie of dienst, nieuwe klanten weten te vinden. Denk aan Apple en Tesla, die respectievelijk de telefoon- en auto-industrie op hun kop zetten. Bedenker Clayton Christensen legt uit hoe dit kan gebeuren, en wat een bedrijf kan doen om hetzelfde lot te ontlopen. Het innovatiedilemma is 'een waarschuwing voor ondernemers die zich onverslaanbaar achten – en een bron van inspiratie voor hen die klaarstaan om ze te verslaan'.

A ONE-OF-A-KIND GUIDE TO THE BEST PRACTICES IN DECISION ANALYSIS Decision analysis provides powerful tools for addressing complex decisions that involve uncertainty and multiple objectives, yet most training materials on the subject overlook the soft skills that are essential for success in the field. This unique resource fills this gap in the decision analysis literature and features both soft personal/interpersonal skills and the hard technical skills involving mathematics and modeling. Readers will learn how to identify and overcome the numerous challenges of decision making, choose the appropriate decision process, lead and manage teams, and create value for their organization. Performing modeling analysis, assessing risk, and implementing decisions are also addressed throughout. Additional features include: Key insights gleaned from decision analysis applications and behavioral decision analysis research Integrated coverage of the techniques of single- and multiple-objective decision analysis Multiple qualitative and quantitative techniques presented for each key decision analysis task Three substantive real-world case studies illustrating diverse strategies for dealing with the challenges of decision making Extensive references for mathematical proofs and advanced topics The Handbook of Decision Analysis is an essential reference for academics and practitioners in various fields including business, operations research, engineering, and science. The book also serves as a supplement for courses at the upper-undergraduate and graduate levels.

Severe thunderstorms and tornadoes affect communities across the U.S. every year, causing fatalities, destroying property and crops, and disrupting businesses. Tornadoes are the most destructive products of severe thunderstorms. Damages from violent tornadoes seem to be increasing, similar to the trend for other natural hazards in part due to changing population, demographics, and more weather-sensitive infrastructure and some analysts indicate that losses of \$1 billion or more from single tornado events are becoming more frequent. Insurance industry analysts state that tornadoes, severe thunderstorms, and related weather events have caused nearly 57%, on average, of all insured catastrophe losses in the U.S. in any given year since 1953. Contents of this report: (1) Overview; (2) Issues for Congress: A Focus on Local Warnings and Forecasts for the National Weather Service; Mitigation: The National Windstorm Impact Reduction Program; Reauthorizing the National Windstorm Impact Reduction Program; Climate Change and Severe Weather: The April and May 2011 Tornadoes: A Link to Climate Change?; Other Factors Contributing to Risk From Tornadoes; Forecasting and Warning: The Role of the National Weather Service; Summary and Conclusions; Appendix: Risk from Severe Thunderstorms and Tornadoes. Map and tables. This is a print on demand report.

From drones to wearable technology to Hyperloop pods that can potentially travel more than seven hundred miles per hour, we're fascinated with new products and technologies that seem to come straight out of science fiction. But, innovations are not only fascinating, they're polarizing, as, all too quickly, skepticism regarding their commercial viability starts to creep in. And while fortunes depend on people's ability to properly assess their prospects for success, no one can really agree on how to do it, especially for truly radical new products and services. In Innovation Equity, Elie Ofek, Eitan Muller, and Barak Libai analyze how a vast array of past innovations performed in the marketplace—from their

launch to the moment they became everyday products to the phase where consumers moved on to the “next big thing.” They identify key patterns in how consumers adopt innovations and integrate these with marketing scholarship on how companies manage their customer base by attracting new customers, keeping current customers satisfied, and preventing customers from switching to competitors’ products and services. In doing so, the authors produce concrete models that powerfully predict how the marketplace will respond to innovations, providing a much more authoritative way to estimate their potential monetary value, as well as a framework for making it possible to achieve that value.

Strategic alliances offer organisations an alternative to organic growth or acquisition when faced with the need to develop the business to a new level, innovate in terms of products or services or significantly reduce costs. The Strategic Alliance Handbook is a clear and complete guide to the nuts and bolts of the process behind successful collaborations. The book enables readers to understand the commercial, technical, strategic, cultural and operational logic behind any alliance and to establish an approach that is appropriate for the type of alliance they are seeking and the partner organisation(s) with whom they are working. Whether you are an alliance executive, responsible for the systems, strategy and performance of your organisation's alliancing programme or an alliance manager needing to ensure the success of a given partnership, The Strategic Alliance Handbook is an essential guide.

Creating and sustaining a classroom where every learner succeeds is a challenge for any teacher—especially when the elements of diversity and inclusion are added to the mix. How can teachers differentiate instruction in ways that help all students meet standards and develop lifelong learning skills? The authors of *Connecting Teachers, Students, and Standards* provide a comprehensive framework for reaching and teaching English language learners, students from culturally diverse backgrounds, and students with disabilities. In this book, you'll learn how to

- \* Select the best instructional methods and materials for diverse learners
- \* Create classrooms that are welcoming, practical, and conducive to learning
- \* Develop classroom content that allows every student to achieve standards while meeting the individual needs of diverse learners
- \* Collaborate effectively with fellow teachers and education specialists
- \* Administer assessments that challenge and accommodate diverse learners

The book includes helpful, real-world scenarios that provide tips for connecting with diverse students in the classroom, communicating with their families, and coordinating efforts with colleagues. Packed with practical strategies for handling difficult issues, this is a go-to guide for any teacher facing the complexities of helping diverse learners flourish at school and beyond.

An updated edition of a classic business handbook from a respected expert on the creation of high tech companies offers a proven stepbystep formula for planning, financing, and succeeding in a business start up, and includes a variety of case studies.

George Elliot once wrote, It's never too late to become what you might have been. *Becoming You* provides a step-by-step roadmap to achieving personal happiness through authentic learning strategies and thoughtful self-awareness. The result is personal fulfillment, satisfaction, and ultimately contentment. Dr. Marshall reveals her twenty-five years of experience in the field of behavioral change sharing the strategic key to achieving personal happiness embracing change as a lifelong partner. Marshall offers the skills and guidance that allows the reader to tap into the energy of change, define and attain goals, release false securities, negotiate resolutions, and accept compromise. Along with many true stories of personal growth and change, Dr. Marshall also includes practical tools, proven theories, and twelve Marshall Laws teaching how to: Review past choices Break old patterns Predict emotional tornadoes Prioritize goals *Becoming You* provides the guidance that will help you rise to the challenge of making your dreams come to fruition with the ultimate realization that being happy is a skill, not a secret!

Coming from conversations with executive teams of technology companies, venture capitalists, and M&A advisers, the insights contained in *Why Killer Products Don't Sell* are gold dust. First the book lays bare the claim that sales is sales is sales. It exposes the 4 very different 'Buying Cultures' and how they should be approached: Value Offered, Value Added, Value Created, and Value Captured. But it also gives a proven methodology for assessing a company's product mix ('offering' vs 'buying culture'), and a transformation approach to optimize sales and improve competitiveness.

Small businesses are the backbone of the U.S. economy. They are the biggest job creators and offer a path to the American Dream. But for many, it is difficult to get the capital they need to operate and succeed. In the Great Recession, access to capital for small businesses froze, and in the aftermath, many community banks shuttered their doors and other lenders that had weathered the storm turned to more profitable avenues. For years after the financial crisis, the outlook for many small businesses was bleak. But then a new dawn of financial technology, or “fintech,” emerged. Beginning in 2010, new fintech entrepreneurs recognized the gaps in the small business lending market and revolutionized the customer experience for small business owners. Instead of Xeroxing a pile of paperwork and waiting weeks for an answer, small businesses filled out applications online and heard back within hours, sometimes even minutes. Banks scrambled to catch up. Technology companies like Amazon, PayPal, and Square entered the market, and new possibilities for even more transformative products and services began to appear. In *Fintech, Small Business & the American Dream*, former U.S. Small Business Administrator and Senior Fellow at Harvard Business School, Karen G. Mills, focuses on the needs of small businesses for capital and how technology will transform the small business lending market. This is a market that has been plagued by frictions: it is hard for a lender to figure out which small businesses are creditworthy, and borrowers often don't know how much money or what kind of loan they need. New streams of data have the power to illuminate the opaque nature of a small business's finances, making it easier for them to weather bumpy cash flows and providing more transparency to potential lenders. Mills charts how fintech has changed and will continue to change small business lending, and how financial innovation and wise regulation can restore a path to the American Dream. An ambitious book grappling with the broad significance of small business to the economy, the historical role of credit markets, the dynamics of innovation cycles, and the policy implications for regulation, *Fintech, Small Business & the American Dream* is relevant to bankers, fintech investors, and regulators; in fact, to anyone who is interested in the future of small business in America.

This book examines the ways in which companies create and sustain their competitive advantage. Utilizing a marketing strategy framework which provides you with the tools and techniques to assess the role of marketing strategy in an organization and to evaluate its impact and contribution.

International business is undergoing continuous transformation as multinational firms and comparative management evolve in the changing global economy. To succeed in this challenging environment, firms need a well-developed capability for sound strategic decisions. This comprehensive work provides an applied and integrated strategic framework for developing capabilities that lead to global success. It is designed to help readers achieve three essential objectives. First, it provides intellectual and practical

guidelines for readers to execute goals and strategies that lead to meaningful and productive results. The book is packed with frameworks, cases, anchoring exercises, techniques, and tools to help readers emerge with a completed business plan after the last chapter. Second, it focuses on strategy and how firms build competitive presence and advantages in a global context. A primary learning objective is to enable readers to understand and evaluate the major issues in strategy formulation and implementation in a global context. Third, it provides an accessible framework that will help guide readers in making strategic decisions that are sound and effective. It offers a unifying process that delineates the necessary steps in analyzing the readiness of a firm to do business abroad. In addition to core issues, each chapter presents frameworks, analytical tools, action-oriented items, and a real-world case - all designed to provide insights on the challenges imposed by globalization and technology on managers operating in a global context.

The bible for bringing cutting-edge products to larger markets—now revised and updated with new insights into the realities of high-tech marketing In *Crossing the Chasm*, Geoffrey A. Moore shows that in the Technology Adoption Life Cycle—which begins with innovators and moves to early adopters, early majority, late majority, and laggards—there is a vast chasm between the early adopters and the early majority. While early adopters are willing to sacrifice for the advantage of being first, the early majority waits until they know that the technology actually offers improvements in productivity. The challenge for innovators and marketers is to narrow this chasm and ultimately accelerate adoption across every segment. This third edition brings Moore's classic work up to date with dozens of new examples of successes and failures, new strategies for marketing in the digital world, and Moore's most current insights and findings. He also includes two new appendices, the first connecting the ideas in *Crossing the Chasm* to work subsequently published in his *Inside the Tornado*, and the second presenting his recent groundbreaking work for technology adoption models for high-tech consumer markets.

Presents teaching strategies for individualized instruction, covering such topics as preassessing students, managing student learning, and assessing student learning.

"The best sales book of the year" — *strategy+business* magazine That gap between your company's sales efforts and strategy? It's real—and a huge vulnerability. Addressing that gap, actionably and with attention to relevant research, is the focus of this book. In *Aligning Strategy and Sales*, Harvard Business School professor Frank Cespedes equips you to link your go-to-market initiatives with strategic goals. Cespedes offers a road map to articulate strategy in ways that people in the field can understand and that will fuel the behaviors required for profitable growth. Without that alignment, leaders will press for better execution when they need a better strategy, or change strategic direction with great cost and turmoil when they should focus on the basics of sales execution. With thoughtful, clear, and engaging examples, *Aligning Strategy and Sales* provides a framework for diagnosing and managing the core levers available for effective selling in any organization. It will give you the know-how and tools to move from ideas to action and build a sales effort linked to your firm's unique goals, not a generic selling formula. Cespedes shows how sales efforts affect all elements of value creation in a business, whether you're a start-up seeking to scale or an established firm looking to jump-start new growth. The book provides key insights to optimize your firm's customer management activities and so improve selling and strategy.

The history of robotics and artificial intelligence in many ways is also the history of humanity's attempts to control such technologies. From the Golem of Prague to the military robots of modernity, the debate continues as to what degree of independence such entities should have and how to make sure that they do not turn on us, its inventors. Numerous recent advancements in all aspects of research, development and deployment of intelligent systems are well publicized but safety and security issues related to AI are rarely addressed. This book is proposed to mitigate this fundamental problem. It is comprised of chapters from leading AI Safety researchers addressing different aspects of the AI control problem as it relates to the development of safe and secure artificial intelligence. The book is the first edited volume dedicated to addressing challenges of constructing safe and secure advanced machine intelligence. The chapters vary in length and technical content from broad interest opinion essays to highly formalized algorithmic approaches to specific problems. All chapters are self-contained and could be read in any order or skipped without a loss of comprehension.

We weten allemaal dat het moeilijk is om te veranderen. Het kost veel tijd en vaak geven we op bij de eerste tegenslag. Maar waarom zien we wel de beren op de weg en niet de bestemming? Deze vraag beantwoorden Chip en Dan Heath in dit fascinerende boek. We hoeven slechts te begrijpen hoe onze hersenen werken om snelle veranderingen in ons gedrag te realiseren. Op basis van wetenschappelijke studies en opmerkelijke casestudy's laten ze zien dat ogenschijnlijk simpele methodes leiden tot fantastische resultaten.

The development of new-generation micro-manufacturing technologies and systems has revolutionised the way products are designed and manufactured today with a significant impact in a number of key industrial sectors. Micro-manufacturing technologies are often described as disruptive, enabling and interdisciplinary leading to the creation of whole new classes of products that were previously not feasible to manufacture. While key processes for volume manufacture of micro-parts such as machining and moulding are becoming mature technologies, micro-assembly remains a key challenge for the cost-effective manufacture of complex micro-products. The ability to manufacture customizable micro-products that can be delivered in variable volumes within relatively short timescales is very much dependent on the level of development of the micro-assembly processes, positioning, alignment and measurement techniques, gripping and feeding approaches and devices. Micro-assembly has developed rapidly over the last few years and all the predictions are that it will remain a critical technology for high-value products in a number of key sectors such as healthcare, communications, defence and aerospace. The key challenge is to match the significant technological developments with a new generation of micro-products that will establish firmly micro-assembly as a mature manufacturing process. The book includes the set of papers presented at the 5 International Precision Assembly Seminar IPAS 2010 held in Chamonix, France from the 14th to the 17th February 2010.

This book gives a comprehensive overview on Software Product Management (SPM) for beginners as well as best practices, methodology and in-depth discussions for experienced product managers. This includes product strategy, product planning, participation in strategic management activities and orchestration of the functional units of the company. The book is based on the results of the International Software Product Management Association (ISPMA) which is led by a group of SPM experts from industry and research with the goal to foster software product management excellence across industries. This book can be used as textbook for ISPMA-based education and as guide for anybody interested in SPM as one of the most exciting and challenging disciplines in the business of software. Hans-Bernd Kittlaus is the Chairman of ISPMA and owner and managing director of InnoTivum Consulting, Germany. Samuel Fricker is Board Member of ISPMA and Professor at FHNW, Switzerland.

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