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A propos du Digital!-Yannick Noël 2014-03-05 Un ouvrage sur le modélisme ferroviaire digital simple et compréhensible pour la plupart d'entre nous. Le modélisme ferroviaire digital : trop cher ? Trop difficile ? Trop complexe ? Trop technique ? ... NON ! Pas tout à fait, laissez- moi vous expliquer et vous convaincre ... Un exposé vulgarisé, simplifié et en plusieurs parties, résumé comme suit : 1. La théorie, 2. La technique, 3. La mise en pratique,

Generation Stalin-Andrew Sobanet 2018-09-11 Generation Stalin traces Joseph Stalin's rise as a dominant figure in French political culture from the 1930s through the 1950s. Andrew Sobanet brings to light the crucial role French writers played in building Stalin's cult of personality and in disseminating Stalinist propaganda in the international Communist sphere, including within the USSR. Based on a wide array of sources—literary, cinematic, historical, and archival—Generation Stalin situates in a broad cultural context the work of the most prominent intellectuals affiliated with the French Communist Party, including Goncourt winner Henri Barbusse, Nobel laureate Romain Rolland, renowned poet Paul Eluard, and canonical literary figure Louis Aragon.

Generation Stalin arrives at a pivotal moment, with the Stalin cult and elements of Stalinist ideology resurgent in twenty-first-century Russia and authoritarianism on the rise around the world.

Anthropogenic Rivers-Jerome Whittington 2019-01-15 In the 2000s, Laos was treated as a model country for the efficacy of privatized, "sustainable" hydropower projects as viable options for World Bank-led development. By viewing hydropower as a process that creates ecologically uncertain environments, Jerome Whittington reveals how new forms of managerial care have emerged in the context of a privatized dam project successfully targeted by transnational activists. Based on ethnographic work inside the hydropower company, as well as with Laotians affected by the dam, he investigates how managers, technicians and consultants grapple with unfamiliar environmental obligations through new infrastructural configurations, locally-inscribed ethical practices, and forms of flexible experimentation informed by American management theory. Far from the authoritative expertise that characterized classical modernist hydropower, sustainable development in Laos has been characterized by a shift from the risk politics of the 1990s to an ontological politics in which the institutional conditions of infrastructure investment are pervasively undermined by sophisticated 'hactivism.' Whittington demonstrates how late industrial environments are infused with uncertainty inherent in the anthropogenic ecologies themselves.

Whereas 'anthropogenic' usually describes human-induced environmental change, it can also show how new capacities for being human are generated when people live in ecologies shot through with uncertainty.

Implementing what Foucault called a "historical ontology of ourselves," Anthropogenic Rivers formulates a new materialist critique of the dirty ecologies of late industrialism by pinpointing the opportunistic, ambitious and speculative ontology of capitalist natures.

Point de repère- 2003

Chronique du techno-monde-Yannick Chatelain 2019-10-10 Vi Vie privée, désinformation, protection des données, surveillance de masse, censure, liberté d'expression... dans ces domaines, les décisions prises par les dirigeants au niveau national et international concernant Internet dessinent le monde dans lequel nous vivons. Pour prendre la mesure des conséquences de ces évolutions, cet ouvrage fonctionne comme un antidote à l'obscurantisme technologique. Il explique les conséquences et les enjeux majeurs de ces choix « techniques » à propos desquels les citoyens ne sont pas consultés ou sur lesquels ils ne peuvent pas se prononcer faute d'être bien informés.

Confronté aux progrès galopants d'une technologie présentée comme au service du « bien commun », le lecteur découvrira ici une réalité plus nuancée. Dans notre TechnoMonde, la nature humaine n'est en effet pas devenue soudainement meilleure, et la volonté de pouvoir et de contrôle y est parfois exercée sans garde-fou. Si certains sujets abordés dans ce recueil font polémique, l'auteur n'a pas dérogé à sa ligne de conduite : s'en tenir aux faits qui sont, comme l'a écrit Mikhaïl Boulgakov, « la chose la plus obstinée du monde. » Le lecteur disposera donc

des éléments suffisants pour se forger sa propre opinion et choisir d'exercer en toute connaissance de cause ses droits de citoyen sur de multiples sujets à propos desquels il aurait pu manquer d'informations.

Diapason harmonie- 1992

Bibliographie internationale de la littérature périodique dans les domaines des sciences humaines et sociales- 2005

Répertoire des thèses de doctorat européennes- 1970

Le baiser sur la bouche au Moyen Age-Yannick Carré 1992

Bibliothèques numériques-Lionel Maurel 2008 Comparaison de l'approche bibliothéconomique et juridique de la numérisation d'oeuvres protégées par le droit d'auteur en France et au Canada. Avec des exemples de réalisations des bibliothèques nationales en France et au Québec et des encadrés sur le droit d'auteur.

Repère- 2007

Livres hebdo- 1991

Digital and Social Media Marketing-Aleksej Heinze 2016-11-18 Digital and Social Media Marketing: A Results-Driven Approach is an exciting new industry-led, research-informed and results-driven guide to digital commerce. Its examples draw from SMEs and from Europe to offer a unique perspective for those learning about digital marketing and, having been developed in close collaboration with the Search Engine Marketing Trade Association (SEM-TA), it is a reliable source of prevailing industry standards for practitioners at the cutting edge of their trade. Unlike other digital marketing texts, this accessible textbook gives special consideration to the ethical challenges raised by an increasingly digital world. Equally unique is the book's Digital Business Maturity Model, which offers organisations a clear roadmap for understanding their relative levels of technology adoption. Embracing the true spirit of Digital and Social Media Marketing, the book will be the first of its kind in this field with digital learning materials, case studies and exercises available in a supporting Massive Open Online Course (MOOC). The MOOC will enhance learners' experience and create an interactive international learning community. This book will provide a hands on, accessible and user friendly platform to turn skills and knowledge into strategic advantage. Ideal for postgraduate learners, instructors interested in providing a unique and up-to-date learning experience and for SMEs and practitioners aiming to be at the cutting edge of Digital and Social Media Marketing.

Philosophy in a Time of Terror-Giovanna Borradori 2013-05-28 The idea for Philosophy in a Time of Terror was born hours after the attacks on 9/11 and was realized just weeks later when Giovanna Borradori sat down with Jürgen Habermas and Jacques Derrida in New York City, in separate interviews, to evaluate the significance of the most destructive terrorist act ever perpetrated. This book marks an unprecedented encounter between two of the most influential thinkers of our age as here, for the first time, Habermas and Derrida overcome their mutual antagonism and agree to appear side by side. As the two philosophers disassemble and reassemble what we think we know about terrorism, they break from the familiar social and political rhetoric increasingly polarized between good and evil. In this process, we watch two of the greatest intellects of the century at work.

Program Earth-Jennifer Gabrys 2016-04-13 Sensors are everywhere. Small, flexible, economical, and computationally powerful, they operate ubiquitously in environments. They compile massive amounts of data, including information about air, water, and climate. Never before has such a volume of environmental data been so broadly collected or so widely available. Grappling with the consequences of wiring our world, Program Earth examines how sensor technologies are programming our environments. As Jennifer Gabrys points out, sensors do not merely record information about an environment. Rather, they generate new environments and environmental relations. At the same time, they give a voice to the entities they monitor: to animals, plants, people, and inanimate objects. This book looks at the ways in which sensors converge with environments to map ecological processes, to track the migration of animals, to check pollutants, to facilitate citizen participation, and to program infrastructure. Through discussing particular instances where sensors are deployed for environmental study and

citizen engagement across three areas of environmental sensing, from wild sensing to pollution sensing and urban sensing, Program Earth asks how sensor technologies specifically contribute to new environmental conditions. What are the implications for wiring up environments? How do sensor applications not only program environments, but also program the sorts of citizens and collectives we might become? Program Earth suggests that the sensor-based monitoring of Earth offers the prospect of making new environments not simply as an extension of the human but rather as new "technogeographies" that connect technology, nature, and people.

Newnegotiation For Public Administration Professionals-Yann Duzert 2019-07-23 Newnegotiation for Public Administration Professionals conveys practical tools for students, executives, public and private administrators, managers and professionals to improve performance and relationships in this highly competitive and global marketplace. While the book is oriented towards Public Administration Professionals, the principles taught inside can apply almost anywhere. As you'll soon discover, authors Yann Duzert, Ph.D. and Frank Zerunyan, J.D. have coined the term "newnegotiation" to describe their methodological approach to negotiation. The groundbreaking Newnegotiation process involves reframing negotiation practices around the principles of collaboration, building relationships, and gaining (and maintaining) trust--which provides the parties with a new, more effective way to negotiate. Inside, you'll learn all about the 4-10-10 Newnegotiation technique. This innovative approach to negotiation teaches practitioners the skills to apply four simple steps to ten elements and ten indicators for implementation and evaluation. With this approach, the authors of this book have created a common negotiation process that can be used by anyone. The 4-10-10 Newnegotiation technique was developed to be a unified dialect, helping both practitioners and organizations speak the same language. Each party to the Newnegotiation process is encouraged to engage in moments of reflection alternating with moments of action, which is designed to end in a win/win for both parties. Newnegotiation methodology is all about identifying the frame of the negotiation, potential problems, crafting solutions, and structuring value creation and value distribution based on organizational priorities. The Newnegotiation technique is designed to improve: The Probability to close a better deal The Value of a deal by inventing The Productivity of a deal through collaboration With the knowledge gained in this book, you'll be in a better position to have more successful negotiation outcomes. The invaluable 4-10-10 Newnegotiation technique will quickly have you negotiating your way to better deals, with many other benefits along the way.

Expanding the Lexicon-Sabine Arndt-Lappe 2018-01-22 The creation of new lexical units and patterns has been studied in different research frameworks, focusing on either system-internal or system-external aspects, from which no comprehensive view has emerged. The volume aims to fill this gap by studying dynamic processes in the lexicon - understood in a wide sense as not being necessarily limited to the word level - by bringing together approaches directed to morphological productivity as well as approaches analyzing general types of lexical innovation and the role of discourse-related factors. The papers deal with ongoing changes as well as with historical processes of change in different languages and reflect on patterns and specific subtypes of lexical innovation as well as on their external conditions and the speakers' motivations for innovating. Moreover, the diffusion and conventionalization of innovations will be addressed. In this way, the volume contributes to understanding the complex interplay of structural, cognitive and functional factors in the lexicon as a highly dynamic domain.

Principles of International Environmental Law-Philippe Sands 2003-10-09 Revised edition includes all new developments since 1994, including all international case-law and international legislation.

La Librairie française-Cercle de la librairie (France) 1979

Historia Ludens-Alexander von Lünen 2019-09-20 This book aims to further a debate about aspects of "playing" and "gaming" in connection with history. Reaching out to academics, professionals and students alike, it pursues a dedicated interdisciplinary approach. Rather than only focusing on how professionals could learn from academics in history, the book also ponders the question of what academics can learn from gaming and playing for their own practice, such as gamification for teaching, or using "play" as a paradigm for novel approaches into historical scholarship. "Playing" and "gaming" are thus understood as a broad cultural phenomenon that cross-pollinates the theory and practice of history and gaming alike.

Lobster Is the Best Medicine-Liz Climo 2015-10-13 A celebration of friendship returns readers to a quirky animal kingdom where a menagerie of grizzlies, bunny rabbits, and other critters humorously explore relationship issues.

French books in print, anglais-Electre 2002

Avoirs dématérialisés et exécution forcée / Digital Assets and Enforcement-Marc Schmitz 2019-12-10 On 17 December 2009, the European Commission for the Efficiency of Justice of the Council of Europe adopted the Guidelines for a better implementation of the existing recommendation of the Council of Europe on enforcement. These principles aim to guarantee to all the access to an enforcement agent and a quality enforcement in the respect of the fundamental rights of the litigants. In the first part of the book, reference is made to the genesis of the CEPEJ Guidelines on Enforcement as well as to its state of application in the various Council of Europe

Member States. The second part of the book deals with the problem of the evolution of technologies and aims to question how artificial intelligence can be put at the service of enforcement. In this respect, the analysis focuses on the importance of both electronic access to information and access to dematerialised information, to highlight the imperative need for a procedure for seizure of dematerialised assets and to consider drafting the a cryptocurrency attachment procedure. *** Le 17 décembre 2009, la Commission européenne pour l'efficacité de la justice du Conseil de l'Europe a adopté des Lignes directrices pour une meilleure mise en œuvre de la recommandation existante du Conseil de l'Europe sur l'exécution. Ces principes visent à garantir à tous l'accès à un agent d'exécution et à une exécution de qualité dans le respect des droits fondamentaux des justiciables. Dans la première partie de l'ouvrage il est fait état de la genèse des Lignes directrices de la CEPEJ sur l'exécution ainsi que de son état d'application au sein des différents États membres du Conseil de l'Europe. La seconde partie de l'ouvrage aborde la problématique de l'évolution des technologies et vise à s'interroger sur la façon dont l'intelligence artificielle peut être mise au service de l'exécution. À cet égard, l'analyse porte sur l'importance tant d'un accès dématérialisé aux informations que d'un accès aux informations dématérialisées, pour relever l'impérieuse nécessité d'une procédure de saisie des avoirs dématérialisés et envisager l'ébauche d'une procédure de saisie des crypto-monnaies.

Advances in Fractional Calculus-J. Sabatier 2007-07-28 In the last two decades, fractional (or non integer) differentiation has played a very important role in various fields such as mechanics, electricity, chemistry, biology, economics, control theory and signal and image processing. For example, in the last three fields, some important considerations such as modelling, curve fitting, filtering, pattern recognition, edge detection, identification, stability, controllability, observability and robustness are now linked to long-range dependence phenomena. Similar progress has been made in other fields listed here. The scope of the book is thus to present the state of the art in the study of fractional systems and the application of fractional differentiation. As this volume covers recent applications of fractional calculus, it will be of interest to engineers, scientists, and applied mathematicians.

Street Marketing™: The Future of Guerrilla Marketing and Buzz-Marcel Saucet 2015-09-29 This compelling book shows companies new methods of marketing communication that will break through the noise created by the competition and allow them to differentiate their offerings and their brands. Consumers see roughly 6,000 advertisements daily—30,000 brands per month. Marketing and advertising in saturated markets is tough. How can companies successfully differentiate their offerings and their brands? In Street Marketing™: The Future of Guerrilla Marketing and Buzz, Marcel Saucet answers this question by exposing readers to new forms of unconventional marketing. Intended for companies as well as marketing students, this is a guide to the vibrant future of marketing, where social media meets the street. The advantages of applying the author's Street Marketing methods include low cost, high impact, the ability to apply a personal approach, and genuine novelty of the messaging that garners the consumer's attention. The book examines why conventional marketing is no longer enough to sell products and services, and explains how Street Marketing creatively promotes the brand in the street—via street art and street culture—that results in an innovative and cost-effective methodology to reach buyers. Readers will come away with a comprehension of the current crisis on conventional marketing and with the ability to conceptualize their own guerrilla marketing campaign in the street, at shopping malls, and other public places. Thoroughly explains the compelling advantages of Street Marketing™, including low cost, high impact, and a personal approach that creates an emotional response Explains the current crisis of conventional marketing in a brand society, identifies the need for non-conventional approaches for the emerging non-conventional market, and addresses the origins and definitions of non-conventional marketing approaches Provides real-world examples of successful Street Marketing by major companies and organizations such as Heineken, Greenpeace, World Wildlife Fund (WWF), and Mini (automobiles) Written by an accomplished marketing consultant and business owner who has put his Street Marketing™ concepts and practices into action for well-known organizations and companies as diverse as Intel, Lancôme, Clarins, Microsoft, Sony, and the World Council of People at the United Nations

Uncreative Writing-Kenneth Goldsmith 2011-09-20 Can techniques traditionally thought to be outside the scope of literature, including word processing, databasing, identity ciphering, and intensive programming, inspire the reinvention of writing? The Internet and the digital environment present writers with new challenges and opportunities to reconceive creativity, authorship, and their relationship to language. Confronted with an unprecedented amount of texts and language, writers have the opportunity to move beyond the creation of new texts and manage, parse, appropriate, and reconstruct those that already exist. In addition to explaining his concept of uncreative writing, which is also the name of his popular course at the University of Pennsylvania, Goldsmith reads the work of writers who have taken up this challenge. Examining a wide range of texts and techniques, including the use of Google searches to create poetry, the appropriation of courtroom testimony, and

the possibility of robo-poetics, Goldsmith joins this recent work to practices that date back to the early twentieth century. Writers and artists such as Walter Benjamin, Gertrude Stein, James Joyce, and Andy Warhol embodied an ethos in which the construction or conception of a text was just as important as the resultant text itself. By extending this tradition into the digital realm, uncreative writing offers new ways of thinking about identity and the making of meaning.

The Wind-Claude Simon 1986 Antoine Montes, a stranger with a mysterious past, arrives at a small French town to claim the vineyard he has inherited, but becomes involved in a difficult lawsuit and an unproductive relationship

Improvising cinema-Gilles Mouëllic 2014-04-15 This spirited volume explores the history and diversity of improvisation in the cinema, including works by Jean Renoir, Jean-Luc Godard, and Nobuhiro Suwa. Gilles Mouëllic examines improvisational practices that can be specifically attributed to the cinema and argues in favor of their powers as instigators of unprecedented forms of expression. Improvising Cinema reflects both on the permanence of attempting improvisation and the relationship between technology and aesthetics. Mouëllic concludes preservation becomes even more invaluable in the case of improvisation, as the creative act exists only within the brief time span of the performance.

Chemistry in Microelectronics-Yannick Le Tiec 2013-02-28 Microelectronics is a complex world where many sciences need to collaborate to create nano-objects: we need expertise in electronics, microelectronics, physics, optics and mechanics also crossing into chemistry, electrochemistry, as well as biology, biochemistry and medicine. Chemistry is involved in many fields from materials, chemicals, gases, liquids or salts, the basics of reactions and equilibrium, to the optimized cleaning of surfaces and selective etching of specific layers. In addition, over recent decades, the size of the transistors has been drastically reduced while the functionality of circuits has increased. This book consists of five chapters covering the chemicals and sequences used in processing, from cleaning to etching, the role and impact of their purity, along with the materials used in "Front End Of the Line" which corresponds to the heart and performance of individual transistors, then moving on to the "Back End Of the Line" which is related to the interconnection of all the transistors. Finally, the need for specific functionalization also requires key knowledge on surface treatments and chemical management to allow new applications. Contents 1. Chemistry in the "Front End of the Line" (FEOL): Deposits, Gate Stacks, Epitaxy and Contacts, François Martin, Jean-Michel Hartmann, Véronique Carron and Yannick Le Tiec. 2. Chemistry in Interconnects, Vincent Jousseume, Paul-Henri Haumesser, Carole Pernel, Jeffery Butterbaugh, Sylvain Maîtrejean and Didier Louis. 3. The Chemistry of Wet Surface Preparation: Cleaning, Etching and Drying, Yannick Le Tiec and Martin Knotter. 4. The Use and Management of Chemical Fluids in Microelectronics, Christiane Gottschalk, Kevin McLaughlin, Julie Cren, Catherine Payne and Patrick Valenti. 5. Surface Functionalization for Micro- and Nanosystems: Application to Biosensors, Antoine Hoang, Gilles Marchand, Guillaume Nonglaton, Isabelle Texier-Nogues and Françoise Vinet. About the Authors Yannick Le Tiec is a technical expert at CEA-Leti, Minatec since 2002. He is a CEA-Leti assignee at IBM, Albany (NY) to develop the advanced 14 nm CMOS node and the FDSOI technology. He held different technical positions from the advanced 300 mm SOI CMOS pilot line to different assignments within SOITEC for advanced wafer development and later within INES to optimize solar cell ramp-up and yield. He has been part of the ITRS Front End technical working group at ITRS since 2008.

Discourse in Statistical Machine Translation- 2014

The Routledge Companion to the Future of Marketing-Luiz Moutinho 2014-01-10 Marketing has changed substantially in the last few years. With more and more research conducted in marketing and consumer behaviour fields, and technological advances and applications occurring on a regular basis, the future of marketing opens up a world of exciting opportunities. Going beyond a state-of-the-art view of the discipline, this innovative volume focuses on the advances being made in many different areas such as; critical thinking, new paradigms, novel conceptualisations, as well as key technological innovations with a direct impact on the theory and practice of marketing. Each chapter presents an expert overview, and an analytical and engaging discussion of the topic, as well as introducing a specific research agenda paving the way for the future. The Routledge Companion to the Future of Marketing provides the reader with a comprehensive set of visionary insights into the future of marketing. This prestigious collection aims to challenge the mindset of marketing scholars, transforming current thinking into new perspectives and advances in marketing knowledge. Foreword Wayne S. DeSarbo, Smeal College of Business, Pennsylvania State University, USA "The Future of Marketing" presents 22 different chapters written by some of the top scholars in the field of Marketing. These 22 chapters are organized into four topical areas: (1) New paradigms and philosophical insights (Chapters 1-5), (2) Contributions from other scientific fields (Chapters 6-9), (3) Reconnecting with consumers and markets (Chapters 10-17), and (4) New methodological insights in scholarly research in the field (Chapters 18-22). Thus, there are a number of diverse areas treated here ranging from futuristic managerial philosophies to state of the art qualitative and quantitative methodologies

applicable to the various types of Marketing problems to be faced in the future. There are a number of implicit guidelines (and future research areas and needs) that can be gleaned for (quantitative) modelers in terms of the issues and considerations that their constructed models should explicitly accommodate in future empirical endeavors: Heterogeneity When modeling consumer perceptions, preferences, utility structures, choices, etc., it is important to avoid potential masking issues that aggregate models are subject to in many cases. In the simple case, consider a regression scenario where there are two equal sized segments whose utility functions (as a function of price) are opposite reflections of each other. Aggregating the sample in one large analysis yields a non-significant price elasticity coefficient, whereas estimating separate utility functions by segment displays the true structure in the data. While latent structure and hierarchical Bayesian methods have been developed for disaggregate analyses, a number of methodological issues exist with such existent approaches that provide fertile ground for future research. Competition Many quantitative models are estimated at a brand level and reflect only the efforts of that sole brand. For example, in many customer satisfaction studies, attention is often paid to the consumers of a particular client brand or service in an effort to portray their performance and derive the important drivers of satisfaction. Financial optimization models are then often constructed to examine where a company should invest its resources to best improve sales, retention, word of mouth, loyalty, etc. These studies need to occur in a fully competitive setting where one derives a full picture of the competitive market place. Managers need to know the relative importance of the drivers of satisfaction for their brand/service as well as for their competitors. In addition, knowledge of the relative performance of their brand relative to competitors is necessary information for strategy formation. Ideally, one would hope to see modeling efforts which also examine cross effects in terms of how Brand A's policy affects other brands. Over time, competitive dynamics are also important as discussed next. Dynamics As seen in the various chapters, this can assume many different manifestations. Related to the previous category above related to competition, it is often necessary to examine competitive dynamics as opposed to comparative statics where the modeler of the future examines simultaneous and/or sequential optimization by each of the competitors in a market place in a game theoretic context. In such a manner, it will not be the case that all competitors end up enacting the same exact identical strategies. Alternatively, the models of the future should be adaptive and have the ability to "learn" from past data, as well as benefit from informed managerial expert input and constraints. Parameter values that change/adapt during the duration of the data are also a desirable feature. Non-Linearity Traditional linear response functions do not typically yield realistic normative managerial guidelines or optimized solutions. End point solutions that suggest "all or none" types of resource allocations are useless in most realistic Marketing applications. A large amount of work is required in this area as Marketing often lacks the strong theory necessary to provide such insight regarding the models that are constructed. In addition, multiple objective functions need to be accommodated with the use of multicriterion optimization methods Endogeneity Often times, there are hidden effects embedded in the various independent variables the Marketer believes are exogenous and truly independent. These may be due to effect of lagged variables, managerial decision making practice, etc. To ignore such effects, threatens the integrity of the models Marketers construct. For example, in traditional regression models, such endogeneity often produces a correlation between the independent variable in question and the error term, often resulting in biased estimates when employing ordinary least-squares estimation. Moderation/Mediation There are times particularly in regression approaches where the relationships between two variables are affected by values of a third variable. In such cases, we need to employ selected interaction effects to measure such moderated effects. Interaction effects are often needed to model the synergistic or catalytic effects of various independent variables. Alternatively, in a mediation regression model, rather than hypothesizing a direct causal relationship between the independent variable and the dependent variable, a mediational model hypothesizes that the independent variable influences the mediator variable, which in turn influences the dependent variable. Thus, such moderator and mediator variables serve to clarify the nature of the relationship between the independent and dependent variables. Marketers need to be aware of such potential inter-relationships. Models Guided by Theory Ideally, the models we construct should be more than just data analytic structures which approximate the relationships found in the data. Where possible, models should be constructed on the basis of available sound Marketing theory describing the process being modeled. One of the advantages of structural equation models is that one can utilize such a methodology to test and implement some a priori theory describing the relationship or causal nature of various inter-related constructs. This feature has been lacking in the general modeling efforts to date. A major reason for this is due to the lack of adequate theory development for most of the processes encountered in Marketing. For example, we have no solid Marketing theory regarding the structure of marketing mix response models. Thus progress must be advanced in such areas so that the models we construct are more robust and explainable. I wish to personally thank the co-editors and various authors of the "Future of Marketing" for opening the door to get a glimpse of the future in the field of Marketing. The hope is that this new book will provide fresh

ideas to guide future research to improve the field of Marketing and define the next generation of research efforts as the torch gets passed to future generations.

Self-portrait in Green-Marie NDiaye 2014 "An excerpt from Self-Portrait in Green was first published in A Public Space"--Copyright page.

Geology and Resource Potential of the Congo Basin-Maarten J. de Wit 2015-01-02 This book summarizes the geomorphology, geology, geochronology, geophysics and mineral resources of the Congo Basin, one of the world's most enigmatic and poorly understood major intra-continental sedimentary basins, and its flanking areas of Central Africa. It provides an up to date analysis of the large region's origin and evolution. The book's nineteen chapters take the reader through the entire basement history, as well as the Basin's ca. 700 million years of cover sequences. Starting from its Archean cratons and Proterozoic mobile belts, and proceeding through the Phanerozoic sequences, including the most recent Cenozoic successions, the book also explores the present drainage systems and the subtle but complex topography of the Congo Basin. It also presents and evaluates new basin models and related dynamic processes, as well as revised correlation schemes with its Gondwana counterparts in South America, all of which provide key insights into its rich diamond deposits and other mineral wealth, which are documented in the final chapters. A specific feature of this book is its synthesis, performed by teams of active experts, of a vast amount of geoscientific data previously only recorded in research reports, company reports, survey bulletins, and scattered journal articles and books. The sheer size of the Congo Basin (ca.1.8 million km², or just under half the area of the EU) and Central Africa (some 7 million km², or more than 70% of the area of the USA) will make this a sought-after source of information and inspiration on this unique region.

Life on the Screen-Sherry Turkle 2011-04-26 Life on the Screen is a book not about computers, but about people and how computers are causing us to reevaluate our identities in the age of the Internet. We are using life on the screen to engage in new ways of thinking about evolution, relationships, politics, sex, and the self. Life on the Screen traces a set of boundary negotiations, telling the story of the changing impact of the computer on our psychological lives and our evolving ideas about minds, bodies, and machines. What is emerging, Turkle says, is a new sense of identity—as decentered and multiple. She describes trends in computer design, in artificial intelligence, and in people's experiences of virtual environments that confirm a dramatic shift in our notions of self, other, machine, and world. The computer emerges as an object that brings postmodernism down to earth. Chimie en microélectronique-LE TIEC Yannick 2013-07-01 La microélectronique est un monde complexe dans lequel plusieurs sciences comme la physique, l'électronique, l'optique ou la mécanique, contribuent à créer des nano-objets fonctionnels. La chimie est particulièrement impliquée dans de nombreux domaines tels que la synthèse des matériaux, la pureté des fluides, des gaz, des sels, le suivi des réactions chimiques et de leurs équilibres ainsi que la préparation de surfaces optimisées et la gravure sélective de couches spécifiques. Au cours des dernières décennies, la taille des transistors s'est considérablement réduite et la fonctionnalité des circuits électroniques s'est accrue. Cette évolution a conduit à une interpénétration de la chimie et de la microélectronique exposée dans cet ouvrage. Chimie en microélectronique présente les chimies et les séquences

utilisées lors des procédés de production de la microélectronique, des nettoyages jusqu'aux gravures des plaquettes de silicium, du rôle et de l'impact de leur niveau de pureté jusqu'aux procédés d'interconnexion des millions de transistors composant un circuit électronique. Afin d'illustrer la convergence avec le domaine de la santé, l'ouvrage expose les nouvelles fonctionnalisations spécifiques, tels que les capteurs biologiques ou les capteurs sur la personne.

The May 1968 Events in France-Keith A. Reader 2016-07-27 The multiple impact of the May 1968 events in France is here reviewed and analysed, initially through a narrative account of the events themselves and then through a systematic survey of the various manners in which they have been interpreted and reproduced in France. This covers successively political, social/sociological, and cultural texts - first-hand accounts along with works by political activists and academic social scientists - before moving to a consideration of fictional works (novels and feature films) dealing with or set during the events.

The Vanishing Peasant-Henri Mendras 1970 This translation of La Fin des Paysans is a fascinating and highly readable study of the effects of technological change on the structure, attitudes, and values of traditional French rural society.

Empirical Methods for Exploiting Parallel Texts-Dan I. Melamed 2001 Parallel texts (bitexts) are a goldmine of linguistic knowledge, because the translation of a text into another language can be viewed as a detailed annotation of what that text means. Knowledge about translational equivalence, which can be gleaned from bitexts, is of central importance for applications such as manual and machine translation, cross-language information retrieval, and corpus linguistics. The availability of bitexts has increased dramatically since the advent of the Web, making their study an exciting new area of research in natural language processing. This book lays out the theory and the practical techniques for discovering and applying translational equivalence at the lexical level. It is a start-to-finish guide to designing and evaluating many translingual applications.

Deterrence and Strategy-André Beaufre 1966

Landscapes and Landforms of France-Monique Fort 2013-08-23 The Landforms and Landscapes of France provides an informative and attractive overview of the most scenic landscapes of France. The geodiversity of France is emphasized, for example the glacial landscapes of the Mont-Blanc Massif, the volcanoes of the French Massif Central, the chalk cliffs and sand dunes of the Atlantic coast, the granitic landscapes of Corsica or the lagoons and coral reefs of French Polynesia. The objectives are to provide the reader with an enjoyable and informative description of the selected sites within their regional geographical and geological settings; to offer an up-to-date survey of the evolution of France's landscape; and to give additional information on the cultural value of the selected sites wherever appropriate (prehistoric paintings, legends related to sites, famous vineyards, etc.). The book is a richly illustrated reference work that makes accessible for the first time a wealth of information currently scattered among many national and regional journals. It will be of benefit to earth scientists, environmental scientists, tourism geographers and conservationists