

## Promo2

Popular Science gives our readers the information and tools to improve their technology and their world. The core belief that Popular Science and our readers share: The future is going to be better, and science and technology are the driving forces that will help make it better.

As the global market continues to recuperate from economic downfall, it is essential for private label products to find ways to compete with alternatives offered by wholesale and national retailers. In many cases, it becomes difficult for off-brand products to generate market appeal when consumers have preconceived notions about the quality of generic products and loyalty to branded products. The Handbook of Research on Strategic Retailing of Private Label Products in a Recovering Economy emphasizes advertising and promotional approaches being utilized, as well as consumer behavior and satisfaction in response to marketing strategies and the sensitive pricing techniques being implemented to endorse generic and store-brand products available on the market. Highlighting brand competition between wholesalers, retailers, and private brand names following a global economic crisis, this publication is an extensive resource for researchers, graduate-students, economists, and business professionals.

Never HIGHLIGHT a Book Again! Virtually all of the testable terms, concepts, persons, places, and events from the textbook are included. Cram101 Just the FACTS101 studyguides give all of the outlines, highlights, notes, and quizzes for your textbook with optional online comprehensive practice tests. Only Cram101 is Textbook Specific. Accompanys: 9781133626176 .

The Mike Oldfield Chronology, Second Edition, is a comprehensive look at the recording and release history of the man who, for over 40 years, has created some of the world's most innovative and groundbreaking music. This Chronology covers every aspect of Mike Olfield's recording career, from his early days with his sister in the folk duo The Sallyangie, to his joining Kevin Ayers And The Whole World, through the recording of his albums and his numerous guest appearances. The information is presented date by date in chronological order, accompanied by detailed descriptions of each song version and non-album track, edit, remix, extended version and demo (some released and some unreleased). It also covers Mike's tours and live appearances.

For ten years, the Fruits de Mer record label has been releasing some of the most exhilarating, and eminently collectible, records of the 21st century. Now, for the first time, the full story of this remarkable phenomenon is told. Featuring over 50 exclusive interviews and a wealth of rare and unseen photos, The Incomplete Angler is a celebration of modern record collecting, and the people who make it possible. Includes behind the scenes stories and interviews with Sendelica, Us and Them, Crystal Jacqueline, Cranium Pie, the Chemistry Set, Astralasia, Stay, Beautify Junkyards, Soft Hearted Scientists, the Pretty Things, Schizo Fun Addict, Jack Ellister, the Bevis Frond, Anton Barbeau, Alison O'Donnell and more. Also includes a full discography, including collectible variants and coloured vinyl releases.

PROMO 2Acp Promo2 W/ OwmSouth-Western CollegeAdvances in Machine Learning and Computational IntelligenceProceedings of ICMLCI 2019Springer Nature

One of very few CSS books that focuses on teaching advanced-level CSS techniques CSS is a huge market—every web designer needs to know CSS to succeed in the modern web design marketplace Part of the "Solutions" series, and a follow-up from the best-selling Dan Cederholm book, Web Standards Solutions (ISBN 1590593812)

Learn, understand, and implement deep neural networks in a math- and programming-friendly approach using Keras and Python. The book focuses on an end-to-end approach to developing supervised learning algorithms in regression and classification with practical business-centric use-cases implemented in Keras. The overall book comprises three sections with two chapters in each section. The first section prepares you with all the necessary basics to get started in deep learning. Chapter 1 introduces you to the world of deep learning and its difference from machine learning, the choices of frameworks for deep learning, and the Keras ecosystem. You will cover a real-life business problem that can be solved by supervised learning algorithms with deep neural networks. You'll tackle one use case for regression and another for classification leveraging popular Kaggle datasets. Later, you will see an interesting and challenging part of deep learning: hyperparameter tuning; helping you further improve your models when building robust deep learning applications. Finally, you'll further hone your skills in deep learning and cover areas of active development and research in deep learning. At the end of Learn Keras for Deep Neural Networks, you will have a thorough understanding of deep learning principles and have practical hands-on experience in developing enterprise-grade deep learning solutions in Keras. What You'll Learn Master fast-paced practical deep learning concepts with math- and programming-friendly abstractions. Design, develop, train, validate, and deploy deep neural networks using the Keras framework Use best practices for debugging and validating deep learning models Deploy and integrate deep learning as a service into a larger software service or product Extend deep learning principles into other popular frameworks Who This Book Is For Software engineers and data engineers with basic programming skills in any language and who are keen on exploring deep learning for a career move or an enterprise project.

To survive in today's competitive and globalized business environment, marketing professionals must look to develop innovative methods of reaching their customers and stakeholders. Examining the relationship between culture and marketing can provide companies with the data they need to expand their reach and increase their profits. Global Branding: Breakthroughs in Research and Practice provides international insights into marketing strategies and techniques employed to create and sustain a globally recognized brand. Highlighting a range of pertinent topics such as brand communication, consumer engagement, and product innovation, this publication is an ideal reference source for business executives, marketing professionals, business managers, academicians, and researchers actively involved in the marketing industry.

This book gathers selected high-quality papers presented at the International Conference on Machine Learning and Computational Intelligence (ICMLCI-2019), jointly organized by Kunming University of Science and Technology and the Interscience Research Network, Bhubaneswar, India, from April 6 to 7, 2019. Addressing virtually all aspects of intelligent systems, soft computing and machine learning, the topics covered include: prediction; data mining; information retrieval; game playing; robotics; learning methods; pattern visualization; automated knowledge acquisition; fuzzy, stochastic and probabilistic computing; neural computing; big data; social networks and applications of soft computing in various areas.

Showcases the work of North America's most innovative graphic designers and illustrators in more than 240 promotional pieces.

A short reference that visually presents the most essential Word for Windows 95 tasks along with the most efficient way to accomplish each of those tasks. Coded by task category that is organized alphabetically, the reference makes it easy to locate information. Tasks are also listed alphabetically within common topic areas.

This study addresses the marketing-mix standardization issue in the Central and Eastern European context. Special consideration is given to the construct of product cultural specificity, for

which a new measure is proposed.

Computer Fundamentals is specifically designed to be used at the beginner level. It covers all the basic hardware and software concepts in computers and its peripherals in a very lucid manner.

Companion CD-ROM includes source code from the book, organized by chapter, virtual reference library of books on related topics, Que's internet knowledgebase, third-party software, graphics collection, documentation.

NEW PERSPECTIVES ON ADOBE PHOTOSHOP CS6, COMPREHENSIVE offers a critical-thinking approach to teaching Photoshop. This text explains and reinforces design software concepts and skills through the New Perspectives' signature case-based, problem-solving pedagogy. Students will transcend point-and-click skills to take full advantage of the software's utility.

Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

This volume provides a new set of tools for creating and analysing theories. Computer-Assisted Theory Building re-orientes the way many social scientists build and work with theories -- and it will prove of value to all practising social science theorists. Because verbal formulations are insufficiently specific and mathematical formulations often too restrictive, the author proposes a new formal language as a middle way, advocating computer simulation models to allow the formulation of more dynamic theories.

NEW PERSPECTIVES ON ADOBE PHOTOSHOP CS5, COMPREHENSIVE offers a critical-thinking approach to teaching Photoshop. This text explains and reinforces design software concepts and skills through the New Perspectives' signature case-based, problem-solving pedagogy. Students will transcend point-and-click skills to take full advantage of the software's utility.

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In the field of hydrodynamics, various methods have been developed for the prediction of calm water resistance and manoeuvring characteristics. These methods range from rather simple empirical methods to very advanced Computational Fluid Dynamics (CFD). In ship design, Computer Aided Design (CAD) applications mainly focus on the description of the geometry of the ship and the calculation of hydrostatic properties. Considerable attention has been given to drawing systems and connectivity to systems for supporting the production process of ships - Computer Aided Manufacturing (CAM). This volume reviews the rapid advances that have been made in computer applications to ship hydrodynamics and ship design, due to developments in the performance of computer hardware. Special attention is paid to the integration of hydrostatic calculations in ship design software offering new possibilities to ship designers for optimizing the design of ships.

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