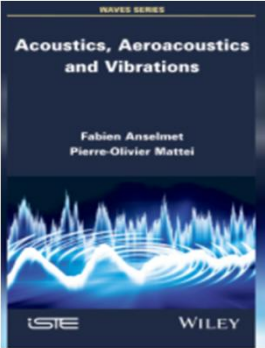
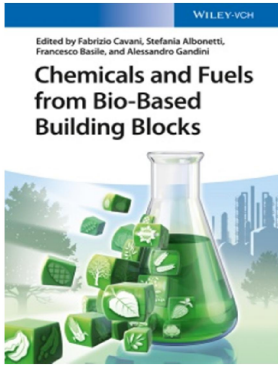
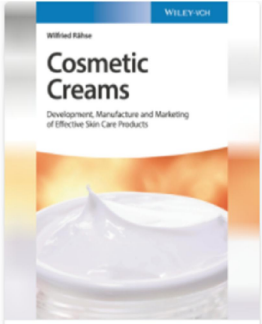


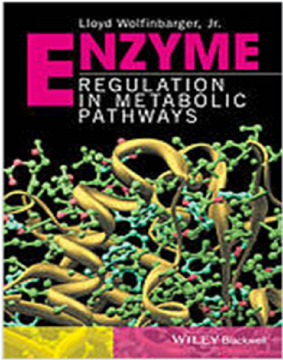

DAFTAR BUKU ELEKTRONIK (E-BOOK) WILEY E-TEXT

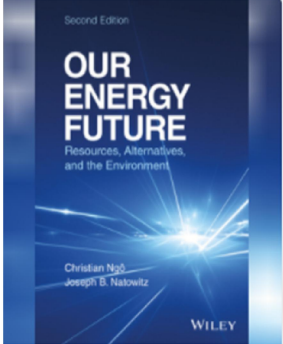

UNTUK: FAKULTAS TEKNOLOGI INDUSTRI


PUBLISHER: WILEY

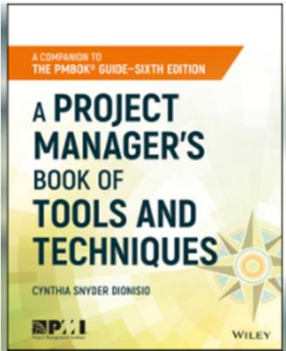
No.	Judul	Pengarang	Penerbit	Tahun	Edisi	Kolasi	e-ISBN	p-ISBN	Anotasi	Link
1	Acoustics, Aeroacoustics and Vibrations 	Anselmet	Wiley	2016	-	ix, 511hlm. : illus ; 24 cm.	97811119178408	1848218613 9781848218611	This Didactic Book Presents The Main Elements Of Acoustics, Aeroacoustics And Vibrations. Illustrated With Numerous Concrete Examples Linked To Solid And Fluid Continua, Acoustics, Aeroacoustics And Vibrations Proposes A Selection Of Applications Encountered In The Three Fields, Whether In Room Acoustics, Transport, Energy Production Systems Or Environmental Problems. Theoretical Approaches Enable Us To Analyze The Different Processes In Play. Typical Results, Mostly From Numerical Simulations, Are Used To Illustrate The Main Phenomena (Fluid Acoustics, Radiation, Diffraction, Vibroacoustics, Etc.).	https://bookshelf.vitalsource.com/#/books/9781119178408

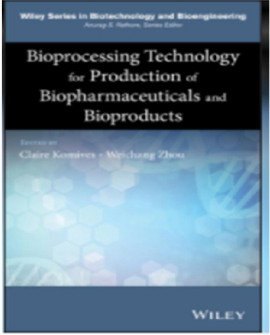
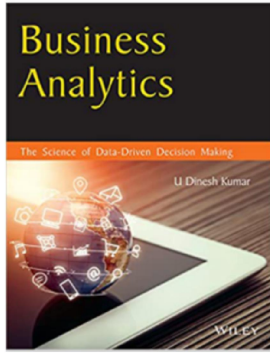
No.	Judul	Pengarang	Penerbit	Tahun	Edisi	Kolasi	e-ISBN	p-ISBN	Anotasi	Link
2	Chemicals and Fuels from Bio-Based Building Blocks 	Cavani	Wiley	2016	-	2 volume : illus. (beberapa berwarna) ; 25 cm	9783527698226	9783527338979 3527338977	This book was conceived with the ambitious aim of preparing something different from the information already available. In other words, for the authors it was not only a matter of updating the panorama with the latest developments in technologies and transformation processes but also of offering readers the possibility to view the “world of renewables” from a more rational perspective. Instead of contributions focusing on how a certain biomass or bio-based building block can be transformed into specific products, we decided to offer an overview from the standpoints of reaction and products. This led to the organization of the book into different sections in which the classes of reactions (oxidation, hydrodeoxygenation, C–C bond formation) are examined or the different types of monomers (succinic acid, adipic acid, furandicarboxylic acid, glycols, and acrylic acid), polymers, and drop-in chemicals (olefins, aromatics, and syngas, produced from renewables) are discussed. A closing section of the book contains several contributions from chemical industries operating in the field of biorefinery development. Throughout the book it is possible to find points of intersection between the chapters on products and those on reactions that are finding a place in biorefinery models. This approach gives a three-dimensional perspective on the production of bio-based building blocks and, looking at the future, facilitates the development of new processes and placement of new products in an increasingly integrated context.	https://bookshelf.vitalsource.com/#/books/9781119178408
3	Cosmetic Creams: Development, Manufacture and Marketing of Effective Skin Care Products 	Rahse	Wiley	2020	1st ed.	xiii, 488 hlm. : Illus. ; 24.4 cm x 17 cm	9783527812455	9783527343980, 3527343989	The book focuses on the structure and formulation of a cream as well as the effect of each ingredient. As there are many thousands of ingredients, the discussed selection is largely based on own experiences, i.e. proven effects.	https://bookshelf.vitalsource.com/#/books/9783527812455

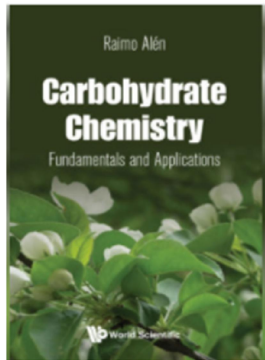

No.	Judul	Pengarang	Penerbit	Tahun	Edisi	Kolasi	e-ISBN	p-ISBN	Anotasi	Link
4	Enzyme Regulation in Metabolic Pathways 	Wolfinbarger Jr	Wiley	2017		IX, 173 hlm.	9781119155416	9781119155423 1119155428	Enzyme Regulation In Metabolic Pathways Shows The Reader How To Understand The Roles Of Enzymes And Their Kinetic Constants In Intermediary Metabolism. It Provides A Means Of Correlating Data Obtained In Experimental Studies To Multiple Possible Mechanisms Through Which Some Enzyme May Catalyze The Conversion Of A Substrate To A Product. Although Not The Most Appropriate Means Of Determining Some Potential Kinetic Mechanism, Quasi-Equilibrium Assumptions Are Used Throughout The Book, Keeping The Rate Equation Derivations Simple. Actual Metabolic Pathways With Known (Presumed) Positive And Negative Regulation Events Are Linked To These Potential Kinetic Mechanisms Using Both Rate Equation Derivations And Data Plots Illustrating How The Rate Equation Derivations Can Be Used To Explain The Data Plots. This Book Will Be A Valuable Reference For Students In Biological Sciences And Biochemistry Majors Required To Take A Core Course In Enzymology.	https://bookshelf.vitalsource.com/#/books/9781119155416
5	Fundamental Bioengineering 	Villadsen	Wiley	2016	-	XVI, 560 hlm.: Ilus.; diagram; 25 cm	9783527697458	9783527336746 3527336745	A Thorough Introduction To The Basics Of Bioengineering, With A Focus On Applications In The Emerging "White" Biotechnology Industry. As Such, This Latest Volume In The "Advanced Biotechnology" Series Covers The Principles For The Design And Analysis Of Industrial Bioprocesses As Well As The Design Of Bioremediation Systems, And Several Biomedical Applications. No Fewer Than Seven Chapters Introduce Stoichiometry, Kinetics, Thermodynamics And The Design Of Ideal And Real Bioreactors, Illustrated By More Than 50 Practical Examples. Further Chapters Deal With The Tools That Enable An Understanding Of The Behavior Of Cell Cultures And Enzymatically Catalyzed Reactions, While Others Discuss The Analysis Of Cultures At The Level Of The Cell, As Well As Structural Frameworks For The Successful Scale-Up Of Bioreactions. In Addition, A Short Survey Of Downstream Processing Options And The Control Of Bioreactions Is Given. With Contributions From Leading Experts In Industry And Academia, This Is A Comprehensive Source Of Information Peer-Reviewed By Experts In The Field.	https://bookshelf.vitalsource.com/#/books/9783527697458

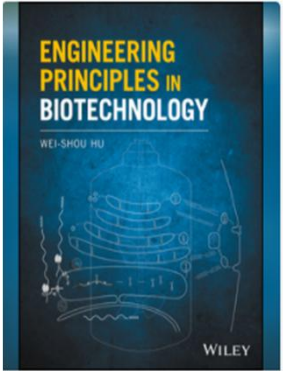
No.	Judul	Pengarang	Penerbit	Tahun	Edisi	Kolasi	e-ISBN	p-ISBN	Anotasi	Link
6	Our Energy Future: Resources, Alternatives and the Environment, 2nd Edition 	Ngo	Wiley	2016	2nd ed.	xviii, 512 hlm.: illus.	9781119213390	9781119213369, 1119213363	<p>Presents An Overview On The Different Aspects Of The Energy Value Chain And Discusses The Issues That Future Energy Is Facing. This Book Covers Energy And The Energy Policy Choices Which Face Society. The Book Presents Easy-To-Grasp Information And Analysis, And Includes Statistical Data For Energy Production, Consumption And Simple Formulas. Among The Aspects Considered Are: Science, Technology, Economics And The Impact On Health And The Environment. In This New Edition Two New Chapters Have Been Added: The First New Chapter Deals With Unconventional Fossil Fuels, A Resource Which Has Become Very Important From The Economical Point Of View, Especially In The United States. The Second New Chapter Presents The Applications Of Nanotechnology In The Energy Domain.</p> <ul style="list-style-type: none"> • Provides A Global Vision Of Available And Potential Energy Sources • Discusses Advantages And Drawbacks To Help Prepare Current And Future Generations To Use Energy Differently • Includes New Chapters Covering Unconventional Fossil Fuels And Nanotechnology As New Energy <p>Our Energy Future: Resources, Alternatives And The Environment, Second Edition, Is Written For Professionals, Students, Teachers, Decision-Makers And Politicians Involved In The Energy Domain And Interested In Environmental Issues.</p>	https://bookshelf.vitalsource.com/#/books/9781119213390
7	Project Management in Practice, 6th Edition 	Meredith	Wiley	2017	6th ed	329 hlm. : ilus.	9781119298601	9781119298854, 1119298857	<p>Offering Streamlined Coverage With An Applied Approach, Project Management In Practice, 6th Edition Focuses On The Essentials Of Project Management. This Concise, Hands-On Text Is Ideal For A One Semester Project Management Course, Or As A Module On Project Management. This Textbook Is Organized Around The Project Management Life Cycle, And Provides Students With Essential Project Management Concepts While Addressing An Important Area Of Industry Growth: The Use Of Projects To Achieve The Strategic Goals Of Organizations.</p>	https://bookshelf.vitalsource.com/#/books/9781119298601

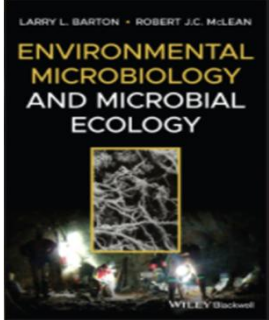
No.	Judul	Pengarang	Penerbit	Tahun	Edisi	Kolasi	e-ISBN	p-ISBN	Anotasi	Link
8	A Data Scientist's Guide to Acquiring, Cleaning, and Managing Data in R 	Buttrey	Wiley	2017	1s ed.	xxi, 288 hlm.	9781119080060	9781119080022, 1119080029	<p>The Only How-To Guide Offering A Unified, Systemic Approach To Acquiring, Cleaning, And Managing Data In R. Every Experienced Practitioner Knows That Preparing Data For Modeling Is A Painstaking, Time-Consuming Process. Adding To The Difficulty Is That Most Modelers Learn The Steps Involved In Cleaning And Managing Data Piecemeal, Often On The Fly, Or They Develop Their Own Ad Hoc Methods. This Book Helps Simplify Their Task By Providing A Unified, Systematic Approach To Acquiring, Modeling, Manipulating, Cleaning, And Maintaining Data In R.</p> <p>Starting With The Very Basics, Data Scientists Samuel E. Buttrey And Lyn R. Whitaker Walk Readers Through The Entire Process. From What Data Looks Like And What It Should Look Like, They Progress Through All The Steps Involved In Getting Data Ready For Modeling. They Describe Best Practices For Acquiring Data From Numerous Sources; Explore Key Issues In Data Handling, Including Text/Regular Expressions, Big Data, Parallel Processing, Merging, Matching, And Checking For Duplicates; And Outline Highly Efficient And Reliable Techniques For Documenting Data And Recordkeeping, Including Audit Trails, Getting Data Back Out Of R, And More.</p> <ul style="list-style-type: none"> • The Only Single-Source Guide To R Data And Its Preparation, It Describes Best Practices For Acquiring, Manipulating, Cleaning, And Maintaining Data • Begins With The Basics And Walks Readers Through All The Steps Necessary To Get Data Ready For The Modeling Process • Provides Expert Guidance On How To Document The Processes Described So That They Are Reproducible • Written By Seasoned Professionals, It Provides Both Introductory And Advanced Techniques • Features Case Studies With Supporting Data And R Code, Hosted On A Companion Website <p>A Data Scientist's Guide To Acquiring, Cleaning And Managing Data In R Is A Valuable Working Resource/Bench Manual For Practitioners Who Collect And Analyze Data, Lab Scientists And Research Associates Of All Levels Of Experience, And Graduate-Level Data Mining Students.</p>	https://bookshelf.vitalsource.com/#/books/9781119080060

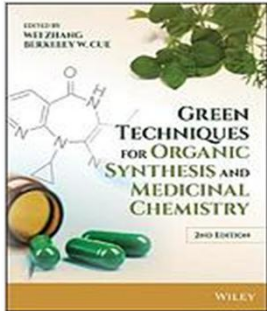
No.	Judul	Pengarang	Penerbit	Tahun	Edisi	Kolasi	e-ISBN	p-ISBN	Anotasi	Link
9	A Project Manager's Book of Tools and Techniques 	Snyder Dionisio	Wiley	2018	6th ed.	-	9781119424857	9781119423966, 1119423961	<p>A Practical Guide For Putting PMBOK Concepts To Work. A Project Manager's Book Of Tools And Techniques Is An Invaluable Resource For Students And Working Professionals Alike. Whether You're Preparing For The PMP Exam Or Just Looking To Optimize Your Project Management Skills, This Book Provides Detailed Explanations For Over 100 Essential Tools Described In The Project Management Institute's A Guide To The Project Management Body Of Knowledge (PMBOK Guide) Sixth Edition. Going Beyond Theory And Concept To Real-World Practice, These Tools And Techniques Are The "How" Of Effective Project Management; From Planning, To Implementation, To Oversight, And Beyond, All Phases Of The Project Are Represented Here To Help You More Effectively Apply Critical PMBOK Concepts. Comprehensive Examples Illustrate Real-World Implementation, And Detailed Discussion Provides Expert Guidance For Both New And Experienced Project Management Professionals.</p> <p>Knowing What To Do Is Much Different From Knowing How To Do It; Even Perfect Understanding Of The PMBOK Guide Doesn't Automatically Translate Into Effective Practice. This Book Is Designed To Help You Bridge That Gap And Expertly Apply Current Project Management Standards.</p> <ul style="list-style-type: none"> • Delve Deeper Into The Practical Tools Described In The PMBOK Guide--Sixth Edition • Follow Detailed Examples That Illustrate Effective Project Management Methods • Master Project Management Applications In Preparation For The PMP Exam • Graduate From Theory To Practice With Powerful Tools And Techniques For Success <p>Concepts Are Only Valuable Once They Are Applied--And Then They Become A Skill Set That Gets Results. The PMBOK Guide Is The Ultimate Authority On Project Management Concepts, But Translating Those Concepts Into Applicable Skills Requires A Detailed Understanding Of The Tools Of The Field. A Project Manager's Book Of Tools And Techniques Is A Practical Manual For Putting Essential Project Management Concepts Into Practice.</p>	https://bookshelf.vitalsource.com/#/books/9781119424857


No.	Judul	Pengarang	Penerbit	Tahun	Edisi	Kolasi	e-ISBN	p-ISBN	Anotasi	Link
10	Bioprocessing Technology for Production of Biopharmaceuticals and Bioproducts 	Komives	Wiley	2019	-	xiii, 273 hlm.	9781119378303	9781119378280 1119378281	Written For Industrial And Academic Researchers And Development Scientists In The Life Sciences Industry, Bioprocessing Technology For Production Of Biopharmaceuticals And Bioproducts Is A Guide To The Tools, Approaches, And Useful Developments In Bioprocessing. This Important Guide: • Summarizes State-Of-The-Art Bioprocessing Methods And Reviews Applications In Life Science Industries • Includes Illustrative Case Studies That Review Six Milestone Bio-Products • Discusses A Wide Selection Of Host Strain Types And Disruptive Bioprocess Technologies	https://bookshelf.vitalsource.com/#/books/9781119378303
11	Business Analytics: The Science Of Data-Driven Decision Making 	Kumar	Wiley	2017	1st ed.	xxi, 714 hlm. : ilus. ; 24 cm	9788126583843	9788126568772 8126568771	Written with the aim of becoming the primary resource for students of business analytics, this book provides a holistic perspective of analytics with theoretical foundations and applications of the theory using examples across several industries.	https://bookshelf.vitalsource.com/#/books/9788126583843

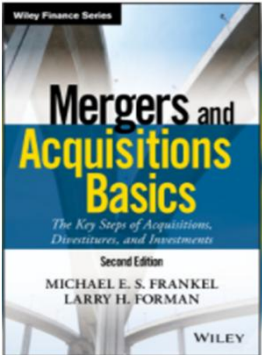
No.	Judul	Pengarang	Penerbit	Tahun	Edisi	Kolasi	e-ISBN	p-ISBN	Anotasi	Link
12	Carbohydrate Chemistry: Fundamentals And Applications 	Alén Raimo	Wiley	2018	–	–	9789813223660	9789813223639, 9813223634	This Book Presents A Comprehensive Approach To The Versatile And Fascinating Field Of Carbohydrate Chemistry. It Covers, Besides The Colorful Historical Perspective Within The Utilization Of Carbohydrates And Their Derivatives, All Modern Aspects On Their Properties, Nomenclature, Uses, And Natural Occurrence As Such Or As Residues In A Variety Of Biologically Active Molecules. Special Emphasis Is Paid To Various Conversion Techniques For Producing Value-Added Chemicals, Biofuels, And Other Products From Carbohydrate-Rich Renewable Resources.This Book Can Be Primarily Used As An Advanced Textbook For A Wide Range Of Readers In Many Disciplines; Not Only Students And Teachers But Also Everyone Who Works In The Laboratory As A Researcher Or In Production And Planning Or Who Generally Needs Relevant Knowledge Of Carbohydrates.	https://bookshelf.vitalsource.com/#/books/9789813223660
13	Dynamic Econometrics For Empirical Macroeconomic Modelling 	Nymoen Ragnar	Wiley	2019	–	xviii, 567 hlm. : diagram	9789811207532	9789811207518, 9811207518	For Masters and PhD students in EconomicsIn this textbook, the duality between the equilibrium concept used in dynamic economic theory and the stationarity of economic variables is explained and used in the presentation of single equations models and system of equations such as VARs, recursive models and simultaneous equations models.The book also contains chapters on: exogeneity, in the context of estimation, policy analysis and forecasting; automatic (computer based) variable selection, and how it can aid in the specification of an empirical macroeconomic model; and finally, on a common framework for model-based economic forecasting.Supplementary materials and notes are available on the publisher's website.	https://bookshelf.vitalsource.com/#/books/9789811207532

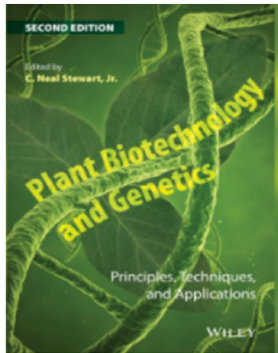
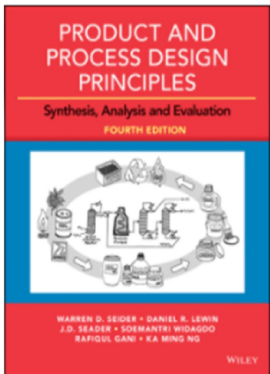
No.	Judul	Pengarang	Penerbit	Tahun	Edisi	Kolasi	e-ISBN	p-ISBN	Anotasi	Link
14	Engineering Principles in Biotechnology 	Hu	Wiley	2017	1st ed.	604 hlm.	9781119159049	9781119159025, 1119159024	<p>This Book Is A Short Introduction To The Engineering Principles Of Harnessing The Vast Potential Of Microorganisms, And Animal And Plant Cells In Making Biochemical Products. It Was Written For Scientists Who Have No Background In Engineering, And For Engineers With Minimal Background In Biology. The Overall Subject Dealt With Is Process. But The Coverage Goes Beyond The Process Of Biomanufacturing In The Bioreactor, And Extends To The Factory Of Cell's Biosynthetic Machinery. Starting With An Overview Of Biotechnology And Organism, Engineers Are Eased Into Biochemical Reactions And Life Scientists Are Exposed To The Technology Of Production Using Cells. Subsequent Chapters Allow Engineers To Be Acquainted With Biochemical Pathways, While Life Scientist Learn About Stoichiometric And Kinetic Principles Of Reactions And Cell Growth. This Leads To The Coverage Of Reactors, Oxygen Transfer And Scale Up. Following Three Chapters On Biomanufacturing Of Current And Future Importance, I.E. Cell Culture, Stem Cells And Synthetic Biology, The Topic Switches To Product Purification, First With A Conceptual Coverage Of Operations Used In Bioseparation, And Then A More Detailed Analysis To Provide A Conceptual Understanding Of Chromatography, The Modern Workhorse Of Bioseparation. Drawing On Principles From Engineering And Life Sciences, This Book Is For Practitioners In Biotechnology And Bioengineering. The Author Has Used The Book For A Course For Advanced Students In Both Engineering And Life Sciences. To This End, Problems Are Provided At The End Of Each Chapter.</p>	https://bookshelf.vitalsource.com/#/books/9781119159049

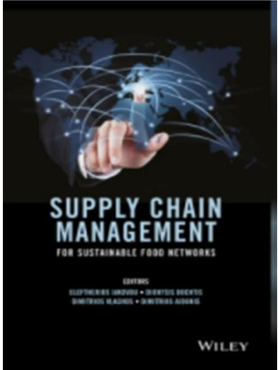
No.	Judul	Pengarang	Penerbit	Tahun	Edisi	Kolasi	e-ISBN	p-ISBN	Anotasi	Link
15	Environmental Microbiology and Microbial Ecology 	Barton	Wiley	2016	1st ed.	Resource online (465 hlm.)	9781118966280	9781118966266, 1118966260	<p>An Authoritative Overview Of The Ecological Activities Of Microbes In The Biosphere. Environmental Microbiology And Microbial Ecology Presents A Broad Overview Of Microbial Activity And Microbes' Interactions With Their Environments And Communities. Adopting An Integrative Approach, This Text Covers Both Conventional Ecological Issues As Well As Cross-Disciplinary Investigations That Combine Facets Of Microbiology, Ecology, Environmental Science And Engineering, Molecular Biology, And Biochemistry. Focusing Primarily On Single-Cell Forms Of Prokaryotes -- And Cellular Forms Of Algae, Fungi, And Protozoans -- This Book Enables Readers To Gain Insight Into The Fundamental Methodologies For The Characterization Of Microorganisms In The Biosphere.</p> <p>The Authors Draw From Decades Of Experience To Examine The Environmental Processes Mediated By Microorganisms And Explore The Interactions Between Microorganisms And Higher Life Forms. Highly Relevant To Modern Readers, This Book Examines Topics Including The Ecology Of Microorganisms In Engineered Environments, Microbial Phylogeny And Interactions, Microbial Processes In Relation To Environmental Pollution, And Many More.</p> <p>Now In Its Second Edition, This Book Features Updated References And Major Revisions To Chapters On Assessing Microbial Communities, Community Relationships, And Their Global Impact. New Content Such As Effective Public Communication Of Research Findings And Advice On Scientific Article Review Equips Readers With Practical Real-World Skills.</p> <ul style="list-style-type: none"> • Explores The Activities Of Microorganisms In Specific Environments With Case Studies And Actual Research Data • Highlights How Prominent Microbial Biologists Address Significant Microbial Ecology Issues • Offers Guidance On Scientific Communication, Including Scientific Presentations And Grant Preparation • Includes Plentiful Illustrations And Examples Of Microbial Interactions, Community Structures, And Human-Bacterial Connections • Provides Chapter Summaries, Review Questions, Selected Reading Lists, A Complete Glossary, And Critical Thinking Exercises <p>Environmental Microbiology And Microbial Ecology Is An Ideal Textbook For Graduate And Advanced Undergraduate Courses In Biology, Microbiology, Ecology, And Environmental Science, While Also Serving As A Current And Informative Reference For Microbiologists, Cell And Molecular Biologists, Ecologists, And Environmental Professionals.</p>	https://bookshelf.vitalsource.com/#/books/9781118966280

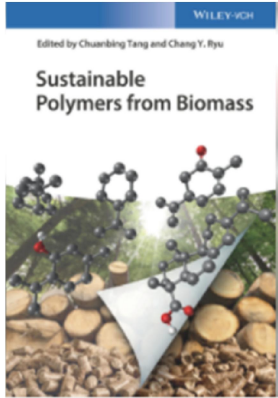
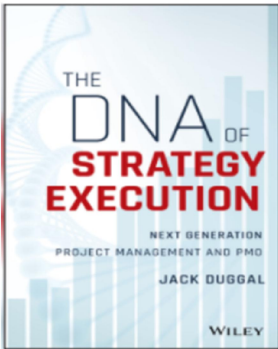
No.	Judul	Pengarang	Penerbit	Tahun	Edisi	Kolasi	e-ISBN	p-ISBN	Anotasi	Link
16	Green Techniques for Organic Synthesis and Medicinal Chemistry, 2nd Edition 	Zhang	Wiley	2018	2nd ed.	728 hlm.	9781119288589	9781119288176 1119288177	<p>An Updated Overview Of The Rapidly Developing Field Of Green Techniques For Organic Synthesis And Medicinal Chemistry Green Chemistry Remains A High Priority In Modern Organic Synthesis And Pharmaceutical R&D, With Important Environmental And Economic Implications. This Book Presents Comprehensive Coverage Of Green Chemistry Techniques For Organic And Medicinal Chemistry Applications, Summarizing The Available New Technologies, Analyzing Each Technique's Features And Green Chemistry Characteristics, And Providing Examples To Demonstrate Applications For Green Organic Synthesis And Medicinal Chemistry. The Extensively Revised Edition Of Green Techniques For Organic Synthesis And Medicinal Chemistry Includes 7 Entirely New Chapters On Topics Including Green Chemistry And Innovation, Green Chemistry Metrics, Green Chemistry And Biological Drugs, And The Business Case For Green Chemistry In The Generic Pharmaceutical Industry. It Is Divided Into 4 Parts. The First Part Introduces Readers To The Concepts Of Green Chemistry And Green Engineering, Global Environmental Regulations, Green Analytical Chemistry, Green Solvents, And Green Chemistry Metrics. The Other Three Sections Cover Green Catalysis, Green Synthetic Techniques, And Green Techniques And Strategies In The Pharmaceutical Industry. Includes More Than 30% New And Updated Material—Plus Seven Brand New Chapters Edited By Highly Regarded Experts In The Field (Berkeley Cue Is One Of The Fathers Of Green Chemistry In Pharma) With Backgrounds In Academia And Industry Brings Together A Team Of International Authors From Academia, Industry, Government Agencies, And Consultancies (Including John Warner, One Of The Founders Of The Field Of Green Chemistry) Green Techniques For Organic Synthesis And Medicinal Chemistry, Second Edition Is An Essential Resource On Green Chemistry Technologies For Academic Researchers, R&D Professionals, And Students Working In Organic Chemistry And Medicinal Chemistry.</p>	https://bookshelf.vitalsource.com/#/books/9781119288589

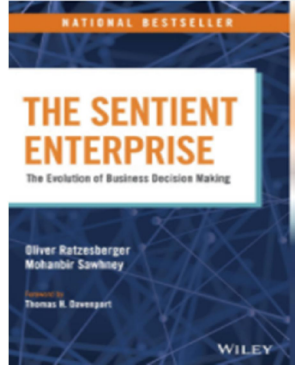
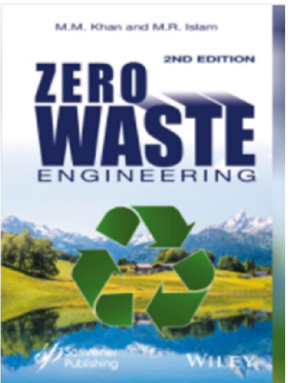
No.	Judul	Pengarang	Penerbit	Tahun	Edisi	Kolasi	e-ISBN	p-ISBN	Anotasi	Link
19	Marketing Research, 13th Edition 	Kumar	Wiley	2019	13th ed.	xxiii, 731hlm.: ilus.	9781119497493	9781119497585, 1119497582	<p><i>Marketing Research, 13th Edition</i> Presents A Clear And Comprehensive Introduction To The Field, With A Strong Focus On Methodologies And The Role Of Market Research In Strategic Decision Making. Employing A Unique Macro-Micro-Macro Approach, The Text Begins With A Broad Overview Of Market Research And Its Place Within--And Value To--An Organization, Before Zooming In To Detail The Granular View Of The Research Process. Step-By-Step Explanations Cover The Latest Methodologies And Current Practices, Highlighting Advanced Techniques As Well As Their Limitations And Potential Benefits, Followed By A High-Level Discussion Of Research Applications. An Emphasis On Real-World Processes Is Underscored By End-Of-Chapter Cases, Allowing Students To Apply What They've Learned In The Context Of Real-Life Examples Covering A Broad Range Of Products And Organizations. This Practical Approach Promotes Engagement While Building Essential Critical Analysis, Interpretation, And Decision-Making Skills, Preparing Students To Recognize Potential Research Applications, Alternatives Where They Exist, And The Quality Of Research At Hand. By Pulling Together Market Intelligence, Strategy, Theory, And Application, This Text Helps Students Build A Deep Understanding While Retaining The Big Picture Perspective.</p>	https://bookshelf.vitalsource.com/#/books/9781119497493


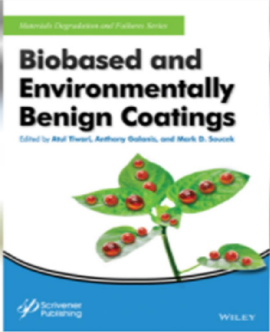
No.	Judul	Pengarang	Penerbit	Tahun	Edisi	Kolasi	e-ISBN	p-ISBN	Anotasi	Link
20	Mergers and Acquisitions Basics: The Key Steps of Acquisitions, Divestitures, and Investments, 2nd Edition 	Frankel	Wiley	2017	2nd ed.	360 hlm.	9781119274254	9781119274254 1119274257 9781119274261 1119274265 9781119380726 1119380723 9781119273479 1119273471	The Essential Executive M&A Primer, With Practical Tools And Expert Insight Mergers And Acquisitions Basics Provides Complete Guidance On The M&A Process, With In-Depth Analysis, Expert Insight, And Practical Tools For Success. This New Second Edition Has Been Updated To Reflect The Current M&A Landscape, Giving Busy Executives The Ideal Resource For Navigating Each Step In The Process. Veteran Executives Relate Guidelines, Lessons Learned, And Mistakes To Avoid As They Explain How M&As Work, Identify The Major Players, And Describe The Roles Involved In A Successful Transaction. Both Buyer And Seller Must Consider A Broad Range Of Factors, And This Essential Guide Provides Checklists, Forms, Sample Reports, And Presentations To Help You Avoid Surprises And Ensure Your Organization's Full Preparation For The Deal. Equity Investments, Valuation, Negotiation, Integration, Legal Aspects, And More Are Explained In Detail To Provide A Foundational Primer For Anyone Seeking To Clarify Their Role In The Process. Mergers And Acquisitions Are Becoming Ever More Critical To The Growth Of Large And Mid-Sized Companies. This Book Balances Depth And Breadth To Provide A One-Stop Guide To Maximizing The Financial And Operational Value Of The Deal. Identify Key Drivers Of Purchase Or Sale Understand Major Roles, Processes, And Practices Avoid Valuation Detractors And Negotiate Effectively Overcome Common Challenges To Successful Integration Effective M&As Are Highly Strategic, Solidly Structured, And Beneficial On Both Sides. It's A Complex Process With Many Variables, Many Roles, And Many Potential Pitfalls, But Navigating The Deal Successfully Can Mean The Difference Between Growth And Stagnation. Mergers And Acquisitions Basics Is The Comprehensive Resource Every Executive Needs To Understand The Ins-And-Outs Of Strategic Transactions.	https://booksshelf.vitalsource.com/#/books/9781119274254

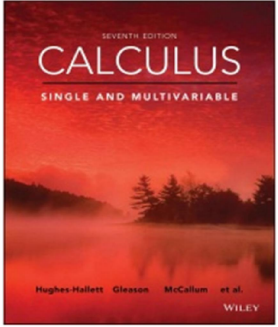
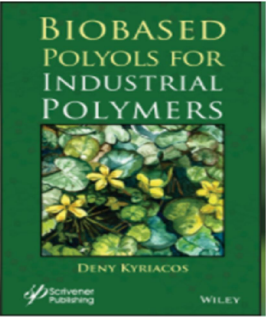
No.	Judul	Pengarang	Penerbit	Tahun	Edisi	Kolasi	e-ISBN	p-ISBN	Anotasi	Link
21	Plant Biotechnology and Genetics: Principles, Techniques, and Applications, 2nd Edition 	Stewart	Wiley	2016	2nd ed.	-	9781118819883	9781118819883 1118819888	<p>Focused On Basics And Processes, This Textbook Teaches Plant Biology And Agriculture Applications With Summary And Discussion Questions In Each Chapter. Updates Each Chapter To Reflect Advances / Changes Since The First Edition, For Example: New Biotechnology Tools And Advances, Genomics And Systems Biology, Intellectual Property Issues On DNA And Patents, Discussion Of Synthetic Biology Tools Features Autobiographical Essays From Eminent Scientists, Providing Insight Into Plant Biotechnology And Careers Has A Companion Website With Color Images From The Book And PowerPoint Slides Links With Author's Own Website That Contains Teaching Slides And Graphics For Professors And Students: Http://Bit.Ly/2Cl3mjp</p>	https://bookshelf.vitalsource.com/#/books/9781118819883
22	Product and Process Design Principles: Synthesis, Analysis and Evaluation, 4th Edition 	Seider	Wiley	2019	4th ed.	-	9781119475262	9781119282631, 1119282632	<p>The New 4th Edition Of Seider's <i>Product And Process Design Principles: Synthesis, Analysis And Design</i> Covers Content For Process Design Courses In The Chemical Engineering Curriculum, Showing How Process Design With Product Design Are Inter-Linked And Why Studying The Two Is Important For Modern Applications. A Principal Objective Of This New Edition Is To Describe Modern Strategies For The Design Of Chemical Products And Processes, With An Emphasis On A Systematic Approach. This Fourth Edition Presents Two Parallel Tracks: (1) Product Design, And (2) Process Design, With An Emphasis On Process Design. Process Design Instructors Can Show Easily How Product Designs Lead To New Chemical Processes. Alternatively, Product Design Can Be Taught In A Separate Course Subsequent To The Process Design Course.</p>	https://bookshelf.vitalsource.com/#/books/9781119475262

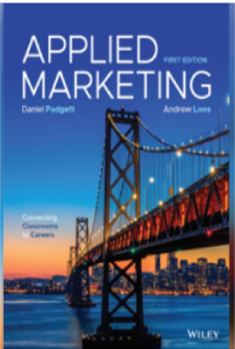
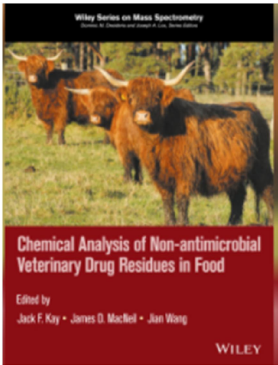
No.	Judul	Pengarang	Penerbit	Tahun	Edisi	Kolasi	e-ISBN	p-ISBN	Anotasi	Link
23	Supply Chain Management for Sustainable Food Networks 	Bochtis	Wiley	2016	-	-	9781118937501	9781118937495 111893749X	<p>An Interdisciplinary Framework For Managing Sustainable Agrifood Supply Chains Supply Chain Management For Sustainable Food Networks Provides An Up-To-Date And Interdisciplinary Framework For Designing And Operating Sustainable Supply Chains For Agri-Food Products. Focus Is Given To Decision-Making Procedures And Methodologies Enabling Policy-Makers, Managers And Practitioners To Design And Manage Effectively Sustainable Agrifood Supply Chain Networks. Authored By High Profile Researchers With Global Expertise In Designing And Operating Sustainable Supply Chains In The Agri-Food Industry, This Book: Features The Entire Hierarchical Decision-Making Process For Managing Sustainable Agrifood Supply Chains. Covers Knowledge-Based Farming, Management Of Agricultural Wastes, Sustainability, Green Supply Chain Network Design, Safety, Security And Traceability, IT In Agrifood Supply Chains, Carbon Footprint Management, Quality Management, Risk Management And Policy- Making. Explores Green Supply Chain Management, Sustainable Knowledge-Based Farming, Corporate Social Responsibility, Environmental Management And Emerging Trends In Agri-Food Retail Supply Chain Operations. Examines Sustainable Practices That Are Unique For Agriculture As Well As Practices That Already Have Been Implemented In Other Industrial Sectors Such As Green Logistics And Corporate Social Responsibility (CSR). Supply Chain Management For Sustainable Food Networks Provides A Useful Resource For Researchers, Practitioners, Policy-Makers, Regulators And C-Level Executives That Deal With Strategic Decision-Making. Post-Graduate Students In The Field Of Agriculture Sciences, Engineering, Operations Management, Logistics And Supply Chain Management Will Also Benefit From This Book.</p>	https://bookshelf.vitalsource.com/#/books/9781118937501

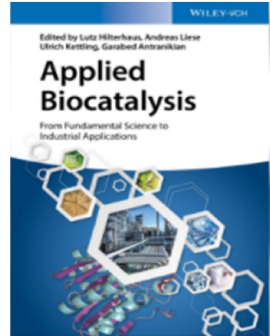

No.	Judul	Pengarang	Penerbit	Tahun	Edisi	Kolasi	e-ISBN	p-ISBN	Anotasi	Link
24	Sustainable Polymers from Biomass 	Tang	Wiley	2017	-	-	9783527340194	-	Offering A Unique Perspective Summarizing Research On This Timely Important Topic Around The Globe, This Book Provides Comprehensive Coverage Of How Molecular Biomass Can Be Transformed Into Sustainable Polymers. It Critically Discusses And Compares A Few Classes Of Biomass - Oxygen-Rich, Hydrocarbon-Rich, Hydrocarbon And Non-Hydrocarbon (Including Carbon Dioxide) As Well As Natural Polymers - And Equally Includes Products That Are Already Commercialized. A Must-Have For Both Newcomers To The Field As Well As Established Researchers In Both Academia And Industry.	https://bookshelf.vitalsource.com/#/books/9783527340194
25	The DNA of Strategy Execution: Next Generation Project Management and PMO 	Duggal	Wiley	2018	1st ed.	-	9781119378730	9781119278016, 1119278015	<p>Learn To Decode The DNA Of Management And Strategy-Execution In An Increasingly Turbulent World. Just As DNA Contains The Genetic Instructions Used In The Development And Functioning Of All Living Organisms, What If We Could Decode Containing The Elements Of Management And Strategy-Execution? Traditional Management Practices Are Rooted In A Mechanical Mindset Where The Problem And Solution Are Known And Well-Defined, But How Do You Plan For The Reality Of Today's Increasingly Complex World Where It Is Hard To Manage The Unknown And Unknowable?</p> <p>This Ground-Breaking Book Offers New Perspectives On Age-Old Management Challenges And Illuminates Better Ways To Organize And Manage In An Increasingly DANCE-World (Dynamic. Ambiguous. Non-Linear. Complex. Emergent). It Puts The Management DNA Under The Microscope, And Shows How To Develop The DNA Elements To Build And Transform Organizational Project Management And PMO Capabilities Essential For Effective Strategy-Execution. It Provides A Framework To Measure What Matters With A Step-By-Step Approach To Define And Measure Success And Business Value.</p> <p>The DNA Of Strategy Execution: Next Generation Project Management And PMO Provides Innovative Insights For Organizational Project Management And PMO. It Builds On Iterative, Incremental, Lean, Agile, And Adaptive Approaches And Goes Beyond To Explore What Is Required To Thrive In A Dynamic And Complex World. Based On Application And Learnings From Many Organizations Around The World, This Book Reveals A Playbook For Strategy-Execution That Will Help You:</p> <ul style="list-style-type: none"> • Decode The Core Elements Of Management And Strategy-Execution DNA • Design And Build Next-Generation Project/Program Management And PMO Platform Essential For Effective Strategy-Execution • Prepare Your Organization To Effectively Lead And Implement Agile Transformation And Organizational Change • Improve Organizational Project Management (OPM) And PMO Maturity By Developing Intelligence In Each Of The DNA Areas Of Strategy-Execution • Improve Overall Organizational Effectiveness And Innovation Capabilities <p>Whether You Are A Part Of A Startup, Or An Established Incumbent Organization, The Impact Of Digitization And Disruption And The Intensification Of The DANCE-World Requires A Rethink And Reset Of How We Organize And Manage. This Book Presents A Holistic Approach And A Playbook For Effective Strategy-Execution With Next-Generation Project, Program And PMO Capabilities.</p>	https://bookshelf.vitalsource.com/#/books/9781119378730

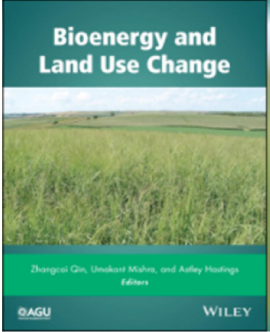
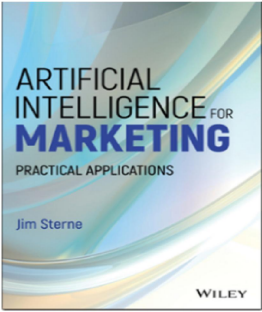
No.	Judul	Pengarang	Penerbit	Tahun	Edisi	Kolasi	e-ISBN	p-ISBN	Anotasi	Link
26	The Sentient Enterprise: The Evolution of Business Decision Making 	Ratzesberger	Wiley	2017		176 hlm.	9781119438793	—	<p>Mohan And Oliver Have Been Very Fortunate To Have Intimate Views Into The Data Challenges That Face The Largest Organizations And Institutions Across Every Possible Industry—And What They Have Been Hearing About For Some Time Is How The Business Needs To Use Data And Analytics To Their Advantage. They Continually Hear The Same Issues, Such As: We're Spending Valuable Meeting Time Wondering Why Everyone's Data Doesn't Match Up. We Can't Leverage Our Economies Of Scale While Remaining Agile With Data. We Need Self-Serve Apps That Let The Enterprise Experiment With Data And Accelerate The Development Process. We Need To Get On A More Predictive Curve To Ensure Long-Term Success. To Really Address The Data Concerns Of Today's Enterprise, They Wanted To Find A Way To Help Enterprises Achieve The Success They Seek. Not As A Prescriptive Process—But A Methodology To Become Agile And Leverage Data And Analytics To Drive A Competitive Advantage. You Know, It's Amazing What Can Happen When Two People With Very Different Perspectives Get Together To Solve A Big Problem. This Evolutionary Guide Resulted From The A-Ha Moment Between These Two Influencers At The Top Of Their Fields—One, An Academic Researcher And Consultant, And The Other, A Longtime Analytics Practitioner And Chief Product Officer At Teradata. Together, They Created A Powerful Framework Every Type Of Business Can Use To Connect Analytic Power, Business Practices, And Human Dynamics In Ways That Can Transform What Is Currently Possible.</p>	https://bookshelf.vitalsource.com/#/books/9781119438793
27	Zero Waste Engineering: A New Era of Sustainable Technology Development, 2nd Edition 	Khan	Wiley	2017	2nd ed.	xv, 669 hlm.: illus.	9781119184942	—	<p>Is "Zero Waste Engineering" Possible? This Book Outlines How To Achieve Zero Waste Engineering, Following Natural Pathways That Are Truly Sustainable. Using Methods That Have Been Developed In Various Areas For Sustainability Purposes, Such As New Mathematical Models, Recyclable Material Selection, And Renewable Energy, The Authors Probe The Principles Of Zero Waste Engineering And How It Can Be Applied To Construction, Energy Production, And Many Other Areas Of Engineering. This Groundbreaking New Volume: Explores New Scientific Principles On Which Sustainability And Zero Waste Engineering Can Be Based Presents New Models For Energy Efficiency, Cooling Processes, And Natural Chemical And Material Selection In Industrial Applications And Business Explains How "Green Buildings" And "Green Homes" Can Be Efficiently Built And Operated With Zero Waste Offers Case Histories And Successful Experiments In Sustainability And Zero-Waste Engineering Ideal For: Engineers And Scientists Of All Industries, Including The Energy Industry, Construction, The Process Industries, And Manufacturing. Chemical Engineers, Mechanical Engineers, Electrical Engineers, Petroleum Engineers, Process Engineers, Civil Engineers, And Many Other Types Of Engineers Would All Benefit From Reading This Exciting New Volume.</p>	https://bookshelf.vitalsource.com/#/books/9781119184942

No.	Judul	Pengarang	Penerbit	Tahun	Edisi	Kolasi	e-ISBN	p-ISBN	Anotasi	Link
28	An Other Kingdom: Departing the Consumer Culture 	Block	Wiley	2016		146 hlm.	9781119194743	–	Our Seduction Into Beliefs In Competition, Scarcity, And Acquisition Are Producing Too Many Casualties. We Need To Depart A Kingdom That Creates Isolation, Polarized Debate, An Exhausted Planet, And Violence That Comes With The Will To Empire. The Abbreviation Of This Empire Is Called A Consumer Culture. We Think The Free Market Ideology That Surrounds Us Is True And Inevitable And Represents Progress. We Are Called To Better Adapt, Be More Agile, More Lean, More Schooled, More, More, More. Give It Up. There Is No Such Thing As Customer Satisfaction. We Need A New Narrative, A Shift In Our Thinking And Speaking. An Other Kingdom Takes Us Out Of A Culture Of Addictive Consumption Into A Place Where Life Is Ours To Create Together. This Satisfying Way Depends Upon A Neighborly Covenant—An Agreement That We Together, Will Better Raise Our Children, Be Healthy, Be Connected, Be Safe, And Provide A Livelihood. The Neighborly Covenant Has A Different Language Than Market-Hype. It Speaks Instead In A Sacred Tongue. Authors Peter Block, Walter Brueggemann, And John McKnight Invite You On A Journey Of Departure From Our Consumer Market Culture, With Its Constellations Of Empire And Control. Discover An Alternative Set Of Beliefs That Have The Capacity To Evoke A Culture Where Poverty, Violence, And Shrinking Well-Being Are Not Inevitable—A Culture In Which The Social Order Produces Enough For All. They Ask You To Consider This Other Kingdom. To Participate In This Modern Exodus Towards A Modern Community. To Awaken Its Beginnings Are All Around Us. An Other Kingdom Outlines This Journey To Construct A Future Outside The Systems World Of Solutions.	https://bookshelf.vitalsource.com/#/books/9781119194743
29	Biobased and Environmentally Benign Coatings 	Tiwari	Wiley	2016	–	–	9781119185109	–	This Book Will Have The Recent Information On The Developments In The Emerging Field Of Environmental-Friendly Coatings. Crucial Aspects Associated With Coating Research Will Be Presented In Form Of The Individual Chapters. Close Attention Will Be Paid To Include Essential Aspects That Are Necessary To Understand The Properties And Applications Of The Novel Materials. Different Methods And Techniques Of Synthesis And Characterization Will Be Detailed As Individual Chapters. It Will Also Discuss The Characterization Techniques Used In The Area Of Such Coatings. There Will Be Chapters That Describe The Current Status And Future Prospects. The Topics Will Be Selected So They Are Easy To Understand And Useful To New Scholars As Well As Advanced Learners. No Book Has Been Written On This Subject So Far.	https://bookshelf.vitalsource.com/#/books/9781119185109

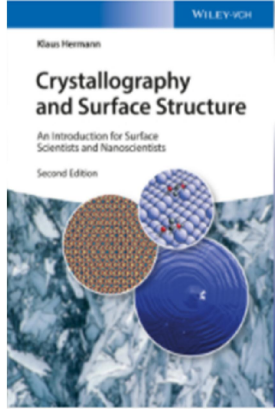
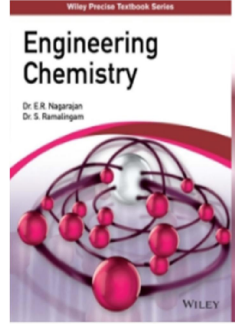
No.	Judul	Pengarang	Penerbit	Tahun	Edisi	Kolasi	e-ISBN	p-ISBN	Anotasi	Link
30	Calculus: Single and Multivariable, 7th Edition 	Hughes-Hallett	Wiley	2017	7th ed.	xviii, 1146 hlm. : ilus. ; 28 cm	9781119320494	9781119330387, 1119330386	<p>Calculus: Single And Multivariable, 7th Edition Continues The Effort To Promote Courses In Which Understanding And Computationreinforce Each Other. The 7th Edition Reflects The Many Voices Of Users At Research Universities, Four-Year Colleges, Community Colleges, And Secondary Schools. This New Edition Has Been Streamlined To Create A Flexible Approach To Both Theory And Modeling. The Program Includes A Variety Of Problems And Examples From The Physical, Health, And Biological Sciences, Engineering And Economics; Emphasizing The Connection Between Calculus And Other Fields.</p>	https://bookshelf.vitalsource.com/#/books/9781119320494
31	Biobased Polyols for Industrial Polymers 	Kyriacos	Wiley	2020	-	-	9781119620297	-	<p>The Replacement Of Polyols Synthesized From Petrochemical By Polyols Originating From Natural Products, Notably From Vegetable Oils And Animal Fats, Has Been The Subject Of Research Projects For A Number Of Decades. Very Recently, However, The Polymers Industry Has Intensified Its Efforts To Include The “Green Products”, Such As Biobased Polyols, In Applications Already Available In The Market. Examples Of Such Applications Include Polyurethane Foams, Elastomers And Epoxides. This Book Describes The Extraction Of The Natural Constituents Of Several Fruits And Plants As Well As Their Chemical Conversion To Polyols. In Addition To The Chemistry Involved In The Process, Particular Emphasis Is Attributed To Their Applications.</p>	https://bookshelf.vitalsource.com/#/books/9781119620297

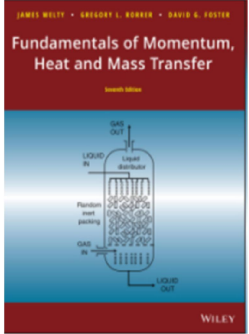
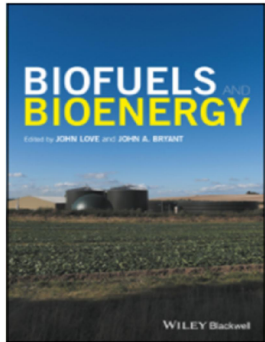
No.	Judul	Pengarang	Penerbit	Tahun	Edisi	Kolasi	e-ISBN	p-ISBN	Anotasi	Link
32	Applied Marketing: Connecting Classrooms to Careers, 1st Edition 	Padgett	Wiley	2019	1st ed.	-	9781119500681	9781119500742, 1119500745	<i>Applied Marketing</i> Is A Concise Product That Provides The Very Latest Examples Of Marketing Techniques And Campaigns From Today's Business World Without Compromising On Traditional Theories Of Marketing. Marketing Is About Decision Making And Professors Want Material That Will Help Students Develop Their Critical Thinking Skills So They Can Think Like A Marketer And See That Marketing Is Everywhere Around Them. Who Better To Develop Such A Product Than A Practitioner, Andrew Loos Of Attack Marketing, And An Academic, Daniel Padgett Of Auburn University. Together These Authors Provide Insights Into What Employers Need, Know The Latest Tools Used By Companies Today And Can Help Students Smoothly Move From The Classroom To Their Careers. <i>Applied Marketing</i> Connects Traditional Marketing With Customer-Perspective Marketing, Thus Teaching Students The Value Of Allowing Customers To Feel More Connected To The Product, Brand And Company.	https://bookshelf.vitalsource.com/#/books/9781119500681
33	Chemical Analysis of Non-antimicrobial Veterinary Drug Residues in Food 	Kay	Wiley	2017	-	-	9781119325901	-	Provides A Single-Source Reference For Readers Interested In The Development Of Analytical Methods For Analyzing Non-Antimicrobial Veterinary Drug Residues In Food Provides A Comprehensive Set Of Information In The Area Of Consumer Food Safety And International Trade Covers General Issues Related To Analytical Quality Control And Quality Assurance, Measurement Uncertainty, Screening And Confirmatory Methods Details Many Techniques Including Nanotechnology And Aptamer Based Assays Covering Current And Potential Applications For Non-Antimicrobial Veterinary Drugs Provides Guidance For Analysis Of Banned Drugs Including Natural And Synthetic Steroids, Resorcylic Acid Lactones, And Beta-Agonists	https://bookshelf.vitalsource.com/#/books/9781119325901

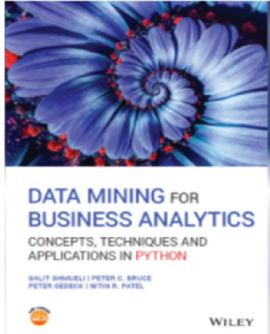
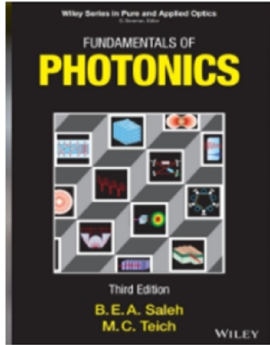
No.	Judul	Pengarang	Penerbit	Tahun	Edisi	Kolasi	e-ISBN	p-ISBN	Anotasi	Link
34	Biocatalysis - A Practical Approach 	Hilterhaus	Wiley	2015		464 hlm.	9783527677146	-	This Reference Book Originates From The Interdisciplinary Research Cooperation Between Academia And Industry. In Three Distinct Parts, Latest Results From Basic Research On Stable Enzymes Are Explained And Brought Into Context With Possible Industrial Applications. Downstream Processing Technology As Well As Biocatalytic And Biotechnological Production Processes From Global Players Display The Enormous Potential Of Biocatalysts. Application Of "Extreme" Reaction Conditions (I.E. Unconventional, Such As High Temperature, Pressure, And PH Value) - Biocatalysts Are Normally Used Within A Well Defined Process Window - Leads To Novel Synthetic Effects. Both Novel Enzyme Systems And The Synthetic Routes In Which They Can Be Applied Are Made Accessible To The Reader. In Addition, The Complementary Innovative Process Technology Under Unconventional Conditions Is Highlighted By Latest Examples From Biotech Industry.	https://bookshelf.vitalsource.com/#/books/9783527677146
35	Biocatalysis: Biochemical Fundamentals And Applications (Second Edition) 	Grunwald Peter	Wiley	2017	2nd ed.	XIX, 1293 hlm.: ilus.	9781783269105	-	In This Completely Revised And Extended Edition With A Significantly Enhanced Content, All Chapters Have Been Updated Considering Relevant Literature And Recent Developments Until 2016 Together With Application Oriented Examples With A Focus On Industrial Biocatalysis. Newly Treated Topics Comprise Among Others Systems Metabolic Engineering Approaches, Metagenome Screening, New Tools For Pathway Engineering, And De-Novo Computational Design As Actual Research Areas In Biocatalysis. Information About Different Aspects Of RNA Technologies, And Completely New Chapters On 'Fluorescent Proteins' And 'Biocatalysis And Nanotechnology' Are Also Included.	https://bookshelf.vitalsource.com/#/books/9781783269105

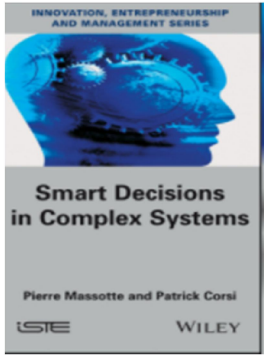

No.	Judul	Pengarang	Penerbit	Tahun	Edisi	Kolasi	e-ISBN	p-ISBN	Anotasi	Link
36	Bioenergy and Land Use Change 	Qin	Wiley	2018	1st ed.	-	9781119297369	9781119297345, 1119297346	<p>Although Bioenergy Is A Renewable Energy Source, It Is Not Without Impact On The Environment. Both The Cultivation Of Crops Specifically For Use As Biofuels And The Use Of Agricultural Byproducts To Generate Energy Changes The Landscape, Affects Ecosystems, And Impacts The Climate. <i>Bioenergy And Land Use Change</i> Focuses On Regional And Global Assessments Of Land Use Change Related To Bioenergy And The Environmental Impacts. This Interdisciplinary Volume Provides Both High Level Reviews And In-Depth Analyses On Specific Topics. Volume Highlights Include:</p> <ul style="list-style-type: none"> • Land Use Change Concepts, Economics, And Modeling • Relationships Between Bioenergy And Land Use Change • Impacts On Soil Carbon, Soil Health, Water Quality, And The Hydrologic Cycle • Impacts On Natural Capital And Ecosystem Services • Effects Of Bioenergy On Direct And Indirect Greenhouse Gas Emissions • Biogeochemical And Biogeophysical Climate Regulation • Uncertainties And Challenges Associated With Land Use Change Quantification And Environmental Impact Assessments <p>Bioenergy And Land Use Change Is A Valuable Resource For Professionals, Researchers, And Graduate Students From A Wide Variety Of Fields Including Energy, Economics, Ecology, Geography, Agricultural Science, Geoscience, And Environmental Science.</p>	https://bookshelf.vitalsource.com/#/books/9781119297369
37	Artificial Intelligence for Marketing: Practical Applications 	Sterne	Wiley	2017	1st ed.	368 hlm.	9781119406365	9781119406334, 1119406331	-	https://bookshelf.vitalsource.com/#/books/9781119406365


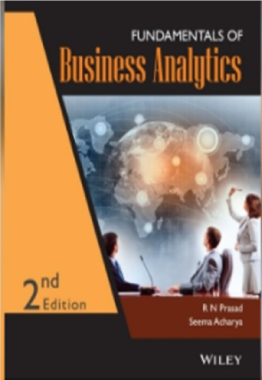
No.	Judul	Pengarang	Penerbit	Tahun	Edisi	Kolasi	e-ISBN	p-ISBN	Anotasi	Link
38	Beyond Advertising: Creating Value Through All Customer Touchpoints	Wind	Wiley	2016	-	-	9781119074090	-	The Fundamental Relationships Among Brands, Media, And People Are Being Transformed, And Just As We Try To Adapt, Along Comes A New Disruption. Are You And Your Organization Prepared To Deal With Today's Unprecedented Speed And Scope Of Technological Change? Beyond Advertising Provides A Business Transformation Road Map For An Aspirational Future, Based On The Insights Of More Than 200 Of The World's Most Forward-Thinking Executives, Innovators, And Academics All Grappling With Today's Unique Challenges And Opportunities. This Book Offers A Concrete Set Of Principles, Including The All Touchpoint Value Creation Model, Designed To Lift Us Out Of Reactive Thinking And Encourage The Co-Creation Of A Future Better For Business, Better For People, And Better For Society. Actionable Steps Include: Holistically Orchestrate And Allocate Resources Across All Touchpoints Redefine Expectations Of Success To Align For Multi-Win Outcomes Provide Every Stakeholder At All Touchpoints A R.A.V.E.S. Standard Of Content: Relevant And Respectful, Actionable, Valuable, Exceptional Experiences, And A Shareworthy Story Develop All Touchpoints To Maximize The M.A.D.E.S Value Of Context: The Complete Person, The Features Of The Delivery Platform, The Dynamic Environment, And Synergies With Other Touchpoints	https://bookshelf.vitalsource.com/#/books/9781119074090
39	Conversational Marketing: How the World's Fastest Growing Companies Use Chatbots to Generate Leads 24/7/365 (and How You Can Too)	Cancel	Wiley	2019	1st ed.	-	9781119541899	9781119541837, 1119541832	Real-Time Conversations Turn Leads Into Customers. Conversational Marketing Is The Definitive Guide To Generating Better Leads And Closing More Sales. Traditional Sales And Marketing Methods Have Failed To Keep Pace With The Way Modern, Internet-Savvy Consumers Purchase Goods And Services. Modern Messaging Apps, Which Allow For Real-Time Conversations And Instant Feedback, Have Transformed The Way We Interact In Our Personal And Professional Lives, Yet Most Businesses Still Rely On 20th Century Technology To Communicate With 21st Century Customers. Online Forms, Email Inquiries, And Follow-Up Sales Calls Don't Provide The Immediacy That Modern Consumers Expect. Conversational Marketing And Sales Are Part Of A New Methodology Centered Around Real-Time, One-On-One Conversations With Customers Via Chatbots And Messaging. By Allowing Your Business To Communicate With Customers In Real Time--When It's Most Convenient For Them--Conversational Marketing Improves The Customer Experience, Generates More Leads, And Helps You Convert More Leads Into Customers. Conversational Marketing Pioneers David Cancel And Dave Gerhardt Explain How To: <ul style="list-style-type: none"> • Merge Inbound And Outbound Tactics Into A More Productive Dialog With Customers • Integrate Conversational Marketing Techniques Into Your Existing Sales And Marketing Workflow Face-To-Face Meetings, Phone Calls, And Email Exchanges Remain Important To Customer Relations, But Adding A Layer Of Immediate, Individual Conversation Drives The Customer Experience--And Sales--Sky-High	https://bookshelf.vitalsource.com/#/books/9781119541899

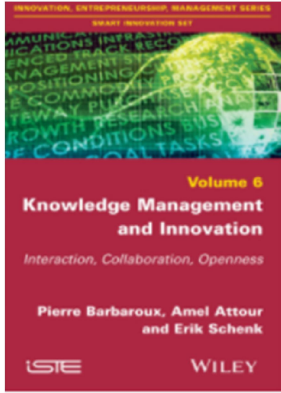
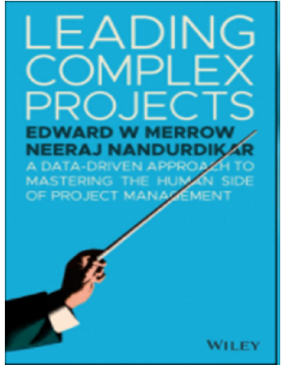
No.	Judul	Pengarang	Penerbit	Tahun	Edisi	Kolasi	e-ISBN	p-ISBN	Anotasi	Link
40	Crystallography and Surface Structure: An Introduction for Surface Scientists and Nanoscientists, 2nd Edition 	Hermann	Wiley	2016	2nd ed.	XII, 432 hlm.: ilus.; 25 cm	9783527697144	9783527339709, 3527339701	<p>A Valuable Learning Tool As Well As A Reference, This Book Provides Students And Researchers In Surface Science And Nanoscience With The Theoretical Crystallographic Foundations, Which Are Necessary To Understand Local Structure And Symmetry Of Bulk Crystals, Including Ideal And Real Single Crystal Surfaces. The Author Deals With The Subject At An Introductory Level, Providing Numerous Graphic Examples To Illustrate The Mathematical Formalism. The Book Brings Together And Logically Connects Many Seemingly Disparate Structural Issues And Notations Used Frequently By Surface Scientists And Nanoscientists. Numerous Exercises Of Varying Difficulty, Ranging From Simple Questions To Small Research Projects, Are Included To Stimulate Discussions About The Different Subjects.</p> <p>From The Contents: Bulk Crystals, Three-Dimensional Lattices - Crystal Layers, Two-Dimensional Lattices, Symmetry - Ideal Single Crystal Surfaces - Real Crystal Surfaces - Adsorbate Layers - Interference Lattices - Chiral Surfaces - Experimental Analysis Of Real Crystal Surfaces - Nanoparticles And Crystallites - Quasicrystals - Nanotubes</p>	https://bookshelf.vitalsource.com/#/books/9783527697144
41	Engineering Chemistry 	Nagarajan	Wiley	2017	-	-	9788126585816	-	N/A	https://bookshelf.vitalsource.com/#/books/9788126585816

No.	Judul	Pengarang	Penerbit	Tahun	Edisi	Kolasi	e-ISBN	p-ISBN	Anotasi	Link
42	Fundamentals of Momentum, Heat, and Mass Transfer, 7th Edition 	Welty	Wiley	2019	7th ed.	-	9781119495413	9781119596189, 1119596181	<p>The Field's Essential Standard For More Than Three Decades, <i>Fundamentals Of Momentum, Heat And Mass Transfer</i> Offers A Systematic Introduction To Transport Phenomena And Rate Processes. Thorough Coverage Of Central Principles Helps Students Build A Foundational Knowledge Base While Developing Vital Analysis And Problem Solving Skills. Momentum, Heat, And Mass Transfer Are Introduced Sequentially For Clarity Of Concept And Logical Organization Of Processes, While Examples Of Modern Applications Illustrate Real-World Practices And Strengthen Student Comprehension. Designed To Keep The Focus On Concept Over Content, This Text Uses Accessible Language And Efficient Pedagogy To Streamline Student Mastery And Facilitate Further Exploration.</p> <p>Abundant Examples, Practice Problems, And Illustrations Reinforce Basic Principles, While Extensive Tables Simplify Comparisons Of The Various States Of Matter. Detailed Coverage Of Topics Including Dimensional Analysis, Viscous Flow, Conduction, Convection, And Molecular Diffusion Provide Broadly-Relevant Guidance For Undergraduates At The Sophomore Or Junior Level, With Special Significance To Students Of Chemical, Mechanical, Environmental, And Biochemical Engineering.</p>	https://bookshelf.vitalsource.com/#/books/9781119495413
43	Biofuels and Bioenergy 	Love	Wiley	2014	1st ed.	XXIII, 299 hlm. : ilus. ; 24 cm.	9781118350539	9781118350560, 1118350561	<p>With Increased Public And Scientific Attention Driven By Factors Such As Oil Price Spikes, The Need For Increased Energy Security, And Concerns Over Greenhouse Gas Emissions From Fossil Fuels, The Production Of Fuels By Biological Systems Is Becoming Increasingly Important As The World Seeks To Move Towards Renewable, Sustainable Energy Sources.</p> <p>Biofuels And Bioenergy Presents A Broad, Wide-Ranging And Informative Treatment Of Biofuels. The Book Covers Historical, Economic, Industrial, Sociological And Ecological/Environmental Perspectives As Well As Dealing With All The Major Scientific Issues Associated With This Important Topic.</p> <p>With Contributions From A Range Of Leading Experts Covering Key Aspects, Including:</p> <ul style="list-style-type: none"> • Conventional Biofuels. • Basic Biology, Biochemistry And Chemistry Of Different Types And Classes Of Biofuel. • Current Research In Synthetic Biology And GM In The Development And Exploitation Of New Biofuel Sources. • Aspects Relating To Ecology And Land Use, Including The Fuel V Food Dilemma. • Sustainability Of Different Types Of Biofuel. • Ethical Aspects Of Biofuel Production. <p>Biofuels And Bioenergy Provides Students And Researchers In Biology, Chemistry, Biochemistry And Chemical Engineering With An Accessible Review Of This Increasingly Important Subject.</p>	https://bookshelf.vitalsource.com/#/books/9781118350539

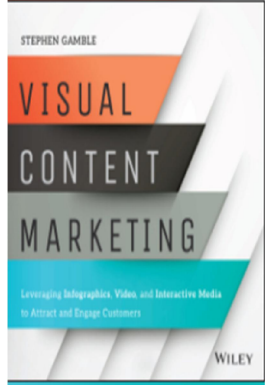
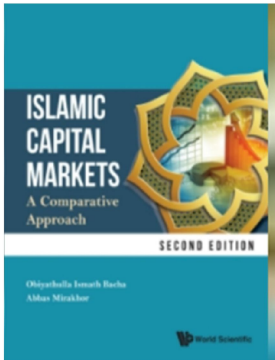
No.	Judul	Pengarang	Penerbit	Tahun	Edisi	Kolasi	e-ISBN	p-ISBN	Anotasi	Link
44	Data Mining for Business Analytics: Concepts, Techniques and Applications in Python 	Shmueli	Wiley	2020	1st ed.	xxix, 574hlm. : ilus. ; 27 cm	9781119549864	9781119549840, 1119549841	<p><i>Data Mining For Business Analytics: Concepts, Techniques, And Applications In Python</i> Presents An Applied Approach To Data Mining Concepts And Methods, Using Python Software For Illustration. Readers Will Learn How To Implement A Variety Of Popular Data Mining Algorithms In Python (A Free And Open-Source Software) To Tackle Business Problems And Opportunities.</p> <p>This Is The Sixth Version Of This Successful Text, And The First Using Python. It Covers Both Statistical And Machine Learning Algorithms For Prediction, Classification, Visualization, Dimension Reduction, Recommender Systems, Clustering, Text Mining And Network Analysis. It Also Includes:</p> <ul style="list-style-type: none"> • A New Co-Author, Peter Gedeck, Who Brings Both Experience Teaching Business Analytics Courses Using Python, And Expertise In The Application Of Machine Learning Methods To The Drug-Discovery Process • A New Section On Ethical Issues In Data Mining • Updates And New Material Based On Feedback From Instructors Teaching MBA, Undergraduate, Diploma And Executive Courses, And From Their Students • More Than A Dozen Case Studies Demonstrating Applications For The Data Mining Techniques Described • End-Of-Chapter Exercises That Help Readers Gauge And Expand Their Comprehension And Competency Of The Material Presented • A Companion Website With More Than Two Dozen Data Sets, And Instructor Materials Including Exercise Solutions, PowerPoint Slides, And Case Solutions <p><i>Data Mining For Business Analytics: Concepts, Techniques, And Applications In Python</i> Is An Ideal Textbook For Graduate And Upper-Undergraduate Level Courses In Data Mining, Predictive Analytics, And Business Analytics. This New Edition Is Also An Excellent Reference For Analysts, Researchers, And Practitioners Working With Quantitative Methods In The Fields Of Business, Finance, Marketing, Computer Science, And Information Technology.</p> <p>"This Book Has By Far The Most Comprehensive Review Of Business Analytics Methods That I Have Ever Seen, Covering Everything From Classical Approaches Such As Linear And Logistic Regression, Through To Modern Methods Like Neural Networks, Bagging And Boosting, And Even Much More Business Specific Procedures Such As Social Network Analysis And Text Mining. If Not The Bible, It Is At The Least A Definitive Manual On The Subject." --Gareth M. James, University Of Southern California And Co-Author (With Witten, Hastie And Tibshirani) Of The Best-Selling Book An Introduction To Statistical Learning, With Applications In R</p>	https://bookshelf.vitalsource.com/#/books/9781119549864
45	Fundamentals of Photonics, 2 Volume Set, 3rd Edition 	Saleh	Wiley	2019	3rd ed.	xxvi, 1370 hlm.: ilus.; 27 cm	9781118770092	9781119506874, 1119506875	<p>Fundamentals Of Photonics. A Complete, Thoroughly Updated, Full-Color Third Edition. Fundamentals Of Photonics, Third Edition Is A Self-Contained And Up-To-Date Introductory-Level Textbook That Thoroughly Surveys This Rapidly Expanding Area Of Engineering And Applied Physics. Featuring A Blend Of Theory And Applications, Coverage Includes Detailed Accounts Of The Primary Theories Of Light, Including Ray Optics, Wave Optics, Electromagnetic Optics, And Photon Optics, As Well As The Interaction Of Light And Matter. Presented At Increasing Levels Of Complexity, Preliminary Sections Build Toward More Advanced Topics, Such As Fourier Optics And Holography, Photonic-Crystal Optics, Guided-Wave And Fiber Optics, LEDs And Lasers, Acousto-Optic And Electro-Optic Devices, Nonlinear Optical Devices, Ultrafast Optics, Optical Interconnects And Switches, And Optical Fiber Communications. The Third Edition Features An Entirely New Chapter On The Optics Of Metals And Plasmonic Devices. Each Chapter Contains Highlighted Equations, Exercises, Problems, Summaries, And Selected Reading Lists. Examples Of Real Systems Are Included To Emphasize The Concepts Governing Applications Of Current Interest. Each Of The Twenty-Four Chapters Of The Second Edition Has Been Thoroughly Updated.</p>	https://bookshelf.vitalsource.com/#/books/9781118770092

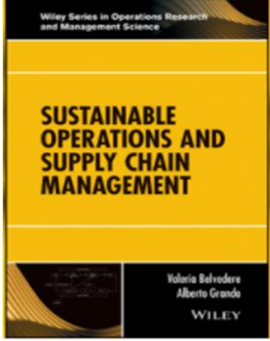
No.	Judul	Pengarang	Penerbit	Tahun	Edisi	Kolasi	e-ISBN	p-ISBN	Anotasi	Link
46	Smart Decisions in Complex Systems 	Massotte	Wiley-Blackwell	2017		381 hlm.	9781786301109	-	Faced With Ever-Increasing Complexity On A Daily Basis, The Decision-Makers Of Today Are Struggling To Find The Appropriate Models, Methods And Tools To Face The Issues Arising In Complex Systems Across All Levels Of Global Operations. Having, In The Past, Resorted To Outdated Approaches Which Limit Problem-Solving To Linear World Views, We Must Now Capitalize On Complexities In Order To Succeed And Progress In Our Society. This Book Provides A Guide To Harnessing The Wealth Inherent To Complex Systems. It Organizes The Transition To Complex Decision-Making In All Business Spheres While Providing Many Examples In Various Application Domains. The Authors Offer Fresh Developments For Understanding And Mastering The Global “Uberization” Of The Economy, The Post-Modern Management Of Computer-Assisted Production And The Rise Of Cognitive Robotics Science Applications.	https://bookshelf.vitalsource.com/#/books/9781786301109
47	Global Logistics and Supply Chain Management, 3rd Edition 	Mangan	Wiley	2016	3rd ed.	448 hlm.	9781119117827	9781119117827, 1119117828	Logistics And Supply Chain Management (SCM) Are The Areas Of Study Which Help Us To Explore And Answer These Questions. Today They Play A Very Important Role In Underpinning The Success Of Many Organisations Across The Public And Private Sectors And Impact How We Live Our Lives. While The Origins Of Logistics And SCM Are Firmly Embedded In The Manufacturing Domain, The Successful Applications Of Logistics And SCM Principles And Practices Are Becoming Increasingly Relevant In The Services Area Also – See For Example, The Many Changes That Have Recently Been Driven Into Healthcare Systems And Airlines. Global Logistics And Supply Chain Management, Now In Its Third Edition, Provides Essential Reading For Anybody Studying SCM And Logistics. Encompassing Both Practical And Strategic Perspectives, It Takes A Truly Global Perspective, Recognising The Transnational Nature Of Logistics Activities In Today’s World. Key Features Of This New And Extended Third Edition Include: 18 Up-To-Date Chapters On All Aspects Of Logistics And SCM, Including Coverage Of Emerging And Important Topics Such As Security, Technology And Automation In Logistics, Supply Chain Data Flows, Logistics And The Internet Of Everything, Sustainability, Supply Chain Vulnerability And Trade Facilitation. New Chapters Include One On Management Of Applications, Which Provides An Easy And Clear Introduction To Key Quantitative Techniques That Can Be Applied To Logistics And SCM. 12 Updated Case Studies, Including New Case Studies On Air Cargo, Port–City Logistics, Automobile Manufacturing Logistics And Logistics Infrastructure Appraisal. A Comprehensive Package Of Supplementary Material Is Available On The Accompanying Website At www.wiley.com/college/mangan , Including An Instructor’s Manual, PowerPoint Slides And Case Teaching Notes For Lecturers, As Well As Quizzes And An Online Glossary For Students.	https://bookshelf.vitalsource.com/#/books/9781119117827

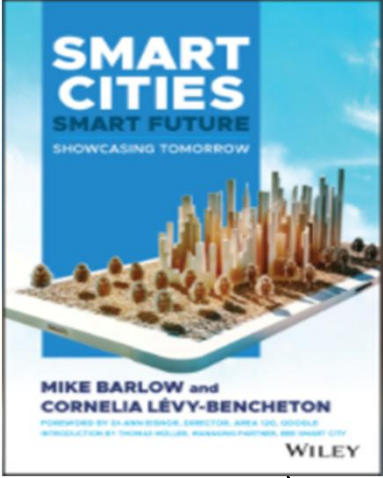
No.	Judul	Pengarang	Penerbit	Tahun	Edisi	Kolasi	e-ISBN	p-ISBN	Anotasi	Link
48	Safety and Health for Engineers, 3rd Edition 	Brauer	Wiley	2016	3rd ed.	1322 hlm.	9781119219187	9781118959459, 1118959450	Safety And Health For Engineers, 3rd Edition, Addresses The Fundamentals Of Safety, Legal Aspects, Hazard Recognition And Control, And Techniques For Managing Safety Decisions, As Well As: <ul style="list-style-type: none"> • Completely Revises And Updates All 38 Chapters In The Book • New Edition Adds More Than 110 Stories And Cases From Practice To Illustrate Various Topics Or Issues • New Topics On Adapting To New Safety Concerns That Arise From Technology Innovations; Convergence Of Safety, Health And Environmental Departments In Many Organizations; The Concept Of Prevention Through Design; And Emphasis On Safety Management Systems And Risk Management And Analysis • Includes Learning Exercises And Computational Examples Based On Real World Situations Along With In-Depth References For Each Chapter • Includes A Detailed Solutions Manual For Academic Adopters • Covers The Primary Topics Included In Certification Exams For Professional Safety, Such As CSP/ASP 	https://bookshelf.vitalsource.com/#/books/9781119219187
40	Fundamentals Of Business Analytics, 2Ed, W/Cd 	Prasad	Wiley	2016	2nd ed.	IX, 326 hlm.: grafik. 1 CD-ROM	9788126582488	-	N/A	https://bookshelf.vitalsource.com/#/books/9788126582488

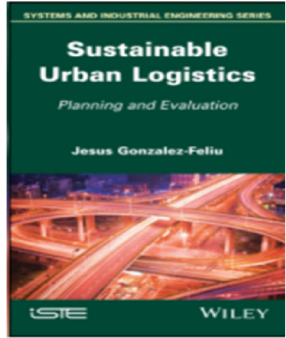

No.	Judul	Pengarang	Penerbit	Tahun	Edisi	Kolasi	e-ISBN	p-ISBN	Anotasi	Link
50	Knowledge Management and Innovation: Interaction, Collaboration, Openness 	Barbaroux	Wiley	2016	-	130 hlm.	9781119330219	-	<p>This Book Explores The Relationships Between Knowledge Management (KM) Processes And Innovation Management. The Geographical Extension Of Markets And Intensification Of Competition Have Led Firms To Experiment With Novel Approaches To Innovation. New Organizational Forms Emerged In Which Firms Collaborate With Various Stakeholders To Create, Absorb, Integrate And Protect Knowledge. This Book Explores How Knowledge Management Processes Evolve With Firms' Implementation Of Interactive, Collaborative And Open Innovation Models And It Identifies The Various Knowledge Types And Processes Involved Throughout The Different Phases Of The Innovation Process. The Authors Provide Operational Typologies For Understanding Innovative Firms' Capabilities And Knowledge Management Practices And Also Discuss The Main Properties Of Four Models Of Interactive Innovation, Namely Open Innovation, User-Centric Innovation, Community-Based Innovation And Crowdsourcing.</p>	https://bookshelf.vitalsource.com/#/books/9781119330219
51	Leading Complex Projects: A Data-Driven Approach to Mastering the Human Side of Project Management 	Merrow	Wiley	2018	1st ed.	256 hlm.	9781119382263	9781119382195, 111938219X	<p>Quantitative Analysis Of Outcomes Vs PMs At The Individual Level. Leading Complex Projects Takes A Unique Approach To Post-Mortem Analysis To Provide Project Managers With Invaluable Insight. For The First Time, Individual PM Characteristics Are Quantitatively Linked To Project Outcomes Through A Major Study Investigating The Role Of Project Leadership In The Success And Failure Of Complex Industrial Projects; Hard Data On The Backgrounds, Education, And Personality Characteristics Of Over 100 Directors Of Complex Projects Is Analyzed Against The Backdrop Of Project Performance To Provide Insight Into Controllable Determinants Of Outcomes. By Placing These Analyses Alongside Their Own Data, PMs Will Gain Greater Insight Into Areas Of Weakness And Strength, Locate Recurring Obstacles, And Identify Project Components In Need Of Greater Planning, Oversight, Or Control. The Role Of Leadership Is To Deliver Results; In Project Management, This Means Taking Responsibility For Project Outcomes. PMs Are Driven By Continuous Improvement, And This Book Provides A Wealth Of Insight To Help You Achieve The Next Step Forward.</p> <ul style="list-style-type: none"> • Understand Why Small, Simple Projects Consistently Outperform Larger, More Complex Projects • Delve Into The Project Manager's Role In Generating Successful Outcomes • Examine The Data From Over 100 PMs Of Complex Industrial Projects • Link PM Characteristics To Project Outcome To Find Areas For Improvement. Complex Industrial Projects From Around The World Provide A Solid Basis For Quantitative Analysis Of Outcomes--And The PMs Who Drive Them. Although The Majority Of The Data Is Taken From Projects In The Petroleum Industry, The Insights Gleaned From Analysis Are Widely Applicable Across Industry Lines For PMs Who Lead Complex Projects Of Any Stripe. Leading Complex Projects Provides Clear, Data-Backed Improvement Guidance For Anyone In A Project Management Role. 	https://bookshelf.vitalsource.com/#/books/9781119382263


No.	Judul	Pengarang	Penerbit	Tahun	Edisi	Kolasi	e-ISBN	p-ISBN	Anotasi	Link
52	Marketing to Millennials For Dummies	Padveen	Wiley	2017	1st ed.	xv, 336 hlm. : ilus.	9781119369059	9781119369042, 1119369045	<p>Market Effectively To The Millennial Mindset. Millennials Make Up The Largest And Most Valuable Market Of Consumers In The United States —But Until You Understand How To Successfully Market To Them, You May As Well Kiss Their Colossal Spending Power Away! Packed With Powerful Data, Research, And Case Studies Across A Variety Of Industries, Marketing To Millennials For Dummies Gives You A Fail-Proof Road Map For Winning Over This Coveted Crowd.</p> <p>Millennials Are Projected To Have \$200 Billion Buying Power By 2017, And \$10 Trillion Over Their Lifetimes — And Yet Industries Across The Board Are Struggling To Garner Their Attention. Revealing What Makes This Darling Demographic Tick, This Hands-On Guide Shows You How To Adapt To New Media, Understand The 'Sharing Economy,' And Build Meaningful Relationships That Will Keep Your Brand, Product, Or Service At The Forefront Of The Millennial Mind.</p> <ul style="list-style-type: none"> • Identify Key Millennial Characteristics And Behaviors • Grasp And Adapt To Millennial Economic Realities • Reach Your Target Audience With Integrated Strategies • Build Deep, Lasting Connections With Millennials <p>Get Ready To Crack The Code —Millennials Are A Mystery No More!</p>	https://bookshelf.vitalsource.com/#/books/9781119369059
53	The Design Thinking Playbook: Mindful Digital Transformation of Teams, Products, Services, Businesses and Ecosystems	Lewrick	Wiley	2018	1st ed.	352hlm. : ilus. (berwarna)	9781119467489	9781119467472, 1119467470	<p>A Radical Shift In Perspective To Transform Your Organization To Become More Innovative The Design Knowledge To Use Them Effectively. Packed With Solutions For Common Challenges Including Digital Transformation, This Practical, Highly Visual Discussion Shows You How Design Thinking Fits Into Agile Methods Within Management, Innovation, And Startups. Explore The Digitized Future Using New Design Criteria To Create Real Value For The User Foster Radical Innovation Through An Inspiring Framework For Action Gather The Right People To Build Highly-Motivated Teams Apply Design Thinking, Systems Thinking, Big Data Analytics, And Lean Start-Up Using New Tools And A Fresh New Perspective Create Minimum Viable Ecosystems (MVEs) For Digital Processes And Services Which Becomes For Example Essential In Building Blockchain Applications Practical Frameworks, Real-World Solutions, And Radical Innovation Wrapped In A Whole New Outlook Give You The Power To Mindfully Lead To New Heights. From Systems And Operations To People, Projects, Culture, Digitalization, And Beyond, This Invaluable Mind Shift Paves The Way For Organizations—And Individuals—To Do Great Things. When You're Ready To Give Your Organization A Big Step Forward, The Design Thinking Playbook Is Your Practical Guide To A More Innovative Future. Thinking Playbook Is An Actionable Guide To The Future Of Business. By Stepping Back And Questioning The Current Mindset, The Faults Of The Status Quo Stand Out In Stark Relief—And This Guide Gives You The Tools And Frameworks You Need To Kick Off A Digital Transformation. Design Thinking Is About Approaching Things Differently With A Strong User Orientation And Fast Iterations With Multidisciplinary Teams To Solve Wicked Problems. It Is Equally Applicable To (Re-)Design Products, Services, Processes, Business Models, And Ecosystems. It Inspires Radical Innovation As A Matter Of Course, And Ignites Capabilities Beyond Mere Potential. Unmatched As A Source Of Competitive Advantage, Design Thinking Is The Driving Force Behind Those Who Will Lead Industries Through Transformations And Evolutions. This Book Describes How Design Thinking Is Applied Across A Variety Of Industries, Enriched With Other Proven Approaches As Well As The Necessary Tools, And The Knowledge To Use Them Effectively. Packed With Solutions For Common Challenges Including Digital Transformation, This Practical, Highly Visual Discussion Shows You How Design Thinking Fits Into Agile Methods Within Management, Innovation, And Startups. Explore The Digitized Future Using New Design Criteria To Create Real Value For The User Foster Radical Innovation Through An Inspiring Framework For Action Gather The Right People To Build Highly-Motivated Teams Apply Design Thinking, Systems Thinking, Big Data Analytics, And Lean Start-Up Using New Tools And A Fresh New Perspective Create Minimum Viable Ecosystems (MVEs) For Digital Processes And Services Which Becomes For Example Essential In Building Blockchain Applications Practical Frameworks, Real-World Solutions, And Radical Innovation Wrapped In A Whole New Outlook Give You The Power To Mindfully Lead To New Heights. From Systems And Operations To People, Projects, Culture, Digitalization, And Beyond, This Invaluable Mind Shift Paves The Way For Organizations—And Individuals—To Do Great Things. When You're Ready To Give Your Organization A Big Step Forward, The Design Thinking Playbook Is Your Practical Guide To A More Innovative Future.</p>	https://bookshelf.vitalsource.com/#/books/9781119467489

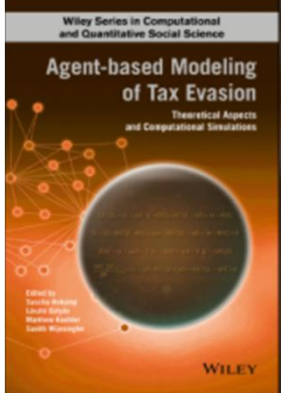
No.	Judul	Pengarang	Penerbit	Tahun	Edisi	Kolasi	e-ISBN	p-ISBN	Anotasi	Link
54	Visual Content Marketing: Leveraging Infographics, Video, and Interactive Media to Attract and Engage Customers 	Gamble	Wiley	2016	–	xvii, 346 hlm. : ilus. berwarna ; 20 cm	9781119158547	–	Your Ticket To Generating Better Results Through Infographics Visual Content Marketing Is A More Than Just A Guide To Infographics. Written For Business People Dealing With Complex Offerings, This Is A Hands-On, In-The-Trenches Guide To Leveraging This Emerging Medium To Reach Bottomline Business Goals. Uniquely, This Book Addresses The Full Range Of Visual Solutions, With An Emphasis On Using These Products To Create Real Business Value. Inside, You'll Learn The Ins And Outs Of Infographics, Interactive Pictograms, Video, Animations, Data-Driven Visualizations, And Other Conversion-Generating Graphical Content. Get Inspired By The Groundbreaking Examples Showcased Here, And Learn How To Manage Every Aspect Of Visual Content, From Sourcing Suppliers To Leveraging Content On The Appropriate Media Platforms. Author Stephen Gamble Is A Leader In Visual Marketing Solutions, With Over Twenty Years Of Experience In The Industry. Thousands Look To His Firm, Frame Concepts, For Insider Tips On Generating Revenue With The Help Of Innovative Graphics. This Insider Knowledge Is At Your Fingertips In Visual Content Marketing. To Meet Your Demanding Business Goals, You Need New Ideas. This Book Will Show You How To Infuse Visual Content Where And When It Counts. Generate High-Quality Leads And Revenue With Infographics, Video, Data Visualizations, And More Identify The Visual Marketing And Engagement Strategies That Will Work For Your Business Source And Manage Talented Content Suppliers Who Will Deliver On Your Strategic Vision Integrate Eye-Popping Visual Solutions To Update Your Brand And Achieve Your Business Goals Focusing On The Visual Is The Secret To Success In The Effort To Win Customer Engagement And Attention. Visual Content Marketing Is Applicable To Every Business Function And Industry. With This Book, You Have The Start-To-Finish Information You Need To Leverage Visual Solutions To Great Effect.	https://bookshelf.vitalsource.com/#/books/9781119158547
55	Islamic Capital Markets: A Comparative Approach (Second Edition) 	Bacha Obiyathulla Ismath & Mirakhor Abbas	Wiley-World Scientific	2019	2nd ed.	xxiii, 366 hlm. : ilus. ; 29 cm	9789813274631	9789813274631, 9813274638	Islamic Capital Markets: A Comparative Approach (2nd Edition) Looks At The Similarities And Differences Between Islamic Capital Markets And Conventional Capital Markets. The Book Explains Each Topic From Both The Conventional And The Islamic Perspective, Offering A Full Understanding Of Islamic Capital Markets, Processes, And Instruments. In Addition To A Full Explanation Of Islamic Products, The Book Also Ensures A Holistic Understanding Of The Dual Markets Within Which Islamic Capital Markets Operate. Ideal For Both Students And Current Practitioners, The Second Edition Of The Highly Successful Islamic Capital Markets: A Comparative Approach Fills A Large Gap In The Current Literature On The Subject, Featuring Case Studies From Malaysia, Indonesia, Europe, And The Middle East. One Of The Few Comprehensive, Dedicated Guides To The Subject Available, The Book Offers Comprehensive And In-Depth Insights On The Topic Of Islamic Finance For Students And Professionals Alike.	https://bookshelf.vitalsource.com/#/books/9789813274631

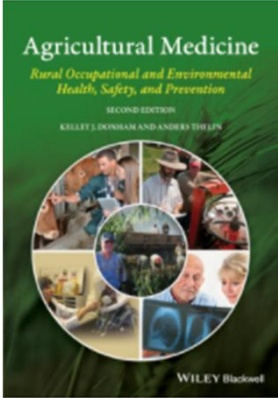
No.	Judul	Pengarang	Penerbit	Tahun	Edisi	Kolasi	e-ISBN	p-ISBN	Anotasi	Link
56	Sustainable Operations and Supply Chain Management 	Belvedere	Wiley	2017	1st ed.	-	9781119285373	9781119284956, 1119284953	<i>Sustainable Operations And Supply Chain Management</i> Addresses The Most Relevant Topics Of Operations And Supply Chain Management From The Perspective Of Sustainability. The Main Focus Is To Provide A Step By Step Guide For Managerial Decisions Made Along The Product Life-Cycle, Following A Path Made Up Of The Following Steps: Product Design, Sourcing, Manufacturing, Packaging And Physical Distribution, Reverses Logistics And Recovery.	https://bookshelf.vitalsource.com/#/books/9781119285373

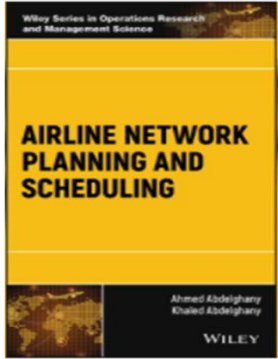
No.	Judul	Pengarang	Penerbit	Tahun	Edisi	Kolasi	e-ISBN	p-ISBN	Anotasi	Link
57	Smart Cities, Smart Future: Showcasing Tomorrow 	Barlow	Wiley	2019	-	339 hlm.	9781119516200	-	<p>Are You Curious About Smart Cities? You Should Be! By Mid-Century, Two-Thirds Of Us Will Live In Cities. The World Of Tomorrow Will Be A World Of Cities. But Will They Be Smart Cities? Smart Cities Are Complex Blends Of Technologies, Systems And Services Designed And Orchestrated To Help People Lead Productive, Fulfilling, Safe And Happy Lives. This Remarkable Book Is A Window Into Our Shared Future. In Crisp Language And Sharp Detail, Mike Barlow And Cornelia Lévy-Bencheton Explain How Smart Cities Are Powerful Forces For Positive Change. With Keen Eyes And Warm Hearts, They Invite Readers To Imagine The World Of Tomorrow, A Fascinating World Of Connected Cities And Communities. They Capture And Convey The Depth And Richness Of The Worldwide Smart City Movement. Smart Cities, Smart Future Describes The Impact Of Smart City Projects On People In Towns, Cities And Nations Around The World. The Book Includes Descriptions Of Ongoing Smart City Projects In North America, Europe, Asia And The Middle East. Looking Ahead To An Urban World No Two Smart Cities Are Alike. No One Can Say With Certainty Or Precision What The Term "Smart City" Means. There Is No Standard Definition Or Common Template. Today, Smart Cities Are Works In Progress. They Emerge From Our Hopes And Our Dreams. This Book Provides You With The Knowledge And Insight You Need To Participate In The Smart City Movement. It Explains How Smart Cities Are "Systems Of Systems" And Introduces Key Concepts Such As Interoperability, Open Standards, Resiliency, Agility, Adaptability And Continuous Improvement. Includes Detailed Glossary Of Terms And Essential Vocabulary The Book Includes A Detailed Comprehensive Glossary Of Essential Smart City Terms. The Glossary Will Become Your Indispensable Resource As You Engage More Deeply With The Smart City Movement And Become More Involved In Planning Our Common Future In An Urban World. Carefully Researched And Crisply Written Smart Cities, Smart Future Is Carefully Researched And Fully Documented. It Includes Interviews With Leaders And Experts In Multiple Disciplines Essential To The Development Of Smart Cities, Towns, Regions, States And Nations. Written In The Clean Style Of Modern Journalism, The Book Offers A Strong And Compelling Narrative Of A Changing World. It Reminds Us That We Are Responsible For Choosing Our Destiny And Determining The Shape Of Things To Come. The Smart City Movement Is Gaining Speed And Momentum. Read This Book, And Enjoy The Ride!</p>	https://bookshelf.vitalsource.com/#/books/9781119516200

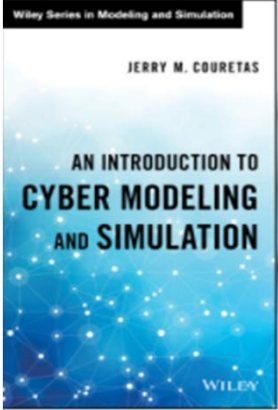
No.	Judul	Pengarang	Penerbit	Tahun	Edisi	Kolasi	e-ISBN	p-ISBN	Anotasi	Link
58	Sustainable Urban Logistics: Planning and Evaluation 	Gonzalez-Feliu	Wiley-Blackwell	2018	-	1 volume : ilus. berwarna) ; 24 cm	9781786301796	-	<p>Urban Logistics Has Been A Subject Of Interest To Researchers And Practitioners For More Than 20 Years In France And Europe, And More Than 40 In The United States. Nevertheless, The Subject Remains Difficult To Address By A Lack Of Unification In The Definitions And Proposed Methods But Also By What Makes Its Great Richness: The Diversity Of Actors And The Pluridisciplinarity Of The Methods And Techniques Available. This Book, Which Synthesizes More Than 10 Years Of Personal Research On The Subject, But Also Experience Within Different Teams And Projects, Intends To Bring A Unified Vision (And More And More Followed At The International Level) On Logistics Planning Urban Development. It Begins With An Overview Of Research In Urban Logistics And Then Describes And Defines The Main Components: Flows, Actors, Infrastructures, Management Components, Technologies, Regulations And Financing Actions. A Unified Vision Of These Elements As Well As The Definition Of Sustainable Urban Logistics Is Proposed. Then, The Book Presents The Basics Of Planning And Managing Sustainable Urban Logistics. First, The Basics Of The Before-After Analysis Are Introduced, Not Only For The Experiments But Also For The Simulation Of Scenarios. To Carry Out This Type Of Analysis, Two Main Groups Of Methods Are Needed: Methods For Estimating Flows And Methods For Calculating Evaluation Indicators. The Book Presents The Main Global Standards And Dominant Models For The Estimation Of The Urban Freight Transport Demand, I.E. Of Freight Transport Needs In Urban Areas. Then It Presents The Methods For Estimating And Simulating Transport And Distribution Schemes (I.E. Transport Supply) As Well As A Proposal For Integrated Supply-Demand Modeling. All These Methods Are Presented For Immediate Application To Practitioners, Accompanied By Summary Tables And Parameters Necessary For Their Implementation. As Far As Evaluation Is Concerned, The Book Presents A Framework For The Choice Of Sustainable Indicators And Scorecards. Second, The Main Methods For Economic, Environmental, Social And Accessibility Assessment Are Presented. They Are Accompanied By Tables And Figures Necessary For Their Implementation. Finally, The Main Applications Of The Proposed Methods Are Introduced. The Book Is Meant To Be A Practical Guide To Applying The Main Methods From Scientific Research To A Practical Context, And Presents Examples Of Quantified And Explained Application. It Is Thus The First Book That Summarizes And Presents The Main Unified Methods To Help The Different Decision-Makers To Implement Them In Their Actions Of Planning And Management Of The Urban Logistics And The Transport Of Goods In Town</p>	https://bookshelf.vitalsource.com/#/books/9781786301796
59	Supply Chain Management: A Global Perspective, 2nd Edition 	Sanders	Wiley	2018	2nd ed.	xii, 337 hlm.: ilus.	9781119392194	9781119392194, 1119392195	<p>Supply Chain Management, Rapidly-Advancing And Growing Ever More Important In The Global Business Climate, Requires An Intense Understanding Of Both Underlying Principles And Practical Techniques. Including Both A Broad Overview Of Supply Chain Management And Real-World Examples Of SCM In Companies Ranging From Small To Large, This Book Provides Students With Both The Foundational Material Required To Understand The Subject Matter And Practical Tips That Demonstrate How The Latest Techniques Are Being Applied. Spanning Functional Boundaries, This Well-Regarded Book Is Now In Its Second Edition And Has Quickly Become A Standard Course Text At Many Universities. This Newest Edition Continues To Provide A Balanced, Integrative, And Business-Oriented Viewpoint Of The Material, And Deeply Explores How SCM Is Intertwined With Other Organizational Functions. New Material Has Been Added To Address The Importance Of Big Data Analytics In SCM, As Well As Other Technological Advances Such As 3-D Printing, Cloud Computing, Machine Learning, Driverless Vehicles, The Internet Of Things, RFID, And Others.</p>	https://bookshelf.vitalsource.com/#/books/9781119392194

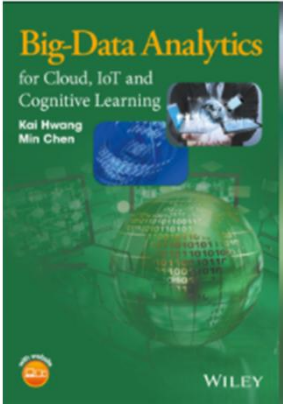
No.	Judul	Pengarang	Penerbit	Tahun	Edisi	Kolasi	e-ISBN	p-ISBN	Anotasi	Link
60	Affected: Emotionally Engaging Customers in The Digital Age 	Wrigley	Wiley	2018	-	-	9780730357018	-	<p>How Can You Create Meaningful Connections With Customers In The Digital Space? The Rapid Emergence Of New Technologies Has Revolutionized The Way Companies Build Relationships And Interact With Their Customers. Today, It's More Important Than Ever To Have An Emotional Understanding Of Customers And How They Feel About A Product, Service, Or Business, Even When Your Primary Interactions Are Via Digital Channels. Affected Goes Beyond Influencing Behaviors To Understanding Cognition And Emotion As A Way To Better Connect With Customers In The Digital Space. In It, Wrigley And Straker Offer A New Approach—One That Examines Channel Relationships And Useful Concepts For Clarifying And Refining The Emotional Meaning Behind Company Strategy And Their Relationship To Corresponding Channels. Using Case Study Examples From And Over A Decade Of Primary Research In The Area, They Discuss The Process And Impact Of Such Emotionally Aware Channel Designs. Spanning Entrepreneurial Start-Up Techniques Of Wunderkind Artist Cj Hendry Through To The Lucrative Retail Sector Of Luxury Brand Burberry, This Seminal Book Offers Multi-Channel Design Approach That Can Show Companies How To Select, Design, And Maintain Digital Engagements Based On Their Strategy And Industry Needs. Shows Businesses How They Can Better Understand And Engage With Customers Digitally Demonstrates How To Gain Competitive Advantage By Integrating Design Methods Into Corporate Strategy Provides Multi-Channel Approaches For How Businesses Can Select, Design, And Maintain Digital Engagements Establishes A Clear Framework For Analysing And Applying The Right Strategy For Your Digital Engagement</p> <p>Connecting And Engaging With Customers Is Pivotal To Business Success, But In The Digital Space The Old Methods Just Won't Cut It. With Affected, You'll Find The Tools And Techniques You Need To Find Your Customers Where They Are.</p>	https://books.vitalsource.com/#/books/9780730357018

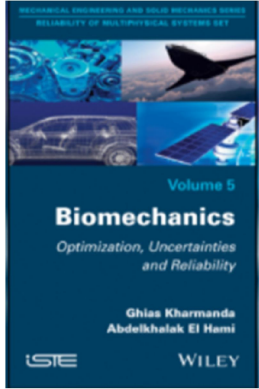
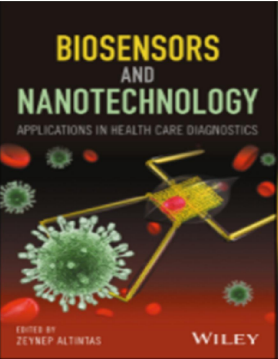
No.	Judul	Pengarang	Penerbit	Tahun	Edisi	Kolasi	e-ISBN	p-ISBN	Anotasi	Link
61	Agent-based Modeling of Tax Evasion: Theoretical Aspects and Computational Simulations 	Hokamp	Wiley-Blackwell	2017	–	376 hlm.	9781119155683	–	<p>The Only Single-Source Guide To Understanding, Using, Adapting, And Designing State-Of-The-Art Agent-Based Modelling Of Tax Evasion A Computational Method For Simulating The Behavior Of Individuals Or Groups And Their Effects On An Entire System, Agent-Based Modeling Has Proven Itself To Be A Powerful New Tool For Detecting Tax Fraud. While Interdisciplinary Groups And Individuals Working In The Tax Domain Have Published Numerous Articles In Diverse Peer-Reviewed Journals And Have Presented Their Findings At International Conferences, Until Agent-Based Modelling Of Tax Evasion There Was No Authoritative, Single-Source Guide To State-Of-The-Art Agent-Based Tax Evasion Modeling Techniques And Technologies. Featuring Contributions From Distinguished Experts In The Field From Around The Globe, Agent-Based Modelling Of Tax Evasion Provides In-Depth Coverage Of An Array Of Field Tested Agent-Based Tax Evasion Models. Models Are Presented In A Unified Format So As To Enable Readers To Systematically Work Their Way Through The Various Modeling Alternatives Available To Them. Three Main Components Of Each Agent-Based Model Are Explored In Accordance With The Overview, Design Concepts, And Details (ODD) Protocol, Each Section Of Which Contains Several Sub Elements That Help To Illustrate The Model Clearly And That Assist Readers In Replicating The Modeling Results Described. Presents Models In A Unified And Structured Manner To Provide A Point Of Reference For Readers Interested In Agent-Based Modelling Of Tax Evasion Explores The Theoretical Aspects And Diversity Of Agent-Based Modeling Through The Example Of Tax Evasion Provides An Overview Of The Characteristics Of More Than Thirty Agent-Based Tax Evasion Frameworks Functions As A Solid Foundation For Lectures And Seminars On Agent-Based Modelling Of Tax Evasion The Only Comprehensive Treatment Of Agent-Based Tax Evasion Models And Their Applications, This Book Is An Indispensable Working Resource For Practitioners And Tax Evasion Modelers Both In The Agent-Based Computational Domain And Using Other Methodologies. It Is Also An Excellent Pedagogical Resource For Teaching Tax Evasion Modeling And/Or Agent-Based Modeling Generally.</p>	https://bookshelf.vitalsource.com/#/books/9781119155683

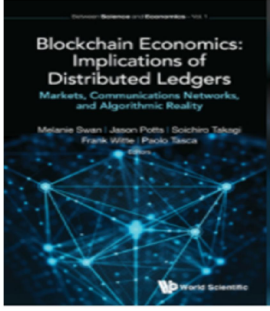
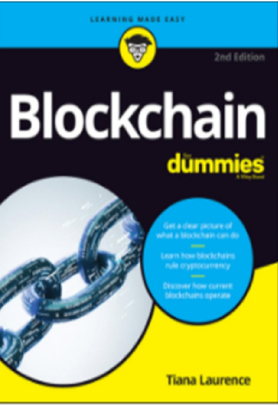
No.	Judul	Pengarang	Penerbit	Tahun	Edisi	Kolasi	e-ISBN	p-ISBN	Anotasi	Link
62	Agricultural Medicine: Rural Occupational and Environmental Health, Safety, and Prevention, 2nd Edition 	Donham	Wiley-Blackwell	2016	2nd ed.	xxvii, 566 hlm. : ilus., gbr. ; 26 cm	9781118647202	—	<p>Newly Updated, Agricultural Medicine: Rural Occupational Health, Safety, And Prevention, Second Edition is A Groundbreaking And Comprehensive Textbook And Reference For Students And Practitioners Of Public Health, And Professionals In The Field Of Rural Agricultural Occupational Health And Safety. The Book Introduces Specific Occupational And Environmental Health And Safety Issues Faced By Agricultural Workers And Rural Residents, And Provides A Roadmap To Establishing Sustainable Worker And Public Health Support In Agricultural Communities. Responding To Reader Demand, Agricultural Medicine, Second Edition Now Features More Case Studies, Key Point Summaries, And New International Perspective Chapters Comparing North American Health And Agricultural Practices To Those In Europe, The Asia Pacific, And South America. Agricultural Health And Safety Engages A Multidisciplinary Team Of Medical Professionals, Veterinarians, Safety Professionals, Engineers, Sociologists, Epidemiologists, And Psychologists, For Whom This Book Serves As An Essential Resource.</p>	https://bookshelf.vitalsource.com/#/books/9781118647202


No.	Judul	Pengarang	Penerbit	Tahun	Edisi	Kolasi	e-ISBN	p-ISBN	Anotasi	Link
63	Airline Network Planning and Scheduling 	Abdelghany	Wiley-Blackwell	2019	1st ed.	-	9781119275862	9781119275862, 1119275865	<p>A Concise Resource To The Best Practices And Problem-Solving Ideas For Understanding The Airline Network Planning And Scheduling Process Airline Network Planning And Scheduling Offers A Comprehensive Resource That Is Filled With The Industry's Best Practices That Can Help To Inform Decision-Modeling And The Problem-Solving Process. Written By Two Industry Experts, The Book Is Designed To Be An Accessible Guide That Contains Information For Addressing Complex Challenges, Problems, And Approaches That Arise On The Job. The Chapters Begin By Addressing The Complex Topics At A Broad, Conceptual Level Before Moving On To More Detailed Modeling In Later Chapters. This Approach Follows The Standard Airline Planning Process And Reflects The Duties Of The Day-To-Day Job Of Network/Schedule Planners.</p> <p>To Help Gain A Practical Understanding Of The Information Presented, Each Chapter Includes Exercises And Data Based On Real-World Case Studies. In Addition, Throughout The Book There Are Graphs And Illustrations As Well As, Information On The Most Recent Advances In Airline Network And Planning Research. This Important Resource:</p> <ul style="list-style-type: none"> • Takes A Practical Approach When Detailing Airline Network Planning And Scheduling Practices As Opposed To A Theoretical Perspective • Puts The Focus On The Complexity And Main Challenges As Well As Current Practices And Approaches To Problem-Solving And Decision-Making • Presents The Information In A Logical Sequence That Begins With Broad, Conceptual Topics And Gradually Delves Into More Advanced Topics That Address Modeling • Contains International Standard Airline Planning Processes, The Day-To-Day Responsibilities Of The Job, And Outlines The Steps Taken When Building An Airline Network And Schedule • Includes Numerous Case Studies, Exercises, Graphs, And Illustrations Throughout <p>Written For Professionals And Academics, Airline Network Planning And Scheduling Offers A Resource For Understanding Best Practices And Models As Well As The Challenges Involved With Network Planning And Scheduling.</p>	https://bookshelf.vitalsource.com/#/books/9781119275862

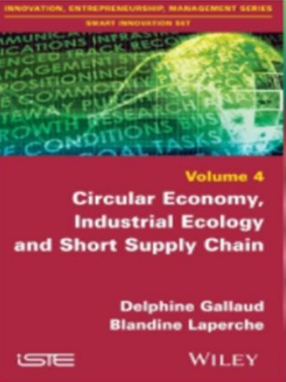
No.	Judul	Pengarang	Penerbit	Tahun	Edisi	Kolasi	e-ISBN	p-ISBN	Anotasi	Link
64	An Introduction to Cyber Modeling and Simulation 	Couretas	Wiley-Blackwell	2019	–	x, 177 hlm. ; 24 cm.	9781119420873	–	<p>Introduces Readers To The Field Of Cyber Modeling And Simulation And Examines Current Developments In The US And Internationally This Book Provides An Overview Of Cyber Modeling And Simulation (M&S) Developments. Using Scenarios, Courses Of Action (COAs), And Current M&S And Simulation Environments, The Author Presents The Overall Information Assurance Process, Incorporating The People, Policies, Processes, And Technologies Currently Available In The Field. The Author Ties Up The Various Threads That Currently Compose Cyber M&S Into A Coherent View Of What Is Measurable, Simulative, And Usable In Order To Evaluate Systems For Assured Operation. An Introduction To Cyber Modeling And Simulation Provides The Reader With Examples Of Tools And Technologies Currently Available For Performing Cyber Modeling And Simulation. It Examines How Decision-Making Processes May Benefit From M&S In Cyber Defense. It Also Examines Example Emulators, Simulators And Their Potential Combination. The Book Also Takes A Look At Corresponding Verification And Validation (V&V) Processes, Which Provide The Operational Community With Confidence In Knowing That Cyber Models Represent The Real World. This Book: Explores The Role Of Cyber M&S In Decision Making Provides A Method For Contextualizing And Understanding Cyber Risk Shows How Concepts Such The Risk Management Framework (RMF) Leverage Multiple Processes And Policies Into A Coherent Whole Evaluates Standards For Pure IT Operations, "Cyber For Cyber," And Operational/Mission Cyber Evaluations—"Cyber For Others" Develops A Method For Estimating Both The Vulnerability Of The System (I.E., Time To Exploit) And Provides An Approach For Mitigating Risk Via Policy, Training, And Technology Alternatives Uses A Model-Based Approach An Introduction To Cyber Modeling And Simulation Is A Must Read For All Technical Professionals And Students Wishing To Expand Their Knowledge Of Cyber M&S For Future Professional Work.</p>	https://bookshelf.vitalsource.com/#/books/9781119420873

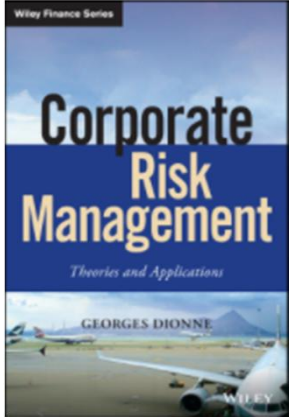
No.	Judul	Pengarang	Penerbit	Tahun	Edisi	Kolasi	e-ISBN	p-ISBN	Anotasi	Link
65	Big-Data Analytics for Cloud, IoT and Cognitive Computing 	Hwang	Wiley-Blackwell	2017	1st ed.	-	9781119247029	9781119247029, 1119247020	<p>The Definitive Guide To Successfully Integrating Social, Mobile, Big-Data Analytics, Cloud And IoT Principles And Technologies. The Main Goal Of This Book Is To Spur The Development Of Effective Big-Data Computing Operations On Smart Clouds That Are Fully Supported By IoT Sensing, Machine Learning And Analytics Systems. To That End, The Authors Draw Upon Their Original Research And Proven Track Record In The Field To Describe A Practical Approach Integrating Big-Data Theories, Cloud Design Principles, Internet Of Things (IoT) Sensing, Machine Learning, Data Analytics And Hadoop And Spark Programming.</p> <p>Part 1 Focuses On Data Science, The Roles Of Clouds And IoT Devices And Frameworks For Big-Data Computing. Big Data Analytics And Cognitive Machine Learning, As Well As Cloud Architecture, IoT And Cognitive Systems Are Explored, And Mobile Cloud-IoT-Interaction Frameworks Are Illustrated With Concrete System Design Examples. Part 2 Is Devoted To The Principles Of And Algorithms For Machine Learning, Data Analytics And Deep Learning In Big Data Applications. Part 3 Concentrates On Cloud Programming Software Libraries From MapReduce To Hadoop, Spark And TensorFlow And Describes Business, Educational, Healthcare And Social Media Applications For Those Tools.</p> <ul style="list-style-type: none"> • The First Book Describing A Practical Approach To Integrating Social, Mobile, Analytics, Cloud And IoT (SMACT) Principles And Technologies • Covers Theory And Computing Techniques And Technologies, Making It Suitable For Use In Both Computer Science And Electrical Engineering Programs • Offers An Extremely Well-Informed Vision Of Future Intelligent And Cognitive Computing Environments Integrating SMACT Technologies • Fully Illustrated Throughout With Examples, Figures And Approximately 150 Problems To Support And Reinforce Learning • Features A Companion Website With An Instructor Manual And PowerPoint Slides www.wiley.com/go/HwangIoT <p>Big-Data Analytics For Cloud, IoT And Cognitive Computing Satisfies The Demand Among University Faculty And Students For Cutting-Edge Information On Emerging Intelligent And Cognitive Computing Systems And Technologies. Professionals Working In Data Science, Cloud Computing And IoT Applications Will Also Find This Book To Be An Extremely Useful Working Resource</p>	https://bookshelf.vitalsource.com/#/books/9781119247029

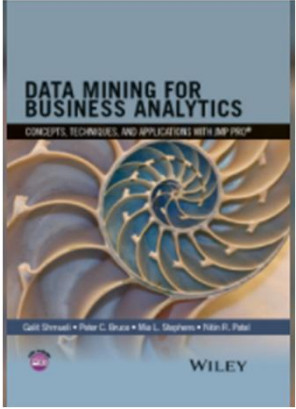
No.	Judul	Pengarang	Penerbit	Tahun	Edisi	Kolasi	e-ISBN	p-ISBN	Anotasi	Link
66	Biomechanics: Optimization, Uncertainties and Reliability 	Kharmanda	Wiley-Blackwell	2017	–	254 hlm.	9781786300256	–	In This Book, The Authors Present In Detail Several Recent Methodologies And Algorithms That They Developed During The Last Fifteen Years. The Deterministic Methods Account For Uncertainties Through Empirical Safety Factors, Which Implies That The Actual Uncertainties In Materials, Geometry And Loading Are Not Truly Considered. This Problem Becomes Much More Complicated When Considering Biomechanical Applications Where A Number Of Uncertainties Are Encountered In The Design Of Prosthesis Systems. This Book Implements Improved Numerical Strategies And Algorithms That Can Be Applied To Biomechanical Studies.	https://bookshelf.vitalsource.com/#/books/9781786300256
67	Biosensors and Nanotechnology: Applications in Health Care Diagnostics 	Altintas	Wiley-Blackwell	2018	1st ed.	xvii, 382 hlm. 16 hlm. tanpa nomor : illus. sebagian berwarna.	9781119065012	9781119065012, 1119065011	Provides A Broad Range Of Information From Basic Principles To Advanced Applications Of Biosensors And Nanomaterials In Health Care Diagnostics. This Book Utilizes A Multidisciplinary Approach To Provide A Wide Range Of Information On Biosensors And The Impact Of Nanotechnology On The Development Of Biosensors For Health Care. It Offers A Solid Background On Biosensors, Recognition Receptors, Biomarkers, And Disease Diagnostics. An Overview Of Biosensor-Based Health Care Applications Is Addressed. Nanomaterial Applications In Biosensors And Diagnostics Are Included, Covering The Application Of Nanoparticles, Magnetic Nanomaterials, Quantum Dots, Carbon Nanotubes, Graphene, And Molecularly Imprinted Nanostructures. The Topic Of Organ-Specific Health Care Systems Utilizing Biosensors Is Also Incorporated To Provide Deep Insight Into The Very Recent Advances In Disease Diagnostics. Biosensors And Nanotechnology: Applications In Health Care Diagnostics Is Comprised Of 15 Chapters That Are Presented In Four Sections And Written By 33 Researchers Who Are Actively Working In Germany, The United Kingdom, Italy, Turkey, Denmark, Finland, Romania, Malaysia And Brazil. It Covers Biomarkers In Healthcare; Microfluidics In Medical Diagnostics; SPR-Based Biosensor Techniques; Piezoelectric-Based Biosensor Technologies; MEMS-Based Cell Counting Methods; Lab-On-Chip Platforms; Optical Applications For Cancer Cases; And More. • Discusses The Latest Technology And Advances In The Field Of Biosensors And Their Applications For Healthcare Diagnostics • Particular Focus On Biosensors For Cancer • Summarizes Research Of The Last 30 Years, Relating It To State-Of-The-Art Technologies Biosensors And Nanotechnology: Applications In Health Care Diagnostics Is An Excellent Book For Researchers, Scientists, Regulators, Consultants, And Engineers In The Field, As Well As For Graduate Students Studying The Subject.	https://bookshelf.vitalsource.com/#/books/9781119065012

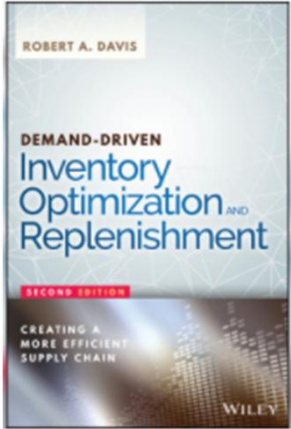
No.	Judul	Pengarang	Penerbit	Tahun	Edisi	Kolasi	e-ISBN	p-ISBN	Anotasi	Link
68	Blockchain Economics: Implications Of Distributed Ledgers - Markets, Communications Networks, And Algorithmic Reality 	Swan Melanie Et Al	Wiley-World Scientific	2019	_	xliv, 273 p. ; 24 cm	9781786346384	9781786346384, 1786346389	This Practical Introduction Explains The Field Of Blockchain Economics, The Economic Models Emerging With The Implementation Of Distributed Ledger Technology. These Models Are Characterized By Three Factors: Open Platform Business Models, Cryptotoken Money Supplies, And Initial Coin Offerings As A New And Official Form Of Financing. The Book Covers A Variety Of Approaches From A Business And Academic Perspective, Ranging From Financial Theory, Complexity, And Open Innovation Networks To Behavioral Economics, Self-Determination Theory, Public Policy, And Financial Inclusion. Unlike Existing Titles, This Book Draws On Worldwide Blockchain Industry Experts To Define The New Discipline Of Blockchain Economics And Provide Novel Theoretical And Conceptual Resources For The Future Of This Fast-Developing Economy. The Primer Also Highlights The Wider Theme Of Blockchain As An Institutional Technology, In That Many Value Transfer Interactions Might Be Shifted To Automated Networks, Decreasing The Number Of Human-Operated	https://bookshelf.vitalsource.com/#/books/9781786346384
69	Blockchain For Dummies, 2nd Edition 	Laurence	Wiley	2019	2nd ed.	256 hlm.	9781119555018	_	Unravel The Mysteries Of Blockchains Blockchain Technologies Are Disrupting Some Of The World's Biggest Industries. Blockchain For Dummies Provides A Fast Way To Catch Up With The Essentials Of This Quickly Evolving Tech. Written By An Author Involved In Founding And Analyzing Blockchain Solutions, This Book Serves To Help Those Who Need To Understand What A Blockchain Can Do (And Can't Do). This Revised Edition Walks You Through How A Blockchain Securely Records Data Across Independent Networks. It Offers A Tour Of Some Of The World's Best-Known Blockchains, Including Those That Power Bitcoin And Other Cryptocurrencies. It Also Provides A Glance At How Blockchain Solutions Are Affecting The Worlds Of Finance, Supply Chain Management, Insurance, And Governments. Get A Clear Picture Of What A Blockchain Can Do Learn How Blockchains Rule Cryptocurrency And Smart Contracts Discover Current Blockchains And How Each Of Them Work Test Blockchain Apps Blockchain Has Become The Critical Buzzword In The World Of Financial Technology And Transaction Security — And Now You Can Make Sense Of It With The Help Of This Essential Guide.	https://bookshelf.vitalsource.com/#/books/9781119555018


No.	Judul	Pengarang	Penerbit	Tahun	Edisi	Kolasi	e-ISBN	p-ISBN	Anotasi	Link
70	Building the Internet of Things: Implement New Business Models, Disrupt Competitors, Transform Your Industry 	Kranz	Wiley	2017	1st ed.	275 hlm.	9781119285663	9781119285663, 1119285666	<p>Connect Your Organization To The Internet Of Things With Solid Strategy And A Proven Implementation Plan. Building Internet Of Things Provides Front-Line Business Decision Makers With A Practical Handbook For Capitalizing On This Latest Transformation. Focusing On The Business Implications Of Internet Of Things (IoT), This Book Describes The Sheer Impact, Spread, And Opportunities Arising Every Day, And How Business Leaders Can Implement IoT Today To Realize Tangible Business Advantages. The Discussion Delves Into IoT From A Business, Strategy And Organizational Standpoint, And Includes Use-Cases That Illustrate The Ripple Effect That This Latest Disruption Brings; You'll Learn How To Fashion A Viable IoT Plan That Works With Your Organization's Strategy And Direction, And How To Implement That Strategy Successfully By Integrating IoT Into Your Organization Tomorrow.</p> <p>For Business Managers, The Biggest Question Surrounding The Internet Of Things Is What To Do With It. This Book Examines The Way IoT Is Being Used Today—And Will Be Used In The Future—To Help You Craft A Robust Plan For Your Organization. • Grasp The Depth And Breadth Of The Internet Of Things</p> <ul style="list-style-type: none"> • Create A Secure IoT Recipe That Aligns With Your Company's Strategy • Capitalize On Advances While Avoiding Disruption From Others • Leverage The Technical, Organizational, And Social Impact Of IoT <p>In The Past Five Years, The Internet Of Things Has Become The New Frontier Of Technology That Has Everyone Talking. It Seems That Almost Every Week A Major Vendor Announces A New IoT Strategy Or Division; Is Your Company Missing The Boat? Learn Where IoT Fits Into Your Organization, And How To Turn Disruption Into Profit With The Expert Guidance In Building The Internet Of Things.</p>	https://bookshelf.vitalsource.com/#/books/9781119285663

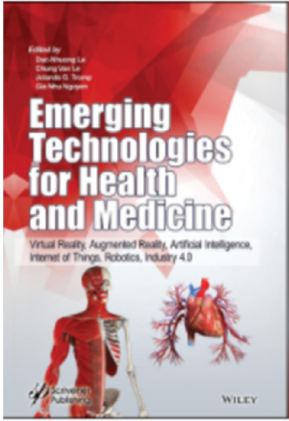
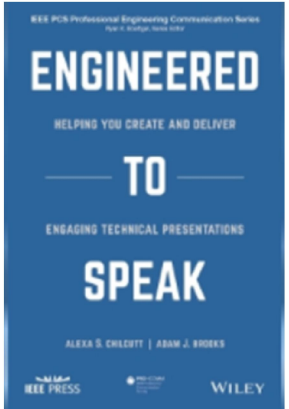
No.	Judul	Pengarang	Penerbit	Tahun	Edisi	Kolasi	e-ISBN	p-ISBN	Anotasi	Link
71	Circular Economy, Industrial Ecology and Short Supply Chain 	Gallaud	Wiley-Blackwell	2016	-	xii, 122 hlm.: ilus.,; diagram	9781848218796	-	In Contrast To The Linear "Take-Make-Dispose" Model Of Resource Consumption, A New Industrial Model Is Proposed In The Form Of A Circular Economy. This Model Aims To Optimize The Use Of Resources And To Reduce Or Eliminate Waste, And Is Based On Re-Use, Repair, Ecodesign, Industrial Ecology, Sustainable Supply And Responsible Consumption. Industrial Ecology And Short Supply Chains Can Contribute – Particularly On A Territorial Scale – To The Emergence Of A Real Sustainable Development. This Book Develops These Concepts And Presents Experiments That Are Taking Place In France And Other Countries, In Addition To An Integrated Model Which Details The Mechanisms Through Which Industrial Ecology And Short Supply Chains Can Generate Economic, Social And Environmental Profits. The Possible Issues And Obstacles Facing These New Practices Are Also Analyzed, In Order To Develop The Outline Of An Adapted Management And Governance Which Will Enable Them To Be Fully Realized.	https://bookshelf.vitalsource.com/#/books/9781848218796

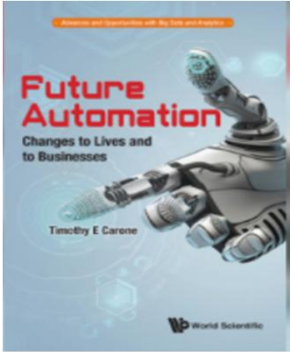
No.	Judul	Pengarang	Penerbit	Tahun	Edisi	Kolasi	e-ISBN	p-ISBN	Anotasi	Link
72	Corporate Risk Management: Theories and Applications 	Dionne	Wiley	2019	1st ed.	xxi, 394 hlm. : ilus. ; 27 cm.	9781119583127	9781119583127, 1119583128	<p>An Updated Review Of The Theories And Applications Of Corporate Risk Management. After The Financial Crisis Of 2008, Issues Concerning Corporate Risk Management Arose That Demand New Levels Of Oversight. Corporate Risk Management Is An Important Guide To The Topic That Puts The Focus On The Corporate Finance Dimension Of Risk Management. The Author--A Noted Expert On The Topic--Presents Several Theoretical Models Appropriate For Various Industries And Empirically Verifies Theoretical Propositions. The Book Also Proposes Statistical Modeling That Can Evaluate The Importance Of Different Risks And Their Variations According To Economic Cycles. The Book Provides An Analysis Of Default, Liquidity, And Operational Risks As Well As The Failures Of LTCM, ENRON, And Financial Institutions That Occurred During The Financial Crisis. The Author Also Explores Conditional Value At Risk (CVaR), Which Is Central To The Debate On The Measurement Of Market Risk Under Basel III. This Important Book:</p> <ul style="list-style-type: none"> • Includes A Comprehensive Review Of The Aspects Of Corporate Risk Management • Presents Statistical Modeling That Addresses Recent Risk Management Issues • Contains An Analysis Of Risk Management Failures That Lead To The 2008 Financial Crisis <p>Offers A Must-Have Resource From Author Georges Dionne The Former Editor Of The Journal Of Risk And Insurance</p> <p>Corporate Risk Management Provides A Modern Empirical Analysis Of Corporate Risk Management Across Industries. It Is Designed For Use By Risk Management Professionals, Academics, And Graduate Students.</p>	https://bookshelf.vitalsource.com/#/books/9781119583127

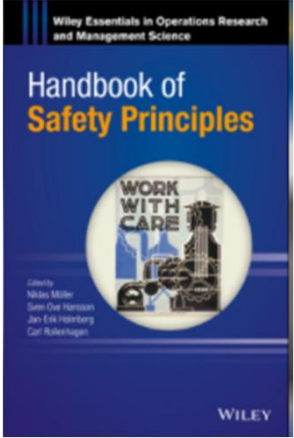
No.	Judul	Pengarang	Penerbit	Tahun	Edisi	Kolasi	e-ISBN	p-ISBN	Anotasi	Link
73	Data Mining for Business Analytics: Concepts, Techniques, and Applications with JMP Pro 	Shmueli	Wiley-Blackwell	2017	1st ed.	480 hlm.	9781118877432	9781118877432, 1118877438	<p><i>Data Mining For Business Analytics: Concepts, Techniques, And Applications With JMP Pro</i>® Presents An Applied And Interactive Approach To Data Mining. Featuring Hands-On Applications With JMP Pro®, A Statistical Package From The SAS Institute, The Book Uses Engaging, Real-World Examples To Build A Theoretical And Practical Understanding Of Key Data Mining Methods, Especially Predictive Models For Classification And Prediction. Topics Include Data Visualization, Dimension Reduction Techniques, Clustering, Linear And Logistic Regression, Classification And Regression Trees, Discriminant Analysis, Naive Bayes, Neural Networks, Uplift Modeling, Ensemble Models, And Time Series Forecasting.</p> <p><i>Data Mining For Business Analytics: Concepts, Techniques, And Applications With JMP Pro</i>® Also Includes:</p> <ul style="list-style-type: none"> • Detailed Summaries That Supply An Outline Of Key Topics At The Beginning Of Each Chapter • End-Of-Chapter Examples And Exercises That Allow Readers To Expand Their Comprehension Of The Presented Material • Data-Rich Case Studies To Illustrate Various Applications Of Data Mining Techniques • A Companion Website With Over Two Dozen Data Sets, Exercises And Case Study Solutions, And Slides For Instructors <p><i>Data Mining For Business Analytics: Concepts, Techniques, And Applications With JMP Pro</i>® Is An Excellent Textbook For Advanced Undergraduate And Graduate-Level Courses On Data Mining, Predictive Analytics, And Business Analytics. The Book Is Also A One-Of-A-Kind Resource For Data Scientists, Analysts, Researchers, And Practitioners Working With Analytics In The Fields Of Management, Finance, Marketing, Information Technology, Healthcare, Education, And Any Other Data-Rich Field.</p> <p>Galit Shmueli, PhD, Is Distinguished Professor At National Tsing Hua University's Institute Of Service Science. She Has Designed And Instructed Data Mining Courses Since 2004 At University Of Maryland, Statistics.Com, Indian School Of Business, And National Tsing Hua University, Taiwan. Professor Shmueli Is Known For Her Research And Teaching In Business Analytics, With A Focus On Statistical And Data Mining Methods In Information Systems And Healthcare. She Has Authored Over 70 Journal Articles, Books, Textbooks, And Book Chapters, Including <i>Data Mining For Business Analytics: Concepts, Techniques, And Applications In XLMiner</i>®, Third Edition, Also Published By Wiley.</p> <p>Peter C. Bruce Is President And Founder Of The Institute For Statistics Education At www.statistics.com He Has Written Multiple Journal Articles And Is The Developer Of Resampling Stats Software. He Is The Author Of <i>Introductory Statistics And Analytics: A Resampling Perspective</i> And Co-Author Of <i>Data Mining For Business Analytics: Concepts, Techniques, And Applications In XLMiner</i>®, Third Edition, Both Published By Wiley.</p> <p>Mia Stephens Is Academic Ambassador At JMP®, A Division Of SAS Institute. Prior To Joining SAS, She Was An Adjunct Professor Of Statistics At The University Of New Hampshire And A Founding Member Of The North Haven Group LLC, A Statistical Training And Consulting Company. She Is The Co-Author Of Three Other Books, Including <i>Visual Six Sigma: Making Data Analysis Lean</i>, Second Edition, Also Published By Wiley.</p> <p>Nitin R. Patel, PhD, Is Chairman And Cofounder Of Cytel, Inc., Based In Cambridge, Massachusetts. A Fellow Of The American Statistical Association, Dr. Patel Has Also Served As A Visiting Professor At The Massachusetts Institute Of Technology And At Harvard University. He Is A Fellow Of The Computer Society Of India And Was A Professor At The Indian Institute Of Management, Ahmedabad, For 15 Years. He Is Co-Author Of <i>Data Mining For Business Analytics: Concepts, Techniques, And Applications In XLMiner</i>®, Third Edition, Also Published By Wiley.</p>	https://bookshelf.vitalsource.com/#/books/9781118877432

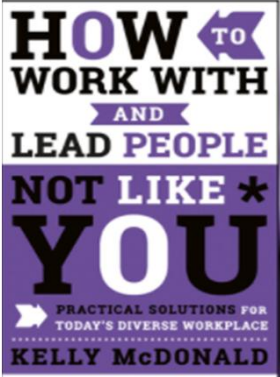
No.	Judul	Pengarang	Penerbit	Tahun	Edisi	Kolasi	e-ISBN	p-ISBN	Anotasi	Link
74	Demand-Driven Inventory Optimization and Replenishment: Creating a More Efficient Supply Chain, 2nd Edition 	Davis	Wiley	2016	2nd ed.	320 hlm.	9781119174028	9781119174028, 1119174023	<p>Remove Built-In Supply Chain Weak Points To More Effectively Balance Supply And Demand. Demand-Driven Inventory Optimization And Replenishment Shows How Companies Can Support Supply Chain Metrics And Business Initiatives By Removing The Weak Points Built Into Their Inventory Systems. Beginning With A Thorough Examination Of Just In Time, Efficient Consumer Response, And Collaborative Forecasting, Planning, And Replenishment, This Book Walks You Through The Mathematical Shortcuts Set Up In Your Management System That Prevent You From Attaining Supply Chain Excellence. This Expanded Second Edition Includes New Coverage Of Inventory Performance, Business Verticals, Business Initiatives, And Metrics, Alongside Case Studies That Illustrate How Optimized Inventory And Replenishment Delivers Results Across Retail, High-Tech, Men's Clothing, And Food Sectors.</p> <p>Inventory Optimization Allows You To Avoid Out-Of-Stock Situations Without Impacting The Bottom Line With Excessive Inventory Maintenance. By Keeping Just The Right Amount Of Inventory On Hand, Your Company Is Better Able To Meet Demand Without Sacrificing The Cost-Effectiveness Of Other Supply Chain Strategies. The Trick, However, Is Determining "Just The Right Amount"--And This Book Provides The Background And Practical Guidance You Need To Do Just That.</p> <ul style="list-style-type: none"> • Examine The Major Supply Chain Strategies Of The Last 30 Years • Remove The Shortcuts That Prohibit Supply Chain Excellence • Optimize Your Supply/Demand Balance In Any Vertical • Overcome Systemic Weaknesses To Strengthen The Bottom Line <p>Inventory Optimization Is Benefitting Companies Around The World, As Exemplified Here By Case Studies Involving Matas, PWT, Wistron, And Amway. When Inefficiencies Are Built Into The System, It's Only Smart Business To Identify And Remove Them--And Implement A New Streamlined Process That Runs Like A Well-Oiled Machine. Demand-Driven Inventory Optimization And Replenishment Is An Essential Resource For Exceptional Supply Chain Management.</p>	https://bookshelf.vitalsource.com/#/books/9781119174028

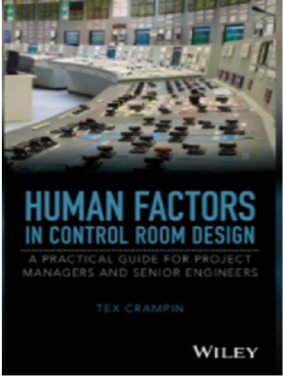
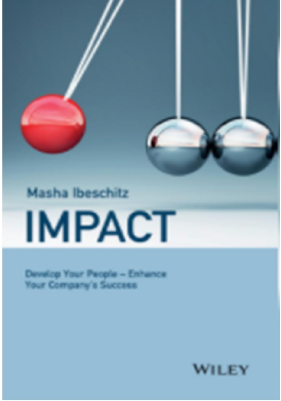
No.	Judul	Pengarang	Penerbit	Tahun	Edisi	Kolasi	e-ISBN	p-ISBN	Anotasi	Link
75	Design for Safety 	Gullo	Wiley-Blackwell	2016	1st ed.	xxix, 483 hlm. : ilus. ; 25 cm.	9781118974292	9781118974292, 1118974298	<p>A One-Stop Reference Guide To Design For Safety Principles And Applications. Design For Safety (Dfsa) Provides Design Engineers And Engineering Managers With A Range Of Tools And Techniques For Incorporating Safety Into The Design Process For Complex Systems. It Explains How To Design For Maximum Safe Conditions And Minimum Risk Of Accidents. The Book Covers Safety Design Practices, Which Will Result In Improved Safety, Fewer Accidents, And Substantial Savings In Life Cycle Costs For Producers And Users. Readers Who Apply Dfsa Principles Can Expect To Have A Dramatic Improvement In The Ability To Compete In Global Markets. They Will Also Find A Wealth Of Design Practices Not Covered In Typical Engineering Books--Allowing Them To Think Outside The Box When Developing Safety Requirements.</p> <p>Design Safety Is Already A High Demand Field Due To Its Importance To System Design And Will Be Even More Vital For Engineers In Multiple Design Disciplines As More Systems Become Increasingly Complex And Liabilities Increase. Therefore, Risk Mitigation Methods To Design Systems With Safety Features Are Becoming More Important. Designing Systems For Safety Has Been A High Priority For Many Safety-Critical Systems--Especially In The Aerospace And Military Industries. However, With The Expansion Of Technological Innovations Into Other Market Places, Industries That Had Not Previously Considered Safety Design Requirements Are Now Using The Technology In Applications.</p> <p>Design For Safety:</p> <ul style="list-style-type: none"> • Covers Trending Topics And The Latest Technologies • Provides Ten Paradigms For Managing And Designing Systems For Safety And Uses Them As Guiding Themes Throughout The Book • Logically Defines The Parameters And Concepts, Sets The Safety Program And Requirements, Covers Basic Methodologies, Investigates Lessons From History, And Addresses Specialty Topics Within The Topic Of Design For Safety (Dfsa) • Supplements Other Books In The Series On Quality And Reliability Engineering <p>Design For Safety Is An Ideal Book For New And Experienced Engineers And Managers Who Are Involved With Design, Testing, And Maintenance Of Safety Critical Applications. It Is Also Helpful For Advanced Undergraduate And Postgraduate Students In Engineering.</p> <p>Design For Safety Is The Second In A Series Of "Design For" Books. Design For Reliability Was The First In The Series With More Planned For The Future.</p>	https://bookshelf.vitalsource.com/#/books/9781118974292

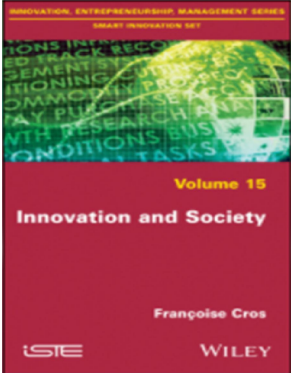
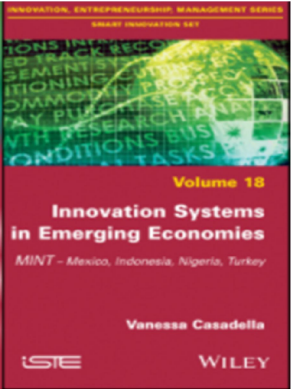
No.	Judul	Pengarang	Penerbit	Tahun	Edisi	Kolasi	e-ISBN	p-ISBN	Anotasi	Link
76	<p>Emerging Technologies for Health and Medicine: Virtual Reality, Augmented Reality, Artificial Intelligence, Internet of Things, Robotics, Industry 4.0</p> 	Le	Wiley-Blackwell	2019	–	xxxiii, 284 hlm. : ilus.	9781119509813	–	<p>With The Current Advances In Technology Innovation, The Field Of Medicine And Healthcare Is Rapidly Expanding And, As A Result, Many Different Areas Of Human Health Diagnostics, Treatment And Care Are Emerging. Wireless Technology Is Getting Faster And 5G Mobile Technology Allows The Internet Of Medical Things (IoMT) To Greatly Improve Patient Care And More Effectively Prevent Illness From Developing. This Book Provides An Overview And Review Of The Current And Anticipated Changes In Medicine And Healthcare Due To New Technologies And Faster Communication Between Users And Devices. This Groundbreaking Book Presents State-Of-The-Art Chapters On Many Subjects Including: A Review Of The Implications Of VR And AR Healthcare Applications A Review Of Current Augmenting Dental Care An Overview Of Typical Human-Computer Interaction (HCI) That Can Help Inform The Development Of User Interface Designs And Novel Ways To Evaluate Human Behavior To Responses In Virtual Reality (VR) And Other New Technologies A Review Of Telemedicine Technologies Building Empathy In Young Children Using Augmented Reality AI Technologies For Mobile Health Of Stroke Monitoring & Rehabilitation Robotics Control Mobile Doctor Brain AI App An Artificial Intelligence Mobile Cloud Computing Tool Development Of A Robotic Teaching Aid For Disabled Children Training System Design Of Lower Limb Rehabilitation Robot Based On Virtual Reality</p>	<p>https://bookshelf.vitalsource.com/#/books/9781119509813</p>
77	<p>Engineered to Speak: Helping You Create and Deliver Engaging Technical Presentations</p> 	Chilcutt	Wiley-Blackwell	2019	1st ed.	1 vol. XVI, 172 hlm. : ilus. ; 23 cm.	9781119474968	9781119474968, 1119474965	<p>Engineered To Speak: Helping You Create And Deliver Engaging Technical Presentations. Technical Expertise Alone Is Not Enough To Ensure Professional Success. Twenty-First Century Engineers And Technical Professionals Must Master Making The Complex Simple And The Simple Interesting. This Book Helps Engineers Do What They Love Most: Take A Complicated System And Create A Stronger Solution. You Will Learn Tips And Strategies That Help You Answer One Essential Question, “How Can I Get Better At Sharing My Ideas With A Variety Of Audiences?”</p> <p>In Engineered To Speak, Alexa Chilcutt And Adam Brooks Combine Their Expertise In Messaging And Public Speaking With Research That Illustrates How Effective Communication Contributes To Career Advancement. Each Chapter Contains Inspiring Stories From Practicing Engineers Around The World As Well As Useful Examples, Exercises And Repeatable Processes For Creating Compelling Messages.</p> <p>This Book Helps Technical Talent Become Better Speakers, Better Communicators, And Ultimately Better Leaders. This Helpful Guide Demystifies The Art Of Oral Communication By Breaking It Down Into Ten Easy-To-Follow-Processes That Can Improve The Ability Of Professionals At Any Level. By The End Of Engineered To Speak, You’ll Understand How To Gain Buy-In, Identify And Expand Your Sphere Of Influence, Amplify Your Message, Deliver Compelling Presentations, And Learn From Those Who’ve Embrace These Skills And Enjoyed Professional Success.</p>	<p>https://bookshelf.vitalsource.com/#/books/9781119474968</p>

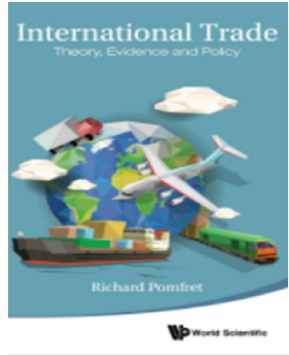
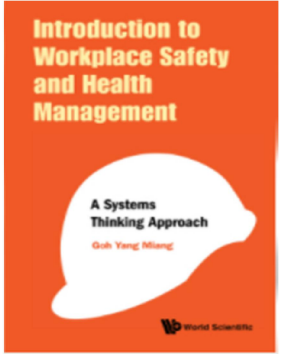
No.	Judul	Pengarang	Penerbit	Tahun	Edisi	Kolasi	e-ISBN	p-ISBN	Anotasi	Link
78	Future Automation: Changes To Lives And To Businesses 	Carone Timothy E	Wiley-World Scientific	2018	-	XV, 211 hlm. : ilus.	9789813142329	9789813142329, 9813142324	<p>Remove Listen To Timothy Carone, One Of Our Authors Of 'Future Automation', On CNN Ryan Noble's Latest Podcast 'Rigged Election/Wikileaks Fallout' Here - Cnn.lt/2ez7Nrf Remove The World Overstates The Present Fear Of Future Risk. Autonomous Systems Are Our Future. One Day We Will Wake Up To Some Event That Will Make It Clear That The Robots Have Taken Over But Just Not In The Way We Always Thought. Robots Take Many Forms. A Driverless Car Is A Robot. A Drone Over Afghanistan Is A Robot. Siri Is A Robot As Are High Frequency Trading Systems. And The Autonomous Systems That Amazon Uses To Manage Their Warehouses And Logistics Are Collections Of Robots Acting In Concert. In Short, Robots, Or Autonomous Systems, Are Slowly Taking Over The Execution Of Key Processes That Run Our Businesses And Our Lives. We Define An Autonomous System To Be An Integration At The Data And Process Level Of Three Components: Sensors Or The Internet Of Things That Collect Data; Big Data That Stores And Processes Data; And Artificial Intelligence, Which Takes The Information, Makes Decisions, And Acts. On Occasions, We Add In Actuators, Which Are Motors That Are Responsible For Moving Or Controlling A Mechanism Or System. Other Words For An Autonomous System With Actuators Are 'Robot,' 'Driverless Car,' And 'Unmanned Drone.' This Book Describes The Coming Disruptions Caused By Autonomous Systems (AS), Which Are Unique Blends Of AI, Analytics, And The Internet Of Things (IoT). An Example Of An AS Is A Driverless Car. Analytics Is The Key Element Here That Is Still Receiving Scant Attention As Compared To The Advances In AI And IoT. This Book Shows How Disruption Across Many Industries Caused By The Presence Of AS Will Be Pervasive And That Analytics, Which Is Created By The IoT And Other Sensors, Provides The Content From Which AI Can Make Decisions. These Decisions Are No Longer The Purview Of Humans Only. AS Will Transcend What Machines Currently Do. We Will Show How The Impact Of AS Will Start To Manifest In The Coming Years.</p>	https://bookshelf.vitalsource.com/#/books/9789813142329


No.	Judul	Pengarang	Penerbit	Tahun	Edisi	Kolasi	e-ISBN	p-ISBN	Anotasi	Link
79	Handbook of Safety Principles 	Moller	Wiley-Blackwell	2018	–	xxxvi, 790 hlm. : ilus.	9781118950692	–	<p>Presents Recent Breakthroughs In The Theory, Methods, And Applications Of Safety And Risk Analysis For Safety Engineers, Risk Analysts, And Policy Makers Safety Principles Are Paramount To Addressing Structured Handling Of Safety Concerns In All Technological Systems. This Handbook Captures And Discusses The Multitude Of Safety Principles In A Practical And Applicable Manner. It Is Organized By Five Overarching Categories Of Safety Principles: Safety Reserves; Information And Control; Demonstrability; Optimization; And Organizational Principles And Practices. With A Focus On The Structured Treatment Of A Large Number Of Safety Principles Relevant To All Related Fields, Each Chapter Defines The Principle In Question And Discusses Its Application As Well As How It Relates To Other Principles And Terms. This Treatment Includes The History, The Underlying Theory, And The Limitations And Criticism Of The Principle. Several Chapters Also Problematize And Critically Discuss The Very Concept Of A Safety Principle. The Book Treats Issues Such As: What Are Safety Principles And What Roles Do They Have? What Kinds Of Safety Principles Are There? When, If Ever, Should Rules And Principles Be Disobeyed? How Do Safety Principles Relate To The Law; What Is The Status Of Principles In Different Domains? The Book Also Features: • Insights From Leading International Experts On Safety And Reliability • Real-World Applications And Case Studies Including Systems Usability, Verification And Validation, Human Reliability, And Safety Barriers • Different Taxonomies For How Safety Principles Are Categorized • Breakthroughs In Safety And Risk Science That Can Significantly Change, Improve, And Inform Important Practical Decisions • A Structured Treatment Of Safety Principles Relevant To Numerous Disciplines And Application Areas In Industry And Other Sectors Of Society • Comprehensive And Practical Coverage Of The Multitude Of Safety Principles Including Maintenance Optimization, Substitution, Safety Automation, Risk Communication, Precautionary Approaches, Non-Quantitative Safety Analysis, Safety Culture, And Many Others The Handbook Of Safety Principles Is An Ideal Reference And Resource For Professionals Engaged In Risk And Safety Analysis And Research. This Book Is Also Appropriate As A Graduate And PhD-Level Textbook For Courses In Risk And Safety Analysis, Reliability, Safety Engineering, And Risk Management Offered Within Mathematics, Operations Research, And Engineering Departments. NIKLAS MÖLLER, PhD, Is Associate Professor At The Royal Institute Of Technology In Sweden. The Author Of Approximately 20 International Journal Articles, Dr. Möller's Research Interests Include The Philosophy Of Risk, Metaethics, Philosophy Of Science, And Epistemology. SVEN OVE HANSSON, PhD, Is Professor Of Philosophy At The Royal Institute Of Technology. He Has Authored Over 300 Articles In International Journals And Is A Member Of The Royal Swedish Academy Of Engineering Sciences. Dr. Hansson Is Also A Topical Editor For The Wiley Encyclopedia Of Operations Research And Management Science. JAN-ERIK HOLMBERG, PhD, Is Senior Consultant At Risk Pilot AB And Adjunct Professor Of Probabilistic Riskand Safety Analysis At The Royal Institute Of Technology. Dr. Holmberg Received His PhD In Applied Mathematics From Helsinki University Of Technology In 1997. CARL ROLLENHAGEN, PhD, Is Adjunct Professor Of Risk And Safety At The Royal Institute Of Technology. Dr. Rollenhagen Has Performed Extensive Research In The Field Of Human Factors And MTO (Man, Technology, And Organization) With A Specific Emphasis On Safety Culture And Climate, Event Investigation Methods, And Organizational Safety Assessment.</p>	https://bookshelf.vitalsource.com/#/books/9781118950692

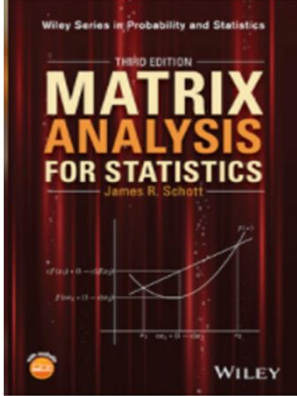
No.	Judul	Pengarang	Penerbit	Tahun	Edisi	Kolasi	e-ISBN	p-ISBN	Anotasi	Link
80	How to Work With and Lead People Not Like You: Practical Solutions for Today's Diverse Workplace 	Mcdonald	Wiley	2017	1st ed.	-	9781119369950	9781119369950, 1119369959	<p>If You're In A Diverse Team, You Know Employee Differences Can Cause Miscommunication, Lower Trust, And Hurt Productivity. . . It Doesn't Have To Be This Way! The People You Work With May Be From A Different Generation, Different Culture, Different Race, Different Gender, Or Just A Different Philosophy Toward Work And Life In General, But You Need To Work Together Toward A Common Goal. How To Work With And Lead People Not Like You Explains How To Dial Down The Differences, Smooth Out The Friction, And Play Upon Each Other's Strengths To Become More Effective, More Productive, And Less Stressed. The Keys Are To Find The Common Ground And Identify Hidden Conflicts That Are Hurting Productivity.</p> <p>Many People Shudder At The Prospect Of Working With Diverse Groups Of People, But They Can't Voice Their Fear Or Anxiety. At Work, It's Not OK Or Politically Correct To Say, 'I'm Uncomfortable With This Person.' In Fact, If You Do Say Something Along Those Lines, Your Job May Be At Risk. Your Company May Terminate You For Not Being On The 'Diversity Bandwagon.' So You Keep Quiet And You Keep Your Thoughts To Yourself. But Deep Down, You Are Uncomfortable.</p> <p>If You Feel Like This, It Doesn't Mean You're Racist, Sexist, Ageist, Homophobic, Or Any Other Negative Label. It Means You're Struggling.</p> <p>You're Struggling To Understand People, Cultures, Or Values That Are Unfamiliar To You. You're Struggling To Do Your Job With Teammates And Coworkers Who May Have Very Different Viewpoints Or Different Approaches To Communication Than You Have. You're Struggling To Overcome Differences And Pull Together To Achieve High Performance At Work.</p> <p>Whether You're Leading A Diverse Team, Working In A Challenging Cross-Cultural Environment, Or Simply Working With People Who Are 'Not Like You,' You Need To Be Able To Get Along With Everyone As A Team, To Get The Work Done. This Book Explains The Skills You Need To Communicate, Motivate, And Inspire People To Collaborate—Even If They Have Very Different Values, Lifestyles, Or Priorities.</p> <ul style="list-style-type: none"> • Learn Key Steps That Bring Cohesion To Diversity • How To Have A Constructive Conversation About Working Alongside People Who Are Different • The Four Magic Words That Make This Easier And Smooth Over Friction • What Not To Say—And Why • Learn To Set Aside Differences And Get Things Done • Learn How To Handle A Racist, Sexist, Homophobic Or Offensive Remark In A Professional Way • Retain Your Sanity When Colleagues Drive You Crazy <p>The Changing Demographics Of Today's Workforce Bring Conflicting Viewpoints, Perspectives, Approaches, Skills, Habits, And Personalities Together In One Place; Whether That Leads To Synergy Or Catastrophe Is Up To You. How To Work With And Lead People Not Like You Helps You Turn A Hurdle Into An Advantage So You Or Your Team Can Do More, Achieve More, And Enjoy The Ride.</p>	https://bookshelf.vitalsource.com/#/books/9781119369950

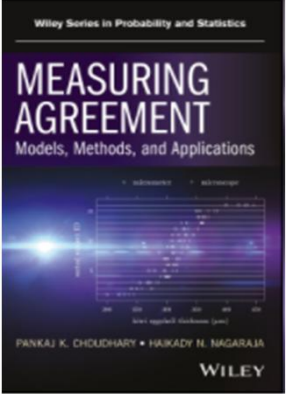
No.	Judul	Pengarang	Penerbit	Tahun	Edisi	Kolasi	e-ISBN	p-ISBN	Anotasi	Link
81	Human Factors in Control Room Design: A Practical Guide for Project Managers and Senior Engineers 	Crampin	Wiley-Blackwell	2014	-	176 hlm.	9781118307991	-	<p>A Succinct Guide To A Human Factors Programme Of Work This Book Provides A Reference For Project Managers To Assist In Identifying The Key Rudiments Of Good Human Factors Design. It Is Intended To Be Used In Conjunction With An Appointed Human Factors Manager As Part Of A Detailed Design Programme, Read By All Engineers And Designers In Order To Establish A Wide Understanding Across The Whole Team Of The Importance Of Human Factors. Human Factors In Military And Industrial Control Room Design Offers Succinct Advice, Tailored For Rapid Injection Into Complex Human Factors Programmes, Together With Applicability To Any Control Room Design, Military Or Industrial. Applications Include Warship Control Rooms, Command Centres, Fire And Accident Response Centres, Chemical Plants, Nuclear Installations, Oil Rigs, Refineries And Other Similar Industries. Key Features: A Template For A Thorough Human Factors Programme Of Work. Applicability To Any Control Room Design. Aims To Address Operator Workload And Optimise System Performance, Comfort And Safety. Can Save Significant Costs By Optimised System Integration And Enhanced System Operation. It Is Advised That Project Managers Use Human Factors In Military And Industrial Control Room Design As A Template To Develop A Control Room "Operating Philosophy" And "Human Computer Interface (HCI) Style Guide" For Their Own Purposes Within The Constraints Of Their Specific Industry</p>	https://bookshelf.vitalsource.com/#/books/9781118307991
82	Impact: Develop Your People - Enhance Your Company's Success 	Ibeschitz	Wiley	2018	-	124 hlm.	9783527509669	-	<p>Employee Development Isn't Magic. With A Few Coaching Fundamentals, Which Any Executive Can Easily Learn From This Book, It Is Possible To Develop Employees Into Top Performers Who Will Effectively Contribute To Thebusiness Success Of Their Company. In Her Book, Masha Ibeschitz, An Expert Who Is At Home In C Suites Around The World, Shows How Coaching Works In Day-To-Day Business. Her Book Is Not Meant For Consultants Or Professional Coaches, But For Anyone Who Wants To Practice Agile Leadership And Give Employees Positive, Effective Guidance. In 10 Chapters, Impact Sheds Light On How Coaching Tools Can Be Used To Develop Employees' Potential. It Answers Questions Such As: What Is The Value Of Coaching Discussions? What Exactly Is Coaching? What Occasions Are Appropriate For Coaching? Who Is Coachable? How Does A Coach Trigger A Solution? How Does A Coach Make Astute Use Of Different Types Of Questions? The Starting Point Is Always A Story From The Author's Own Coaching Experience, Anonymized And Altered To Disguise Real-Life Details. The Take-Aways Relevant To The Topic Of Each Chapter Are Presented As Briefly As Possible And As Extensively As Necessary; Info Boxes Provide A Quick Overview Of Specific Concepts. Each Chapter Concludes With A Summary Of Key Points.</p>	https://bookshelf.vitalsource.com/#/books/9783527509669

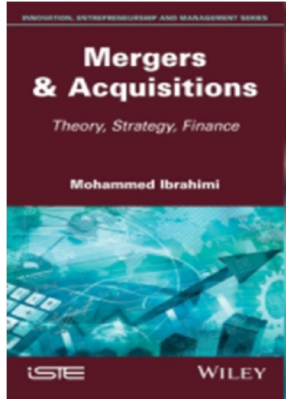

No.	Judul	Pengarang	Penerbit	Tahun	Edisi	Kolasi	e-ISBN	p-ISBN	Anotasi	Link
83	Innovation and Society 	Cros	Wiley-Blackwell	2018	1st ed.	210 hlm.	9781786302038	9781786302038, 1786302039	This Book Takes Stock Of The State Of The Question On Innovation In A Particular Area Of Education And Training. But For This It Must Be Noted That Economists Have Appropriated The Notion Since Schumpeter And Have Constrained To Think Innovation In Professions Of Intervention On Others As If They Were Products To Be Delivered To The Customer As Quickly And The Best (Frugal Innovation). Here The Author Brings A Nuance And Demonstrates The Specificity Of Innovations In "Soft" Areas, Their Richness, While Drawing The Reader To Caution And Criticism Because Any Innovation Is Not Good In Itself: It Can Produce Adverse Effects In The Medium And Long Term. The Author Proposes Two Supports For Innovation: On The One Hand The Approach By Its Most Objective Evaluation Which Itself Induces An Innovation In Its Evaluation And, On The Other Hand, An Approach To Values And Therefore To Philosophy Of The Desired Future Man. A Detour On The History Of Innovation, On Its International Approaches, On The Imaginary Investments It Is Often The Object Of (With A Nuance Of Utopia) Makes It Possible To Understand Why Innovation Has Been A Means To Drive The Reforms And To Convince People For A Better Future.	https://bookshelf.vitalsource.com/#/books/9781786302038
84	Innovation Systems in Emerging Economies: MINT (Mexico, Indonesia, Nigeria, Turkey) 	Casadella	Wiley-Blackwell	2018		-	9781786301901		The Aim Of This Book Is To Review The Innovation Systems In Their "Classical" Version Before Defining Them In The Light Of Emerging Economies Through The Objectives Of Economic And Sustainable Development. If We Return Particularly To The Innovation System And Its Importance, We Will Show Through These New MINTs That Their Innovation Systems Are Perpetuated, Based On Very Localized Experiments, Despite The Fragility Of Their Links, The Lack Of National Coherence Of Innovation And Above All The Weakness Of Their Innovation Policy.	https://bookshelf.vitalsource.com/#/books/9781786301901

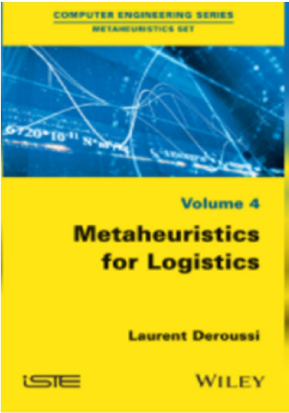
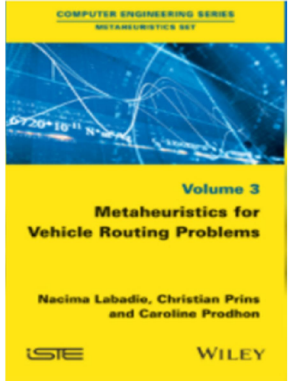
No.	Judul	Pengarang	Penerbit	Tahun	Edisi	Kolasi	e-ISBN	p-ISBN	Anotasi	Link
85	International Trade: Theory, Evidence And Policy 	Pomfret Richard	Wiley-World Scientific	2016	–	xxii, 298 hlm. : ilus. ; 24 cm	9789814725071	9789814725071, 9814725072	International Trade: Theory, Evidence And Policy Provides An Integrated Non-Mathematical Account Of Trade Theory And Policy That Can Be Read Straight Through. The Footnotes Provide Caveats, Extensions And Entry Points, Or Further Reading. This Book Is Divided Into Three Parts. The First Part Focuses On The Core Theoretical Analysis Of International Trade That Has Evolved Over A Quarter-Millennium. The Second Part Reviews Recent Empirical Research In Global Value Chains, Trade Costs, And Heterogeneous Firms, Particularly From Analysing Large Datasets Of Individual Firms' Characteristics And Of Trade Flows Disaggregated To Very Finely Detailed Levels. The Third Section Of The Book Analyzes Trade Policies And Discusses Current Policy Debates. This Edition Is Based On Pomfret's Lecture Notes On International Trade Theory And Policy, First Published In 2008. The Content Has Been Extensively Updated And Revised To Stand As A New Volume.	https://bookshelf.vitalsource.com/#/books/9789814725071
86	Introduction To Workplace Safety And Health Management: A Systems Thinking Approach 	Goh Yang Miang	Wiley-World Scientific	2018	–	231 hlm.	9789813274112	9789813274112, 9813274115	Workplace Safety And Health (WSH) Is An Important Area Of Any Business Or Organisation. A Serious Accident Or Ill Health Incident Can Cause Much Suffering And Distress To Workers, Co-Workers, And The Victims' Family And Friends. In Addition, The Organisations Involved In The WSH Incident Will Have To Manage Negative Consequences Including Increase In Insurance Premium, Lost Time And Delays, Morale Issues, Union And Community Protests, And Reputation Losses. On The Other Hand, Good WSH Can Lead To Organisational Excellence. This Book Takes A Systems-Thinking Approach To Allow Readers To Understand How WSH Is An Integral Part Of Any Organisation. The Different Chapters Are Strung Together By An Overarching Model Of Incident Causation And Underpinning Models Are Presented To Allow A Strong Conceptual Foundation. Practical WSH Knowledge Are Also Discussed In Relevant Chapters To Ensure That Beginners Have An Introduction To The Fundamentals Of WSH Hazards And Controls. Besides The Strong Emphasis On Conceptual Framework, Readers Will Also Be Exposed To The Details Of A WSH Management System And Practical WSH Processes, Hazards And Controls. A Series Of Online Quizzes Are Available To Readers To Help Them To Reinforce The Concepts Of Each Chapter. Undergraduates And Post-Graduates Will Benefit From The Systematic Introduction To The Foundations Of WSH Management. Practitioners Will Strengthen Their Conceptual Understanding And Widen Their Perspective By Re-Visiting The Foundations Of WSH Management Through A Systems-Thinking Lens.	https://bookshelf.vitalsource.com/#/books/9789813274112

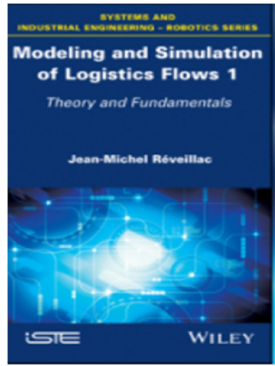
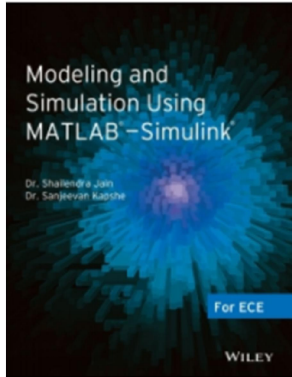
No.	Judul	Pengarang	Penerbit	Tahun	Edisi	Kolasi	e-ISBN	p-ISBN	Anotasi	Link
87	Managing Supply Chain Operations 	Lei Lei Et Al	Wiley-World Scientific	2017		xix, 282 hlm. : illus.	9789813108790	9789813108790, 9813108797	<p>This Book Is Suitable For Courses At The MBA Core Level, PGDIBO Students Who Are Pursuing International Business At PG Level, MS In Supply Chain Management Level, Upper Undergraduate Level, And Also Suitable For Executive Education. The Book Is Very Constructive For Managers Involved In Creating, Optimizing Or Redesigning A Supply Chain. Readers After Reading Would Unquestionably Have Say To, The Supply Chain Decision-Making Process And Build Academic Orientation In Logistics.' Global Journal Of Enterprise Information System This Book, Developed In Collaboration With The Rutgers Center For Supply Chain Management And Based Upon Research Projects Conducted With Over 100 Participating Corporations, Combines Theory And Practice In Presenting The Concepts Necessary For Strategic Implementation Of Supply Chain Management Techniques In A Global Environment. Coauthored By Top Teaching And Research Faculty And A Senior Industry Executive, This Academic/Industry Partnership Ensures The Relevance Of The Text In Terms Of Both Practical Application And Academic Rigor. This Book Introduces Students To The Key Drivers Of Supply Chain Performance, Including Demand Forecasting, Sales And Operations Planning, Inventory Control, Capacity Analysis, Transportation Models, Supply Chain Integration, And Project Management And Risk Analysis. It Is Enhanced By Real-Life Examples And Case Studies As Well As Strategies From Best Practices And A Focus On Social And Economic Impact. The Content Reaches Beyond A Traditional Operations Management Text And Draws On The Extensive Experience Of The Authors Conducting Industry Projects Through The Rutgers Center For Supply Chain Management. The Input Of Senior Business Executives Has Been An Invaluable Asset In Presenting A Balanced Knowledge Of Both Quantitative Models And Qualitative Insights. This Book Is Suitable For Courses At The MBA Core Level, MS In Supply Chain Management Level, Upper Undergraduate Level, And Also Suitable For Executive Education.</p>	https://bookshelf.vitalsource.com/#/books/9789813108790

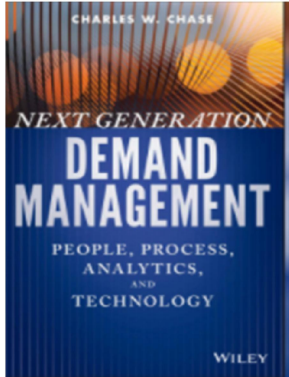
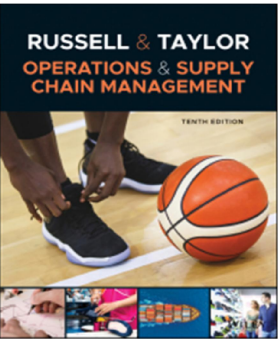
No.	Judul	Pengarang	Penerbit	Tahun	Edisi	Kolasi	e-ISBN	p-ISBN	Anotasi	Link
88	Matrix Analysis for Statistics, 3rd Edition 	Schott	Wiley-Blackwell	2017	3rd ed.	xiii, 512 hlm.	9781119092483	9781119092483, 1119092485	<p>An Up-To-Date Version Of The Complete, Self-Contained Introduction To Matrix Analysis Theory And Practice. Providing Accessible And In-Depth Coverage Of The Most Common Matrix Methods Now Used In Statistical Applications, Matrix Analysis For Statistics, Third Edition Features An Easy-To-Follow Theorem/Proof Format. Featuring Smooth Transitions Between Topical Coverage, The Author Carefully Justifies The Step-By-Step Process Of The Most Common Matrix Methods Now Used In Statistical Applications, Including Eigenvalues And Eigenvectors; The Moore-Penrose Inverse; Matrix Differentiation; And The Distribution Of Quadratic Forms.</p> <p>An Ideal Introduction To Matrix Analysis Theory And Practice, Matrix Analysis For Statistics, Third Edition Features:</p> <ul style="list-style-type: none"> • New Chapter Or Section Coverage On Inequalities, Oblique Projections, And Antieigenvalues And Antieigenvectors • Additional Problems And Chapter-End Practice Exercises At The End Of Each Chapter • Extensive Examples That Are Familiar And Easy To Understand • Self-Contained Chapters For Flexibility In Topic Choice • Applications Of Matrix Methods In Least Squares Regression And The Analyses Of Mean Vectors And Covariance Matrices <p>Matrix Analysis For Statistics, Third Edition Is An Ideal Textbook For Upper-Undergraduate And Graduate-Level Courses On Matrix Methods, Multivariate Analysis, And Linear Models. The Book Is Also An Excellent Reference For Research Professionals In Applied Statistics.</p> <p>James R. Schott, PhD, Is Professor In The Department Of Statistics At The University Of Central Florida. He Has Published Numerous Journal Articles In The Area Of Multivariate Analysis. Dr. Schott's Research Interests Include Multivariate Analysis, Analysis Of Covariance And Correlation Matrices, And Dimensionality Reduction Techniques.</p>	https://bookshelf.vitalsource.com/#/books/9781119092483

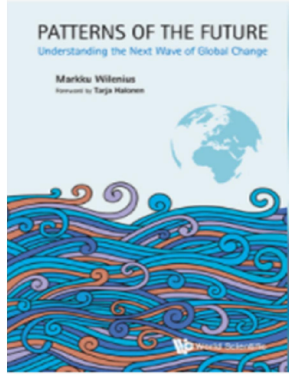
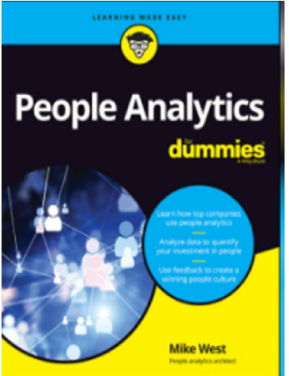
No.	Judul	Pengarang	Penerbit	Tahun	Edisi	Kolasi	e-ISBN	p-ISBN	Anotasi	Link
89	Measuring Agreement: Models, Methods, and Applications 	Choudhary	Wiley-Blackwell	2017	1st ed.	360 hlm.	9781118078587	9781118078587, 1118078586	<p>Presents Statistical Methodologies For Analyzing Common Types Of Data From Method Comparison Experiments And Illustrates Their Applications Through Detailed Case Studies. Measuring Agreement: Models, Methods, And Applications Features Statistical Evaluation Of Agreement Between Two Or More Methods Of Measurement Of A Variable With A Primary Focus On Continuous Data. The Authors View The Analysis Of Method Comparison Data As A Two-Step Procedure Where An Adequate Model For The Data Is Found, And Then Inferential Techniques Are Applied For Appropriate Functions Of Parameters Of The Model. The Presentation Is Accessible To A Wide Audience And Provides The Necessary Technical Details And References. In Addition, The Authors Present Chapter-Length Explorations Of Data From Paired Measurements Designs, Repeated Measurements Designs, And Multiple Methods; Data With Covariates; And Heteroscedastic, Longitudinal, And Categorical Data. The Book Also:</p> <ul style="list-style-type: none"> • Strikes A Balance Between Theory And Applications • Presents Parametric As Well As Nonparametric Methodologies • Provides A Concise Introduction To Cohen's Kappa Coefficient And Other Measures Of Agreement For Binary And Categorical Data • Discusses Sample Size Determination For Trials On Measuring Agreement • Contains Real-World Case Studies And Exercises Throughout • Provides A Supplemental Website Containing The Related Datasets And R Code <p>Measuring Agreement: Models, Methods, And Applications Is A Resource For Statisticians And Biostatisticians Engaged In Data Analysis, Consultancy, And Methodological Research. It Is A Reference For Clinical Chemists, Ecologists, And Biomedical And Other Scientists Who Deal With Development And Validation Of Measurement Methods. This Book Can Also Serve As A Graduate-Level Text For Students In Statistics And Biostatistics.</p>	https://bookshelf.vitalsource.com/#/books/9781118078587

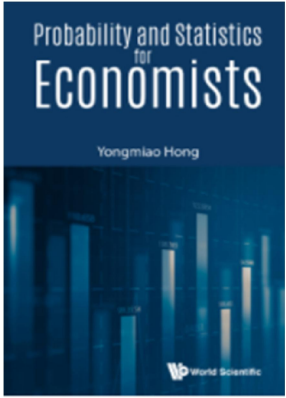
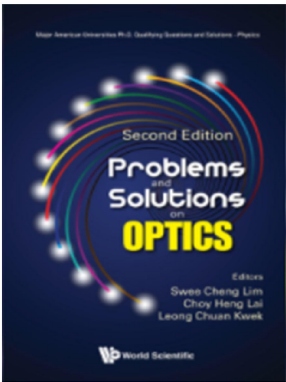
No.	Judul	Pengarang	Penerbit	Tahun	Edisi	Kolasi	e-ISBN	p-ISBN	Anotasi	Link
90	Mergers & Acquisitions: Theory, Strategy, Finance 	Ibrahimi	Wiley-Blackwell	2018	–	–	9781786303455	–	This Book Deals With Corporate Mergers And Acquisitions By Analyzing The Financial And Strategic Aspects. It Starts With A Chronological Justification Of The Evolution Of External Growth Operations And Ends With Case Studies In Order To Put Into Practice The Theoretical Contribution Of The Previous Titles. Through This Book, We Wish To Detail The Types Of Mergers And Acquisitions, Their Modes, Their Motivations, Their Consequences And Their Performances. First Of All, We Propose A Panoply Of Scientific Research, Methodological Explanations And Logical Structuring To Expose A Subject Of Experience Considered For A Long Time As A Phenomenon In Finance. Then, Through A Sample Of 90 Mergers Or Acquisitions, We Analyze The Effects Of These Transactions On French Companies.	https://bookshelf.vitalsource.com/#/books/9781786303455
91	Metaheuristics for Air Traffic Management 	Durand	Wiley-Blackwell	2016	–	xi, 194 hlm.: illus.	9781848218109	–	Air Traffic Management Involves Many Different Services Such As Airspace Management, Air Traffic Flow Management And Air Traffic Control. Many Optimization Problems Arise From These Topics And They Generally Involve Different Kinds Of Variables, Constraints, Uncertainties. Metaheuristics Are Often Good Candidates To Solve These Problems. The Book Models Various Complex Air Traffic Management Problems Such As Airport Taxiing, Departure Slot Allocation, En Route Conflict Resolution, Airspace And Route Design. The Authors Detail The Operational Context And State Of Art For Each Problem. They Introduce Different Approaches Using Metaheuristics To Solve These Problems And When Possible, Compare Their Performances To Existing Approaches	https://bookshelf.vitalsource.com/#/books/9781848218109

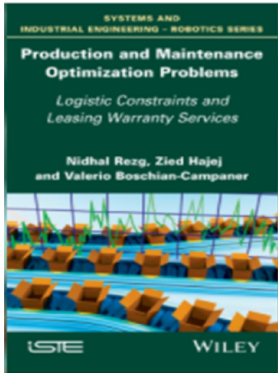
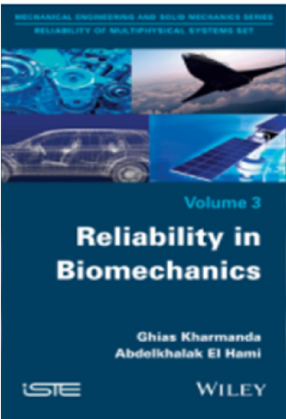
No.	Judul	Pengarang	Penerbit	Tahun	Edisi	Kolasi	e-ISBN	p-ISBN	Anotasi	Link
92	Metaheuristics for Logistics 	Deroussi	Wiley-Blackwell	2016	-	xv, 198 hlm. : ilus. ; 25 cm.	9781848218086	-	This Book Describes The Main Classical Combinatorial Problems That Can Be Encountered When Designing A Logistics Network Or Driving A Supply Chain. It Shows How These Problems Can Be Tackled By Metaheuristics, Both Separately And Using An Integrated Approach. A Huge Number Of Techniques, From The Simplest To The Most Advanced Ones, Are Given For Helping The Reader To Implement Efficient Solutions That Meet Its Needs. A Lot Of Books Have Been Written About Metaheuristics (Methods For Solving Hard Optimization Problems) And Supply Chain Management (The Field In Which We Find A Huge Number Of Combinatorial Optimization Problems) In The Last Decades. So, The Main Reason Of This Book Is To Describe How These Methods Can Be Implemented For This Class Of Problems.	https://bookshelf.vitalsource.com/#/books/9781848218086
93	Metaheuristics for Vehicle Routing Problems 	Labadie	Wiley-Blackwell	2016	-	-	9781848218116	9781119136774 1119136776 1848218117 9781848218116 1119136784 9781119136781 1119136768 9781119136767	This Book Is Dedicated To Metaheuristics As Applied To Vehicle Routing Problems. Several Implementations Are Given As Illustrative Examples, Along With Applications To Several Typical Vehicle Routing Problems. As A First Step, A General Presentation Intends To Make The Reader More Familiar With The Related Field Of Logistics And Combinatorial Optimization. This Preamble Is Completed With A Description Of Significant Heuristic Methods Classically Used To Provide Feasible Solutions Quickly, And Local Improvement Moves Widely Used To Search For Enhanced Solutions. The Overview Of These Fundamentals Allows Appreciating The Core Of The Work Devoted To An Analysis Of Metaheuristic Methods For Vehicle Routing Problems. Those Methods Are Exposed According To Their Feature Of Working Either On A Sequence Of Single Solutions, Or On A Set Of Solutions, Or Even By Hybridizing Metaheuristic Approaches With Others Kind Of Methods.	https://bookshelf.vitalsource.com/#/books/9781848218116

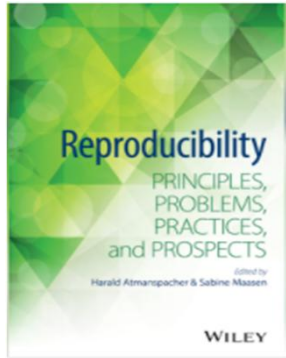
No.	Judul	Pengarang	Penerbit	Tahun	Edisi	Kolasi	e-ISBN	p-ISBN	Anotasi	Link
94	Modeling and Simulation of Logistics Flows 1: Theory and Fundamentals 	Reveillac	Wiley-Blackwell	2017	-	XXVIII, 342 hlm. : ilus.; 25 cm.	9781786301062	-	Volume 1 Presents Successively An Introduction Followed By 10 Chapters And A Conclusion: A Logistic Approach An Overview Of Operations Research The Basics Of Graph Theory Calculating Optimal Routes Dynamic Programming Planning And Scheduling With PERT And MPM The Waves Of Calculations In A Network Spanning Trees And Touring Linear Programming Modeling Of Road Traffic	https://bookshelf.vitalsource.com/#/books/9781786301062
95	Modeling And Simulation Using Matlab - Simulink 	Shailendra Jain	Wiley-India Indigenous	2016	-	776 hlm.	9788126555949	-	N/A	https://bookshelf.vitalsource.com/#/books/9788126555949

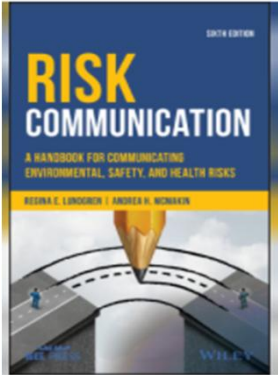
No.	Judul	Pengarang	Penerbit	Tahun	Edisi	Kolasi	e-ISBN	p-ISBN	Anotasi	Link
96	Next Generation Demand Management: People, Process, Analytics, and Technology 	Chase	Wiley	2016	-	-	9781119186632	-	<p>A Practical Framework For Revenue-Boosting Supply Chain Management Next Generation Demand Management Is A Guidebook To Next Generation Demand Management, With An Implementation Framework That Improves Revenue Forecasts And Enhances Profitability. This Proven Approach Is Structured Around The Four Key Catalysts Of An Efficient Planning Strategy: People, Processes, Analytics, And Technology. The Discussion Covers The Changes In Behavior, Skills, And Integrated Processes That Are Required For Proper Implementation, As Well As The Descriptive And Predictive Analytics Tools And Skills That Make The Process Sustainable. Corporate Culture Changes Require A Shift In Leadership Focus, And This Guide Describes The Necessary "Champion" With The Authority To Drive Adoption And Stress Accountability While Focusing On Customer Excellence. Real World Examples With Actual Data Illustrate Important Concepts Alongside Case Studies Highlighting Best-In-Class As Well As Startup Approaches. Reliable Forecasts Are The Primary Product Of Demand Planning, A Multi-Step Operational Supply Chain Management Process That Is Increasingly Seen As A Survival Tactic In The Changing Marketplace. This Book Provides A Practical Framework For Efficient Implementation, And Complete Guidance Toward The Supplementary Changes Required To Reap The Full Benefit. Learn The Key Principles Of Demand Driven Planning Implement New Behaviors, Skills, And Processes Adopt Scalable Technology And Analytics Capabilities Align Inventory With Demand, And Increase Channel Profitability Whether Your Company Is A Large Multinational Or An Early Startup, Your Revenue Predictions Are Only As Strong As Your Supply Chain Management System. Implementing A Proven, More Structured Process Can Be The Catalyst Your Company Needs To Overcome That One Lingering Obstacle Between Forecast And Goal. Next Generation Demand Management Gives You The Framework For Building The Foundation Of Your Growth.</p>	https://bookshelf.vitalsource.com/#/books/9781119186632
97	Operations and Supply Chain Management, 10th Edition, US Edition 	Russell	Wiley	2019	10th ed.	835 hlm.	9781119668640	9781119577652, 1119577659	<p>Russell and Taylor's <i>Operations and Supply Chain Management, 10th Edition</i> is designed to teach students understand how to create value and competitive advantage along the supply chain in a rapidly changing global environment. Beyond providing a solid foundation, this course covers increasingly important OM topics of sustainability, corporate social responsibility, global trade policies, securing the supply chain, and risk and resilience. Most importantly, Operations Management, Tenth Edition makes the quantitative topics easy for students to understand and the mathematical applications less intimidating. Appropriate for all business students, this course takes a balanced approach to the foundational understanding of both qualitative and quantitative operations management processes.</p>	https://bookshelf.vitalsource.com/#/books/9781119668640

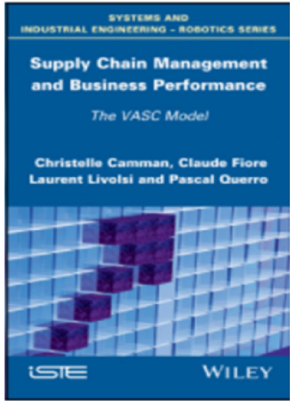
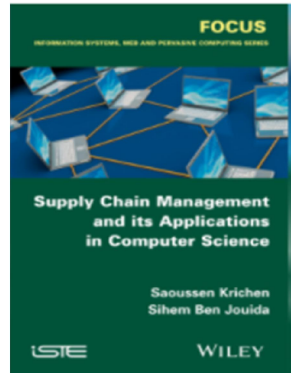
No.	Judul	Pengarang	Penerbit	Tahun	Edisi	Kolasi	e-ISBN	p-ISBN	Anotasi	Link
98	Patterns Of The Future: Understanding The Next Wave Of Global Change 	Wilenius Markku	Wiley-World Scientific	2017	–	–	9781786342874	9781786342874, 1786342871	Patterns Of The Future Explains The Current World Using The Theory Of Long-Term Development Waves (Kondratiev Waves). Markku Wilenius, Professor Of Futures Studies, Argues That We Are Now Entering The Sixth Wave: The Age Of Intelligent, Integrated Technologies, Helping To Restore The Balance Between Humans, Technology And Nature By Radically Improved Material And Energy Efficiency And A Wiser Use Of Human Potential.The Unfolding Sixth Wave Will Challenge Our Current Values, Institutions And Business Models. Using A Systems-Based Approach, Patterns Of The Future Analyses How Corporations And The Public Sector Can Navigate In The Sixth Wave. Case Studies Look At Specific Examples Of This, Using High-Profile Companies To Demonstrate Both The Best- (And Worst-) Case Scenarios Of Innovation For Change.This Book Spans Concepts From Multiple Disciplines In The Social Sciences, Making It Relevant Not Only To Undergraduate And Graduate Students In Futures Studies, Environmental Studies, Economics, And Business, But Also National Policymakers, Think Tanks, Corporate Operators And Indeed For Any One Seriously Interested In The Future.	https://bookshelf.vitalsource.com/#/books/9781786342874
99	People Analytics For Dummies 	West	Wiley	2019	–	XIV, 439 hlm. : diagram	9781119434764	–	Maximize Performance With Better Data Developing A Successful Workforce Requires More Than A Gut Check. Data Can Help Guide Your Decisions On Everything From Where To Seat A Team To Optimizing Production Processes To Engaging With Your Employees In Ways That Ring True To Them. People Analytics Is The Study Of Your Number One Business Asset—Your People—And This Book Shows You How To Collect Data, Analyze That Data, And Then Apply Your Findings To Create A Happier And More Engaged Workforce. Start A People Analytics Project Work With Qualitative Data Collect Data Via Communications Find The Right Tools And Approach For Analyzing Data If Your Organization Is Ready To Better Understand Why High Performers Leave, Why One Department Has More Personnel Issues Than Another, And Why Employees Violate, People Analytics For Dummies Makes It Easier.	https://bookshelf.vitalsource.com/#/books/9781119434764

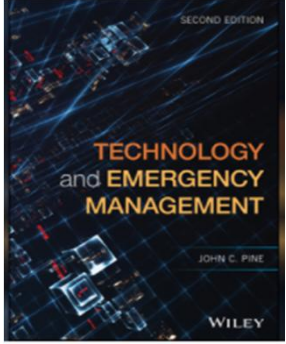
No.	Judul	Pengarang	Penerbit	Tahun	Edisi	Kolasi	e-ISBN	p-ISBN	Anotasi	Link
100	Probability And Statistics For Economists 	Hong Yongmiao	Wiley-World Scientific	2017	–	xiii, 577 hlm.: ilus.	9789813228818	9789813228818, 9813228814	Probability And Statistics Have Been Widely Used In Various Fields Of Science, Including Economics. Like Advanced Calculus And Linear Algebra, Probability And Statistics Are Indispensable Mathematical Tools In Economics. Statistical Inference In Economics, Namely Econometric Analysis, Plays A Crucial Methodological Role In Modern Economics, Particularly In Empirical Studies In Economics. This Textbook Covers Probability Theory And Statistical Theory In A Coherent Framework That Will Be Useful In Graduate Studies In Economics, Statistics And Related Fields. As A Most Important Feature, This Textbook Emphasizes Intuition, Explanations And Applications Of Probability And Statistics From An Economic Perspective.	https://bookshelf.vitalsource.com/#/books/9789813228818
101	Problems And Solutions On Optics (Second Edition) 	Lai Choy Heng Et Al	Wiley-World Scientific	2019	2nd ed.	225 hlm.: ilus. ; diagram	9789813273856	9789813273856, 9813273852	This Volume Is A Compilation Of Carefully Selected Questions At The PhD Qualifying Exam Level, Including Many Actual Questions From Columbia University, University Of Chicago, MIT, State University Of New York At Buffalo, Princeton University, University Of Wisconsin And The University Of California At Berkeley Over A Twenty-Year Period. Topics Covered In This Book Include Geometrical Optics, Quantum Optics, And Wave Optics. This Latest Edition Has Been Updated With More Problems And Solutions, Bringing The Total To Over 200 Problems. The Original Problems Have Been Modernized, And Outdated Questions Removed, Placing Emphasis On Those That Rely On Calculations. The Problems Range From Fundamental To Advanced In A Wide Range Of Topics On Optics, Easily Enhancing The Student's Knowledge Through Workable Exercises. Simple-To-Solve Problems Play A Useful Role As A First Check Of The Student's Level Of Knowledge Whereas Difficult Problems Will Challenge The Student's Capacity On Finding The Solutions.	https://bookshelf.vitalsource.com/#/books/9789813273856

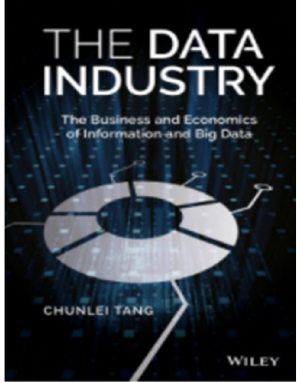

No.	Judul	Pengarang	Penerbit	Tahun	Edisi	Kolasi	e-ISBN	p-ISBN	Anotasi	Link
102	Production and Maintenance Optimization Problems: Logistic Constraints and Leasing Warranty Services 	Rezg	Wiley-Blackwell	2016	-	209 hlm.	9781786300959	-	This Book Focuses On Industrial Constraints Such As Subcontracting, Warranty, And Quality In Manufacturing And Logistic Fields And Gives New Integrated Maintenance Strategies. It Presents New Production And Maintenance Control Policies Compared To The Hedging Point Theory Strategy And Different Integrated Strategies Of Maintenance Are Developed Under Industrial Constraints In Order To Propose A Robustness Production And Maintenance Plan.	https://bookshelf.vitalsource.com/#/books/9781786300959
103	Reliability in Biomechanics 	Kharmanda	Wiley-Blackwell	2017	-	xiv, 246 hlm.	9781786300249	-	In This Book, The Authors Present In Detail Several Recent Methodologies And Algorithms That We Have Developed During The Last Fifteen Years. The Deterministic Methods Account For Uncertainties Through Empirical Safety Factors, Which Implies That The Actual Uncertainties In Materials, Geometry And Loading Are Not Truly Considered. This Problem Becomes Much More Complicated When Considering Biomechanical Applications Where A Number Of Uncertainties Are Encountered In The Design Of Prosthesis Systems. This Book Implements Improved Numerical Strategies And Algorithms That Can Be Applied Only In Biomechanical Studies.	https://bookshelf.vitalsource.com/#/books/9781786300249

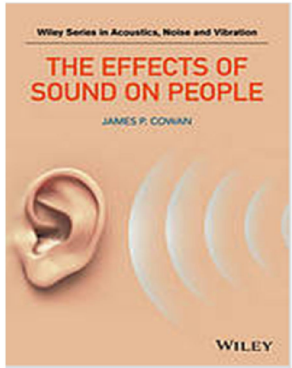
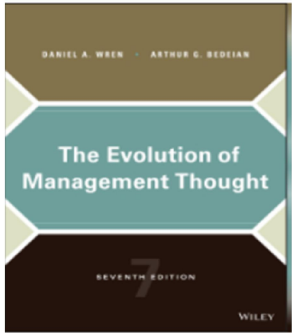
No.	Judul	Pengarang	Penerbit	Tahun	Edisi	Kolasi	e-ISBN	p-ISBN	Anotasi	Link
104	Reproducibility: Principles, Problems, Practices, and Prospects 	Atmanspacher	Wiley-Blackwell	2016	–	xi, 574 hlm. : ilus. ; 26 cm	9781118864975	–	<p>2017 PROSE Award Honorable Mention The PROSE Awards Draw Attention To Pioneering Works Of Research And For Contributions To The Conception, Production, And Design Of Landmark Works In Their Fields. Featuring Peer-Reviewed Contributions From Noted Experts In Their Fields Of Research, Reproducibility: Principles, Problems, Practices, And Prospects Presents State-Of-The-Art Approaches To Reproducibility, The Gold Standard Of Sound Science, From Multi- And Interdisciplinary Perspectives. Including Comprehensive Coverage For Implementing And Reflecting The Norm Of Reproducibility In Various Pertinent Fields Of Research, The Book Focuses On How The Reproducibility Of Results Is Applied, How It May Be Limited, And How Such Limitations Can Be Understood Or Even Controlled In The Natural Sciences, Computational Sciences, Life Sciences, Social Sciences, And Studies Of Science And Technology. The Book Presents Many Chapters Devoted To A Variety Of Methods And Techniques, As Well As Their Epistemic And Ontological Underpinnings, Which Have Been Developed To Safeguard Reproducible Research And Curtail Deficits And Failures. The Book Also Investigates The Political, Historical, And Social Practices That Underlie Reproducible Research In Contemporary Science Studies, Including The Difficulties Of Good Scientific Practice And The Ethos Of Reproducibility In Modern Innovation Societies. Reproducibility: Principles, Problems, Practices, And Prospects Is A Guide For Researchers Who Are Interested In The General And Overarching Questions Behind The Concept Of Reproducibility; For Active Scientists Who Are Confronted With Practical Reproducibility Problems In Their Everyday Work; And For Economic Stakeholders And Political Decision Makers Who Need To Better Understand The Challenges Of Reproducibility. In Addition, The Book Is A Useful In-Depth Primer For Undergraduate And Graduate-Level Courses In Scientific Methodology And Basic Issues In The Philosophy And Sociology Of Science From A Modern Perspective. "A Comprehensive, Insightful Treatment Of The Reproducibility Challenges Facing Science Today And Of Ways In Which The Scientific Community Can Address Them." Kathleen Hall Jamieson, Elizabeth Ware Packard Professor Of Communication, University Of Pennsylvania "How Can We Make Sure That Reproducible Research Remains A Key Imperative Of Scientific Communication Under Increasing Commercialization, Media Attention, And Publication Pressure? This Handbook Offers The First Interdisciplinary And Fundamental Treatment Of This Important Question."Torsten Hothorn, Professor Of Biostatistics, University Of Zurich Harald Atmanspacher, PhD, Is Associate Fellow And Staff Member At Collegium Helveticum, ETH And University Zurich And Is Also President Of The Society For Mind-Matter Research. He Has Pioneered Advances In Complex Dynamical Systems Research And In A Number Of Topics Concerned With The Relation Between The Mental And Physical. Sabine Maasen, PhD, Is Professor For Sociology Of Science And Director Of The Munich Center For Technology In Society (TU Munich) And Associate Fellow At Collegium Helveticum (ETH And University Zurich). Her Research Focuses On The Interface Of Science, Technology, And Society, Notably With Respect To Neuroscience And Its Applications.</p>	https://bookshelf.vitalsof.com/#/books/9781118864975

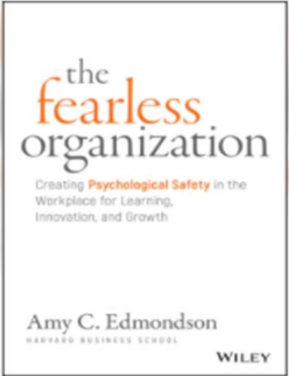
No.	Judul	Pengarang	Penerbit	Tahun	Edisi	Kolasi	e-ISBN	p-ISBN	Anotasi	Link
105	Risk Communication: A Handbook for Communicating Environmental, Safety, and Health Risks, 6th Edition 	Lundgren	Wiley-Blackwell	2018	6 th ed.	545 hlm.	9781119456117	9781119456117, 1119456118	<p>THE ESSENTIAL HANDBOOK FOR EFFECTIVELY COMMUNICATING ENVIRONMENTAL, SAFETY, AND HEALTH RISKS, FULLY REVISED AND UPDATED. Now In Its Sixth Edition, Risk Communication Has Proven To Be A Valuable Resource For People Who Are Tasked With The Responsibility Of Understanding How To Apply The Most Current Approaches To Care, Consensus, And Crisis Communication. The Sixth Edition Updates The Text With Fresh And Illustrative Examples, Lessons Learned, And Recent Research As Well As Provides Advice And Guidelines For Communicating Risk Information In The United States And Other Countries. The Authors Help Readers Understand The Basic Theories And Practices Of Risk Communication And Explain How To Plan An Effective Strategy And Put It Into Action. The Book Also Contains Information On Evaluating Risk Communication Efforts And Explores How To Communicate Risk During And After An Emergency. Risk Communication Brings Together In One Resource Proven Scientific Research With Practical, Hands-On Guidance From Practitioners With Over 30 Years Of Experience In The Field. This Important Guide: Provides New Examples Of Communication Plans In Government And Industry, Use Of Social Media, Dealing With "Fake News," And New Digital Tools For Stakeholder Involvement And Crisis Communications</p> <p>Contains A New Chapter On Partnerships Which Covers Topics Such As Assigning Roles And Expectations, Ending Partnerships, And More</p> <p>Presents Real-World Case Studies With Key Lessons All Risk Communicators Can Apply. Written For Engineers, Scientists, Professors And Students, Land Use Planners, Public Health Practitioners, Communication Specialists, Consultants, And Regulators, The Revised Sixth Edition Of Risk Communication Is The Must-Have Guide For Those Who Communicate Risks.</p>	https://booksshelf.vitalsource.com/#/books/9781119456117

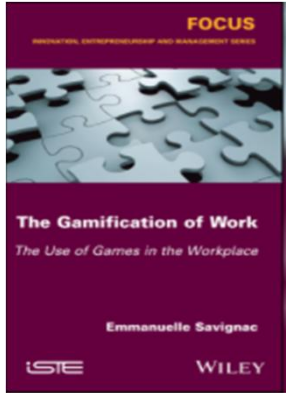
No.	Judul	Pengarang	Penerbit	Tahun	Edisi	Kolasi	e-ISBN	p-ISBN	Anotasi	Link
106	Supply Chain Management and Business Performance: The VASC Model 	Camman	Wiley-Blackwell	2018	-	278 hlm.	9781786300744	-	Against This Current Trend Of Low Growth And High Uncertainty, Business Directors Must Work With Their Shareholders To Set Strategic Objectives And Define Business Models. The Great Number Of Possible Strategies Makes This Type Of Management Very Complex, And The Actual Deployment Of Strategic Choices Is Often Limited By A Lack Of Overall Coherence Within The Organization. This Problem Calls For An Appropriate And Renewed Response. In Strategic Management Today, A Closer, Permanent Dialogue Is Needed Between Operational And Financial Performance. Based On A Supply Chain Approach, The Value Added Supply Chain (VASC) Model Focuses On Driving Operational Performance, But Aims To Achieve A Greater And More Dynamic Integration Between These Two Dimensions Of The Company's Value Creation.	https://bookshelf.vitalsource.com/#/books/9781786300744
107	Supply Chain Management and its Applications in Computer Science 	Krichen	Wiley-Blackwell	2016	-	140 hlm.	9781848218710	-		https://bookshelf.vitalsource.com/#/books/9781848218710

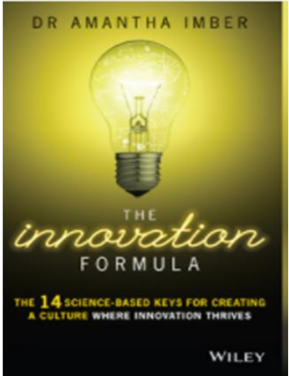
No.	Judul	Pengarang	Penerbit	Tahun	Edisi	Kolasi	e-ISBN	p-ISBN	Anotasi	Link
108	Technology and Emergency Management, 2nd Edition 	Pine	Wiley-Blackwell	2018	2nd ed.	xii, 264 hlm. : ilus. ; 26 cm	9781119234081	9781119234081, 1119234085	<p>The First Book Devoted To A Critically Important Aspect Of Disaster Planning, Management, And Mitigation. Technology And Emergency Management, Second Edition Describes Best Practices For Technology Use In Emergency Planning, Response, Recovery, And Mitigation. It Also Describes The Key Elements That Must Be In Place For Technology To Enhance The Emergency Management Process. The Tools, Resources, And Strategies Discussed Have Been Applied By Organizations Worldwide Tasked With Planning For And Managing Every Variety Of Natural And Man-Made Hazard And Disaster. Illustrative Case Studies Based On Their Experiences Appear Throughout The Book. This New Addition Of The Critically Acclaimed Guide Has Been Fully Updated And Expanded To Reflect Significant Developments Occurring In The Field Over The Past Decade. It Features In-Depth Coverage Of Major Advances In GIS Technologies, Including The Development Of Mapping Tools And High-Resolution Remote Sensing Imaging. Also Covered Is The Increase In Computer Processing Power And Mobility And Enhanced Analytical Capabilities For Assessing The Present Conditions Of Natural Systems And Extrapolating From Them To Create Accurate Models Of Potential Crisis Conditions. This Second Edition Also Features A New Section On Cybersecurity And A New Chapter On Social Media And Disaster Preparedness, Response, And Recovery Has Been Added. Explores The Role Of Technology In Emergency Planning, Response, Recovery, And Mitigation Efforts</p> <p>Explores Applications Of The Internet, Telecommunications, And Networks To Emergency Management, As Well As Geospatial Technologies And Their Applications</p> <p>Reviews The Elements Of Hazard Models And The Relative Strengths And Weaknesses Of Modeling Programs</p> <p>Describes Techniques For Developing Hazard Prediction Models Using Direct And Remote Sensing Data</p> <p>Includes Test Questions For Each Chapter, And A Solutions Manual And PowerPoint Slides Are Available On A Companion Website</p> <p>Technology And Emergency Management, Second Edition Is A Valuable Working Resource For Practicing Emergency Managers And An Excellent Supplementary Text For Undergraduate And Graduate Students In Emergency Management And Disaster Management Programs, Urban And Regional Planning, And Related Fields.</p>	https://bookshelf.vitalsource.com/#/books/9781119234081


No.	Judul	Pengarang	Penerbit	Tahun	Edisi	Kolasi	e-ISBN	p-ISBN	Anotasi	Link
109	The Data Industry: The Business and Economics of Information and Big Data 	Tang	Wiley-Blackwell	2016	–	216 hlm.	9781119138402	–	<p>Provides An Introduction Of The Data Industry To The Field Of Economics This Book Bridges The Gap Between Economics And Data Science To Help Data Scientists Understand The Economics Of Big Data, And Enable Economists To Analyze The Data Industry. It Begins By Explaining Data Resources And Introduces The Data Asset. This Book Defines A Data Industry Chain, Enumerates Data Enterprises' Business Models Versus Operating Models, And Proposes A Mode Of Industrial Development For The Data Industry. The Author Describes Five Types Of Enterprise Agglomerations, And Multiple Industrial Cluster Effects. A Discussion On The Establishment And Development Of Data Industry Related Laws And Regulations Is Provided. In Addition, This Book Discusses Several Scenarios On How To Convert Data Driving Forces Into Productivity That Can Then Serve Society. This Book Is Designed To Serve As A Reference And Training Guide For Ata Scientists, Data-Oriented Managers And Executives, Entrepreneurs, Scholars, And Government Employees. Defines And Develops The Concept Of A "Data Industry," And Explains The Economics Of Data To Data Scientists And Statisticians Includes Numerous Case Studies And Examples From A Variety Of Industries And Disciplines Serves As A Useful Guide For Practitioners And Entrepreneurs In The Business Of Data Technology The Data Industry: The Business And Economics Of Information And Big Data Is A Resource For Practitioners In The Data Science Industry, Government, And Students In Economics, Business, And Statistics. CHUNLEI TANG, Ph.D., Is A Research Fellow At Harvard University. She Is The Co-Founder Of Fudan's Institute For Data Industry And Proposed The Concept Of The "Data Industry". She Received A Ph.D. In Computer And Software Theory In 2012 And A Master Of Software Engineering In 2006 From Fudan University, Shanghai, China.</p>	https://bookshelf.vitalsource.com/#/books/9781119138402
110	The Design Thinking Quick Start Guide: A 6-Step Process for Generating and Implementing Creative Solutions 	Osann	Wiley	2020	–	–	9781119679899	–	<p>A Brief, Beautiful Introduction To Design Thinking That Inspires Business Creativity And Innovative Solutions The Design Thinking Quick Start Guide: A 6-Step Process For Generating And Implementing Creative Solutionsshows You How You And Your Team Can Become More Creative. This Book Presents Methods You Can Use To Innovate Playfully And Enjoyably. The Design Thinking Quick Start Guide Is Full Of Practical Tools And Activities, Like The 6-3-5 Method Of Brainstorming, To Help You And Your Team Get Creative. For Each Of The Six Steps In The Design Thinking Process, The Authors Offer Two Warm-Ups That Get Teams Ready To Contribute And Arrive At Innovative Solutions. Spur Innovation With Checklists For Brainstorming And Implementation Learn How To Generate New Ideas Lead Your Team In A Proven Process For Doing Creative Work Whether You're New To Design Thinking Or Experienced, The Clearly Outlined Steps In This Guide Will Inspire You To Create And Implement Great Ideas.</p>	https://bookshelf.vitalsource.com/#/books/9781119679899

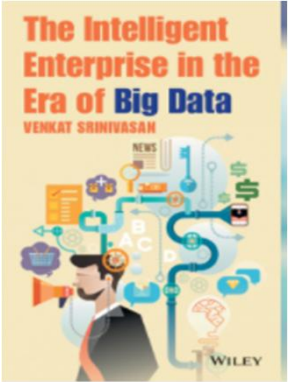
No.	Judul	Pengarang	Penerbit	Tahun	Edisi	Kolasi	e-ISBN	p-ISBN	Anotasi	Link
111	The Effects of Sound on People 	Cowan	Wiley-Blackwell	2015	–	–	9781118895702	–	Provides A Summary Of Current Research Results On The Physiological And Psychological Effects Of Sound On People Covers How The Operation Of The Hearing Mechanism Affects Our Reactions To Sounds Includes Research Results From Studies On Noise Sources Of Public Concern Such As Transportation, Public Utility, And Recreational Sources, With Emphasis On Low Frequency Sound And Infrasound Covers Sounds That Affect Some But Not Others, How Sounds Can Be Controlled On A Practical Level, And How And What Sounds Are Regulated Includes Coverage Of Both Positive And Negative Effects Of Sound	https://bookshelf.vitalsource.com/#/books/9781118895702
112	The Evolution of Management Thought, 7th Edition 	Wren	Wiley	2018	7th ed.	–	9781119400271	9781119400271, 1119400279	The Seventh Edition Of Author Daniel Wren's And Arthur Bedeian's Classic Text Provides A Comprehensive Understanding Of The Origin And Development Of Ideas In Management. This Text Traces The Evolution Of Management Thought From Its Earliest Days To The Present, By Examining The Backgrounds, Ideas And Influences Of Its Major Contributors. Every Chapter In The Seventh Edition Of The Evolution Of Management Thought Has Been Thoroughly Reviewed And Updated To Convey An Appreciation Of The People And Ideas Underlying The Development Of Management Theory And Practice. The New Edition Includes An Instructor's Manual And A PowerPoint Package Featuring 650 Photographs, Charts, And Other Visual Materials. The Authors' Intent Is To Place Various Theories Of Management In Their Historical Context, Showing How They've Changed Over Time. The Text Does This In A Chronological Framework, Yet Each Part Is Designed As A Separate And Self-Contained Unit Of Study; Substantial Cross-Referencing Provides The Opportunity For Connecting Earlier To Later Developments As A Central Unifying Theme.	https://bookshelf.vitalsource.com/#/books/9781119400271


No.	Judul	Pengarang	Penerbit	Tahun	Edisi	Kolasi	e-ISBN	p-ISBN	Anotasi	Link
113	The Fearless Organization: Creating Psychological Safety in the Workplace for Learning, Innovation, and Growth 	Edmondson	Wiley	2019	1st ed.	xxi, 233 hlm.	9781119477242	9781119477242, 1119477247	<p>Conquer The Most Essential Adaptation To The Knowledge Economy Psychological Safety At Work: How To Ensure Learning And Innovation In The Knowledge Economy Offers Practical Guidance For Teams And Organizations Who Are Serious About Success In The Modern Economy. With So Much Riding On Innovation, Creativity, And Spark, It Is Essential To Attract And Retain Quality Talent—But What Good Does This Talent Do If No One Is Able To Speak Their Mind? The Traditional Culture Of “Fitting In” And “Going Along” Spells Doom In The Knowledge Economy. Success Requires A Continuous Influx Of New Ideas, New Challenges, And Critical Thought, And The Interpersonal Climate Must Not Suppress, Silence, Ridicule Or Intimidate. Not Every Idea Is Good, And Yes There Are Stupid Questions, And Yes Dissent Can Slow Things Down, But Talking Through These Things Is An Essential Part Of The Creative Process. People Must Be Allowed To Voice Half-Finished Thoughts, Ask Questions From Left Field, And Brainstorm Out Loud; It Creates A Culture In Which A Minor Flub Or Momentary Lapse Is No Big Deal, And Where Actual Mistakes Are Owned And Corrected, And Where The Next Left-Field Idea Could Be The Next Big Thing. This Book Explores This Culture Of Psychological Safety, And Provides A Blueprint For Bringing It To Life. The Road Is Sometimes Bumpy, But Succinct And Informative Scenario-Based Explanations Provide A Clear Path Forward To Constant Learning And Healthy Innovation. Explore The Link Between Psychological Safety And High Performance Create A Culture Where It’s “Safe” To Express Ideas, Ask Questions, And Admit Mistakes Nurture The Level Of Engagement And Candor Required In Today’s Knowledge Economy Follow A Step-By-Step Framework For Establishing Psychological Safety In Your Team Or Organization Shed The “Yes-Men” Approach And Step Into Real Performance. Fertilize Creativity, Clarify Goals, Achieve Accountability, Redefine Leadership, And Much More. Psychological Safety At Work: How To Ensure Learning And Innovation In The Knowledge Economy Helps You Bring About This Most Critical Transformation.</p>	https://bookshelf.vitalsource.com/#/books/9781119477242

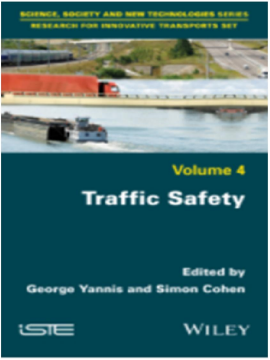

No.	Judul	Pengarang	Penerbit	Tahun	Edisi	Kolasi	e-ISBN	p-ISBN	Anotasi	Link
114	The Gamification of Work: The Use of Games in the Workplace 	Savignac	Wiley-Blackwell	2017	–	203 hlm.	9781786301239	–	<p>Conquer The Most Essential Adaptation To The Knowledge Economy Psychological Safety At Work: How To Ensure Learning And Innovation In The Knowledge Economy Offers Practical Guidance For Teams And Organizations Who Are Serious About Success In The Modern Economy. With So Much Riding On Innovation, Creativity, And Spark, It Is Essential To Attract And Retain Quality Talent—But What Good Does This Talent Do If No One Is Able To Speak Their Mind? The Traditional Culture Of “Fitting In” And “Going Along” Spells Doom In The Knowledge Economy. Success Requires A Continuous Influx Of New Ideas, New Challenges, And Critical Thought, And The Interpersonal Climate Must Not Suppress, Silence, Ridicule Or Intimidate. Not Every Idea Is Good, And Yes There Are Stupid Questions, And Yes Dissent Can Slow Things Down, But Talking Through These Things Is An Essential Part Of The Creative Process. People Must Be Allowed To Voice Half-Finished Thoughts, Ask Questions From Left Field, And Brainstorm Out Loud; It Creates A Culture In Which A Minor Flub Or Momentary Lapse Is No Big Deal, And Where Actual Mistakes Are Owned And Corrected, And Where The Next Left-Field Idea Could Be The Next Big Thing. This Book Explores This Culture Of Psychological Safety, And Provides A Blueprint For Bringing It To Life. The Road Is Sometimes Bumpy, But Succinct And Informative Scenario-Based Explanations Provide A Clear Path Forward To Constant Learning And Healthy Innovation. Explore The Link Between Psychological Safety And High Performance Create A Culture Where It’s “Safe” To Express Ideas, Ask Questions, And Admit Mistakes Nurture The Level Of Engagement And Candor Required In Today’s Knowledge Economy Follow A Step-By-Step Framework For Establishing Psychological Safety In Your Team Or Organization Shed The “Yes-Men” Approach And Step Into Real Performance. Fertilize Creativity, Clarify Goals, Achieve Accountability, Redefine Leadership, And Much More. Psychological Safety At Work: How To Ensure Learning And Innovation In The Knowledge Economy Helps You Bring About This Most Critical Transformation.</p>	https://bookshelf.vitalsource.com/#/books/9781786301239

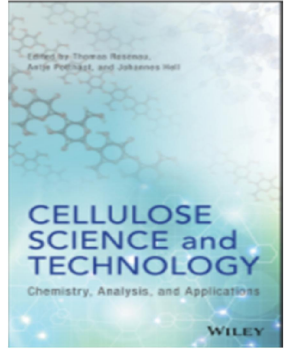
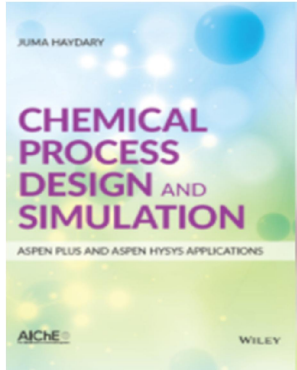
No.	Judul	Pengarang	Penerbit	Tahun	Edisi	Kolasi	e-ISBN	p-ISBN	Anotasi	Link
115	The Innovation Formula: The 14 Science-Based Keys for Creating a Culture Where Innovation Thrives 	Imber	Wiley	2016	1st ed.	-	9780730326663	9780730326663, 0730326667	<p>A Practical Guide To Innovation Strategies Based On Fact, Not Feeling. The Innovation Formula Delivers Strategies For Building A Culture Where Innovation Can Thrive, Based On Actual Scientific Research. Author Amantha Imber Holds A PhD In Organisational Psychology, And Has Been Called Upon By A Multinational Roster Of Forward-Thinking Companies--Such As Google, Disney, LEGO And Virgin--To Improve Innovation At All Levels. In This Book, She Shares Her Strategies And Helps You Tap Into A Substantial Body Of Scientific Research To Help Further Innovative Practice Within Your Own Company. For Example, Rewarding Failed Innovations Can Actually Be A Critical Aspect Of Building An Innovation Culture. It's Rarely Done, But It Fosters Creative Thought By Signaling To People That Failure Is Tolerated And Is A Necessary Ingredient In The Pursuit Of Innovation. This Kind Of Practical, Easily Implemented Strategy Is The Lynchpin Of Cultural Change. This Guide Shares Fourteen Separate, Yet Interconnected Strategies For Improving Your Company's Innovation Culture, And Provides Illustrative Examples Of Real-World Companies Who Are Putting These Plans Into Action. Business Innovation Guides Tend To Focus On How One Company Does It. But It's Not Your Company, And Just Because It Worked For Google Or Apple Doesn't Mean That It's Right For You. This Book Is Different; These Techniques Are Based On Science, Not Gut Feeling, And Can Apply To Any Organisation, At Any Level. Delve Into The Science Behind Successful Culture Shift</p> <p>For Best Results, Reward Innovation, Whether Or Not It Succeeds Learn The Critical Elements That Foster Organisation-Wide Creativity Implement Practical Strategies Based On Evidence, Not Anecdotes Fostering A Culture Of Innovation Means Making Your Company A Safe Space For New Ideas. Over 95% Of Business Leaders Surveyed Get It Wrong, Because Intuition Cannot Compete With Data. The Innovation Formula Gives You A Science-Based Framework For Turning Your Organisation Into One Where Innovation Survives And Thrives.</p>	https://books.vitalsource.com/#/books/9780730326663

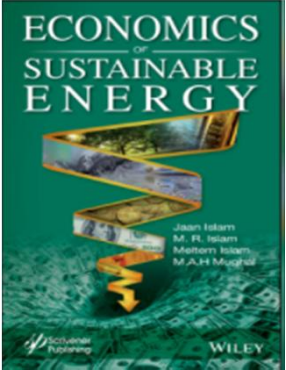
No.	Judul	Pengarang	Penerbit	Tahun	Edisi	Kolasi	e-ISBN	p-ISBN	Anotasi	Link
116	The Innovation Race: How to Change a Culture to Change the Game 	Grant	Wiley	2016	-	-	9780730328995	-		https://books.vitalsource.com/#/books/9780730328995

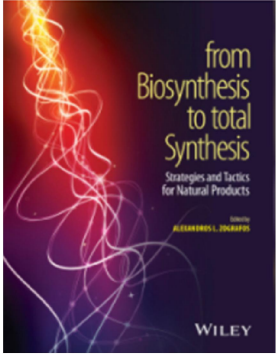
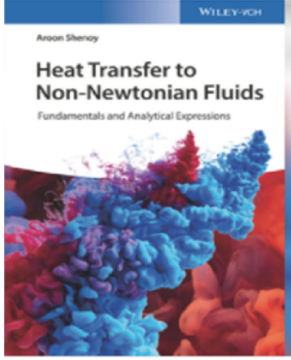
No.	Judul	Pengarang	Penerbit	Tahun	Edisi	Kolasi	e-ISBN	p-ISBN	Anotasi	Link
117	The Intelligent Enterprise in the Era of Big Data 	Srinivasan	Wiley-Blackwell	2017	–	219 hlm. : ilus. Berwarna	9781118834626	–	<p>“ ... The Enterprise Of Today Has Changed ... Wherever You Sit In This New Corporation ... Srinivasan Gives Us A Practical And Provocative Guide For Rethinking Our Business Process ... Calling Us All To Action Around Rapid Development Of Our Old, Hierarchical Structures Into Flexible Customer Centric Competitive Force A Must Read For Today's Business Leader.” Mark Nunnally, Executive Director, MassIT, Commonwealth Of Massachusetts And Managing Director, Bain Capital “‘Efficiency,’ ‘Agile,’ And ‘Analytics’ Used To Be The Rage. Venkat Srinivasan Explains In This Provocative Book Why Organizations Can No Longer Afford To Stop There. They Need To Move Beyond – To Be ‘Intelligent.’ It Isn't Just Theory. He's Done It.” Bharat Anand, Henry R. Byers Professor Of Business Administration, Harvard Business School In The Era Of Big Data And Automation, The Book Presents A Cutting-Edge Approach To How Enterprises Should Organize And Function. Striking A Practical Balance Between Theory And Practice, The Intelligent Enterprise In The Era Of Big Data Presents The Enterprise Architecture That Identifies The Power Of The Emerging Technology Environment. Beginning With An Introduction To The Key Challenges That Enterprises Face, The Book Systematically Outlines Modern Enterprise Architecture Through A Detailed Discussion Of The Inseparable Elements Of Such Architecture: Efficiency, Flexibility, And Intelligence. This Architecture Enables Rapid Responses To Market Needs By Sensing Important Developments In Internal And External Environments In Real Time. Illustrating All Of These Elements In An Integrated Fashion, The Intelligent Enterprise In The Era Of Big Data Also Features: • A Detailed Discussion On Issues Of Time-To-Market And Flexibility With Respect To Enterprise Application Technology • Novel Analyses Illustrated Through Extensive Real-World Case Studies To Help Readers Better Understand The Applicability Of The Architecture And Concepts • Various Applications Of Natural Language Processing To Real-World Business Transactions • Practical Approaches For Designing And Building Intelligent Enterprises The Intelligent Enterprise In The Era Of Big Data Is An Appropriate Reference For Business Executives, Information Technology Professionals, Data Scientists, And Management Consultants. The Book Is Also An Excellent Supplementary Textbook For Upper-Undergraduate And Graduate-Level Courses In Business Intelligence, Data Mining, Big Data, And Business Process Automation. “A Compelling Vision Of The Next Generation Of Organization—The Intelligent Enterprise—Which Will Leverage Not Just Big Data But Also Unstructured Text And Artificial Intelligence To Optimize Internal Processes In Real Time ... A Must-Read Book For CEOs And CTOs In All Industries.” Ravi Ramamurti, D’Amore-McKim Distinguished Professor Of International Business And Strategy, And Director, Center For Emerging Markets, Northeastern University “It Is About The Brave New World That Narrows The Gap Between Technology And Business The Book Has Practical Advice From A Thoughtful Practitioner. Intelligent Automation Will Be A Competitive Strength In The Future. Will Your Company Be Ready?” Victor J. Menezes, Retired Senior Vice Chairman, Citigroup Venkat Srinivasan, PhD, Is Chairman And Chief Executive Officer Of RAGE Frameworks, Inc., Which Supports The Creation Of Intelligent Business Process Automation Solutions And Cognitive Intelligence Solutions For Global Corporations. He Is An Entrepreneur And Holds Several Patents In The Area Of Knowledge-Based Technology Architectures. He Is T</p>	https://bookshelf.vitalsource.com/#/books/9781118834626

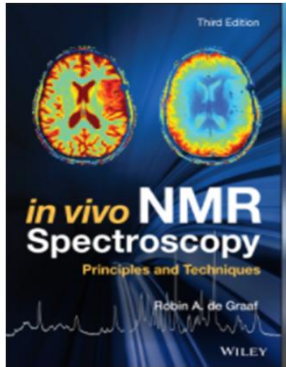
No.	Judul	Pengarang	Penerbit	Tahun	Edisi	Kolasi	e-ISBN	p-ISBN	Anotasi	Link
118	<p>The Lean Entrepreneur: How Visionaries Create Products, Innovate with New Ventures, and Disrupt Markets, 2nd Edition</p> 	Cooper	Wiley	2016	2nd ed.	-	9781119095033	9781119095033, 1119095034	<p>Leverage The Framework Of Visionaries To Innovate, Disrupt, And Ultimately Succeed As An Entrepreneur. The Lean Entrepreneur, Second Edition Banishes The "Myth Of The Visionary" And Shows You How You Can Implement Proven, Actionable Techniques To Create Products And Disrupt Existing Markets On Your Way To Entrepreneurial Success. The Follow-Up To The New York Times Bestseller, This Great Guide Combines The Concepts Of Customer Insight, Rapid Experimentation, And Actionable Data From The Lean Startup Methodology To Allow Individuals, Teams, Or Even Entire Companies To Solve Problems, Create Value, And Ramp Up Their Vision Quickly And Efficiently. The Belief That Innovative Outliers Like Steve Jobs And Bill Gates Have Some Super-Human Ability To Envision The Future And Build Innovative Products To Meet Needs That Have Yet To Arise Is A Fallacy That Too Many Fall Prey To. This 'Myth Of The Visionary' Does Nothing But Get In The Way Of Talented Managers, Investors, Innovators, And Entrepreneurs. Taking A Proven, Measured Approach, The Lean Entrepreneur Will Have You Engaging Customers, Reducing Time To Market And Budgets, And Stressing Your Organization's Focus On The Power Of Loyal Customers To Build Powerhouse New Products And Companies. This Guide Will Show You How To: Apply Actionable Tips And Tricks From Successful Lean Entrepreneurs With Proven Track Records Leverage The Innovation Spectrum To Disrupt Markets And Create Altogether New Markets Use Minimum Viable Products To Drive Strategy And Conduct Efficient Market Testing Quickly Develop Cross-Functional Innovation Teams To Overcome Typical Startup Roadblocks The Lean Entrepreneur Is Your Complete Guide To Getting Your Startup Moving In The Right Direction Quickly And Hyper-Efficiently.</p>	<p>https://bookshelf.vitalsource.com/#/books/9781119095033</p>

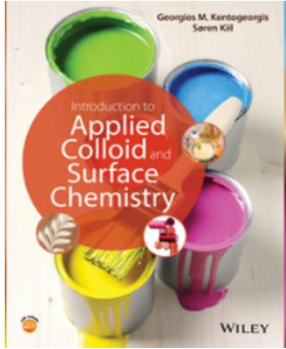
No.	Judul	Pengarang	Penerbit	Tahun	Edisi	Kolasi	e-ISBN	p-ISBN	Anotasi	Link
121	Traffic Safety 	Yannis	Wiley-Blackwell	2016	–	xxvii, 388 hlm. : ilus.; 25 cm	9781786300300	–	Transport Systems Are Facing An Impossible Dilemma: Satisfy An Increasing Demand For Mobility Of People And Goods, While Decreasing Their Fossil-Energy Requirements And Preserving The Environment. Additionally, Transport Has An Opportunity To Evolve In A Changing World, With New Services, Technologies But Also New Requirements (Fast Delivery, Reliability, Improved Accessibility). The Subject Of Traffic Is Organized Into Two Separate But Complementary Volumes: Volume 3 On Traffic Management And Volume 4 On Traffic Safety. Traffic Safety, Volume 4 Of The Research For Innovative Transports Set, Presents A Collection Of Updated Papers From The TRA 2014 Conference, Highlighting The Diversity Of Research In This Field. Theoretical Chapters And Practical Case Studies Address Topics Such As Road Safety Management And Policies, Accident Analysis And Modeling, Vulnerable Road Users' Safety, Road Infrastructure Safety, ITS And Railway Safety.	https://bookshelf.vitalsource.com/#/books/9781786300300
122	Winning with Data: Transform Your Culture, Empower Your People, and Shape the Future 	Tunguz	Wiley	2016	–	176 hlm.	9781119257233	–	Crest The Data Wave With A Deep Cultural Shift Winning With Data Explores The Cultural Changes Big Data Brings To Business, And Shows You How To Adapt Your Organization To Leverage Data To Maximum Effect. Authors Tomasz Tunguz And Frank Bien Draw On Extensive Background In Big Data, Business Intelligence, And Business Strategy To Provide A Blueprint For Companies Looking To Move Head-On Into The Data Wave. Instrumentation Is Discussed In Detail, But The Core Of The Change Is In The Culture—This Book Provides Sound Guidance On Building The Type Of Organizational Culture That Creates And Leverages Data Daily, In Every Aspect Of The Business. Real-World Examples Illustrate These Important Concepts At Work: You'll Learn How Data Helped Warby-Parker Disrupt A \$13 Billion Monopolized Market, How ThredUp Uses Data To Process More Than 20 Thousand Items Of Clothing Every Day, How Venmo Leverages Data To Build Better Products, How HubSpot Empowers Their Salespeople To Be More Productive, And More. From Decision Making And Strategy To Shipping And Sales, This Book Shows You How Data Makes Better Business. Big Data Has Taken On Buzzword Status, But There Is Little Real Guidance For Companies Seeking Everyday Business Data Solutions. This Book Takes A Deeper Look At Big Data In Business, And Shows You How To Shift Internal Culture Ahead Of The Curve. Understand The Changes A Data Culture Brings To Companies Instrument Your Company For Maximum Benefit Utilize Data To Optimize Every Aspect Of Your Business Improve Decision Making And Transform Business Strategy Big Data Is Becoming The Number-One Topic In Business, Yet No One Is Asking The Right Questions. Leveraging The Full Power Of Data Requires More Than Good IT—Organization-Wide Buy-In Is Essential For Long-Term Success. Winning With Data Is The Expert Guide To Making Data Work For Your Business, And Your Needs.	https://bookshelf.vitalsource.com/#/books/9781119257233

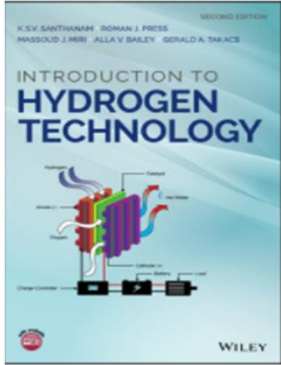
No.	Judul	Pengarang	Penerbit	Tahun	Edisi	Kolasi	e-ISBN	p-ISBN	Anotasi	Link
123	Cellulose Science and Technology: Chemistry, Analysis, and Applications 	Rosenau	Wiley	2019	-	-	9781119217633	-	<p>This Book Addresses Both Classic Concepts And State-Of-The-Art Technologies Surrounding Cellulose Science And Technology. Integrating Nanoscience And Applications In Materials, Energy, Biotechnology, And More, The Book Appeals Broadly To Students And Researchers In Chemistry, Materials, Energy, And Environmental Science.</p> <ul style="list-style-type: none"> • Includes Contributions From Leading Cellulose Scientists Worldwide, With Five Anselm Payen Cellulose Award Winners And Two Hayashi Jisuke Cellulose Award Winners • Deals With A Highly Applicable And Timely Topic, Considering The Current Activities In The Fields Of Bioeconomies, Biorefineries, And Biomass Utilization • Maximizes Readership By Combining Fundamental Science And Application Development 	https://bookshelf.vitalsource.com/#/books/9781119217633
124	Chemical Process Design and Simulation: Aspen Plus and Aspen Hysys Applications 	Haydary	Wiley	2019	-	-	9781119311430	-	<p>A Comprehensive And Example Oriented Text For The Study Of Chemical Process Design And Simulation Chemical Process Design And Simulation Is An Accessible Guide That Offers Information On The Most Important Principles Of Chemical Engineering Design And Includes Illustrative Examples Of Their Application That Uses Simulation Software. A Comprehensive And Practical Resource, The Text Uses Both Aspen Plus And Aspen Hysys Simulation Software. The Author Describes The Basic Methodologies For Computer Aided Design And Offers A Description Of The Basic Steps Of Process Simulation In Aspen Plus And Aspen Hysys. The Text Reviews The Design And Simulation Of Individual Simple Unit Operations That Includes A Mathematical Model Of Each Unit Operation Such As Reactors, Separators, And Heat Exchangers. The Author Also Explores The Design Of New Plants And Simulation Of Existing Plants Where Conventional Chemicals And Material Mixtures With Measurable Compositions Are Used. In Addition, To Aid In Comprehension, Solutions To Examples Of Real Problems Are Included. The Final Section Covers Plant Design And Simulation Of Processes Using Nonconventional Components. This Important Resource: Includes Information On The Application Of Both The Aspen Plus And Aspen Hysys Software That Enables A Comparison Of The Two Software Systems Combines The Basic Theoretical Principles Of Chemical Process And Design With Real-World Examples Covers Both Processes With Conventional Organic Chemicals And Processes With More Complex Materials Such As Solids, Oil Blends, Polymers And Electrolytes Presents Examples That Are Solved Using A New Version Of Aspen Software, ASPEN One 9 Written For Students And Academics In The Field Of Process Design, Chemical Process Design And Simulation Is A Practical And Accessible Guide To The Chemical Process Design And Simulation Using Proven Software.</p>	https://bookshelf.vitalsource.com/#/books/9781119311430

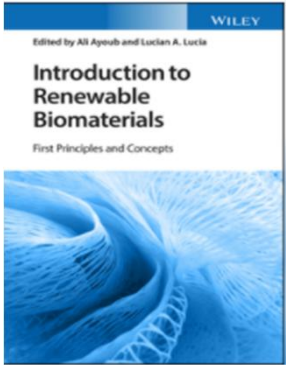
No.	Judul	Pengarang	Penerbit	Tahun	Edisi	Kolasi	e-ISBN	p-ISBN	Anotasi	Link
125	Economics of Sustainable Energy 	Islam	Wiley	2018	1st ed.	-	9781119525974	9781119525929, 1119525926	<p>Every Year, As Soon As Reports On Global Economic Inequality Remind Us About The Direction Our Civilization Is Heading, There Is A Hysterical Reaction, But Hysteria Dies Down Within Weeks And We Go Back To The Lifestyle That Brought Us Here Today. Often The Blame Is Laid On The Millennial Generation For Their "Apathy," "Lust For Comfort," And "Bratty" Attitude. Yet, Business Insider Surveys Indicate It's The Same Millennial Generation That Overwhelmingly Cares For The State Of The World And The Direction In Which Our Civilization Is Heading. Nearly 50% Of Them Ranked Climate Change And Destruction Of Nature As Their Primary Concern. This Is Followed By Concern For War And Global Conflict, And Then Global Economic Inequality. The Vast Majority Of Those Surveyed Are Willing And Eager To Make Lifestyle Changes. This Book Breaks Open The Hypocrisy Of Our Civilization And Stops The Blame Game In Its Tracks And Identifies The Root Causes Of Today's World Economy, Ecology, And Global Politics. The Book Demonstrates That Changes In Lifestyle Are Necessary But Not Sufficient. No Economic Policy Or Technology Development Mode Has A Chance To Survive, Let Alone Thrive Unless Supported By The Political Establishment. In This Process, The Government Plays A Pivotal Role. The Challenge Is To Change The Attitude Of The Government From A 'Self-Serving' Controlling Mode To A Representative Philanthropic Mode. This New System Of Economic Development And Political Governance Is Inspired By A Long-Forgotten Understanding Of Political Economics: Medieval Islamic Economics. In Reviewing The History Of Economics From Trade, Currencies, And Interest, The Strengths And Weaknesses Of Various Economic Developments Over Our Centuries Are Evaluated. Based On The Historical Analysis, A Step By Step Procedure Is Outlined For This Fundamental Change In Our Society Today. As A Whole, This Book Is The First Of Modern Era To Offer Such A Comprehensive Analysis, Complete With Solutions To The Entire Crisis Of Today's Civilization. Whether For The Student, Engineer In The Field, Economist, Or Even Lapperson Interested In The Subject, This Groundbreaking New Work Is A Must-Have. Covering One Of The Most Important Subjects In Our World Today, It Is A Valiant Attempt At Solving One Of The Biggest Problems Facing All Of Us.</p>	https://bookshelf.vitalsource.com/#/books/9781119525974

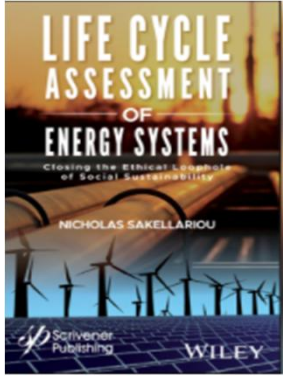
No.	Judul	Pengarang	Penerbit	Tahun	Edisi	Kolasi	e-ISBN	p-ISBN	Anotasi	Link
126	From Biosynthesis to Total Synthesis: Strategies and Tactics for Natural Products 	Zografos	Wiley	2016	-	-	9781118753637	-	Focusing On Biosynthesis, This Book Provides Readers With Approaches And Methodologies For Modern Organic Synthesis. By Discussing Major Biosynthetic Pathways And Their Chemical Reactions, Transformations, And Natural Products Applications; It Links Biosynthetic Mechanisms And More Efficient Total Synthesis. • Describes Four Major Biosynthetic Pathways (Acetate, Mevalonate, Shikimic Acid, And Mixed Pathways And Alkaloids) And Their Related Mechanisms • Covers Reactions, Tactics, And Strategies For Chemical Transformations, Linking Biosynthetic Processes And Total Synthesis • Includes Strategies For Optimal Synthetic Plans And Introduces A Modern Molecular Approach To Natural Product Synthesis And Applications • Acts As A Key Reference For Industry And Academic Readers Looking To Advance Knowledge In Classical Total Synthesis, Organic Synthesis, And Future Directions In The Field	https://bookshelf.vitalsource.com/#/books/9781118753637
127	Heat Transfer to Non-Newtonian Fluids: Fundamentals and Analytical Expressions 	Shenoy	Wiley	2018	1st ed.	XXIII, [1], 281 hlm. : illus. ; 25 cm.	9783527811663	9783527343621, 3527343628	This Book Has Been Written With The Idea Of Providing The Fundamentals For Those Who Are Interested In The Field Of Heat Transfer To Non-Newtonian Fluids. It Is Well Recognized That Non-Newtonian Fluids Are Encountered In A Number Of Transport Processes And Estimation Of The Heat Transfer Characteristics In The Presence Of These Fluids Requires Analysis Of Equations That Are Far More Complex Than Those Encountered For Newtonian Fluids. A Deliberate Effort Has Been Made To Demonstrate The Methods Of Simplification Of The Complex Equations And To Put Forth Analytical Expressions. For The Various Heat Transfer Situations In As Vivid Manner As Possible. The Book Covers A Broad Range Of Topics From Forced, Natural and Mixed Convection Without And With Porous Media. Laminar as Well As Turbulent Flow Heat Transfer To Non-Newtonian Fluids Have Been Treated And The Criterion For Transition From Laminar To Turbulent Flow For Natural Convection Has Been Established. The Heat Transfer Characteristics Of Non-Newtonian Fluids From Inelastic Power-Law Fluids To Viscoelastic Second-Order Fluids And Mildly Elastic Drag Reducing Fluids Are Covered. This Book Can Serve The Needs Of Undergraduates, Graduates And Industry Personnel From The Fields Of Chemical Engineering, Material Science And Engineering, Mechanical Engineering And Polymer Engineering.	https://bookshelf.vitalsource.com/#/books/9783527811663

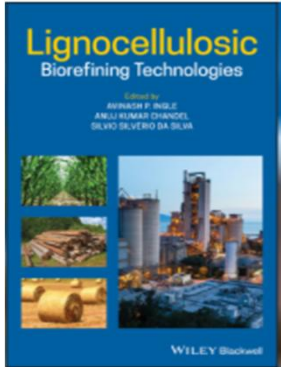
No.	Judul	Pengarang	Penerbit	Tahun	Edisi	Kolasi	e-ISBN	p-ISBN	Anotasi	Link
128	In Vivo NMR Spectroscopy: Principles and Techniques, 3rd Edition 	De Graaf	Wiley	2018	3rd ed.	-	9781119382515	9781119382546, 1119382548	<p>Presents Basic Concepts, Experimental Methodology And Data Acquisition, And Processing Standards Of <i>In Vivo</i> NMR Spectroscopy. This Book Covers, In Detail, The Technical And Biophysical Aspects Of <i>In Vivo</i> NMR Techniques And Includes Novel Developments In The Field Such As Hyperpolarized NMR, Dynamic 13C NMR, Automated Shimming, And Parallel Acquisitions. Most Of The Techniques Are Described From An Educational Point Of View, Yet It Still Retains The Practical Aspects Appreciated By Experimental NMR Spectroscopists. In Addition, Each Chapter Concludes With A Number Of Exercises Designed To Review, And Often Extend, The Presented NMR Principles And Techniques. The Third Edition Of <i>In Vivo</i> NMR Spectroscopy: Principles And Techniques Has Been Updated To Include Experimental Detail On The Developing Area Of Hyperpolarization; A Description Of The Semi-LASER Sequence, Which Is Now A Method Of Choice; Updated Chemical Shift Data, Including The Addition Of 31P Data; A Troubleshooting Section On Common Problems Related To Shimming, Water Suppression, And Quantification; Recent Developments In Data Acquisition And Processing Standards; And MatLab Scripts On The Accompanying Website For Helping Readers Calculate Radiofrequency Pulses. Provide An Educational Explanation And Overview Of <i>In Vivo</i> NMR, While Maintaining The Practical Aspects Appreciated By Experimental NMR Spectroscopists. Features More Experimental Methodology Than The Previous Edition End-Of-Chapter Exercises That Help Drive Home The Principles And Techniques And Offer A More In-Depth Exploration Of Quantitative MR Equations</p> <p>Designed To Be Used In Conjunction With A Teaching Course On The Subject</p> <p><i>In Vivo</i> NMR Spectroscopy: Principles And Techniques, 3rd Edition Is Aimed At All Those Involved In Fundamental And/Or Diagnostic <i>In Vivo</i> NMR, Ranging From People Working In Dedicated <i>In Vivo</i> NMR Institutes, To Radiologists In Hospitals, Researchers In High-Resolution NMR And MRI, And In Areas Such As Neurology, Physiology, Chemistry, And Medical Biology.</p>	https://bookshelf.vitalsource.com/#/books/9781119382515

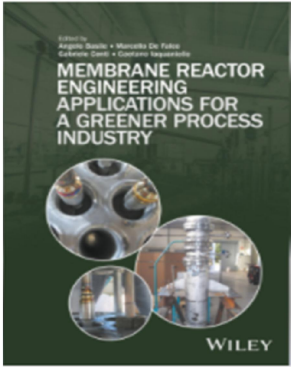
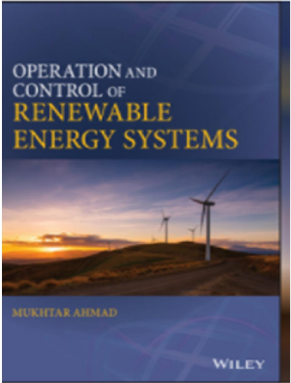
No.	Judul	Pengarang	Penerbit	Tahun	Edisi	Kolasi	e-ISBN	p-ISBN	Anotasi	Link
129	Introduction to Applied Colloid and Surface Chemistry 	Kontogeorgis	Wiley	2015	1s ed.	-	9781118881200	9781118881187, 1118881184	Colloid And Surface Chemistry Is A Subject Of Immense Importance And Implications Both To Our Everyday Life And Numerous Industrial Sectors, Ranging From Coatings And Materials To Medicine And Biotechnology. How Do Detergents Really Clean? (Why Can't We Just Use Water ?) Why Is Milk "Milky" Why Do We Use Eggs So Often For Making Sauces ? Can We Deliver Drugs In Better And Controlled Ways? Coating Industries Wish To Manufacture Improved Coatings E.G. For Providing Corrosion Resistance, Which Are Also Environmentally Friendly I.E. Less Based On Organic Solvents And If Possible Exclusively On Water. Food Companies Want To Develop Healthy, Tasty But Also Long-Lasting Food Products Which Appeal To The Environmental Authorities And The Consumer. Detergent And Enzyme Companies Are Working To Develop Improved Formulations Which Clean More Persistent Stains, At Lower Temperatures And Amounts, To The Benefit Of Both The Environment And Our Pocket. Cosmetics Is Also Big Business! Creams, Lotions And Other Personal Care Products Are Really Just Complex Emulsions. All Of The Above Can Be Explained By The Principles And Methods Of Colloid And Surface Chemistry. A Course On This Topic Is Truly Valuable To Chemists, Chemical Engineers, Biologists, Material And Food Scientists And Many More.	https://bookshelf.vitalsource.com/#/books/9781118881200

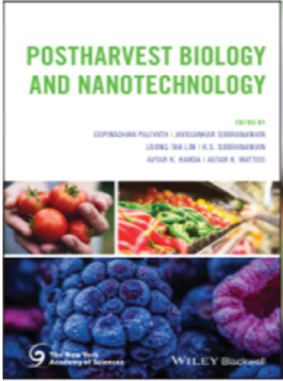
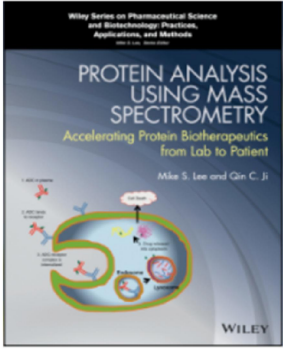
No.	Judul	Pengarang	Penerbit	Tahun	Edisi	Kolasi	e-ISBN	p-ISBN	Anotasi	Link
130	Introduction to Hydrogen Technology, 2nd Edition 	Santhanam	Wiley	2018	2nd ed.	xi, 416 hlm. : illus.	9781119265573	9781119265542, 1119265541	<p>Introduces The Field Of Hydrogen Technology And Explains The Basic Chemistry Underlying Promising And Innovative New Technologies. This New And Completely Updated Edition Of Introduction To Hydrogen Technology Explains, At An Introductory Level, The Scientific And Technical Aspects Of Hydrogen Technology. It Incorporates Information On The Latest Developments And The Current Research In The Field, Including: New Techniques For Isolating And Storing Hydrogen, Usage As A Fuel For Automobiles, Residential Power Systems, Mobile Power Systems, And Space Applications. Introduction To Hydrogen Technology, Second Edition Features Classroom-Tested Exercises And Sample Problems. It Details New Economical Methods For Isolating The Pure Hydrogen Molecule. These Less Expensive Methods Help Make Hydrogen Fuel A Very Viable Alternative To Petroleum-Based Energy. The Book Also Adds A New Chapter On Hydrogen Production And Batteries. It Also Provides In-Depth Coverage Of The Many Technical Hurdles In Hydrogen Storage. The Developments In Fuel Cells Since The Last Edition Has Been Updated. Offers New Chapters On Hydrogen Production, Storage, And Batteries</p> <p>Features New Sections On Advanced Hydrogen Systems, New Membranes, Greenhouse Gas Sensors And Updated Technologies Involving Solar And Wind Energies</p> <p>Includes Problems At The End Of The Chapters, As Well As Solutions For Adopters</p> <p>This Book Is An Introduction To Hydrogen Technology For Students Who Have Taken At Least One Course In General Chemistry And Calculus; It Will Also Be A Resource Book For Scientists And Researchers Working In Hydrogen-Based Technologies, As Well As Anyone Interested In Sustainable Energy.</p>	https://bookshelf.vitalsource.com/#/books/9781119265573

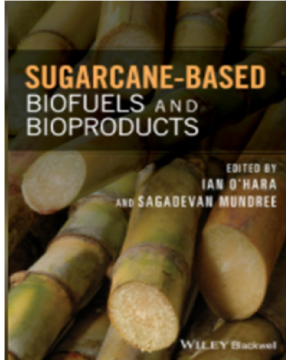
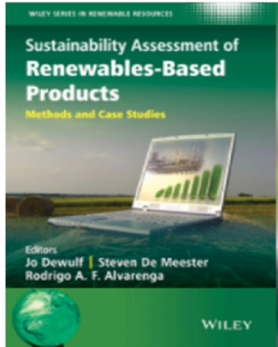
No.	Judul	Pengarang	Penerbit	Tahun	Edisi	Kolasi	e-ISBN	p-ISBN	Anotasi	Link
131	Introduction to Renewable Biomaterials: First Principles and Concepts 	Ayoub	Wiley	2017	1st ed	xvi, 270 hlm.: ilus.; diagram	9781118698587	9781119962298, 1119962293	<p>Covers The Entire Evolutionary Spectrum Of Biomass, From Its Genetic Modification And Harvesting, To Conversion Technologies, Life Cycle Analysis, And Its Value To The Current Global Economy. This Original Textbook Introduces Readers To Biomass--A Renewable Resource Derived From Forest, Agriculture, And Organic-Based Materials--Which Has Attracted Significant Attention As A Sustainable Alternative To Petrochemicals For Large-Scale Production Of Fuels, Materials, And Chemicals. The Current Renaissance In The Manipulation And Uses Of Biomass Has Been So Abrupt And Focused, That Very Few Educational Textbooks Actually Cover These Topics To Any Great Extent. That's Why This Interdisciplinary Text Is A Welcome Resource For Those Seeking A Better Understanding Of This New Discipline. It Combines The Underpinning Science Of Biomass With Technology Applications And Sustainability Considerations To Provide A Broad Focus To Its Readers. Introduction To Renewable Biomaterials: First Principles And Concepts Consists Of Eight Chapters On The Following Topics: Fundamental Biochemical & Biotechnological Principles; Principles And Methodologies Controlling Plant Growth And Silviculture; Fundamental Science And Engineering Considerations; Critical Considerations And Strategies For Harvesting; First Principles Of Pretreatment; Conversion Technologies; Characterization Methods And Techniques; And Life Cycle Analysis. Each Chapter Includes A Glossary Of Terms, Two To Three Problem Sets, And Boxes To Highlight Novel Discoveries And Instruments. Chapters Also Offer Questions For Further Consideration And Suggestions For Further Reading. Developed From A Successful USDA Funded Course, Run By A Partnership Of Three US Universities: BioSUCCEED - BioProducts Sustainability, A University Cooperative Center For Excellence In Education</p> <p>Covers The Entire Evolutionary Spectrum Of Biomass, From Genetic Modification To Life Cycle Analysis</p> <p>Presents The Key Chemistry, Biology, Technology, And Sustainability Aspects Of Biomaterials Edited By A Highly Regarded Academic Team, With Extensive Research And Teaching Experience In The Field</p> <p>Introduction To Renewable Biomaterials: First Principles And Concepts Is An Ideal Text For Advanced Academics And Industry Professionals Involved With Biomass And Renewable Resources, Bioenergy, Biorefining, Biotechnology, Materials Science, Sustainable Chemistry, Chemical Engineering, Crop Science And Technology, Agriculture.</p>	https://booksshelf.vitalsource.com/#/books/9781118698587

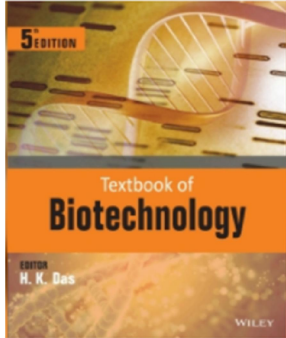
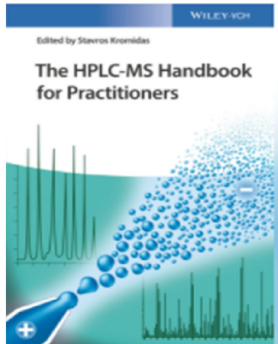
No.	Judul	Pengarang	Penerbit	Tahun	Edisi	Kolasi	e-ISBN	p-ISBN	Anotasi	Link
132	Life Cycle Assessment of Energy Systems: Closing the Ethical Loophole of Social Sustainability 	Sakellariou	Wiley	2018	–	–	978119418535	–	<p>Energy And Sustainability Are Two Of The Most Important And Often Most Misunderstood Subjects In Our World Today. As These Two Subjects Have Grown In Importance Over The Last Few Decades, Interest In The Life Cycle Assessment (LCA) Model Has Grown As Well, As A Potentially Crucial Tool In Understanding And Striving Towards Sustainability In Energy Systems. Not Just Wind And Solar Systems, But All Energy Systems, Need To Be Understood Through This Model. Wind And Solar Power Have The Potential To Decentralize The U.S. Energy System By Offering Local Communities Electricity And Economic Support, Depending On The Scale And Design Of Projects. Nevertheless, Every Energy Technology Potentially Faces Environmental Costs, Lay And Expert Opposition, And Risks To Public Health. Engineers Play A Central Role As Designers, Builders, And Operators In Energy Systems. As They Extend Their Expertise Into Electrical, Mechanical And Chemical Fields, From Fossil Fuel-Based Systems To Renewable Energy Systems, “Sustainability” Is Steadily Becoming One Of The Key Criteria Engineers Apply In Their Work. This Groundbreaking New Study Argues That Engineering Cultures Foster Sustainability By Adopting Assumptions And Problem-Solving Practices As Part Of Their Identities When Designing And Building Engineering Projects. This Work Examines The Politics Of Creating, Utilizing, And Modifying Life Cycle Assessment (LCA) In The Construction Of Renewable Energy Systems. The Only Volume Of Its Kind Ever Written, It Is A Must-Have For Any Engineer, Scientist, Manager, Or Other Professional Working In Or Interested In Life Cycle Assessment And Its Relation To Energy Systems And Impact On Environmental And Economic Sustainability.</p>	https://bookshelf.vitalsource.com/#/books/978119418535

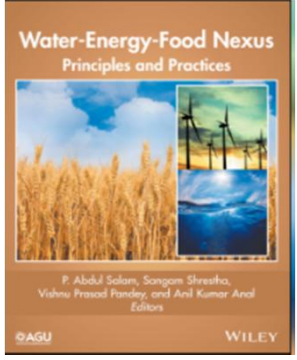
No.	Judul	Pengarang	Penerbit	Tahun	Edisi	Kolasi	e-ISBN	p-ISBN	Anotasi	Link
133	Lignocellulosic Biorefining Technologies 	Ingle	Wiley	2020		xi, 357 hlm.: illus.	9781119568834	-	<p>A Text To The Advances And Development Of Novel Technologies In The Production Of High-Value Products From Economically Viable Raw Materials Lignocellulosic Biorefining Technologies Is An Essential Guide To The Most Recent Advances And Developments Of Novel Technologies In The Production Of Various High-Value Products From Economically Viable Raw Materials. Written By A Team Of Experts On The Topic, The Book Covers Important Topics Specifically On Production Of Economical And Sustainable Products Such As Various Biofuels, Organic Acids, Enzymes, Biopigments, Biosurfactants, Etc. The Book Highlights The Important Aspects Of Lignocellulosic Biorefining Including Structure, Function, And Chemical Composition Of The Plant Cell Wall And Reviews The Details About The Various Components Present In The Lignocellulosic Biomass And Their Characterizations. The Authors Explore The Various Approaches Available For Processing Lignocellulosic Biomass Into Second Generation Sugars And Focus On The Possibilities Of Utilization Of Lignocellulosic Feedstocks For The Production Of Biofuels And Biochemicals. Each Chapter Includes A Range Of Clear, Informative Tables And Figures, And Contains Relevant References Of Published Articles. This Important Text: Provides Cutting-Edge Information On The Recent Developments In Lignocellulose Biorefinery Reviews Production Of Various Economically Important And Sustainable Products, Such As Biofuels, Organic Acids, Biopigments, And Biosurfactants Highlights Several Broad-Ranging Areas Of Recent Advances In The Utilization Of A Variety Of Lignocellulosic Feedstocks Provides A Valuable, Authoritative Reference For Anyone Interested In The Topic Written For Post-Graduate Students And Researchers In Disciplines Such As Biotechnology, Bioengineering, Forestry, Agriculture, And Chemical Industry, Lignocellulosic Biorefining Technologies Is An Authoritative And Updated Guide To The Knowledge About Various Biorefining Technologies.</p>	https://bookshelf.vitalsource.com/#/books/9781119568834

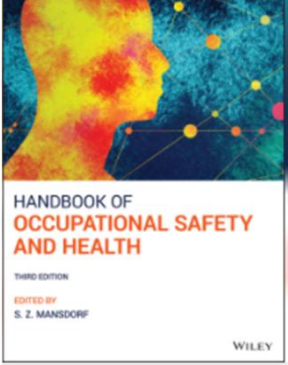
No.	Judul	Pengarang	Penerbit	Tahun	Edisi	Kolasi	e-ISBN	p-ISBN	Anotasi	Link
134	Membrane Reactor Engineering: Applications for a Greener Process Industry 	Basile	Wiley	2015	–	XI, [1], 332 [4] hlm. tabl. : ilus. ; 25 cm.	9781118906811	–	Uniquely Focused On The Engineering Aspects Of Membrane Reactors Provides Tools For Analysis With Specific Regard To Sustainability Applications Include Water Treatment, Wastewater Recycling, Desalination, Biorefineries, Agro-Food Production Membrane Reactors Can Bring Energy Saving, Reduced Environmental Impact And Lower Operating Costs	https://bookshelf.vitalsource.com/#/books/9781118906811
135	Operation and Control of Renewable Energy Systems 	Ahmad	Wiley	2018	1st ed.	–	9781119281726	9781119281689, 1119281687	A Comprehensive Reference To Renewable Energy Technologies With A Focus On Power Generation And Integration Into Power Systems . This Book Addresses The Generation Of Energy (Primarily Electrical) Through Various Renewable Sources. It Discusses Solar And Wind Power--Two Major Resources That Are Now In Use In Small As Well As Large-Scale Power Production--And Their Requirements For Effectively Using Advanced Control Techniques.In Addition, The Book Looks At Theintegration Of Renewable Energy In The Power Grid And Its Ability To Work In A Micro Grid. Operation And Control Of Renewable Energy Systems Describes The Numerous Types Of Renewable Energy Sources Available And The Basic Principles Involving Energy Conversion, Including The Theory Of Fluid Mechanics And The Laws Of Thermodynamics. Chapter Coverage Includes The Theory Of Power Electronics And Various Electric Power Generators, Grid Scale Energy Storage Systems, Photovoltaic Power Generation, Solar Thermal Energy Conversion Technology, Horizontal And Vertical Wind Turbines For Power Generation, And More. Covers Integration Into Power Systems With An Emphasis On Microgrids Introduces A Wide Range Of Subjects Related To Renewable Energy Systems, Including Energy Storage, Microgrids, And Battery Technologies Includes Tutorial Materials Such As Up-To-Date References For Wind Energy, Grid Connection, And Power Electronics--Plus Worked Examples And Solutions Operation And Control Of Renewable Energy Systems Is The Perfect Introduction To Renewable Energy Technologies For Undergraduate And Graduate Students And Can Also Be Very Useful To Practicing Engineers.	https://bookshelf.vitalsource.com/#/books/9781119281726

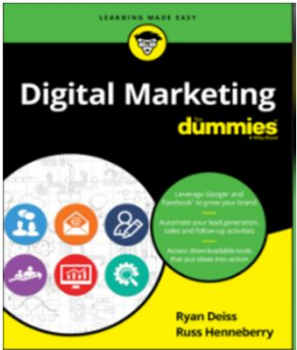
No.	Judul	Pengarang	Penerbit	Tahun	Edisi	Kolasi	e-ISBN	p-ISBN	Anotasi	Link
136	Postharvest Biology and Nanotechnology 	Paliyath	Wiley	2019	–	–	9781119289463	–	A Comprehensive Introduction To The Physiology, Biochemistry, And Molecular Biology Of Produce Growth, Paired With Cutting-Edge Technological Advances In Produce Preservation Revised And Updated, The Second Edition Of Postharvest Biology And Nanotechnology Explores The Most Recent Developments In Postharvest Biology And Nanotechnology. Since The Publication Of The First Edition, There Has Been An Increased Understanding Of The Developmental Physiology, Biochemistry, And Molecular Biology During Early Growth, Maturation, Ripening, And Postharvest Conditions. The Contributors—Noted Experts In The Field—Review The Improved Technologies That Maintain The Shelf Life And Quality Of Fruits, Vegetables, And Flowers. This Second Edition Contains New Strategies That Can Be Implemented To Remedy Food Security Issues, Including But Not Limited To Phospholipase D Inhibition Technology And Ethylene Inhibition Via 1-MCP Technology. The Text Offers An Introduction To Technologies Used In Production Practices And Distribution Of Produce Around The World, As Well As The Process Of Sencescence On A Molecular And Biochemical Level. The Book Also Explores The Postharvest Value Chain For Various Produce, Quality Evaluation Techniques, And The Most Current Nanotechnology Applications. This Important Resource: <ul style="list-style-type: none"> • Expands On The First Edition To Explore In-Depth Postharvest Biology With Emphasis On Developments In Nanotechnology • Contains Contributions From Leaders In The Field • Includes The Most Recent Advances In Postharvest Biology And Technology, Including But Not Limited To Phospholipase D And 1-MCP Technology • Puts The Focus On Basic Science As Well As Technology And Practical Applications • Applies A Physiology, Biochemistry, And Biotechnology Approach To The Subject Written For Crop Science Researchers And Professionals, Horticultural Researchers, Agricultural Engineers, Food Scientists Working With Fruits And Vegetables, Postharvest Biology And Nanotechnology, Second Edition Provides A Comprehensive Introduction To This Subject, With A Grounding In The Basic Science With The Technology And Practical Applications. 	https://bookshelf.vitalsource.com/#/books/9781119289463
137	Protein Analysis using Mass Spectrometry: Accelerating Protein Biotherapeutics from Lab to Patient 	Lee	Wiley	2017	–	1 volume ; 24 cm	9781119359357	–	Presents Practical Applications Of Mass Spectrometry For Protein Analysis And Covers Their Impact On Accelerating Drug Discovery And Development Covers Both Qualitative And Quantitative Aspects Of Mass Spectrometry Protein Analysis In Drug Discovery Principles, Instrumentation, Technologies Topics Include MS Of Peptides, Proteins, And ADCs , Instrumentation In Protein Analysis, Nanospray Technology In MS Protein Analysis, And Automation In MS Protein Analysis Details Emerging Areas From Drug Monitoring To Patient Care Such As Identification And Validation Of Biomarkers For Cancer, Targeted MS Approaches For Biomarker Validation, Biomarker Discovery, And Regulatory Perspectives Brings Together The Most Current Advances In The Mass Spectrometry Technology And Related Method In Protein Analysis	https://bookshelf.vitalsource.com/#/books/9781119359357

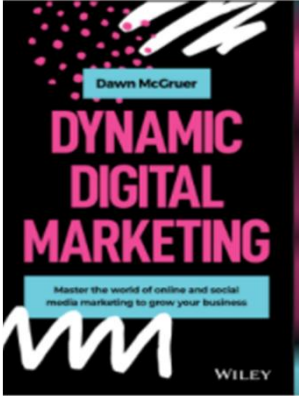
No.	Judul	Pengarang	Penerbit	Tahun	Edisi	Kolasi	e-ISBN	p-ISBN	Anotasi	Link
138	Sugarcane-based Biofuels and Bioproducts 	Mundree	Wiley	2016	–	–	9781118719923	–	<p>Sugarcane Has Garnered Much Interest For Its Potential As A Viable Renewable Energy Crop. While The Use Of Sugar Juice For Ethanol Production Has Been In Practice For Years, A New Focus On Using The Fibrous Co-Product Known As Bagasse For Producing Renewable Fuels And Bio-Based Chemicals Is Growing In Interest. The Success Of These Efforts, And The Development Of New Varieties Of Energy Canes, Could Greatly Increase The Use Of Sugarcane And Sugarcane Biomass For Fuels While Enhancing Industry Sustainability And Competitiveness. Sugarcane-Based Biofuels And Bioproducts Examines The Development Of A Suite Of Established And Developing Biofuels And Other Renewable Products Derived From Sugarcane And Sugarcane-Based Co-Products, Such As Bagasse. Chapters Provide Broad-Ranging Coverage Of Sugarcane Biology, Biotechnological Advances, And Breakthroughs In Production And Processing Techniques. This Text Brings Together Essential Information Regarding The Development And Utilization Of New Fuels And Bioproducts Derived From Sugarcane. Authored By Experts In The Field, Sugarcane-Based Biofuels And Bioproducts Is An Invaluable Resource For Researchers Studying Biofuels, Sugarcane, And Plant Biotechnology As Well As Sugar And Biofuels Industry Personnel.</p>	https://bookshelf.vitalsource.com/#/books/9781118719923
139	Sustainability Assessment of Renewables-Based Products: Methods and Case Studies 	Dewulf	Wiley	2016	–	–	9781118933923	–	<p>Over The Past Decade, Renewables-Based Technology And Sustainability Assessment Methods Have Grown Tremendously. Renewable Energy And Products Have A Significant Role In The Market Today, And The Same Time Sustainability Assessment Methods Have Advanced, With A Growing Standardization Of Environmental Sustainability Metrics And Consideration Of Social Issues As Part Of The Assessment. Sustainability Assessment Of Renewables-Based Products: Methods And Case Studies Is An Extensive Update And Sequel To The 2006 Title Renewables-Based Technology: Sustainability Assessment. It Discusses The Impressive Evolution And Role Renewables Have Taken In Our Modern Society, Highlighting The Importance Of Sustainability Principles In The Design Phase Of Renewable-Based Technologies, And Presenting A Wide Range Of Sustainability Assessment Methods Suitable For Renewables-Based Technologies, Together With Case Studies To Demonstrate Their Applications. This Book Is A Valuable Resource For Academics, Businesses And Policy Makers Who Are Active In Contributing To More Sustainable Production And Consumption. For More Information On The Wiley Series In Renewable Resources, Visit www.wiley.com/go/rres Topics Covered Include: The Growing Role Of Renewables In Our Society Sustainability In The Design Phase Of Products And Processes Principles Of Sustainability Assessment Land Use Analysis Water Use Analysis Material And Energy Flow Analysis Exergy And Cumulative Exergy Analysis Carbon And Environmental Footprint Methods Life Cycle Assessment (LCA), Social Life Cycle Assessment And Life Cycle Costing (LCC) Case Studies: Renewable Energy, Bio-Based Chemicals And Bio-Based Materials.</p>	https://bookshelf.vitalsource.com/#/books/9781118933923

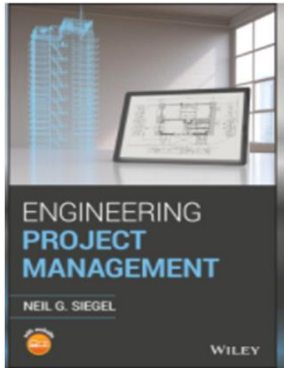
No.	Judul	Pengarang	Penerbit	Tahun	Edisi	Kolasi	e-ISBN	p-ISBN	Anotasi	Link
140	Textbook Of Biotechnology, 5Ed 	H.K. Das	Wiley	2017	5th ed	-	9788126583591	-	N/A	https://bookshelf.vitalsource.com/#/books/9788126583591
141	The HPLC-MS Handbook for Practitioners 	Kromidas	Wiley	2017	-	XVI, 233 hlm. : iusl. ; 25 cm.	9783527809172	9783527343072 3527343075 9783527809196 3527809198 9783527809172 3527809171 9783527809189 352780918X 9783527809202 3527809201	Filling The Gap For An Expert Text Dealing Exclusively With The Practical Aspects Of HPLC-MS Coupling, This Concise, Compact, And Clear Book Provides Detailed Information To Enable Users To Employ The Method Most Efficiently. Following An Overview Of The Current State Of HPLC-MS And Its Instrumentation, The Text Goes On To Discuss All Relevant Aspects Of Method Development. A Chapter On Tips And Tricks Is Followed By User Reports On The Advantages - And Pitfalls - Of Applying The Method In Real-Life Scenarios. The Whole Is Rounded Off By A Look At Future Developments By Renowned Manufacturers.	https://bookshelf.vitalsource.com/#/books/9783527809172

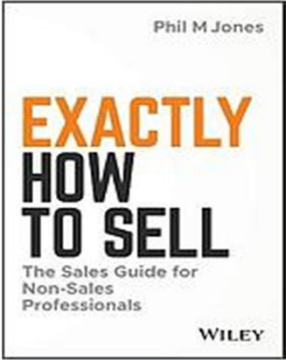
No.	Judul	Pengarang	Penerbit	Tahun	Edisi	Kolasi	e-ISBN	p-ISBN	Anotasi	Link
142	Water-Energy-Food Nexus: Principles and Practices 	Salam	Wiley	2017	1st ed.	-	9781119243151	9781119243137, 1119243130	<p>Water, Energy And Food Are Key Resources To Sustain Life, And Are The Fundamental To National, Regional And Global Economies. These Three Resources Are Interlinked In Multiple Ways, And The Term "Nexus" Captures The Interconnections. The Nexus Has Been Discussed, Debated, Researched, And Advocated Widely But The Focus Is Often On The Pairings Of "Water-Energy" Or "Water-Food" Or "Energy-Food". To Really Benefit From The Nexus Approach In Terms Of Resource Use Efficiency It Is Essential To Understand, Operationalize And Practice The Nexus Of All Three Resources. As Demand For These Resources Increases Worldwide, Using Them Sustainability Is A Critical Concern For Scientists And Citizens, Governments And Policy Makers. Volume Highlights Include:</p> <p>Contributions To The Global Debate On Water-Energy-Food Nexus Examples Of The Nexus Approach In Practice From Different Regions Of The World Perspectives On The Future Of The Nexus Agenda Water-Energy-Food Nexus: Theories And Practices Is A Valuable Resource For Students, Research Scholars And Professionals In Academic Institutions With Strong Interests In Interdisciplinary Research Involving Geography, Earth Science, Environmental Science, Environmental Management, Sustainability Science, International Development, And Ecological Economics. The Volume Will Also Be Useful For Professionals, Practitioners And Consultants In /NGOs, Government, And International Agencies.</p> <p>Read An Interview With The Editors To Find Out More: https://eos.org/editors-vox/working-towards-a-sustainable-future</p>	https://bookshelf.vitalsource.com/#/books/9781119243151

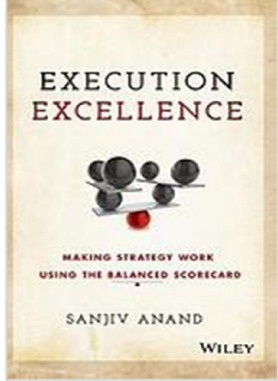
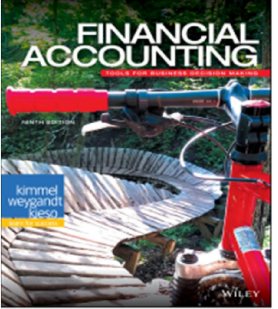
No.	Judul	Pengarang	Penerbit	Tahun	Edisi	Kolasi	e-ISBN	p-ISBN	Anotasi	Link
143	Handbook of Occupational Safety and Health, 3rd Edition 	Mansdorf	Wiley-Blackwell	2019	3rd ed.	-	9781119581468	-	<p>A Quick, Easy-To-Consult Source Of Practical Overviews On Wide-Ranging Issues Of Concern For Those Responsible For The Health And Safety Of Workers This New And Completely Revised Edition Of The Popular Handbook Is An Ideal, Go-To Resource For Those Who Need To Anticipate, Recognize, Evaluate, And Control Conditions That Can Cause Injury Or Illness To Employees In The Workplace. Devised As A "How-To" Guide, It Offers A Mix Of Theory And Practice While Adding New And Timely Topics To Its Core Chapters, Including Prevention By Design, Product Stewardship, Statistics For Safety And Health, Safety And Health Management Systems, Safety And Health Management Of International Operations, And EHS Auditing. The New Edition Of Handbook Of Occupational Safety And Health Has Been Rearranged Into Topic Sections To Better Categorize The Flow Of The Chapters. Starting With A General Introduction On Management, It Works Its Way Up From Recognition Of Hazards To Safety Evaluations And Risk Assessment. It Continues On The Health Side Beginning With Chemical Agents And Ending With Medical Surveillance. The Book Also Offers Sections Covering Normal Control Practices, Physical Hazards, And Management Approaches (Which Focuses On Legal Issues And Workers Compensation). Features New Chapters On Current Developments Like Management Systems, Prevention By Design, And Statistics For Safety And Health Written By A Number Of Pioneers In The Safety And Health Field Offers Fast Overviews That Enable Individuals Not Formally Trained In Occupational Safety To Quickly Get Up To Speed Presents Many Chapters In A "How-To" Format Featuring Contributions From Numerous Experts In The Field, Handbook Of Occupational Safety And Health, 3rd Edition Is An Excellent Tool For Promoting And Maintaining The Physical, Mental, And Social Well-Being Of Workers In All Occupations And Is Important To A Company's Financial, Moral, And Legal Welfare.</p>	https://bookshelf.vitalsource.com/#/books/9781119581468

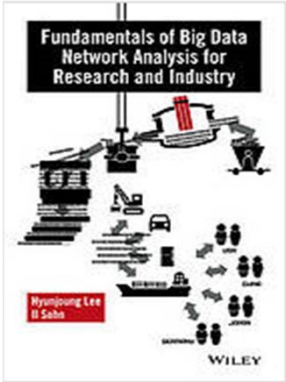
No.	Judul	Pengarang	Penerbit	Tahun	Edisi	Kolasi	e-ISBN	p-ISBN	Anotasi	Link
144	Digital Marketing For Dummies 	Deiss	Wiley	2017	1st ed.	-	9781119235651	9781119235590, 1119235596	<p>Does Your Digital Marketing Pack A Punch? Written With The Marketer's Best Interests In Mind, This Friendly, Down-To-Earth Guide Shows You How To Use Proven Digital Marketing Strategies And Tactics To Expand The Reach Of Your Brand, Increase Audience Engagement, And Acquire And Monetize Customers. From Current Best Practices In SEO And SEM To The Latest Ways To Effectively Use Content Marketing And Influencer Marketing—And Everything In Between—Digital Marketing For Dummies Helps You Get The Most Out Of All Your Digital Marketing Efforts. What Worked In Digital Marketing Just A Few Years Ago Is Quickly Losing Relevance As Electronic Platforms—And The People Who Use Them—Continue To Evolve. So How Do You Keep Afloat In This Fast-Paced And Ultra-Competitive Environment? Don't Sweat It! Digital Marketing For Dummies Takes The Guesswork Out Of Marketing In The Digital Age, Offering The Latest Tips And Techniques For Utilizing Technology To Get Your Product Or Services Out To The Masses. Whether You're Looking To Craft A Killer Campaign From Scratch Or Just Want To Beef Up Your Social Media Presence, You'll Find Everything You Need To Meet Your Business Goals—And Boost Your Bottom Line. Develop An Individually Tailored Digital Marketing Campaign</p> <p>Offer An Effective Lead Magnet To Convert Visitors</p> <p>Keep Your Audience Invested In Your Brand, Products, And Services</p> <p>Create A Return Path With Frequent And Strategic Communication With Your Customers If You're Ready To Benefit From The Latest And Greatest Digital Marketing Has To Offer, This No-Nonsense Guide Sets You Up For Success.</p>	https://bookshelf.vitalsource.com/#/books/9781119235651

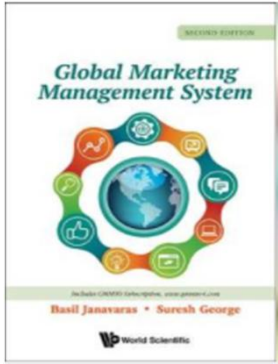
No.	Judul	Pengarang	Penerbit	Tahun	Edisi	Kolasi	e-ISBN	p-ISBN	Anotasi	Link
145	Dynamic Digital Marketing: Master the World of Online and Social Media Marketing to Grow Your Business 	Mcgruer	Wiley	2020	-	xxviii, 412 hlm. : ilus., diagram	9781119635895	-	<p>8 Powerful Ways To Market Your Business Online To Consistently Generate An Abundance Of Leads That Convert Into Profitable Customers. Dynamic Digital Marketing Teaches Any Business Or Individual How To Increase Online Visibility And Presence, Attract Their Target Audience, Generate Leads, And Convert Them Into Profitable Customers. Author Dawn McGruer Is An Expert At Making Businesses And Brands Shine Online. She Is Passionate About Helping Entrepreneurs And Businesses Maximise Their Digital Marketing Profits By Developing Digital Skills Which Scale And Grow Their Businesses And Accelerate Their Success. Most Entrepreneurs And Businesses Fully Understand The Importance Of Digital Marketing, Yet Many Do Not Know Where To Start Or, Worse, Continue To Spend Time, Money, And Effort On Strategies That Fail To Provide The Best Results For Their Investment. To Remedy This Situation, Dawn Developed Her Multi-Award-Winning Digital Marketing Framework, Dynamic Digital Marketing Model. Offering Step-By-Step Guidance, This Book Shows You How To Use This Model To Market Your Business Online Whilst Transforming Yourself Into A Proficient Digital Marketer. This Must-Read Book Will Help You: Gain Invaluable Insights On What Works – And What Doesn't – Based On The Author's 20 Years' Experience In Digital Marketing Avoid Pitfalls And Missteps By Implementing The Same Proven Success Strategies Used By Key Influencers Harness The Power Of Search Engine Optimisation (SEO), Social Media, Content Marketing, Online Video, And More Amplify Your Brand, Cultivate Customers, And Increase Profits Incorporate E-Mail Marketing, Customer Analytics, Strategic Web Design, And Influencer Partnerships In Your Overall Digital Marketing Strategy Dynamic Digital Marketing: Master The World Of Online And Social Media Marketing To Grow Your Business Is An Indispensable Resource For Business Leaders, Business Owners, Marketing And Sales Professionals, Digital Strategists And Consultants, Entrepreneurs, And Students In Business And Marketing Programmes.</p>	https://books.vitalsource.com/#/books/9781119635895

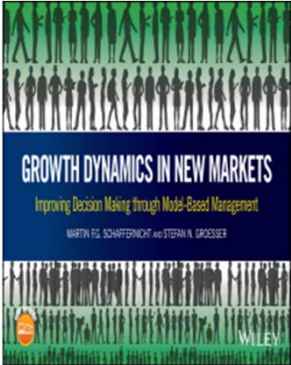
No.	Judul	Pengarang	Penerbit	Tahun	Edisi	Kolasi	e-ISBN	p-ISBN	Anotasi	Link
146	Engineering Project Management 	Siegel	Wiley	2019	1st ed.	xxvii, 392hlm. : ilus., diagram	9781119525790	9781119525769, 1119525764	<p>A Hands-On Guide For Creating A Winning Engineering Project. Engineering Project Management Is A Practical, Step-By-Step Guide To Project Management For Engineers. The Author - A Successful, Long-Time Practicing Engineering Project Manager - Describes The Techniques And Strategies For Creating A Successful Engineering Project. The Book Introduces Engineering Projects And Their Management, And Then Proceeds Stage-By-Stage Through The Engineering Life-Cycle Project, From Requirements, Implementation, To Phase-Out. The Book Offers Information For Understanding The Needs Of The End User Of A Product And Other Stakeholders Associated With A Project, And Is Full Of Techniques Based On Real, Hands-On Management Of Engineering Projects. The Book Starts By Explaining How We Perform The Actual Engineering On Projects; The Techniques For Project Management Contained In The Rest Of The Book Use Those Engineering Methods To Create Superior Management Techniques. Every Topic - From Developing A Work-Breakdown Structure And An Effective Project Plan, To Creating Credible Predictions For Schedules And Costs, Through Monitoring The Progress Of Your Engineering Project - Is Infused With Actual Engineering Techniques, Thereby Vastly Increasing The Effectivity And Credibility Of Those Management Techniques. The Book Also Teaches You How To Draw The Right Conclusions From Numeric Data And Calculations, Avoiding The Mistakes That Often Cause Managers To Make Incorrect Decisions. The Book Also Provides Valuable Insight About What The Author Calls The Social Aspects Of Engineering Project Management: Aligning And Motivating People, Interacting Successfully With Your Stakeholders, And Many Other Important People-Oriented Topics. The Book Ends With A Section On Ethics In Engineering. This Important Book:</p> <p>Offers A Hands-On Guide For Developing And Implementing A Project Management Plan Includes Background Information, Strategies, And Techniques On Project Management Designed For Engineers</p> <p>Takes An Easy-To-Understand, Step-By-Step Approach To Project Management Contains Ideas For Launching A Project, Managing Large Amount Of Software, And Tips For Ending A Project Structured To Support Both Undergraduate And Graduate Courses In Engineering Project Management, Engineering Project Management Is An Essential Guide For Managing A Successful Project From The Idea Phase To The Completion Of The Project.</p>	https://bookshelf.vitalsource.com/#/books/9781119525790

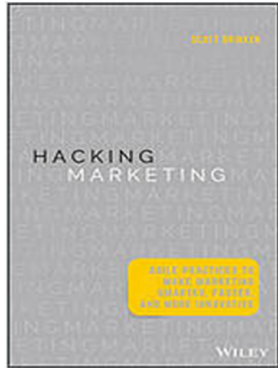

No.	Judul	Pengarang	Penerbit	Tahun	Edisi	Kolasi	e-ISBN	p-ISBN	Anotasi	Link
147	Exactly How to Sell: The Sales Guide for Non-Sales Professionals 	Jones	Wiley	2018	1st ed.	176 hlm.	9781119473398	9781119473459, 1119473454	<p>The Sales Guide For Non-Sales Professionals. Exactly How To Sell Walks You Through A Tried And True Process That Draws On Time Tested Methods That Are Designed To Attract And Keep More Customers. No Matter What You Are Selling (Yourself, Your Product Or Your Services) This Simple Read Is Certain To Provide You Actionable Strategies To Deliver You More Of The Sales Results You Are Looking For. Inside, Phil M. Jones Writes From Experience And Explains How To Get More Customers And Keep Them All Happy--While They're Spending More Money, More Often. Using Simple, Practical, And Easy-To-Implement Methods In Line With The Modern Business Landscape, Phil Educates And Guides You, Giving You The Confidence You Need To Develop The Skills You Need To Win More Business.</p> <p>Boost Your Salesmanship To Support Your Core Profession. Create Intent In A Buyer And Scenarios Where Everybody Wins</p> <p>Choose Your Words Wisely And Present Like A Pro</p> <p>Overcome The Indecision In Your Customers And Close More Sales</p> <p>Manage Your Customer Base And Have Them Coming Back For More</p> <p>If You Want To Up Your Sales Game, Exactly How To Sell Shows You How.</p>	https://bookshelf.vitalsource.com/#/books/9781119473398

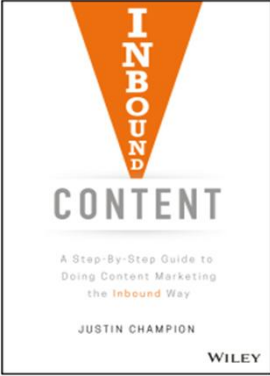
No.	Judul	Pengarang	Penerbit	Tahun	Edisi	Kolasi	e-ISBN	p-ISBN	Anotasi	Link
148	Execution Excellence: Making Strategy Work Using the Balanced Scorecard 	Anand	Wiley	2016	1st ed.	288 hlm.	9781119196488	9781119196464, 1119196469	A Hands-On Guidebook For Making Your Strategy Work With Effective Balanced Scorecard Design, Deployment, And Maintenance Execution Excellence Is The Practitioner's Guide To Real-World Implementation. Designed By A Balanced Scorecard (BSC) Thought Leader With 30 Years Of Experience And Over 300 Global Implementations Under His Belt Across A Range Of Industry Sectors, This Guide Gives You A Hands-On Framework For Putting The BSC Methodology Into Action. Clear, Concise, And Easy To Read, This Book Skips The Theoretical Exposition To Get Right To The Point—How Can Companies Use BSC To Effectively Deploy Strategy And Drive Individual And Enterprise Performance? You'll Find The Answers Here. The Discussion Outlines The Ways In Which Firms Commonly Fail In Implementing BSC. These Failures Can Be Traced Back To Common Design And Implementation Flaws: Making The Process Too Complicated And Focusing On The BSC Process Rather Than The Outcome. The Discussion Will Also Cover Design Optimization Across A Range Of Key Industry Sectors. You'll Gain Expert Insight Into Avoiding These Missteps And The Practical Tools And Perspective You Need To Implement BSC Correctly The First Time. While The Balanced Scorecard Framework Is Widely Accepted And Praised, About Half Of Firms That Implement It Fail To Realize The Full Benefits. The Fault Lies Not With The Framework, But With The Design, And More Importantly—Execution. This Book Gives You The Information And Tools You Need To Adopt BSC Successfully. Design A BSC That Truly And Simply Reflects Your Strategy Customize The BSC To Reflect Your Industry's Uniqueness Define Clear Measurements And Ownership That Suit Your Strategy Develop A Framework For Efficient Data Collection And Reporting Implement Effective Reviews To Keep Your Business On Track Use Your Balanced Scorecard Data To Close Performance Gaps Developed In The Early 1990s, The Balanced Scorecard Framework Has Been Recognized As One Of The Most Seminal Business Ideas In The Last 75 Years. Thousands Of Companies Around The World Use BSC To Create And Maintain A Performance-Oriented Enterprise, Yet Just As Many Try And Fail. Execution Excellence Shows You What You Need To Know And Do To Become A BSC Success Story.	https://bookshelf.vitalsource.com/#/books/9781119196488
149	Financial Accounting: Tools for Business Decision Making, 9th Edition 	Kimmel	Wiley	2019	9th ed.	1 volume : illus. ; 28 cm	9781119493563	9781119493624, 1119493625	<i>Financial Accounting: Tools For Business Decision Making, Ninth Edition</i> , Provides A Simple And Practical Introduction To Financial Accounting. It Explains The Concepts Students Need To Know, While Also Emphasizing The Importance Of Decision Making. In This New Edition, All Content Has Been Carefully Reviewed And Revised To Ensure Maximum Student Understanding. At The Same Time, The Time-Tested Features That Have Proven To Be Of Most Help To Students Such The Student-Friendly Writing Style, Visual Pedagogy, And The Relevant And Easy-To-Understand Examples Have Been Retained.	https://bookshelf.vitalsource.com/#/books/9781119493563

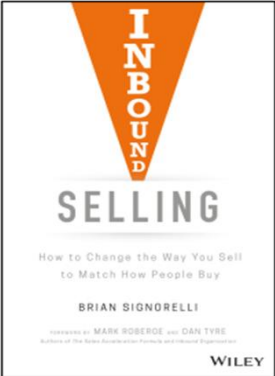
No.	Judul	Pengarang	Penerbit	Tahun	Edisi	Kolasi	e-ISBN	p-ISBN	Anotasi	Link
150	Fundamentals of Big Data Network Analysis for Research and Industry 	Lee	Wiley	2016	-	217hlm. : ilus.	9781119015499	-	<p>Presents The Methodology Of Big Data Analysis Using Examples From Research And Industry There Are Large Amounts Of Data Everywhere, And The Ability To Pick Out Crucial Information Is Increasingly Important. Contrary To Popular Belief, Not All Information Is Useful; Big Data Network Analysis Assumes That Data Is Not Only Large, But Also Meaningful, And This Book Focuses On The Fundamental Techniques Required To Extract Essential Information From Vast Datasets. Featuring Case Studies Drawn Largely From The Iron And Steel Industries, This Book Offers Practical Guidance Which Will Enable Readers To Easily Understand Big Data Network Analysis. Particular Attention Is Paid To The Methodology Of Network Analysis, Offering Information On The Method Of Data Collection, On Research Design And Analysis, And On The Interpretation Of Results. A Variety Of Programs Including UCINET, NetMiner, R, NodeXL, And Gephi For Network Analysis Are Covered In Detail. Fundamentals Of Big Data Network Analysis For Research And Industry Looks At Big Data From A Fresh Perspective, And Provides A New Approach To Data Analysis. This Book: Explains The Basic Concepts In Understanding Big Data And Filtering Meaningful Data Presents Big Data Analysis Within The Networking Perspective Features Methodology Applicable To Research And Industry Describes In Detail The Social Relationship Between Big Data And Its Implications Provides Insight Into Identifying Patterns And Relationships Between Seemingly Unrelated Big Data Fundamentals Of Big Data Network Analysis For Research And Industry Will Prove A Valuable Resource For Analysts, Research Engineers, Industrial Engineers, Marketing Professionals, And Any Individuals Dealing With Accumulated Large Data Whose Interest Is To Analyze And Identify Potential Relationships Among Data Sets.</p>	https://bookshelf.vitalsource.com/#/books/9781119015499

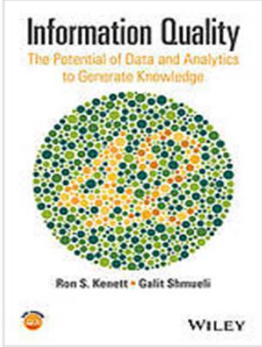
No.	Judul	Pengarang	Penerbit	Tahun	Edisi	Kolasi	e-ISBN	p-ISBN	Anotasi	Link
151	Global Marketing Management System (Second Edition) 	Janavaras Basil J Et Al	Wiley	2017	2nd ed.	xxxvi, 301 hlm. : ilus., diagram	9789813201095	9789813201071, 981320107X	This Is The Second Edition Of The Global Marketing Management System (GMMS). The GMMS Approach (GMMS Book GMMSO4 Software) Provides A Rigorous Theoretical Base And A Comprehensive, Systematic And Integrative Planning Process Designed To Guide Students And Managers Alike Through The Decision-Making Process Of A Company Seeking Global Market Opportunities.The Book Aims To Provide A Structure, Platform, Tools And A Systematic Step-By-Step Process Designed To Support The Creation Of A Strategic And Applied Oriented Methodology To Global Business Planning And Strategy Formulation. It Introduces The GMMS Process As A Demonstration Of A Successful Application Of Using Web-Based Tools In Teaching International Business. The Book Also Facilitates The Ability Of Students To Enhance Their Understanding Of Decision Making In International Management And Bridge The Gap Between Theory And Practice.	https://bookshelf.vitalsource.com/#/books/9789813201095

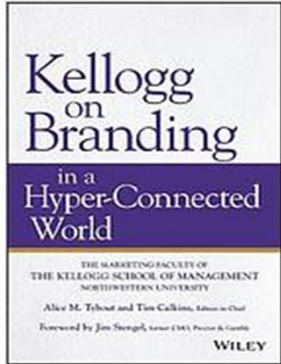
No.	Judul	Pengarang	Penerbit	Tahun	Edisi	Kolasi	e-ISBN	p-ISBN	Anotasi	Link
152	Growth Dynamics in New Markets: Improving Decision Making through Model-Based Management 	Schaffernicht	Wiley	2018	1st ed.	447 him	9781119127413	9781119118237, 1119118239	<p>An Innovative Simulation-Based Approach For Strategic Decision Making When Launching New Products. Growth Dynamics In New Markets Contains A Dynamic Case Study And Simulations That Reveal What It Takes To Successfully Introduce A Product Into A New Market. Written By Experts In The Field, The Text And Companion Website Include A Compelling Simulation Game And A Variety Of Simulation Models. Using The Simulation Game And Computer Models, Readers Are Challenged To Design And Put In Place A Strategy About Product Introduction And Competitive Behavior. The Simulation Models Build On Each Other To Help To Arrive At A Comprehensive Understanding Of Product Uptake As Well As Market Development And Competitive Dynamics. The Authors Present Different Approaches For Enhancing The Models And Offer Guidance For Applying Them To Real-World Problems. This Groundbreaking Text Clearly Shows How To Develop Maps Of Dynamic Systems, Formulate Candidate Policies And Evaluate Them Based On The Simulations. It Also Reveals How To Use Computer Simulations To Understand What Decisions Could And Should Be Made, When To Make Them And How Intensive They Should Be. The Authors Present An Interactive Approach That: Contains An Innovative Combination Of A Case Study, Simulation Game And Simulation Models For Developing The Skills To Introduce A Product To The Marketplace Offers Targeted Questions That Help To Enhance The Understanding Of The Material Presented Presents Detailed Answers And Solutions To A Number Or Real-World Business Challenges Features Video Tutorials That Explain How The Simulation Experiments Are Implemented And Interpreted</p> <p>Aids In The Development An Action-Oriented, Pragmatic Understanding Of The Underlying Forces In Business</p> <p>Designed For Students Of Business Administration, Management, Industrial Engineering, Informatics, Engineering, And Public Policy, Growth Dynamics In New Markets Offers An Innovative Approach That Combines The Practice Of Dynamic Reasoning And The Use Of Simulation To Design And Test Possible Policies.</p>	https://bookshelf.vitalsource.com/#/books/9781119127413

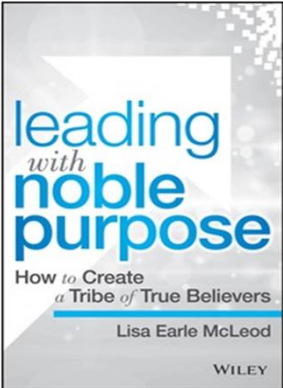
No.	Judul	Pengarang	Penerbit	Tahun	Edisi	Kolasi	e-ISBN	p-ISBN	Anotasi	Link
153	Hacking Marketing: Agile Practices to Make Marketing Smarter, Faster, and More Innovative 	Brinker	Wiley	2016	1st ed.	–	9781119183235	9781119183174, 1119183170	Apply Software-Inspired Management Concepts To Accelerate Modern Marketing In Many Ways, Modern Marketing Has More In Common With The Software Profession Than It Does With Classic Marketing Management. As Surprising As That May Sound, It's The Natural Result Of The World Going Digital. Marketing Must Move Faster, Adapt More Quickly To Market Feedback, And Manage An Increasingly Complex Set Of Customer Experience Touchpoints. All Of These Challenges Are Shaped By The Dynamics Of Software—From The Growing Number Of Technologies In Our Own Organizations To The Global Forces Of The Internet At Large. But You Can Turn That To Your Advantage. And You Don't Need To Be Technical To Do It. Hacking Marketing Will Show You How To Conquer Those Challenges By Adapting Successful Management Frameworks From The Software Industry To The Practice Of Marketing For Any Business In A Digital World. You'll Learn About Agile And Lean Management Methodologies, Innovation Techniques Used By High-Growth Technology Companies That Any Organization Can Apply, Pragmatic Approaches For Scaling Up Marketing In A Fragmented And Constantly Shifting Environment, And Strategies To Unleash The Full Potential Of Talent In A Digital Age. Marketing Responsibilities And Tactics Have Changed Dramatically Over The Past Decade. This Book Now Updates Marketing Management To Better Serve This Rapidly Evolving Discipline. Increase The Tempo Of Marketing's Responsiveness Without Chaos Or Burnout Design "Continuous" Marketing Programs And Campaigns That Constantly Evolve Drive Growth With More Marketing Experiments While Actually Reducing Risk Architect Marketing Capabilities In Layers To Better Scale And Adapt To Change Balance Strategic Focus With The Ability To Harness Emergent Opportunities As A Marketer And A Manager, Hacking Marketing Will Expand Your Mental Models For How To Lead Marketing In A Digital World Where Everything—including Marketing—Flows With The Speed And Adaptability Of Software.	https://bookshelf.vitalsource.com/#/books/9781119183235
154	Hands-On Project Management: Practice Your Skills With Simulation Based Training 	Shtub Avraham Et Al	Wiley	2017	–	xiv, 179 hlm.: ilus.; grafik; 24 cm	9789813200555	9789813200531, 9813200537	Teaching project management is not an easy task. Part of the difficulty is the one-of-a-kind nature of projects. This book and the software that comes with it (Project Team Builder) present a unique approach to the teaching and training of project management — an approach based on a software tool that combines an interactive, dynamic case study and a simple yet effective Project Management System. The book focuses on problems that the project manager faces in planning, monitoring and controlling projects. Together with the software, the book provides the user with the opportunity to experience complex Project Management situations, understand the situation, develop alternative ways to cope with it and select the best alternative based on rigorous analysis. Project Team Builder (PTB), the software that accompanies this book, is web-based, please visit www.sandboxmodel.com . To use PTB, you must enter the unique access code provided on the inside front cover of this book. If you are using an e-book, please click here for your unique code. This book also has accompany video tutorials. Visit www.sandboxmodel.com to access the Videos.	https://bookshelf.vitalsource.com/#/books/9789813200555

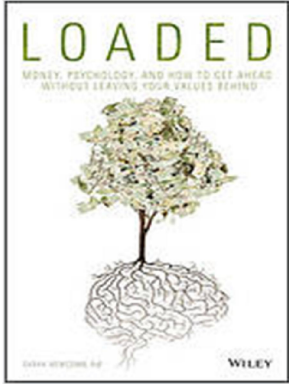
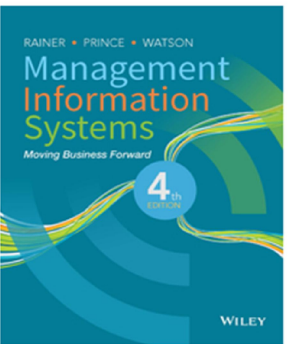
No.	Judul	Pengarang	Penerbit	Tahun	Edisi	Kolasi	e-ISBN	p-ISBN	Anotasi	Link
155	Inbound Content: A Step-by-Step Guide To Doing Content Marketing the Inbound Way 	Champion	Wiley	2018	1st	-	9781119488972	9781119488958, 1119488958	<p>Develop and implement an effective content strategy tailored to your business's needs. Inbound Content is a step-by-step manual for attracting the right people, turning them into leads, and closing them into customers. Today, everyone knows that content is king. It's how we engage, how we inform, and how we pass the time; content is everywhere, and if you're not leveraging its power to promote your business, you've already been left behind. Having a website and social media is not enough; if you truly want to take advantage of unprecedented levels of connectedness, you have to create content that draws customers in. It's not about blindly expanding reach, it's about reaching out to the right audience. Today's marketplace is no longer about chasing the sale--with the right approach to content, your customers will come to you. Your content must be valuable, relevant, and consistent--but how should it be implemented at the actual content-creation level? This book shows you how to develop a unified strategy, create compelling content tailored to your needs, and utilize that content to its greatest advantage in order to build your brand. Discover the power of storytelling and generate effective content ideas</p> <p>Plan a long-term content strategy and a content creation framework Create great content, promote it, measure it, and analyze its performance Extend your content's value, become a more effective writer, and develop a growth mentality. Effective content is worth its weight in marketing gold. It stands out from the noise, and to the customer, looks like an oasis in a desert of clickbait and paid reviews. Inbound Content shows you how to plan, build, and implement your content strategy for unprecedented engagement and sales.</p>	https://bookshelf.vitalsource.com/#/books/9781119488972

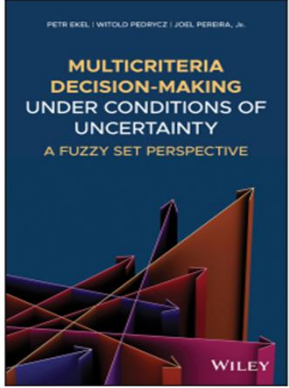
No.	Judul	Pengarang	Penerbit	Tahun	Edisi	Kolasi	e-ISBN	p-ISBN	Anotasi	Link
156	Inbound Selling: How to Change the Way You Sell to Match How People Buy 	Signorelli	Wiley	2018	1st	-	9781119473275	9781119473411, 1119473411	<p>Change the way you think about sales to sell more, and sell better. Over the past decade, Inbound Marketing has changed the way companies earn buyers' trust and build their brands - through meaningful, helpful content. But with that change comes unprecedented access to information in a few quick keystrokes. Enter the age of the empowered buyer, one who no longer has to rely on a sales rep to research their challenges or learn more about how a company's offering might fit their needs. Now, with more than 60% of purchasing decisions made in the absence of a sales rep, the role of the rep itself has been called into question. With no end in sight to this trend, sales professionals and the managers who lead them must transform both the way they think about selling and how they go about executing their sales playbook. Expert author and HubSpot Sales Director, Brian Signorelli has viewed the sales paradigm shift from the inside--his unique insights perfectly describe the steps sales professionals must take to meet the needs of the empowered customer. In this book, readers will learn:</p> <ul style="list-style-type: none"> How inbound sales grew out of inbound marketing concepts and practices A step-by-step approach for sales professionals to become inbound sellers What it really means to be a frontline sales manager who leads a team of inbound sellers The role executive leadership plays in affecting an inbound sales transformation <p>For front-line seller, sales manager, executives, and other sales professionals, Inbound Selling is the complete resource to help your business thrive in the age of the empowered buyer.</p>	https://bookshelf.vitalsource.com/#/books/9781119473275

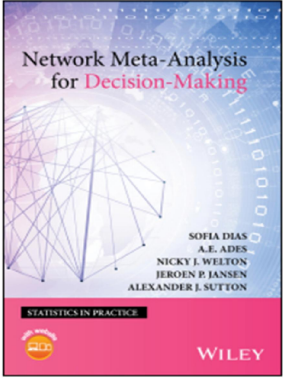
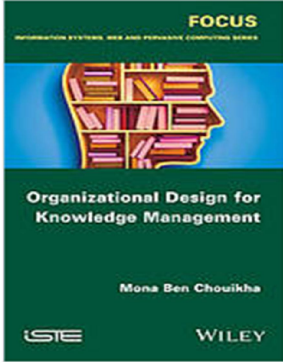
No.	Judul	Pengarang	Penerbit	Tahun	Edisi	Kolasi	e-ISBN	p-ISBN	Anotasi	Link
157	Information Quality: The Potential of Data and Analytics to Generate Knowledge 	Kenett	Wiley	2015	_	384 hlm.: illus.	9781118890653	9781118874448, 1118874447	<p>Provides an important framework for data analysts in assessing the quality of data and its potential to provide meaningful insights through analysis. Analytics and statistical analysis have become pervasive topics, mainly due to the growing availability of data and analytic tools. Technology, however, fails to deliver insights with added value if the quality of the information it generates is not assured. Information Quality (InfoQ) is a tool developed by the authors to assess the potential of a dataset to achieve a goal of interest, using data analysis. Whether the information quality of a dataset is sufficient is of practical importance at many stages of the data analytics journey, from the pre-data collection stage to the post-data collection and post-analysis stages. It is also critical to various stakeholders: data collection agencies, analysts, data scientists, and management. This book:</p> <p>Explains how to integrate the notions of goal, data, analysis and utility that are the main building blocks of data analysis within any domain.</p> <p>Presents a framework for integrating domain knowledge with data analysis.</p> <p>Provides a combination of both methodological and practical aspects of data analysis.</p> <p>Discusses issues surrounding the implementation and integration of InfoQ in both academic programmes and business / industrial projects.</p> <p>Showcases numerous case studies in a variety of application areas such as education, healthcare, official statistics, risk management and marketing surveys.</p> <p>Presents a review of software tools from the InfoQ perspective along with example datasets on an accompanying website. This book will be beneficial for researchers in academia and in industry, analysts, consultants, and agencies that collect and analyse data as well as undergraduate and postgraduate courses involving data analysis.</p>	https://bookshelf.vitalsource.com/#/books/9781118890653

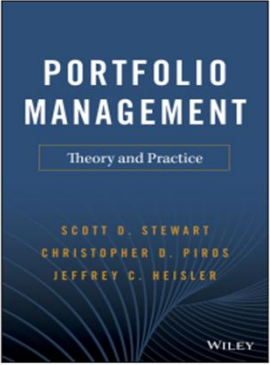
No.	Judul	Pengarang	Penerbit	Tahun	Edisi	Kolasi	e-ISBN	p-ISBN	Anotasi	Link
158	Kellogg on Branding in a Hyper-Connected World 	Tybout	Wiley	2019	–	xxviii, 338 hlm.: ilus.	9781119533290	9781119533184, 111953318X	<p>World-class branding for the interconnected modern marketplace. Kellogg on Branding in a Hyper-Connected World offers authoritative guidance on building new brands, revitalizing existing brands, and managing brand portfolios in the rapidly-evolving modern marketplace. Integrating academic theories with practical experience, this book covers fundamental branding concepts, strategies, and effective implementation techniques as applied to today's consumer, today's competition, and the wealth of media at your disposal. In-depth discussion highlights the field's ever-increasing connectivity, with practical guidance on brand design and storytelling, social media marketing, branding in the service sector, monitoring brand health, and more. Authored by faculty at the world's most respected school of management and marketing, this invaluable resource includes expert contributions on the financial value of brands, internal branding, building global brands, and other critical topics that play a central role in real-world branding and marketing scenarios. Creating a brand—and steering it in the right direction—is a multi-layered process involving extensive research and inter-departmental cooperation. From finding the right brand name and developing a cohesive storyline to designing effective advertising, expanding reach, maintaining momentum, and beyond, Kellogg on Branding in a Hyper-Connected World arms you with the knowledge and skills to: Apply cutting-edge techniques for brand design, brand positioning, market-specific branding, and more</p> <p>Adopt successful strategies from development to launch to leveraging</p> <p>Build brand-driven organizations and reinforce brand culture both internally and throughout the global marketplace</p> <p>Increase brand value and use brand positioning to build a mega-brand In today's challenging and complex marketplace, effective branding has become a central component of success. Kellogg on Branding in a Hyper-Connected World is a dynamic, authoritative resource for practitioners looking to solve branding dilemmas and seize great opportunities.</p>	https://bookshelf.vitalsource.com/#/books/9781119533290

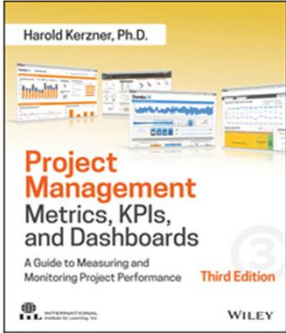
No.	Judul	Pengarang	Penerbit	Tahun	Edisi	Kolasi	e-ISBN	p-ISBN	Anotasi	Link
159	Leading with Noble Purpose: How to Create a Tribe of True Believers 	McLeod	Wiley	2016	1st ed.	256 hlm.	9781119119814	9781119176664, 1119176662	<p>Profit doesn't drive purpose. Purpose drives profit. We made some incorrect assumptions about work and those assumptions are killing us. We allowed a narrative that is solely about earnings to replace what we know to be true about human motivation.</p> <p>Human beings are hardwired to seek purpose, but according to data, most people don't feel a sense of purpose in their work. Work has become a grind, an endless series of tasks that lack meaning. Building upon her bestseller <i>Selling with Noble Purpose</i>, leadership expert Lisa Earle McLeod tackles the employee engagement crisis by showing leaders how to put workplace meaning front and center. McLeod, whose clients include organizations like Google, Hootsuite, and Roche, asserts that many organizations are unconsciously squandering their greatest asset—their people's passion. By putting profit before purpose, organizations eroded the very thing that makes a business great. The narrative of profit, earnings, and bonuses was supposed to improve employee performance, but it had the opposite effect. It stripped the joy and meaning from work in ways that have a chilling effect on morale, performance, and ultimately profit. In this new book, McLeod shows leaders how to: Win the hearts and minds of employees, clients, and stakeholders through a Noble Sales Purpose Reframe your approach to metrics so that they accelerate performance Create a tribe of True Believers who drive revenue and do honorable work People want to make money and make a difference. <i>Leading with Noble Purpose</i> shows leaders how to do both.</p>	https://bookshelf.vitalsource.com/#/books/9781119119814

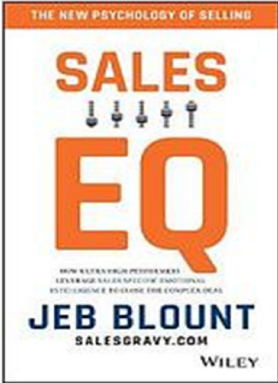

No.	Judul	Pengarang	Penerbit	Tahun	Edisi	Kolasi	e-ISBN	p-ISBN	Anotasi	Link
160	Loaded: Money, Psychology, and How to Get Ahead without Leaving Your Values Behind 	Newcomb	Wiley	2016	1st ed.	-	9781119258346	9781119258322, 1119258324	<p>Praise for LOADED "LOADED is that rare resource which somehow captures both theoretical and practical wisdom about money, personality, and life. Your views - and actions - with money will be much improved after reading the wonderful advice in LOADED."</p> <p>--James Grubman, PhD, author of Strangers in Paradise: How Families Adapt to Wealth Across Generations and co-author of Cross Cultures: How Global Families Negotiate Change Across Generations YOUR MOST VALUABLE ASSET...IS YOU. LOADED WILL TEACH YOU HOW TO MAKE THE MOST OF IT. Based on decades of research and years of hands-on experience with people from all walks of life, LOADED is a must-read for anyone who finds themselves caught between the desire to thrive financially and the complex emotions and conflicting priorities that money so often brings to our lives. Inside, you will learn to: Check your stories. Pinpoint and change beliefs that hold you back. Choose your strategies. Learn how to align your money with your needs. Cultivate your value. Put your unique resources to use and earn more. Deeply researched, yet written in an approachable, conversational tone, LOADED offers insight into how your personal experiences have shaped your financial attitudes, and how you can build a healthier relationship with money.</p>	https://bookshelf.vitalsource.com/#/books/9781119258346
161	Management Information Systems, 4th Edition 	Rainer	Wiley	2017	4th ed	535 hlm.	9781119321095	9781119330400, 1119330408	<p>The 4th Edition of <i>Management Information Systems</i> promotes active learning like no other text in the market. Each chapter is comprised of tightly coupled concepts and section-level student activities that transport your students from passively learning about IS to doing IS in a realistic context.</p>	https://bookshelf.vitalsource.com/#/books/9781119321095

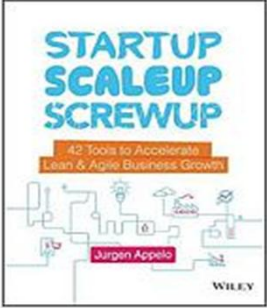
No.	Judul	Pengarang	Penerbit	Tahun	Edisi	Kolasi	e-ISBN	p-ISBN	Anotasi	Link
164	Multicriteria Decision-Making Under Conditions of Uncertainty: A Fuzzy Set Perspective 	Ekel	Wiley	2020	1st ed.	-	9781119534907	9781119534921, 1119534925		https://bookshelf.vitalsource.com/#/books/9781119534907

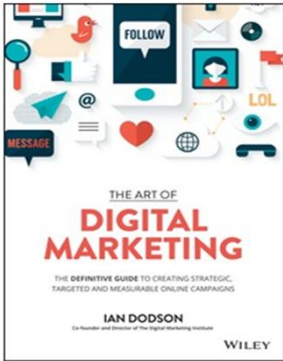
No.	Judul	Pengarang	Penerbit	Tahun	Edisi	Kolasi	e-ISBN	p-ISBN	Anotasi	Link
165	Network Meta-Analysis for Decision-Making 	Dias	Wiley	2013	1st ed.	-	9781118951729	9781118647509, 1118647505	<p>A practical guide to network meta-analysis with examples and code. In the evaluation of healthcare, rigorous methods of quantitative assessment are necessary to establish which interventions are effective and cost-effective. Often a single study will not provide the answers and it is desirable to synthesise evidence from multiple sources, usually randomised controlled trials. This book takes an approach to evidence synthesis that is specifically intended for decision making when there are two or more treatment alternatives being evaluated, and assumes that the purpose of every synthesis is to answer the question “for this pre-identified population of patients, which treatment is ‘best’?” A comprehensive, coherent framework for network meta-analysis (mixed treatment comparisons) is adopted and estimated using Bayesian Markov Chain Monte Carlo methods implemented in the freely available software WinBUGS. Each chapter contains worked examples, exercises, solutions and code that may be adapted by readers to apply to their own analyses. This book can be used as an introduction to evidence synthesis and network meta-analysis, its key properties and policy implications. Examples and advanced methods are also presented for the more experienced reader. Methods used throughout this book can be applied consistently: model critique and checking for evidence consistency are emphasised.</p> <p>Methods are based on technical support documents produced for NICE Decision Support Unit, which support the NICE Methods of Technology Appraisal.</p> <p>Code presented is also the basis for the code used by the ISPOR Task Force on Indirect Comparisons. Includes extensive carefully worked examples, with thorough explanations of how to set out data for use in WinBUGS and how to interpret the output.</p> <p>Network Meta-Analysis for Decision Making will be of interest to decision makers, medical statisticians, health economists, and anyone involved in Health Technology Assessment including the pharmaceutical industry.</p>	https://bookshelf.vitalsource.com/#/books/9781118951729
166	Organizational Design for Knowledge Management 	Ben Chouikha	Wiley	2016	-	xiii, 173 hlm. ; 25 cm.	9781119277408	1848219229 9781848219229 111927740X 9781119277408 1119277388 9781119277385	<p>Information And Communication Technologies Have Increased Their Share Of Services In Contemporary Economic Exchanges. We Are Witnessing A Transformation Of Modern Economies Characterized By A Predominant Role Of Information And Knowledge In The Production Of Wealth. In Order To Make This Intangible Resource Bear Fruit, Organizations Are Looking For Ways, Methods, Procedures, Processes And Technical Solutions To Efficiently Manage Knowledge Within A Framework Of Research Into Synergies And Resource Interdependence, Organizations Also Rely On Strategic Alliances (Joint Venture), Mergers Or Other Legal Forms Of Association That Have An Impact On Knowledge Management. This Book Explores The Range Of Knowledge Management Techniques.</p>	https://bookshelf.vitalsource.com/#/books/9781119277408

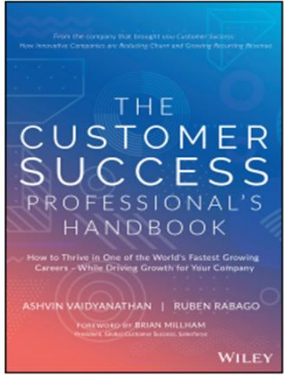
No.	Judul	Pengarang	Penerbit	Tahun	Edisi	Kolasi	e-ISBN	p-ISBN	Anotasi	Link
167	Portfolio Management: Theory and Practice 	Stewart	Wiley	2019	1st ed	722 hlm.	9781119397434	9781119397410, 1119397413	<p>A career's worth of portfolio management knowledge in one thorough, efficient guide. Portfolio Management is an authoritative guide for those who wish to manage money professionally. This invaluable resource presents effective portfolio management practices supported by their underlying theory, providing the tools and instruction required to meet investor objectives and deliver superior performance. Highlighting a practitioner's view of portfolio management, this guide offers real-world perspective on investment processes, portfolio decision making, and the business of managing money for real clients. Real world examples and detailed test cases--supported by sophisticated Excel templates and true client situations--illustrate real investment scenarios and provide insight into the factors separating success from failure. The book is an ideal textbook for courses in advanced investments, portfolio management or applied capital markets finance. It is also a useful tool for practitioners who seek hands-on learning of advanced portfolio techniques. Managing other people's money is a challenging and ever-evolving business. Investment professionals must keep pace with the current market environment to effectively manage their client's assets while students require a foundation built on the most relevant, up-to-date information and techniques. This invaluable resource allows readers to: Learn and apply advanced multi-period portfolio methods to all major asset classes. Design, test, and implement investment processes. Win and keep client mandates. Grasp the theoretical foundations of major investment tools Teaching and learning aids include: Easy-to-use Excel templates with immediately accessible tools. Accessible PowerPoint slides, sample exam and quiz questions and sample syllabi Video lectures. Proliferation of mathematics in economics, growing sophistication of investors, and rising competition in the industry requires advanced training of investment professionals. Portfolio Management provides expert guidance to this increasingly complex field, covering the important advancements in theory and intricacies of practice.</p>	https://bookshelf.vitalsource.com/#/books/9781119397434


No.	Judul	Pengarang	Penerbit	Tahun	Edisi	Kolasi	e-ISBN	p-ISBN	Anotasi	Link
168	Project Management Metrics, KPIs, and Dashboards: A Guide to Measuring and Monitoring Project Performance, 3rd Edition 	Kerzner	Wiley	2017	3rd ed.	xi, 434 hlm.: illus.	9781119427322	9781119427285, 1119427282	<p>Harold Kerzner's essential strategies on measuring project management performance. With the growth of complex projects, stakeholder involvement, and advancements in visual-based technology, metrics and KPIs (key performance indicators) are key factors in evaluating project performance. Dashboard reporting systems provide accessible project performance data, and sharing this vital data in a concise and consistent manner is a key communication responsibility of all project managers.</p> <p>This third edition of Kerzner's groundbreaking work, Project Management Metrics, KPIs, and Dashboards: A Guide to Measuring and Monitoring Project Performance, helps functional managers gain a thorough grasp of what metrics and KPIs are and how to use them. Plus, this edition includes new sections on processing dashboard information, portfolio management PMO and metrics, and BI tool flexibility. Offers comprehensive coverage of the different dashboard types, design issues, and applications: Provides full-color dashboards from some of the most successful project management companies, including IBM, Microsoft, and others</p> <p>Aligns with PMI's PMBOK® Guide and stresses value-driven project management PPT decks are available by chapter and a test bank will be available for use in seminar presentations and courses Get ready to bolster your awareness of what good metrics management really entails today--and be armed with the knowledge to measure performance more effectively.</p>	https://bookshelf.vitalsource.com/#/books/9781119427322

No.	Judul	Pengarang	Penerbit	Tahun	Edisi	Kolasi	e-ISBN	p-ISBN	Anotasi	Link
169	Sales EQ: How Ultra High Performers Leverage Sales-Specific Emotional Intelligence to Close the Complex Deal 	Blount	Wiley	2017	1st ed.	xiv, 306 hlm. ; 22 cm	9781119325956	9781119312574, 1119312574	<p>The new Psychology of Selling. The sales profession is in the midst of a perfect storm. Buyers have more power--more information, more at stake, and more control over the sales process--than any time in history. Technology is bringing disruptive change at an ever-increasing pace, creating fear and uncertainty that leaves buyers clinging to the status quo. Deteriorating attention spans have made it difficult to get buyers to sit still long enough to "challenge," "teach," "help," give "insight," or sell "value." And a relentless onslaught of "me-too" competitors have made differentiating on the attributes of products, services, or even price more difficult than ever.</p> <p>Legions of salespeople and their leaders are coming face to face with a cold hard truth: what once gave salespeople a competitive edge--controlling the sales process, command of product knowledge, an arsenal of technology, and a great pitch--are no longer guarantees of success. Yet this is where the vast majority of the roughly \$20 billion spent each year on sales training goes. It's no wonder many companies are seeing 50 percent or more of their salespeople miss quota. Yet, in this new paradigm, an elite group of top 1 percent sales professionals are crushing it. In our age of technology where information is ubiquitous and buyer attention spans are fleeting, these superstars have learned how to leverage a new psychology of selling--Sales EQ--to keep prospects engaged, create true competitive differentiation, as well as shape and influence buying decisions. These top earners are acutely aware that the experience of buying from them is far more important than products, prices, features, and solutions.</p> <p>In Sales EQ, Jeb Blount takes you on an unprecedented journey into the behaviors, techniques, and secrets of the highest earning salespeople in every industry and field. You'll learn: How to answer the 5 Most Important Questions in Sales to make it virtually impossible for prospects to say no</p>	https://bookshelf.vitalsource.com/#/books/9781119325956
170	Services Marketing: People, Technology, Strategy (Eighth Edition) 	Wirtz Jochen Et Al	Wiley	2016	8th ed.	XVII, 783 hlm. : illus. ; 29 cm	9781944659035	9781944659004, 1944659005	<p>Services Marketing: People, Technology, Strategy is the eighth edition of the globally leading textbook for Services Marketing by Jochen Wirtz and Christopher Lovelock, extensively updated to feature the latest academic research, industry trends, and technology, social media and case examples. This textbook takes on a strong managerial approach presented through a coherent and progressive pedagogical framework rooted in solid academic research. Featuring cases and examples from all over the world, Services Marketing: People, Technology, Strategy is suitable for students who want to gain a wider managerial view of Services Marketing.</p>	https://bookshelf.vitalsource.com/#/books/9781944659035

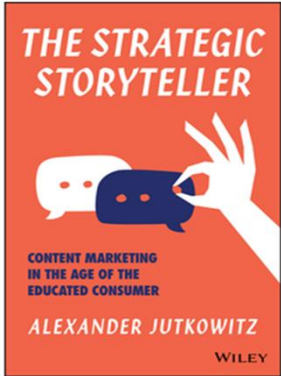
No.	Judul	Pengarang	Penerbit	Tahun	Edisi	Kolasi	e-ISBN	p-ISBN	Anotasi	Link
171	Startup, Scaleup, Screwup: 42 Tools to Accelerate Lean and Agile Business Growth 	Appelo	Wiley	2019	1st ed.	x, 230 hlm.: illus.	9781119526797	9781119526858, 111952685X	<p>Real-world tools to build your venture, grow your business, and avoid mistakes. Startup, Scaleup, Screwup is an expert guide for emerging and established businesses to accelerate growth, facilitate scalability, and keep pace with the rapidly changing economic landscape. The contemporary marketplace is more dynamic than ever before--increased global competition, the impact of digital transformation, and disruptive innovation factors require businesses to implement agile management and business strategies to compete and thrive. This indispensable book provides business leaders and entrepreneurs the tools and guidance to meet growth and scalability challenges head on.</p> <p>Equal parts motivation and practical application, this book answers the questions every business leader asks from the startup ventures to established companies. Covering topics including funding options, employee hiring, product-market validation, remote team management, agile scaling, and the business lifecycle, this essential resource provides a solid approach to grow at the right pace and stay lean. This book will enable you to: Apply 42 effective tools to sustain and accelerate your business growth Avoid the mistakes and pitfalls associated with rapid business growth or organizational change Develop a clear growth plan to integrate into your overall business model Structure your business for rapid scaling and efficient management</p>	https://bookshelf.vitalsource.com/#/books/9781119526797


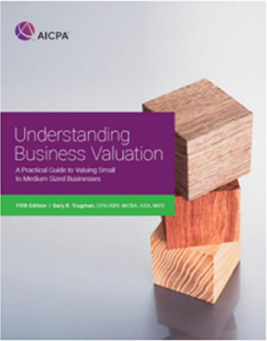
No.	Judul	Pengarang	Penerbit	Tahun	Edisi	Kolasi	e-ISBN	p-ISBN	Anotasi	Link
172	The Art of Digital Marketing: The Definitive Guide to Creating Strategic, Targeted, and Measurable Online Campaigns 	Dodson	Wiley	2016	1st ed.	-	9781119265726	9781119265702, 1119265703	<p>The premier guide to digital marketing that works, and a solid framework for success</p> <p>The Art of Digital Marketing is the comprehensive guide to cracking the digital marketing 'code,' and reaching, engaging, and serving the empowered consumer. Based on the industry's leading certification from the Digital Marketing Institute (DMI), this book presents an innovative methodology for successful digital marketing: start with the customer and work backwards. A campaign is only effective as it is reflective of the consumer's wants, needs, preferences, and inclinations; the DMI framework provides structured, implementable, iterative direction for getting it right every time. The heart of the framework is a three-step process called the 3i Principles: Initiate, Iterate, and Integrate. This simple idea translates into higher engagement, real customer interaction, and multichannel campaigns that extend even into traditional marketing channels.</p> <p>The evolution of digital marketing isn't really about the brands; it's about consumers exercising more control over their choices. This book demonstrates how using this single realization as a starting point helps you build and implement more effective campaigns. Get inside the customer's head with deep consumer research</p> <p>Constantly improve your campaigns based on feedback and interactions</p> <p>Integrate digital activities across channels, including traditional marketing</p> <p>Build campaigns based on customer choice and control. Digital marketing turns traditional marketing models on their heads. Instead of telling the customer what to think, you find out what they already think and go from there. Instead of front-loading resources, you continually adjust your approach based on real interactions with real customers every day. Digital marketing operates within its own paradigm, and The Art of Digital Marketing opens the door for your next campaign.</p>	https://books.vitalsource.com/#/books/9781119265726

No.	Judul	Pengarang	Penerbit	Tahun	Edisi	Kolasi	e-ISBN	p-ISBN	Anotasi	Link
173	The Customer Success Professional's Handbook: How to Thrive in One of the World's Fastest Growing Careers-While Driving Growth For Your Company 	Vaidyanathan	Wiley	2020	1st ed.	xviii, 268 hlm.: ilus. ; 24 cm	9781119624639	9781119624615, 1119624614	<p>The definitive "Customer Success Manager How-To-Guide" for the CSM profession from Gainsight, who brought you the market-leading Customer Success. The Customer Success Manager has become a critical asset to organizations across the business landscape. As the subscription model has spread from the cloud and SaaS to more sectors of the economy, that pivotal role will only grow in importance. That's because if you want to compete and thrive in this new environment, you need to put the customer at the center of your strategy. You need to recognize you're no longer selling just a product. You're selling an outcome. Customer Success Managers (CSM) are committed to capturing and delivering those outcomes by listening to their customers, understanding their needs, and adapting products and services to drive success. Although several existing resources address the customer success imperative, there is no authoritative instruction manual for the CSM profession--until now. The Customer Success Professional's Handbook is the definitive reference book for CSMs and similar roles in the field. This practical, first-of-its-kind manual fills a significant gap in professional customer success literature, providing the knowledge every CSM needs to succeed--from the practitioner level all the way to senior leadership. The authors--acknowledged experts in building, training, and managing Customer Success teams--offer real-world guidance and practical advice for aspiring and experienced CSMs alike. The handbook is written by practioners for practioners. An indispensable resource for front-line Customer Success Managers, this much-needed book: Demonstrates how to build, implement, and manage a Customer Success team Helps new CSMs develop their skills and proficiency to be more employable and grow in their careers Provides clear guidance for managers on how to hire a stellar CSM Presents practical tactics needed to drive revenue growth during renewal, expansion, and customer advocacy opportunities Explains proven methods and strategies for mentoring CSMs throughout their careers Offers valuable insights from Gainsight, the Customer Success Company, and the broader customer success community with more than a dozen of the industry's most respected leaders contributing their perspectives. Currently, with over 70,000 open positions, Customer Success Manager in one of the fastest-growing jobs in the world. The Customer Success Professional's Handbook: How to Thrive in One of the World's Fastest Growing Careers--While Driving Growth For Your Company will prove to be your go-to manual throughout every stage of your CSM career.</p>	https://bookshelf.vitalsource.com/#/books/9781119624639

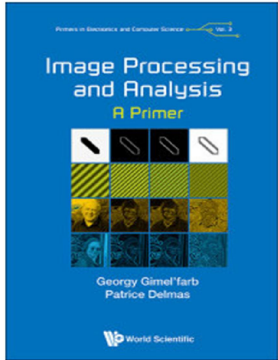
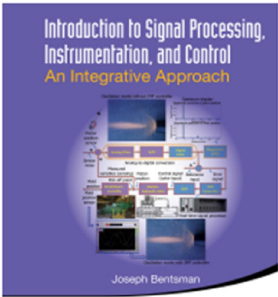
No.	Judul	Pengarang	Penerbit	Tahun	Edisi	Kolasi	e-ISBN	p-ISBN	Anotasi	Link
174	<p>The Revenue Acceleration Rules: Supercharge Sales and Marketing Through Artificial Intelligence, Predictive Technologies and Account-Based Strategies</p> 	Upadhyay	Wiley	2018	1st ed.	1 online resource (xii, 180 pages.)	9781119372066	9781119371953, 1119371953	<p>Turn data into revenue in the B2B marketing sphere. The Revenue Acceleration Rules is a unique guide in the business-to-business space, providing a clear framework for more effective marketing in an accounts-based environment. Written by a veteran in the predictive marketing sphere, this book explains how strategies typically used on the consumer end can be tailored to drive revenue in B2B sales. Industry experts offer advice and best practices, using real-world examples to illustrate the power of analytics and on-the-ground implementation of predictive ABM initiatives. Covering the complete spectrum from "why?" to "how?", this book provides an invaluable resource for B2B marketers seeking a step forward in the rapidly-evolving marketplace.</p> <p>Business-to-business sales makes up roughly 45 percent of the economy, and the power of predictive marketing has been proven time and again in the consumer sphere. This guide is the only resource to merge these two critical forces and provide clear guidance for the B2B space. Supercharge your demand waterfall</p> <p>Align marketing and sales</p> <p>Learn best practices from industry experts</p> <p>Grow revenue with account-based marketing Predictive marketing reveals the small clues that speak to big trends. While B2B diverges from consumer marketing in a number of ways, the central demand for value remains; analytics helps you stay ahead of the curve, streamline the marketing to sales funnel, and increase ROI. Strengthen the relationships you already have, attract new accounts, and prioritize accurately to turn contacts into leads, and leads into customers. Your data can be your biggest marketing asset, and The Revenue Acceleration Rules shows you how to leverage it into revenue.</p>	<p>https://bookshelf.vitalsource.com/#/books/9781119372066</p>


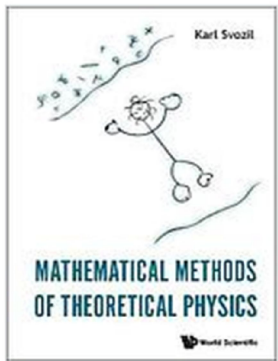
No.	Judul	Pengarang	Penerbit	Tahun	Edisi	Kolasi	e-ISBN	p-ISBN	Anotasi	Link
175	The Sales Boss: The Real Secret to Hiring, Training and Managing a Sales Team	Whistman	Wiley	2016	1st ed.	1 online resource (272 pages)	9781119286745	9781119286646, 1119286646	<p>The step-by-step guide to a winning sales team. The Sales Boss reveals the secrets to great sales management, and provides direct examples of how you can start being that manager today. The not-so-secret "secret" is that a winning sales team is made up of high performers--but many fail to realize that high performance must be collective. A single star cannot carry the entire team, and it's the sales manager's responsibility to build a team with the right balance of skills, strengths, and weaknesses. This book shows you how to find the exact people you need, bring them together, and empower them to achieve more than they ever thought possible. You'll learn what drives high performance, and how to avoid the things that disrupt it. You'll discover the missing pieces in your existing training, and learn how to invest in your team to win. You'll come away with more than a better understanding of great sales management--you'll have a concrete plan and an actionable list of steps to take starting right now. Your people are the drivers, but you're the operator. As a sales manager, it's up to you to give your team the skills and tools they need to achieve their potential and beyond. This book shows you how, and provides expert guidance for making it happen.</p> <p>Delve into the psychology behind peak performance Hire the right people at the right time for the right role Train your team to consistently outperform competitors Build and maintain the momentum of success to reach even higher. Without sales, business doesn't happen. No mortgages paid, no college funds built, no retirement saved for, until the sales team brings in the revenue. If the sales team wins, the organization wins. Build your winning team with The Sales Boss, the real-world guide to great sales management.</p>	https://bookshelf.vitalsource.com/#/books/9781119286745
176	The Strategic Management of Information Systems: Building a Digital Strategy, 4th Edition	Peppard	Wiley	2016	4th ed.	xvi, 483 hlm. : illus. ; 25 cm	9781119215479	9780470034675, 047003467X	<p>A comprehensively updated revision of a book regarded by many as one the leading and authoritative titles for practitioners, academics and students in the domain of information systems and technology (IS/IT) strategy. Presents a structured framework with tools, techniques and ways of thinking which provide a practical approach to building a digital strategy, expressed primarily in the language of business and management. Brings together the implications of the significant advances in IT and the most useful current thinking, research, and experiences concerning the business impact and strategic opportunities created by IS/IT. Peppard and Ward discuss the key questions that managers have to grapple with of where, when and how to invest in IS/IT, which is why a IS/IT (or digital) strategy is required.</p>	https://bookshelf.vitalsource.com/#/books/9781119215479

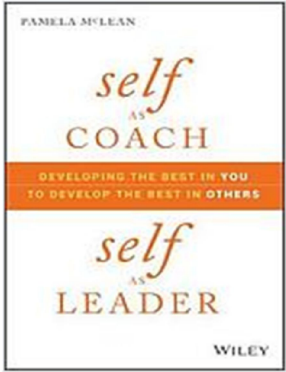
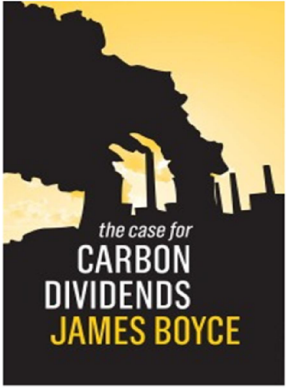
No.	Judul	Pengarang	Penerbit	Tahun	Edisi	Kolasi	e-ISBN	p-ISBN	Anotasi	Link
177	The Strategic Storyteller: Content Marketing in the Age of the Educated Consumer 	Jutkowitz	Wiley	2017	1st ed.	xii, 161 hlm.	9781119345091	9781119345114, 1119345111	<p>The world needs more storytellers. Storytelling is an inherently innovative activity.</p> <p>When organizations find their best stories and tell them to the world, they're not only building a reputation, they're flexing the same muscles that allow them to pivot quickly around crisis or opportunity, and solve problems more creatively.</p> <p>For individuals, crafting stories is the primary way we can make sense of the world and our place in it. The Strategic Storyteller is a comprehensive, practical guide to transformative storytelling. In its pages you will learn how to:</p> <ul style="list-style-type: none"> Tap into your and your organization's unique sources of wonder, wisdom, and delight Boost individual and collective creativity Understand the storytelling strategies behind some of the world's most powerful brands Unlock the secrets of the great strategic storytellers of the past Build a place where your stories can live online Distribute stories so they have staying power and reach in the digital age Convene audiences by going beyond demographic stereotypes and tapping into enduring human needs Understand how unshakable reputations are built out of stories that accumulate over time. Sooner or later all of us will be asked to tell stories in the course of our professional lives. We will be asked to make a case for ourselves, our work, our companies, and our future. The Strategic Storyteller tells you how. 	https://books.vitalsource.com/#/books/9781119345091

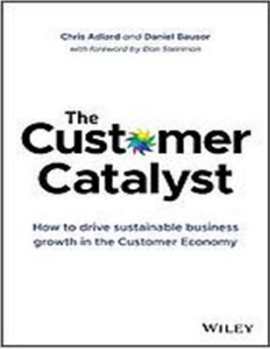
No.	Judul	Pengarang	Penerbit	Tahun	Edisi	Kolasi	e-ISBN	p-ISBN	Anotasi	Link
178	Tools for Project Management, Workshops and Consulting: A Must-Have Compendium of Essential Tools and Techniques, 3rd Edition 	Andler	Wiley	2016	3rd ed.	488 hlm. : illus. ; 25 cm.	9783895787232	9783895784477 3895784478 9783895789182 3895789186 9783895787232 389578723X 9783895788222 3895788228	"This Book Is Of The Kind You Always Wanted But Didn't Think Would Or Could Ever Exist: The Universal Field Theory Of Problem Solving." Tom Sommerlatte Typically Today's Tasks In Management And Consulting Include Project Management, Running Workshops And Strategic Work - All Complex Activities, Which Require A Multitude Of Skills And Competencies. This Standard Work, Which Is Also Well Accepted Amongst Consultants, Gives You A Reference Or Cookbook-Style Access To The Most Important Tools, Including A Rating Of Each Tool In Terms Of Applicability, Ease Of Use And Effectiveness. In This Considerably Enlarged Third Edition, Nicolai Andler Presents 152 Of Such Tools, Grouped Into Task-Specific Categories: Definition Of A Situation/Problem - Information Gathering - Creativity - Information Consolidation - Goal Setting - Strategic, Technical And Organisational Analysis - Evaluation And Decision Making - Project Management. Checklists And Application Scenarios Further Enhance The Use Of This Toolbox. Information Provided By This Book Is: - Comprehensive And Sufficiently Wide In Scope, Combined With A Practical Level Of Detail Without Being Too Academic - Reliable And Proven In Numerous Real Implemented Cases - Easy To Apply Due To Many Different Search Options, Checklists, Application Scenarios And Guiding Instructions. Written By A Professional Consultant, Business Analyst And Business Coach, This Book Is A Unique Reference Work And Guide For Those Wanting To Learn About Or Who Are Active In The Fields Of Consulting, Project Management And Problem Solving In General, Both In Business And Engineering: Business Coaches And Management Trainers, Workshop Moderators, Consultants And Managers, Project Managers, Lecturers And Students.	https://bookshelf.vitalsource.com/#/books/9783895787232
179	Understanding Business Valuation: A Practical Guide To Valuing Small To Medium Sized Businesses, 5th Edition 	Trugman	Wiley	2017	5th ed.	1264 hlm.	9781945498312	9781945498305, 1945498307	This fifth edition simplifies a technical and complex area of practice with real-world experience and examples. Expert author Gary Trugman's informal, easy-to-read style, covers all the bases in the various valuation approaches, methods, and techniques. Author note boxes throughout the publication draw on Trugman's veteran, practical experience to identify critical points in the content. Suitable for all experience levels, you will find valuable information that will improve and fine-tune your everyday activities.	https://bookshelf.vitalsource.com/#/books/9781945498312

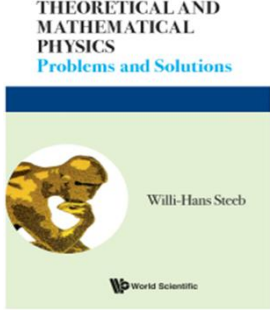
No.	Judul	Pengarang	Penerbit	Tahun	Edisi	Kolasi	e-ISBN	p-ISBN	Anotasi	Link
180	Why Winners Win: What it Takes to be Successful in Business and Life	Pittard	Wiley	2016	1st ed.	184 hlm. : illustrations.	9780730334170	9780730334163, 0730334163	<p>Your journey to success starts here. Why Winners Win identifies the crucial elements of business success and provides step-by-step guidance on getting there. Author Gary Pittard shows you why consistent results are the key contributing factor to lasting success, and helps you identify your personal barriers. Whether you lack the ability to set goals or a plan, motivation or focus, this book will show you how to adjust your course and direct you to the top. Based on the Success Journey model, the discussion focuses on attitude, knowledge, skill and competent action to give you a solid framework to boost your potential and achieve prosperity. You'll learn the essential qualities of a winner, and how to demonstrate these qualities every day in every interaction. Case studies demonstrating success and failure provide you with clear examples of the framework in action and illustrate the cause-and-effect relationship behind everyday choices. Believe it or not, failing at something is a great way to become successful. Experience teaches a lesson no advice could impart, and not being at the top just means there's more room to grow. This book equips you with a solid success plan, the skills you need to execute it and expert insight into your own unique path.</p> <p>Identify and overcome your personal barriers to achieve success Build and amplify winning qualities that that will keep you on course Learn a simple four-step model for achieving consistent results Discover the single most important difference between winners and losers The goal is prosperity – whatever that may mean to you – and attaining a level of freedom and security that allows you to give back and be generous with your money, time and knowledge. Success is a journey, but Why Winners Win provides the roadmap you need to start the journey today.</p>	https://bookshelf.vitalsource.com/#/books/9780730334170
181	GRE For Dummies with Online Practice Tests, 9th Edition	Woldoff	Wiley	2019	9th ed.	400 hlm.	9781119550815	9781119550785, 1119550785	<p>Take the guesswork out of the GRE. The Graduate Record Examinations (GRE) is a standardized test that is an admissions requirement for most graduate schools in the United States. The GRE aims to measure verbal reasoning, quantitative reasoning, analytical writing, and critical thinking skills that have been acquired over a long period of time and that are not related to any specific field of study. GRE For Dummies with Online Practice provides updated resources and preparation strategies to help you score your very best on exam day. So, grab a pen, paper, or your electronic device and get started now!</p> <p>Use trusted strategies to score your highest on the exam Master verbal reasoning, quantitative reasoning, and analytical writing sections of the GRE Prepare for the big day by answering sample questions and taking practice exams Get one-year access to six practice tests online It's never been easier or more efficient to prep for the GRE!</p>	https://bookshelf.vitalsource.com/#/books/9781119550815

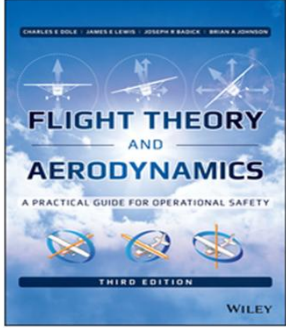
No.	Judul	Pengarang	Penerbit	Tahun	Edisi	Kolasi	e-ISBN	p-ISBN	Anotasi	Link
182	Image Processing And Analysis: A Primer 	Gimel'Farb Georgy & Delmas Patrice	Wiley	2018	-	248 hlm.	9781786345837	9781786345813, 1786345811	This textbook guides readers through their first steps into the challenging world of mimicking human vision with computational tools and techniques pertaining to the field of image processing and analysis. While today's theoretical and applied processing and analysis of images meet with challenging and complex problems, this primer is confined to a much simpler, albeit critical, collection of image-to-image transformations, including image normalisation, enhancement, and filtering. It serves as an introduction to beginners, a refresher for undergraduate and graduate students, as well as engineers and computer scientists confronted with a problem to solve in computer vision. The book covers basic image processing/computer vision pipeline techniques, which are widely used in today's computer vision, computer graphics, and image processing, giving the readers enough knowledge to successfully tackle a wide range of applied problems.	https://bookshelf.vitalsource.com/#/books/9781786345837
183	Introduction To Signal Processing, Instrumentation, And Control: An Integrative Approach 	Bentsman Joseph	Wiley	2016		772 hlm.	9789814733151	9789814733120, 9814733121	This book stems from a unique and highly effective approach in introducing signal processing, instrumentation, diagnostics, filtering, control, and system integration. It presents the interactive industrial grade software testbed of mold oscillator that captures the mold motion distortion induced by coupling of the electro-hydraulic actuator nonlinearity with the resonance of the mold oscillator beam assembly. The testbed is then employed as a virtual lab to generate input-output data records that permit unraveling and refining complex behavior of the actual production system through merging dynamics, signal processing, instrumentation, and control into a coherent problem-solving package. The material is presented in a visually rich, mathematically and graphically well supported, but not analytically overburdened format. By incorporating software testbed into homework and project assignments, the book fully brings out the excitement of going through the adventure of exploring and solving a mold oscillator distortion problem, while covering the key signal processing, diagnostics, instrumentation, modeling, control, and system integration concepts. The approach presented in this book has been supported by two education advancement awards from the College of Engineering of the University of Illinois at Urbana-Champaign	https://bookshelf.vitalsource.com/#/books/9789814733151

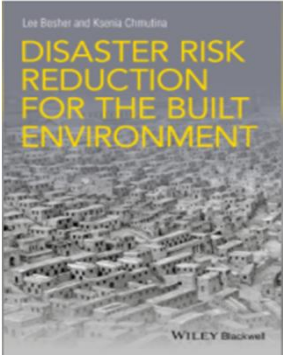
No.	Judul	Pengarang	Penerbit	Tahun	Edisi	Kolasi	e-ISBN	p-ISBN	Anotasi	Link
184	Machine Vision Algorithms and Applications, 2nd Edition 	Steger	Wiley	2018	2nd ed.	xxii, 494 hlm.: ilus., diagram	9783527812899	9783527413652, 3527413650	The second edition of this successful machine vision textbook is completely updated, revised and expanded by 15% to reflect the developments of recent years in the fields of image acquisition, machine vision algorithms and applications. The new content includes, but is not limited to, a discussion of new cameras and image acquisition interfaces, 3D sensors and technologies, 3D object recognition and 3D image reconstruction. The authors retain their balanced approach with sufficient coverage of the theory and a strong focus on applications. All examples are based on the latest version of the machine vision software HALCON 13, a trial version of which is available from the authors' website.	https://bookshelf.vitalsource.com/#/books/9783527812899
185	Mathematical Methods Of Theoretical Physics 	Svozil Karl	Wiley	2020	_	xvii, 312 hlm. : diagram	9789811208423	9789811208409, 9811208409	This book contains very explicit proofs and demonstrations through examples for a comprehensive introduction to the mathematical methods of theoretical physics. It also combines and unifies many expositions of this subject, suitable for readers with interest in experimental and applied physics.	https://bookshelf.vitalsource.com/#/books/9789811208423

No.	Judul	Pengarang	Penerbit	Tahun	Edisi	Kolasi	e-ISBN	p-ISBN	Anotasi	Link
186	Self as Coach, Self as Leader: Developing the Best in You to Develop the Best in Others 	McLean	Wiley	2019	1st ed.	-	9781119562573	9781119562559, 1119562554	<p>Become a more effective leader by discovering the resources you already have. Pamela McLean, CEO and cofounder of the Hudson Institute for Coaching, has been at the forefront of the field for the past three decades, using clinical and organizational psychology to provide the highest-quality coaching and development training to professionals in organizations and solo practice worldwide. Now, Pamela is teaching readers to cultivate their leadership potential through “use of self as instrument,” a key dimension of developmental coaching that emphasizes the whole person. Her holistic methods give coaches and other leaders a clearer framework for getting to know themselves, exploring their multiple layers, and fostering their latent abilities so that they can foster the abilities of others. Self as Coach guides you along a path that interweaves six broad dimensions of your internal landscape into the fabric of great coaching. This creates lasting improvements, unlike more common remedial, tactical, or performance-based programs, which often only function as short-term solutions.</p> <p>Develop leadership skills using internal resources you already possess Achieve real improvements with long-lasting benefits Based on methodology proven successful in business and personal settings Includes useful practices and exercises for self-reflection and brainstorming Whether you’re an emerging or experienced coach, whether you want to grow your own leadership skills or develop them across an entire organization, Self as Coach can help. With its innovative approach, proven methods, and near-universal applicability, this book will not only provide effective instruction but also help you uncover lasting insights that will benefit you long after you’ve turned the last page.</p>	https://bookshelf.vitalsource.com/#/books/9781119562573
187	The Case for Carbon Dividends 	Boyce	Wiley	2019	1st ed.	vi, 137hm. ; 20 cm.	9781509526581	9781509526543, 1509526544	<p>The supreme challenge of our time is tackling climate change. We urgently need to curtail our use of fossil fuels - but how can we do so in a just and feasible way? In this compelling book, leading economist James Boyce shows that the key to solving this conundrum is to put a limit on carbon emissions, thereby raising the price of fossil fuels and generating strong incentives for clean energy. But there is a formidable hurdle: how do we secure broad public support for a policy that increases fuel costs for consumers? Boyce powerfully argues that carbon pricing can be made just and politically durable only if linked to returning the revenue to the public as carbon dividends. Founded on the principle that the gifts of nature belong to us all, not to corporations or governments, this bold reform could spark a twenty-first-century clean energy revolution. Essential reading for all concerned citizens, policy-makers, and students of public policy and environmental economics, this book will be a transformative contribution to one of the most important policy debates of our era.</p>	https://bookshelf.vitalsource.com/#/books/9781509526581

No.	Judul	Pengarang	Penerbit	Tahun	Edisi	Kolasi	e-ISBN	p-ISBN	Anotasi	Link
188	The Customer Catalyst: How to Drive Sustainable Business Growth in the Customer Economy 	Adlard	Wiley	2020	-	-	9781119575078	-	<p>How Organisations Can Drive Growth In The Customer Economy The Digital Revolution Has Changed The Business Landscape In Remarkable Ways And Will Continue To Do So. Organisations Across Industries And Around The World Are Being Disrupted And Digitised At Increasing Pace – Putting Far More Power In The Hands Of Both Customers And End-Consumers. The Traditional Inside-Out, Functionally-Siloed Business Model, Typical Of The Product And Sales-Led Growth Era Is Over. The Customer Catalyst Shows How Organisations Can Put Customers Truly At The Heart Of Their Business And Catalyse Genuine, Sustainable Growth. Future Business Models Are No Longer About Functions – They Are Beginning To Revolve Around Customers. Customer-Led Companies Will, Over Time, Unpack Their Static Functional Activities And Transform Their Structure. Customer Advocates Already Wield Massive Influence In A Customer’s Buying Process, And This Is Only Set To Increase. This Is Already Changing The Role And Nature Of Business Functions And Sales Is No Longer Seen As The Only Source Of Growth. The Customer Economy Is Placing Greater Demands On Businesses And Offers Greater Rewards To The Businesses That Meet And Exceed Customer Expectations. This Invaluable Book Will Enable Readers To: Lead Their Organisations To More Profitable And Sustainable Growth Transform Their Organisations To Become Truly Customer-Centric With The C-Change Growth Engine Explore In-Depth Stories From Leaders Of Companies Such As Zoom, Signify, Starling Bank, Ritz Carlton, Microsoft And Finastra With Frank Advice And Practical Steps To Achieve Success Help Their Companies Adapt To, And Profit From, The New Realities Of The Customer Economy Gain Important Insights From Business Leaders On Best Practice In Key Customer-Centric Growth Areas The Customer Catalyst Shows Businesses How To Survive The Transition To The Customer Economy, Transform To Align Around Today’s Dynamic Customer Needs, And Ultimately, Drive Sustainable Business Growth.</p>	https://books.vitalsource.com/#/books/9781119575078

No.	Judul	Pengarang	Penerbit	Tahun	Edisi	Kolasi	e-ISBN	p-ISBN	Anotasi	Link
189	Theoretical And Mathematical Physics: Problems And Solutions 	Steeb Willi-Hans	Wiley	2018	–	x, 723 hlm.	9789813275393	9789813275379, 9813275375	<p>'This is an excellent, well-written and very comprehensive book covering many topics of mathematics and physics. An exhaustive collection of problems with detailed solutions that may be valuable to students and young researchers in several fields, ranging from Mathematics to Quantum Physics is presented ... I found the book helpful in regards to several subjects that are not covered in other mathematical physics introductory textbooks.'</p> <p>Contemporary Physics This updated and extended edition of the book combines the topics provided in the two parts of the previous editions as well as new topics. It is a comprehensive compilation covering most areas in mathematical and theoretical physics. The book provides a collection of problems together with their detailed solutions which will prove to be valuable to students as well as to researchers in the fields of mathematics, physics, engineering and other sciences. Each chapter provides a short introduction with the relevant definitions and notations. All relevant definitions are given. The topics range in difficulty from elementary to advanced. Almost all problems are solved in detail and most of the problems are self-contained. Stimulating supplementary problems are also provided in each chapter. Students can learn important principles and strategies required for problem solving. Teachers will also find this text useful as a supplement, since important concepts and techniques are developed in the problems. Introductory problems for both undergraduate and advanced undergraduate students are provided. More advanced problems together with their detailed solutions are collected, to meet the needs of graduate students and researchers. Problems included cover new fields in theoretical and mathematical physics such as tensor product, Lax representation, Bäcklund transformation, soliton equations, Hilbert space theory, uncertainty relation, entanglement, spin systems, Lie groups, Bose system, Fermi systems differential forms, Lie algebra valued differential forms, metric tensor fields, Hirota technique, Painlevé test, Bethe ansatz, Yang-Baxter relation, wavelets, gauge theory, differential geometry, string theory, chaos, fractals, complexity, ergodic theory, etc. A number of software implementations are also provided.</p>	https://books.vitalsource.com/#/books/9789813275393

No.	Judul	Pengarang	Penerbit	Tahun	Edisi	Kolasi	e-ISBN	p-ISBN	Anotasi	Link
190	Flight Theory and Aerodynamics: A Practical Guide for Operational Safety, 3rd Edition 	Dole	Wiley	2017	3rd ed.	-	9781119233404	9781119233404, 1119233402	<p>The pilot's guide to aeronautics and the complex forces of flight. Flight Theory and Aerodynamics is the essential pilot's guide to the physics of flight, designed specifically for those with limited engineering experience. From the basics of forces and vectors to craft-specific applications, this book explains the mechanics behind the pilot's everyday operational tasks. The discussion focuses on the concepts themselves, using only enough algebra and trigonometry to illustrate key concepts without getting bogged down in complex calculations, and then delves into the specific applications for jets, propeller crafts, and helicopters. This updated third edition includes new chapters on Flight Environment, Aircraft Structures, and UAS-UAV Flight Theory, with updated craft examples, component photos, and diagrams throughout. FAA-aligned questions and regulatory references help reinforce important concepts, and additional worked problems provide clarification on complex topics. Modern flight control systems are becoming more complex and more varied between aircrafts, making it essential for pilots to understand the aerodynamics of flight before they ever step into a cockpit. This book provides clear explanations and flight-specific examples of the physics every pilot must know.</p> <p>Review the basic physics of flight Understand the applications to specific types of aircraft Learn why takeoff and landing entail special considerations Examine the force concepts behind stability and control</p> <p>As a pilot, your job is to balance the effects of design, weight, load factors, and gravity during flight maneuvers, stalls, high- or low-speed flight, takeoff and landing, and more. As aircraft grow more complex and the controls become more involved, an intuitive grasp of the physics of flight is your most valuable tool for operational safety. Flight Theory and Aerodynamics is the essential resource every pilot needs for a clear understanding of the forces they control.</p>	https://booksshelf.vitalsource.com/#/books/9781119233404

No.	Judul	Pengarang	Penerbit	Tahun	Edisi	Kolasi	e-ISBN	p-ISBN	Anotasi	Link
192	Disaster Risk Reduction for the Built Environment 	Bosher	Wiley-Blackwell	2016	–	304 hlm.	9781118921517	–	<p>Disaster Risk Reduction For The Built. Environment Provides A Multi-Faceted Introduction To How A Wide Range Of Risk Reduction Options Can Be Mainstreamed Into Formal And Informal Construction Decision Making Processes, So That Disaster Risk Reduction (DRR) Can Become Part Of The 'Developmental DNA'. The Contents Highlight The Positive Roles That Practitioners Such As Civil And Structural Engineers, Urban Planners And Designers, And Architects (To Name Just A Few) Can Undertake To Ensure That Disaster Risk Is Addressed When (Re)Developing The Built Environment. The Book Does Not Set Out Prescriptive ('Context Blind') Solutions To Complex Problems Because Such Solutions Can Invariably Generate New Problems. Instead It Raises Awareness, And In Doing So, Inspires A Broad Range Of People To Consider DRR In Their Work Or Everyday Practices. This Highly-Illustrated Text Book Provides A Broad Range Of Examples, Case Studies And Thinking Points That Can Help The Reader To Consider How DRR Approaches Might Be Adapted For Differing Contexts.</p>	https://bookshelf.vitalsource.com/#/books/9781118921517