

# DOWNLOAD CASE STUDY MIT FREE

## **Learning to Communicate in Science and Engineering**

Case studies and pedagogical strategies to help science and engineering students improve their writing and speaking skills while developing professional identities. To many science and engineering students, the task of writing may seem irrelevant to their future professional careers. At MIT, however, students discover that writing about their technical work is important not only in solving real-world problems but also in developing their professional identities. MIT puts into practice the belief that “engineers who don't write well end up working for engineers who do write well,” requiring all students to take “communications-intensive” classes in which they learn from MIT faculty and writing instructors how to express their ideas in writing and in presentations. Students are challenged not only to think like professional scientists and engineers but also to communicate like them. This book offers in-depth case studies and pedagogical strategies from a range of science and engineering communication-intensive classes at MIT. It traces the progress of seventeen students from diverse backgrounds in seven classes that span five departments. Undergraduates in biology attempt to turn scientific findings into a research article; graduate students learn to define their research for scientific grant writing; undergraduates in biomedical engineering learn to use data as evidence; and students in aeronautic and astronautic engineering learn to communicate collaboratively. Each case study is introduced by a description of its theoretical and curricular context and an outline of the objectives for the students' activities. The studies describe the on-the-ground realities of working with faculty, staff, and students to achieve communication and course goals, offering lessons that can be easily applied to a wide variety of settings and institutions.

## **Case Studies and Theory Development in the Social Sciences**

The use of case studies to build and test theories in political science and the other social sciences has increased in recent years. Many scholars have argued that the social sciences rely too heavily on quantitative research and formal models and have attempted to develop and refine rigorous methods for using case studies. This text presents a comprehensive analysis of research methods using case studies and examines the place of case studies in social science methodology. It argues that case studies, statistical methods, and formal models are complementary rather than competitive. The book explains how to design case study research that will produce results useful to policymakers and emphasizes the importance of developing policy-relevant theories. It offers three major contributions to case study methodology: an emphasis on the importance of within-case analysis, a detailed discussion of process tracing, and development of the concept of typological theories. *Case Studies and Theory Development in the Social Sciences* will be particularly useful to graduate students and scholars in social science methodology and the philosophy of science, as well as to those designing new research projects, and will contribute greatly to the broader debate about scientific methods.

## **Management**

The MIT Sloan School of Management, as conceived by the legendary General Motors chairman Alfred P. Sloan, was founded in 1952 to draw on the scientific and technical resources of MIT and approach the problems of management with the rigorous research practices for which MIT was famous. Fifty years later, the Sloan School gathered international leaders in business and management, MIT faculty, students, and alumni to address again the basic principles that should guide business and management. This book presents the papers prepared by student-faculty teams, speeches by business and world leaders, and summaries of the discussions from this special convocation; taken together, they offer a guide to the future of management

based on the hallmarks of MIT and Sloan--creativity and innovation. The topics considered coalesced around three main themes. First, and paramount, is the necessity of building and maintaining trust by means of openness, transparency, and accountability; this was addressed in speeches by Kofi Annan and Carly Fiorina and exemplified by the case study presented of Nike's efforts to rebuild the trust of customers. The increasingly complex conditions of the modern global economy emerged as another recurring theme, as the participants considered the effect of the growing spectrum of stakeholders on issues of corporate governance. The third common theme was the inescapability of technological and scientific change, from the Internet as a marketing tool to the organizational impact of information technology.

## **Case Studies in Biomedical Research Ethics**

An overview of the key debates in biomedical research ethics, presented through a wide-ranging selection of case studies.

## **The Transformation Myth**

In this business bestseller, how companies can adapt in an era of continuous disruption: a guide to responding to such acute crises as COVID-19. Gold Medalist in Business Disruption/Reinvention. When COVID-19 hit, businesses had to respond almost instantaneously--shifting employees to remote work, repairing broken supply chains, keeping pace with dramatically fluctuating customer demand. They were forced to adapt to a confluence of multiple disruptions inextricably linked to a longer-term, ongoing digital disruption. This book shows that companies that use disruption as an opportunity for innovation emerge from it stronger.

Companies that merely attempt to \"weather the storm\" until things go back to normal (or the next normal), on the other hand, miss an opportunity to thrive. The authors, all experts on business and technology strategy, show that transformation is not a one-and-done event, but a continuous process of adapting to a volatile and uncertain environment. Drawing on five years of research into digital disruption--including a series of interviews with business leaders conducted during the COVID-19 crisis--they offer a framework for understanding disruption and tools for navigating it. They outline the leadership traits, business principles, technological infrastructure, and organizational building blocks essential for adapting to disruption, with examples from real-world organizations. Technology, they remind readers, is not an end in itself, but enables the capabilities essential for surviving an uncertain future: nimbleness, scalability, stability, and optionality.

## **Learning with Cases**

Why the United States lags behind other industrialized countries in sharing the benefits of innovation with workers and how we can remedy the problem. The United States has too many low-quality, low-wage jobs. Every country has its share, but those in the United States are especially poorly paid and often without benefits. Meanwhile, overall productivity increases steadily and new technology has transformed large parts of the economy, enhancing the skills and paychecks of higher paid knowledge workers. What's wrong with this picture? Why have so many workers benefited so little from decades of growth? The Work of the Future shows that technology is neither the problem nor the solution. We can build better jobs if we create institutions that leverage technological innovation and also support workers through long cycles of technological transformation. Building on findings from the multiyear MIT Task Force on the Work of the Future, the book argues that we must foster institutional innovations that complement technological change. Skills programs that emphasize work-based and hybrid learning (in person and online), for example, empower workers to become and remain productive in a continuously evolving workplace. Industries fueled by new technology that augments workers can supply good jobs, and federal investment in R&D can help make these industries worker-friendly. We must act to ensure that the labor market of the future offers benefits, opportunity, and a measure of economic security to all.

## **The Work of the Future**

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## **Management**

A practical guide to neural data analysis techniques that presents sample datasets and hands-on methods for analyzing the data. As neural data becomes increasingly complex, neuroscientists now require skills in computer programming, statistics, and data analysis. This book teaches practical neural data analysis techniques by presenting example datasets and developing techniques and tools for analyzing them. Each chapter begins with a specific example of neural data, which motivates mathematical and statistical analysis methods that are then applied to the data. This practical, hands-on approach is unique among data analysis textbooks and guides, and equips the reader with the tools necessary for real-world neural data analysis. The book begins with an introduction to MATLAB, the most common programming platform in neuroscience, which is used in the book. (Readers familiar with MATLAB can skip this chapter and might decide to focus on data type or method type.) The book goes on to cover neural field data and spike train data, spectral analysis, generalized linear models, coherence, and cross-frequency coupling. Each chapter offers a stand-alone case study that can be used separately as part of a targeted investigation. The book includes some mathematical discussion but does not focus on mathematical or statistical theory, emphasizing the practical instead. References are included for readers who want to explore the theoretical more deeply. The data and accompanying MATLAB code are freely available on the authors' website. The book can be used for upper-level undergraduate or graduate courses or as a professional reference. A version of this textbook with all of the examples in Python is available on the MIT Press website.

## **Case Studies in Neural Data Analysis**

Introduces the International Regimes Database (IRD), which enables scholars to study international regimes quantitatively; includes a description and demonstration of the database as well as a CD with the data protocol and current data.

## **Analyzing International Environmental Regimes**

The use of case studies to build and test theories in political science and the other social sciences has increased in recent years. Many scholars have argued that the social sciences rely too heavily on quantitative research and formal models and have attempted to develop and refine rigorous methods for using case studies. This text presents a comprehensive analysis of research methods using case studies and examines the place of case studies in social science methodology. It argues that case studies, statistical methods, and formal models are complementary rather than competitive. The book explains how to design case study research that will produce results useful to policymakers and emphasizes the importance of developing policy-relevant theories. It offers three major contributions to case study methodology: an emphasis on the

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## **Case Studies and Theory Development in the Social Sciences**

Once again, new interpretations are presented of some of the most famous architecture of the period. Work by lesser-known architects, whose influence and role have been overlooked by conventional histories of the subject, is discussed. The case study structure allows each example to be discussed and used as a springboard to explore different theoretical approaches. Filled with beautiful photographs, plans and architect's drawings, this is a clear and accessible discussion on a period of architecture that engages many questions still under debate in architecture today.

## **Modern Architecture Through Case Studies 1945 to 1990**

Experiments in innovation, design, and democracy that search not for a killer app but for a collaboratively created sustainable future. Innovation and design need not be about the search for a killer app. Innovation and design can start in people's everyday activities. They can encompass local services, cultural production, arenas for public discourse, or technological platforms. The approach is participatory, collaborative, and engaging, with users and consumers acting as producers and creators. It is concerned less with making new things than with making a socially sustainable future. This book describes experiments in innovation, design, and democracy, undertaken largely by grassroots organizations, non-governmental organizations, and multi-ethnic working-class neighborhoods. These stories challenge the dominant perception of what constitutes successful innovations. They recount efforts at social innovation, opening the production process, challenging the creative class, and expanding the public sphere. The wide range of cases considered include a collective of immigrant women who perform collaborative services, the development of an open-hardware movement, grassroots journalism, and hip-hop performances on city buses. They point to the possibility of democratized innovation that goes beyond solo entrepreneurship and crowdsourcing in the service of corporations to include multiple futures imagined and made locally by often-marginalized publics. Contributors Måns Adler, Erling Björgvinsson, Karin Book, David Cuartielles, Pelle Ehn, Anders Emilson, Per-Anders Hillgren, Mads Hoby, Michael Krona, Per Linde, Kristina Lindström, Sanna Marttila, Elisabet M. Nilsson, Anna Seravalli, Pernilla Severson, Åsa Ståhl, Lucy Suchman, Richard Topgaard, Laura Watts

## **Making Futures**

This book describes patterns of behavior that collectively allow universities to exchange knowledge more effectively with industry, accelerate innovation and eventually contribute to economic development. These are based on the effective practices of leading and ambitious universities around the world that the authors have benchmarked, and the personal experiences of the authors in a number of international institution building projects, including those of MIT. The authors provide guidance that is globally applicable, but must be locally adapted. The approach is first to describe the context in which universities act as engines of economic development, and then present a set of effective practices in four domains: education, research, innovation, and supporting practices. Each of these domains has three to six practices, and each practice is presented in a similar template, with an abstract, a rationale and description, key actions and one or two mini-case studies. The practices are summarized by integrative case studies. The book: Focuses on a globally adaptable set of effective practices, complemented by case studies, that can enhance universities' contribution to economic development, based on an integrated view of education, research and innovation; Presents effective practices and broader insights that come from real global experience, spelled out in templates and explained by cases; Includes tangible resources for university leaders, policy makers and funders on how to proceed.

## **Universities as Engines of Economic Development**

Because they are analytical rather than descriptive, the case studies are not typical teaching cases. The cases are paired with customized game-theoretic models that cover a wide range of commitment decisions, from short-run commitments such as price to longer-run commitments such as capacity expansion and reduction, product and process innovation, and battles for market share. A variety of quantitative and qualitative techniques are used to test the models' predictions on case data.

## **Games Businesses Play**

Examinations of civic engagement in digital culture—the technologies, designs, and practices that support connection through common purpose in civic, political, and social life. Countless people around the world harness the affordances of digital media to enable democratic participation, coordinate disaster relief, campaign for policy change, and strengthen local advocacy groups. The world watched as activists used social media to organize protests during the Arab Spring, Occupy Wall Street, and Hong Kong's Umbrella Revolution. Many governmental and community organizations changed their mission and function as they adopted new digital tools and practices. This book examines the use of “civic media”—the technologies, designs, and practices that support connection through common purpose in civic, political, and social life. Scholars from a range of disciplines and practitioners from a variety of organizations offer analyses and case studies that explore the theory and practice of civic media. The contributors set out the conceptual context for the intersection of civic and media; examine the pressure to innovate and the sustainability of innovation; explore play as a template for resistance; look at civic education; discuss media-enabled activism in communities; and consider methods and funding for civic media research. The case studies that round out each section range from a “debt resistance” movement to government service delivery ratings to the “It Gets Better” campaign aimed at combating suicide among lesbian, gay, bisexual, transgender, and queer youth. The book offers a valuable interdisciplinary dialogue on the challenges and opportunities of the increasingly influential space of civic media.

## **Civic Media**

Today's leading authority on the subject of this text is the author, MIT Standish Professor of Management and Director of the System Dynamics Group, John D. Sterman. Sterman's objective is to explain, in a true textbook format, what system dynamics is, and how it can be successfully applied to solve business and organizational problems. System dynamics is both a currently utilized approach to organizational problem solving at the professional level, and a field of study in business, engineering, and social and physical sciences.

## **Business Dynamics: Systems Thinking and Modeling for a Complex World with CD-ROM**

Practical advice for redesigning “big, old” companies for digital success, with examples from Amazon, BNY Mellon, LEGO, Philips, USAA, and many other global organizations. Most established companies have deployed such digital technologies as the cloud, mobile apps, the internet of things, and artificial intelligence. But few established companies are designed for digital. This book offers an essential guide for retooling organizations for digital success. In the digital economy, rapid pace of change in technology capabilities and customer desires means that business strategy must be fluid. As a result, the authors explain, business design has become a critical management responsibility. Effective business design enables a company to quickly pivot in response to new competitive threats and opportunities. Most leaders today, however, rely on organizational structure to implement strategy, unaware that structure inhibits, rather than enables, agility. In companies that are designed for digital, people, processes, data, and technology are synchronized to identify and deliver innovative customer solutions--and redefine strategy. Digital design, not

strategy, is what separates winners from losers in the digital economy. *Designed for Digital* offers practical advice on digital transformation, with examples that include Amazon, BNY Mellon, DBS Bank, LEGO, Philips, Schneider Electric, USAA, and many other global organizations. Drawing on five years of research and in-depth case studies, the book is an essential guide for companies that want to disrupt rather than be disrupted in the new digital landscape.

## **Designed for Digital**

24 Steps to Success! *Disciplined Entrepreneurship* will change the way you think about starting a company. Many believe that entrepreneurship cannot be taught, but great entrepreneurs aren't born with something special – they simply make great products. This book will show you how to create a successful startup through developing an innovative product. It breaks down the necessary processes into an integrated, comprehensive, and proven 24-step framework that any industrious person can learn and apply. You will learn: Why the “F” word – focus – is crucial to a startup's success Common obstacles that entrepreneurs face – and how to overcome them How to use innovation to stand out in the crowd – it's not just about technology Whether you're a first-time or repeat entrepreneur, *Disciplined Entrepreneurship* gives you the tools you need to improve your odds of making a product people want. Author Bill Aulet is the managing director of the Martin Trust Center for MIT Entrepreneurship as well as a senior lecturer at the MIT Sloan School of Management. For more please visit <http://disciplinedentrepreneurship.com/>

## **Disciplined Entrepreneurship**

In *Coordinating Technology*, Susanne Schmidt and Raymund Werle present three case studies that highlight the actors, the process, the politics, and the influence exerted by international organizations in the construction of standards. The case studies concern the standards for facsimile terminals and transmission, videotex (a service that, with the exception of the French Minitel service, largely failed), and electronic mail. Schmidt and Werle follow each story from the realization by certain actors of the need for a standard, through complex negotiation processes involving many economic, political, and social interests, to the final agreement on a standard. In their analysis of these cases, they emphasize the many ways in which the processes are embedded in institutional structures and argue for the value of an institutionalist approach to technology studies.

## **Coordinating Technology**

The book includes 15 global case studies.

## **Strategy Case Studies**

The relationship between infrastructure governance and the ways we read and represent waste systems, examined through three waste tracking and participatory sensing projects. Waste is material information. Landfills are detailed records of everyday consumption and behavior; much of what we know about the distant past we know from discarded objects unearthed by archaeologists and interpreted by historians. And yet the systems and infrastructures that process our waste often remain opaque. In this book, Dietmar Offenhuber examines waste from the perspective of information, considering emerging practices and technologies for making waste systems legible and how the resulting datasets and visualizations shape infrastructure governance. He does so by looking at three waste tracking and participatory sensing projects in Seattle, São Paulo, and Boston. Offenhuber expands the notion of urban legibility—the idea that the city can be read like a text—to introduce the concept of infrastructure legibility. He argues that infrastructure governance is enacted through representations of the infrastructural system, and that these representations stem from the different stakeholders' interests, which drive their efforts to make the system legible. The Trash Track project in Seattle used sensor technology to map discarded items through the waste and recycling systems; the Forager project looked at the informal organization processes of waste pickers

working for Brazilian recycling cooperatives; and mobile systems designed by the city of Boston allowed residents to report such infrastructure failures as potholes and garbage spills. Through these case studies, Offenhuber outlines an emerging paradigm of infrastructure governance based on a complex negotiation among users, technology, and the city.

## **Waste Is Information**

The second edition of a comprehensive introduction to machine learning approaches used in predictive data analytics, covering both theory and practice. Machine learning is often used to build predictive models by extracting patterns from large datasets. These models are used in predictive data analytics applications including price prediction, risk assessment, predicting customer behavior, and document classification. This introductory textbook offers a detailed and focused treatment of the most important machine learning approaches used in predictive data analytics, covering both theoretical concepts and practical applications. Technical and mathematical material is augmented with explanatory worked examples, and case studies illustrate the application of these models in the broader business context. This second edition covers recent developments in machine learning, especially in a new chapter on deep learning, and two new chapters that go beyond predictive analytics to cover unsupervised learning and reinforcement learning.

## **Fundamentals of Machine Learning for Predictive Data Analytics, second edition**

Explains how today's workers are a company's greatest asset and should be treated as such and discusses the flaws in the trend that sent service, manufacturing and retail sector jobs overseas in an effort to stay competitive through reduced wages and benefits. 25,000 first printing.

## **The Good Jobs Strategy**

Since the 1970s the cognitive sciences have offered multidisciplinary ways of understanding the mind and cognition. The MIT Encyclopedia of the Cognitive Sciences (MITECS) is a landmark, comprehensive reference work that represents the methodological and theoretical diversity of this changing field. At the core of the encyclopedia are 471 concise entries, from Acquisition and Adaptationism to Wundt and X-bar Theory. Each article, written by a leading researcher in the field, provides an accessible introduction to an important concept in the cognitive sciences, as well as references or further readings. Six extended essays, which collectively serve as a roadmap to the articles, provide overviews of each of six major areas of cognitive science: Philosophy; Psychology; Neurosciences; Computational Intelligence; Linguistics and Language; and Culture, Cognition, and Evolution. For both students and researchers, MITECS will be an indispensable guide to the current state of the cognitive sciences.

## **The MIT Encyclopedia of the Cognitive Sciences (MITECS)**

The evolution of MIT, as seen in a series of crucial decisions over the years.

## **Becoming MIT**

An empirically rich study of the influence of social networks on corporate governance across countries and the emergence of a new transnational community. The financial crisis of 2008 laid bare the hidden network of relationships in corporate governance: who owes what to whom, who will stand by whom in times of crisis, what governs the provision of credit when no one seems to have credit. This book maps the influence of these types of economic and social networks—communities of agents (people or firms) and the ties among them—on corporate behavior and governance. The empirically rich studies in the book are largely concerned with mechanisms for the emergence of governance networks rather than with what determines the best outcomes. The chapters identify “structural breaks”—privatization, for example, or globalization—and assess

why powerful actors across countries behaved similarly or differently in terms of network properties and corporate governance. The chapters examine, among other topics, the surprisingly heterogeneous network structures that contradict the common belief in a single Anglo-Saxon model; the variation in network trajectories among the formerly communist countries including China; signs of convergence in response to the common structural breaks in Europe; the growing structural power of women due to gains in gender diversity on corporate governance in Scandinavia; the “small world” of merger and acquisition activity in Germany and the United States; the properties of a global and transnational governance network; and application of agent-based models to understanding the emergence of governance.

## **The Small Worlds of Corporate Governance**

A guide to principles and methods for the management, archiving, sharing, and citing of linguistic research data, especially digital data. “Doing language science” depends on collecting, transcribing, annotating, analyzing, storing, and sharing linguistic research data. This volume offers a guide to linguistic data management, engaging with current trends toward the transformation of linguistics into a more data-driven and reproducible scientific endeavor. It offers both principles and methods, presenting the conceptual foundations of linguistic data management and a series of case studies, each of which demonstrates a concrete application of abstract principles in a current practice. In part 1, contributors bring together knowledge from information science, archiving, and data stewardship relevant to linguistic data management. Topics covered include implementation principles, archiving data, finding and using datasets, and the valuation of time and effort involved in data management. Part 2 presents snapshots of practices across various subfields, with each chapter presenting a unique data management project with generalizable guidance for researchers. The Open Handbook of Linguistic Data Management is an essential addition to the toolkit of every linguist, guiding researchers toward making their data FAIR: Findable, Accessible, Interoperable, and Reusable.

## **The Open Handbook of Linguistic Data Management**

Firms with superior IT governance have more than 25% higher profits than firms with poor governance given the same strategic objectives. These top performers have custom designed IT governance for their strategies. Just as corporate governance aims to ensure quality decisions about all corporate assets, IT governance links IT decisions with company objectives and monitors performance and accountability. Based on a study of 250 enterprises worldwide, IT Governance shows how to design and implement a system of decision rights that will transform IT from an expense to a profitable investment.

## **IT Governance**

A new approach to safety, based on systems thinking, that is more effective, less costly, and easier to use than current techniques. Engineering has experienced a technological revolution, but the basic engineering techniques applied in safety and reliability engineering, created in a simpler, analog world, have changed very little over the years. In this groundbreaking book, Nancy Leveson proposes a new approach to safety—more suited to today's complex, sociotechnical, software-intensive world—based on modern systems thinking and systems theory. Revisiting and updating ideas pioneered by 1950s aerospace engineers in their System Safety concept, and testing her new model extensively on real-world examples, Leveson has created a new approach to safety that is more effective, less expensive, and easier to use than current techniques. Arguing that traditional models of causality are inadequate, Leveson presents a new, extended model of causation (Systems-Theoretic Accident Model and Processes, or STAMP), then shows how the new model can be used to create techniques for system safety engineering, including accident analysis, hazard analysis, system design, safety in operations, and management of safety-critical systems. She applies the new techniques to real-world events including the friendly-fire loss of a U.S. Blackhawk helicopter in the first Gulf War; the Vioxx recall; the U.S. Navy SUBSAFE program; and the bacterial contamination of a public water supply in a Canadian town. Leveson's approach is relevant even beyond safety engineering, offering



techniques for “reengineering” any large sociotechnical system to improve safety and manage risk.

## **Engineering a Safer World**

A clear-eyed look at how AI can complement (rather than eliminate) human jobs, with real-world examples from companies that range from Netflix to Walmart. Descriptions of AI's possible effects on businesses and their employees cycle between utopian hype and alarmist doomsaying. This book from MIT Sloan Management Review avoids both these extremes, providing instead a clear-eyed look at how AI can complement (rather than eliminate) human jobs, with real-world examples from companies that range from Netflix to Walmart. The contributors show that organizations can create business value with AI by cooperating with it rather than relinquishing control to it. The smartest companies know that they don't need AI that mimics humans because they already have access to resources with human capability—actual humans. The book acknowledges the prominent role of such leading technology companies as Facebook, Apple, Amazon, Netflix, and Google in applying AI to their businesses, but it goes beyond the FAANG cohort to look at AI applications in many nontechnology companies, including DHL and Fidelity. The chapters address such topics as retraining workers (who may be more ready for change than their companies are); the importance of motivated and knowledgeable leaders; the danger that AI will entrench less-than-ideal legacy processes; ways that AI could promote gender equality and diversity; AI and the global loneliness epidemic; and the benefits of robot–human collaboration. Contributors Cynthia M. Beath, Megan Beck, Joe Biron, Erik Brynjolfsson, Jacques Bughin, Rumman Chowdhury, Paul R. Daugherty, Thomas H. Davenport, Chris DeBrusk, Berkeley J. Dietvorst, Janet Foutty, James R. Freeland, R. Edward Freeman, Julian Friedland, Lynda Gratton, Francis Hintermann, Vivek Katyal, David Kiron, Frieda Klotz, Jonathan Lang, Barry Libert, Paul Michelman, Daniel Rock, Sam Ransbotham, Jeanne W. Ross, Eva Sage-Gavin, Chad Syverson, Monideepa Tarafdar, Gregory Unruh, Madhu Vazirani, H. James Wilson

## **How AI Is Transforming the Organization**

Branding guru Aaker shows how to eliminate the competition and become the lead brand in your market This ground-breaking book defines the concept of brand relevance using dozens of case studies-Prius, Whole Foods, Westin, iPad and more-and explains how brand relevance drives market dynamics, which generates opportunities for your brand and threats for the competition. Aaker reveals how these companies have made other brands in their categories irrelevant. Key points: When managing a new category of product, treat it as if it were a brand; By failing to produce what customers want or losing momentum and visibility, your brand becomes irrelevant; and create barriers to competitors by supporting innovation at every level of the organization. Using dozens of case studies, shows how to create or dominate new categories or subcategories, making competitors irrelevant Shows how to manage the new category or subcategory as if it were a brand and how to create barriers to competitors Describes the threat of becoming irrelevant by failing to make what customer are buying or losing energy David Aaker, the author of four brand books, has been called the father of branding This book offers insight for creating and/or owning a new business arena. Instead of being the best, the goal is to be the only brand around-making competitors irrelevant.

## **Brand Relevance**

A rich case-study analysis of open source software adoption by public organizations in different countries and settings. Government agencies and public organizations often consider adopting open source software (OSS) for reasons of transparency, cost, citizen access, and greater efficiency in communication and delivering services. Adopting Open Source Software offers five richly detailed real-world case studies of OSS adoption by public organizations. The authors analyze the cases and develop an overarching, conceptual framework to clarify the various enablers and inhibitors of OSS adoption in the public sector. The book provides a useful resource for policymakers, practitioners, and academics. The five cases of OSS adoption include a hospital in Ireland; an IT consortium serving all the municipalities of the province of Bozen-Bolzano, Italy; schools and public offices in the Extremadura region of Spain; the Massachusetts state

government's open standards policy in the United States; and the ICT department of the Italian Chamber of Deputies. The book provides a comparative analysis of these cases around the issues of motivation, strategies, technologies, economic and social aspects, and the implications for theory and practice.

## **Adopting Open Source Software**

Experts discuss moving beyond the notion of electronic government and its focus on technology and efficiency to a broader concept of "information government" that incorporates the role of information flows within government, between government and citizens, and among citizens themselves.

## **Governance and Information Technology**

This book addresses a wide range of topics in areas of intelligent systems and artificial intelligence and their real-world applications. The 22 chapters have been selected from the 168 papers published in the proceedings of the SAI Intelligent Systems Conference 2016 (IntelliSys 2016), which received highly positive feedback in peer reviews. The IntelliSys 2016 conference was held in London on 21–22 September 2016. This fascinating book offers readers state-of-the-art intelligent methods and techniques for solving real-world problems along with a vision of future research.

## **Intelligent Systems and Applications**

This book trains the next generation of scientists representing different disciplines to leverage the data generated during routine patient care. It formulates a more complete lexicon of evidence-based recommendations and support shared, ethical decision making by doctors with their patients. Diagnostic and therapeutic technologies continue to evolve rapidly, and both individual practitioners and clinical teams face increasingly complex ethical decisions. Unfortunately, the current state of medical knowledge does not provide the guidance to make the majority of clinical decisions on the basis of evidence. The present research infrastructure is inefficient and frequently produces unreliable results that cannot be replicated. Even randomized controlled trials (RCTs), the traditional gold standards of the research reliability hierarchy, are not without limitations. They can be costly, labor intensive, and slow, and can return results that are seldom generalizable to every patient population. Furthermore, many pertinent but unresolved clinical and medical systems issues do not seem to have attracted the interest of the research enterprise, which has come to focus instead on cellular and molecular investigations and single-agent (e.g., a drug or device) effects. For clinicians, the end result is a bit of a "data desert" when it comes to making decisions. The new research infrastructure proposed in this book will help the medical profession to make ethically sound and well informed decisions for their patients.

## **Secondary Analysis of Electronic Health Records**

The response from the jewelry industry to a campaign for ethically sourced gold as a case study in the power of business in global environmental politics. Gold mining can be a dirty business. It creates immense amounts of toxic materials that are difficult to dispose of. Mines are often developed without community consent, and working conditions for miners can be poor. Income from gold has funded wars. And consumers buy wedding rings and gold chains not knowing about any of this. In *Dirty Gold*, Michael Bloomfield shows what happened when Earthworks, a small Washington-based NGO, launched a campaign for ethically sourced gold in the consumer jewelry market, targeting Tiffany and other major firms. The unfolding of the campaign and its effect on the jewelry industry offer a lesson in the growing influence of business in global environmental politics. Earthworks planned a "shame" campaign, aimed at the companies' brands and reputations, betting that firms like Tiffany would not want to be associated with pollution, violence, and exploitation. As it happened, Tiffany contacted Earthworks before they could launch the campaign; the company was already looking for partners in finding ethically sourced gold. Bloomfield examines the responses of three companies to "No Dirty Gold" activism: Tiffany, Wal-Mart, and Brilliant Earth, a small

company selling ethical jewelry. He finds they offer a case study in how firms respond to activist pressure and what happens when businesses participate in such private governance schemes as the “Golden Rules” and the “Conflict-Free Gold Standard.” Taking a firm-level view, Bloomfield examines the different opportunities for and constraints on corporate political mobilization within the industry.

## **Dirty Gold**

Discovery, Innovation, and Risk presents brief descriptions of selected scientific principles in the context of interesting technological examples to illustrate the complex interplay among science, engineering, and society.

## **Energy Research Abstracts**

Regional Development Policy

[introduction to radar systems solution manual](#)

[the price of salt or carol](#)

[robin air 34700 manual](#)

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