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Fletcher presents mixed-logic design (in which some signals are "active high" and some are "active low") not as a complicated and exotic exception to be avoided, but as the natural way to approach all digital designs. He teaches not so much a process to follow or a set of rules, but a way of thinking.

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

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Great technology alone is rarely sufficient today to ensure a product's success. At Microsoft, scenario-focused engineering is a customer-centric, iterative approach used to design and deliver the deeper experiences and emotional engagement customers demand in new products. In this book, you'll discover the proven practices and lessons learned from real-world implementations of this approach, including: Why design matters: Understand a competitive landscape where customers are no longer satisfied by products that are merely useful, but respond instead to products they crave using. What it means to be customer focused: Recognize that you are not the customer, understand customers can have difficulty articulating what they want, and apply techniques that uncover their unspoken needs. How to iterate effectively: Implement a development system that is flexible enough to respond to early and continuous feedback, and enables experimentation with multiple ideas and feedback loops simultaneously. How to bridge the culture gap: In an engineering environment traditionally rooted in strong analytics, the ideas and practices for scenario-focused engineering may not be intuitive. Learn how to change team mindset from deciding what a product, service, or device will do, to discovering what customers actually want and what will work for them in real-life scenarios. Connections with Lean and Agile approaches: See the connections, gaps, and overlaps among the Lean, Agile, and Scenario-Focused Engineering methodologies, and achieve a more holistic view of software development.

This “fascinating” (Malcolm Gladwell, New York Times bestselling author of *Outliers*) examination of literary inventions through the ages, from ancient Mesopotamia to Elena Ferrante, shows how writers have created technical breakthroughs—rivaling scientific

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inventions—and engineering enhancements to the human heart and mind. Literature is a technology like any other. And the writers we revere—from Homer, Shakespeare, Austen, and others—each made a unique technical breakthrough that can be viewed as both a narrative and neuroscientific advancement. Literature’s great invention was to address problems we could not solve: not how to start a fire or build a boat, but how to live and love; how to maintain courage in the face of death; how to account for the fact that we exist at all. Wonderworks reviews the blueprints for twenty-five of the most significant developments in the history of literature. These inventions can be scientifically shown to alleviate grief, trauma, loneliness, anxiety, numbness, depression, pessimism, and ennui, while sparking creativity, courage, love, empathy, hope, joy, and positive change. They can be found throughout literature—from ancient Chinese lyrics to Shakespeare’s plays, poetry to nursery rhymes and fairy tales, and crime novels to slave narratives. A “refreshing and remarkable” (Jay Parini, author of *Borges and Me: An Encounter*) exploration of the new literary field of story science, Wonderworks teaches you everything you wish you learned in your English class, and “contains many instances of critical insight....What’s most interesting about this compendium is its understanding of imaginative representation as a technology” (The New York Times).

Visual Communication for Architects and Designers teaches you the art of designing a concise, clear, compelling and effective visual and verbal presentation. Margaret Fletcher has developed a reference manual of best practices that gives you the necessary tools to present your work in the best way possible. It includes an impressive 750 presentation examples by over 180 designers from 24 countries in North America, South America, Europe, the Middle

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East, Asia, Oceania and Africa. This book offers actionable advice to solve a variety of complex presentation challenges. You will learn how to: Understand differences in communication design, representation design and presentation design and know how to use these skills to your advantage; Structure the visual and verbal argument in your presentation; Design your presentation layouts, architectural competitions, boards and digital presentations; Manage issues related to the presentation of architectural and design ideas; Present yourself professionally. Your ability to communicate your design ideas to others is an invaluable and important skill. *Visual Communication for Architects and Designers* shows you how to develop and implement these skills and gain command of your presentations.

Constructing the Persuasive Portfolio helps you learn the art of designing a compelling and effective architectural portfolio. Margaret Fletcher categorizes the architectural portfolio design process into a step-by-step method that you can manage and understand. The full-color book includes 400 portfolio examples from 55 designers, along with more than 50 diagrams, and a set of 48 design actions that are marked throughout. You will learn how to: -Identify your readership -Collect, document, and catalog your work -Organize your portfolio -Visually structure your portfolio -Design your layout -Manage both printed and digital portfolio formats As your ultimate persuasive tool, your portfolio is the single most important design exercise of your academic and professional career. *Constructing the Persuasive Portfolio* shows you everything you need to know to create your portfolio and is the only portfolio design book you will ever need!

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Hardware -- Logic Design.

Engineering Digital Design, Second Edition provides the most extensive coverage of any available textbook in digital logic and design. The new REVISED Second Edition published in September of 2002 provides 5 productivity tools free on the accompanying CD ROM. This software is also included on the Instructor's Manual CD ROM and complete instructions accompany each software program. In the REVISED Second Edition modern notation combines with state-of-the-art treatment of the most important subjects in digital design to provide the student with the background needed to enter industry or graduate study at a competitive level. Combinatorial logic design and synchronous and asynchronous sequential machine design methods are given equal weight, and new ideas and design approaches are explored. The productivity tools provided on the accompanying CD are outlined below: [1] EXL-Sim2002 logic simulator: EXL-Sim2002 is a full-featured, interactive, schematic-capture and simulation program that is ideally suited for use with the text at either the entry or advanced-level of logic design. Its many features include drag-and-drop capability, rubber banding, mixed logic and positive logic simulations, macro generation, individual and global (or randomized) delay assignments, connection features that eliminate the need for wire connections, schematic page sizing and zooming, waveform zooming and scrolling, a variety of printout capabilities, and a host of other useful features. [2] BOOZER logic minimizer: BOOZER is a software minimization tool that is recommended for use with the text. It accepts entered variable (EV) or canonical (1's and 0's) data from K-maps or truth tables, with or without don't cares, and returns an optimal or near optimal single or multi-output solution. It can handle up to

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12 functions Boolean functions and as many inputs when used on modern computers. [3] ESPRESSO II logic minimizer: ESPRESSO II is another software minimization tool widely used in schools and industry. It supports advanced heuristic algorithms for minimization of two-level, multi-output Boolean functions but does not accept entered variables. It is also readily available from the University of California, Berkeley, 1986 VLSI Tools Distribution. [4] ADAM design software: ADAM (for Automated Design of Asynchronous Machines) is a very powerful productivity tool that permits the automated design of very complex asynchronous state machines, all free of timing defects. The input files are state tables for the desired state machines. The output files are given in the Berkeley format appropriate for directly programming PLAs. ADAM also allows the designer to design synchronous state machines, timing-defect-free. The options include the lumped path delay (LPD) model or NESTED CELL model for asynchronous FSM designs, and the use of D FLIP-FLOPs for synchronous FSM designs. The background for the use of ADAM is covered in Chapters 11, 14 and 16 of the REVISED 2nd Edition. [5] A-OPS design software: A-OPS (for Asynchronous One-hot Programmable Sequencers) is another very powerful productivity tool that permits the design of asynchronous and synchronous state machines by using a programmable sequencer kernel. This software generates a PLA or PAL output file (in Berkeley format) or the VHDL code for the automated timing-defect-free designs of the following: (a) Any 1-Hot programmable sequencer up to 10 states. (b) The 1-Hot design of multiple asynchronous or synchronous state machines driven by either PLDs or RAM. The input file is that of a state table for the desired state machine. This software can be used to design systems with the capability of instantly switching between several radically different controllers on a time-shared basis. The background for the

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use of A-OPS is covered in Chapters 13, 14 and 16 of the REVISED 2nd Edition.

Emerging technologies are having a profound impact upon business as individuals and organisations increasingly embrace the benefits of the ‘always on’ attitude that digital technologies produce. The use of the web, apps, cloud storage, GPS and Internet-connected devices has transformed the way we live, learn, play and interact – yet how a business can fully benefit from this transformation is not always clear. In response, this book enables students and business leaders to take a strategic and sustainable approach to realising the value of digital technologies. It offers results-driven solutions that successfully transform organisations into data-driven, people-focused businesses capable of sustainably competing at a global level. Split across four key parts, the material moves through understanding digital business to planning, implementing and assessing digital transformation. The current challenges facing all small organisations, including limited resources, financial pressures and the lack of dedicated IT departments, are explored. The authors consider the ways in which innovation can increase competitive advantage, how innovative business models can create new opportunities and how a data-driven perspective can release embedded value within the organisation. Contemporary international case studies and examples throughout each chapter bridge theory with practical application and systematically document the patterns of activities that enable success. This textbook is a vital resource for postgraduate and undergraduate students of digital business, innovation and transformation. By showing how to initiate digital transformation across an organisation, it will prepare business owners, directors and management of small- and medium-sized businesses to take strategic advantage of new and

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emerging technologies to stay ahead of their competition.

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