A5 05 Lufthansa And Graphic Design Visual History Of An Airplane

Published to instant acclaim in 2005, our best selling How to Be a Graphic Designer without Losing Your Soul has become a trusted resource for graphic designers around the world, combining practical advice with philosophical guidance to help young professionals embark on their careers. This new, expanded edition brings this essential text up to date with new chapters on professional skills, the creative process, and global trends that include social responsibility, ethics, and the rise of digital culture. How to Be a Graphic Designer offers clear, concise guidance along with focused, no-nonsense strategies for setting up, running, and promoting a studio; finding work; and collaborating with clients. The book also includes inspiring new interviews with leading designers, including Jonathan Barnbrook, Sara De Bondt, Stephen Doyle, Ben Drury, Paul Sahre, Dmitri Siegel, Sophie Thomas, and Magnus Vol Mathiassen

A ground-breaking 2005 exploration of multinational corporations that differs from other books on the subject by offering the reader a totally global perspective of multinationals without portraying them simply as economic entities. Written by experts on various aspects of the history, development, cultural and social implications of the multinational corporation, the book paints a compelling and coherent picture of the way these businesses affect almost all areas of our existence. As we might expect, the multinational company is shown to play a major role in the globalization that is reshaping so much of our lives.

'The next time you are tempted to design a logo, take a look at this book. Chances are, it has already been done. By raising the bar, this wonderful resource will make better designers 'of all of us.' – Michael Bierut of Pentagram Design, on the first edition of Logo This bestselling logo bible has provided graphic designers with an indispensable reference source for over a decade, and over 300 new logos have been added to this fully revised and updated edition. All the logos are grouped into categories such as crosses, stars, crowns, animals, and people, and are shown in black and white to emphasize the visual form of the logos. This offers designers a ready resource to draw upon in the research phase of identity projects. Logos are also indexed alphabetically by name of designer, and by industrial sector for ease of use.

This publication contains a collection of patterns designed by Karel Martens between 1960 and 2021. Although Martens is widely recognised for his specialisation in typography, the dozens of colourful full-page patterns shown here are devoid of any text, allowing the sequence to become a mesmerising pattern in itself.

Statistics of Financial Markets

Identity, Design and Culture

Guidelines and Standards for the Visual Design

Trademarks Designed by Chermayeff & Geismar

Pioneers of German Graphic Design

Los Logos 8

Corporate Diversity

This massive monograph on seminal designer Alexander Girard covers virtually every aspect of his distinctive career. One of the most prolific mid-20th century designers, Girard's work spanned many disciplines, including textile design, graphic design, typography, illustration, furniture design, interior design, product design, exhibit design, and architecture. Exhaustively researched and lovingly assembled by designer Todd Oldham, this tome is the definitive must-have book on Girard's oeuvre.Many of the designs featured here have never before been published. Oldham carefully went through the entire Girard archive to uncover many treasures as well as all of the most recognizable works by Girard. Girard is well known for his bold, colorful, and iconic textile designs for Herman Miller (1952-1975), which are extensively featured. These were often featured in conjunction with furniture designs by his contemporaries: Charles and Ray Eames, and George Nelson. His designs for La Fonda del Sol restaurant (1960) are an experiment with typography as a communication tool and large-scale environmental graphic. Textiles and Objects (1961) was a very influential New York store sponsored by Herman Miller that featured Girard's designs inspired by his travels and folk art collection. The Girard Foundation (1962) houses his own personal and extensive collection of folk art, textiles, toys, and objects from around the world. His complete environmental design for Braniff International Airways (1965) gave him the opportunity to work at all scales with color, graphics, textiles, and furniture design. He designed every aspect of the project himself, from the minute-sized sugar packets and the ticket counters to the graphic colors of the planes themselves. Alexander Girard's playful yet sophisticated designs continue to inspire new generations of artists and designers. The breadth and scope of his work is truly remarkable. This highly anticipated tome is the first major retrospective of this very accomplished and prolific designer, and has been painstakingly edited by renowned New York-based designer Todd Oldham.

A reissue of the design manual for the the most successful design of all Olympic Games in the original size and style.

The fascinating story of German graphic design analyzed in all its detail for the first time

Los Logos 8, the classic compilation and thoughtfully curated showcase of current developments in logo design, delves into the realm of an ever-evolving and always present branding component. Los Logos 8 is the authoritative reference on contemporary logo design. As with previous editions of Gestalten's indispensable Los Logos series, this expertly curated collection is both a guide to the latest innovations and a prognostication of coming trends. This edition looks further into the ever-changing world of this vital element of branding: the logo. An inevitable task on a designer's artistic and professional timeline, designing a logo is a lively and explorative mission. The fully indexed compendium showcases an unparalleled selection of cutting-edge examples from around the globe. A practical and insightful handbook of the current developments in logo design and a boundless source of inspiration, Los Logos 8 is a must have for any designer, brand manager, trend scout, or marketing strategist.

RFID Handbook

A Century of Art and Design

Graphic Design
Swiss Graphic Design and Advertising by Geigy 1940 - 1970
(Logo Beginners Guide, Logo Design Basics, Visual Branding Book)
Otl Aicher
Insights from the Language Pair English-German

This work celebrates the culture of air travel, from plane interiors and airline branding, to food and fashion. The book charts the development of all aspects of international air travel both, elegant and chic, kitsch and vulgar.

A nostalgic and celebratory look back at one hundred years of passenger flight, featuring full-color reproductions of route maps and posters from the world's most iconic airlines, from the author of bestselling cult classic Transit Maps of the World. In this gorgeously illustrated collection of airline route maps, Mark Ovenden and Maxwell Roberts look to the skies and transport readers to another time. Hundreds of images span a century of passenger flight, from the rudimentary trajectory of routes to the most intricately detailed birds-eye views of the land to be flown over. Advertisements for the first scheduled commercial passenger flights featured only a few destinations, with stunning views of the countryside and graphics of biplanes. As aviation took off, speed and mileage were trumpeted on bold posters featuring busy routes. Major airlines produced highly stylized illustrations of their global presence, establishing now-classic brands. With trendy and forward-looking designs, cartographers celebrated the coming together of different cultures and made the earth look ever smaller. Eventually, fleets got bigger and routes multiplied, and graphic designers have found creative new ways to display huge amounts of information. Airline hubs bring their own cultural mark and advertise their plentiful destination options. Innovative maps depict our busy world with webs of overlapping routes and networks of low-cost city-to-city hopping. But though flying has become more commonplace, Ovenden and Roberts remind us that early air travel was a glamorous affair for good reason. Airline Maps is a celebration of graphic design, cartographic skills and clever marketing, and a visual feast that reminds us to enjoy the journey as much as the destination.

Artificial intelligence (AI) is a branch of computer science that models the human ability of reasoning, usage of human language and organization of knowledge, solving problems and practically all other human intellectual abilities. Usually it is charact- ized by the application of heuristic methods because in the majority of cases there is no exact solution to this kind of problem. The Mexican International Conference on Artificial Intelligence (MICAI), a yearly international conference series organized by the Mexican Society for Artificial Int- ligence (SMIA), is a major international AI forum and the main event in the academic life of the country's growing AI community. In 2010, SMIA celebrated 10 years of activity related to the organization of MICAI as is represented in its slogan: "Ten years on the road with AI". MICAI conferences traditionally publish high-quality papers in all areas of arti- cial intelligence and its applications. The proceedings of the previous MICAI events were also published by Springer in its Lecture Notes in Artificial Intelligence (LNAI) series, vols. 1793, 2313, 2972, 3789, 4293, 4827, 5317, and 5845. Since its foun- tion in 2000, the conference has been growing in popularity and improving in quality.

The Logo Design Idea Book is an accessible introduction to the key elements of good logo design, including insights into the logos of iconic brands. This guide is an indispensable resource for anyone looking to learn the basic about designing a logo. The book introduces the key elements of good logo design and is perfect for graphic design and branding inspiration. Written by Steven Heller and Gail Anderson, world's leading authorities on design, The Logo Design Idea Book includes 50 logo examples of good ideas in the service of representation, reputation and identification. Arrows, swashes, swooshes, globes, sunbursts and parallel, vertical and horizontal lines, words, letters, shapes and pictures. Logos are the most ubiquitous and essential of all graphic design devices, representing ideas, beliefs and, of course, things. They primarily identify products, businesses and institutions but they are also associated, hopefully in a positive way, with the ethos or philosophy of those entities. Perfect for students, beginners or anyone curious about logo design! Chapters include: Give personality to letters Develop a memorable monogram Make a symbol carry the weight Transform from one identity to another Make a mnemonic Illustrate with wit and humor Include secret signs Get more design inspiration from other Idea Books: The Graphic Design Idea Book The Illustration Idea Book The Typography Idea Book

Guns of Special Forces 2001 2015
61 Books with Black Type on White Cover
A5/06 - HfG Ulm
Business Model Generation
Transportation Engineering and Planning
Neubau Forst Catalogue
Airline Maps

Where has everybody gone? Oh! They are busy finding out the weight of King's favourite elephant! Wondering how this will be done? Join Leelavati as she solves this maths mystery for you!

The book specifies a corpus architecture, including annotation and querying techniques, and its implementation. The corpus architecture is developed for empirical studies of translations, and beyond those for the study of texts which are inter-lingually comparable, particularly texts of similar registers. The compiled corpus, CroCo, is a resource for research and is, with some copyright restrictions, accessible to other research

projects. Most of the research was undertaken as part of a DFG-Project into linguistic properties of translations. Fundamentally, this research project was a corpus-based investigation into the language pair English-German. The long-term goal is a contribution to the study of translation as a contact variety, and beyond this to language comparison and language contact more generally with the language pair English - German as our object languages. This goal implies a thorough interest in possible specific properties of translations, and beyond this in an empirical translation theory. The methodology developed is not restricted to the traditional exclusively system-based comparison of earlier days, where real-text excerpts or constructed examples are used as mere illustrations of assumptions and claims, but instead implements an empirical research strategy involving structured data (the sub-corpora and their relationships to each other, annotated and aligned on various theoretically motivated levels of representation), the formation of hypotheses and their operationalizations, statistics on the data, critical examinations of their significance, and interpretation against the background of system-based comparisons and other independent sources of explanation for the phenomena observed. Further applications of the resource developed in computational linguistics are outlined and evaluated.

A wide, fascinating range of unusual possibilities is presented on 352 richly-illustrated pages: from stylish energy wonders for everyday life and multifunctional systems of furniture to the natural cosmetics of the future. The book also offers an insight in the basic principles of ecodesign.

The continued growth of e-commerce mandates the emergence of new technical standards and methods that will securely integrate online activities with pre-existing infrastructures, laws and processes. Protocols for Secure Electronic Commerce, Second Edition addresses the security portion of this challenge. It is a full compendium of the protocols for securing online commerce and payments, serving as an invaluable resource for students and professionals in the fields of computer science and engineering, IT security, and financial and banking technology. The initial sections provide a broad overview of electronic commerce, money, payment systems, and business-to-business commerce, followed by an examination of well-known protocols (SSL, TLS, WTLS, and SET). The book also explores encryption algorithms and methods, EDI, micropayment, and multiple aspects of digital money. Like its predecessor, this edition is a general analysis that provides many references to more technical resources. It delivers extensive revisions of previous chapters, along with new chapters on electronic commerce in society, new e-commerce systems, and the security of integrated circuit cards.

Ecodesign

Logo, revised edition

Best Practices for Graphic Designers, Color Works

Legacy

How to Weigh an Elephant

Exercises and Solutions

50 Jahre Lufthansa design

In this second volume, Jens Müller rounds off the most comprehensive exploration of graphic design to date. With around 3,500 seminal pieces and 78 landmark projects, year-by-year spreads, and profiles of industry leaders, discover how graphic design shaped contemporary society from the 1960s until today, from the hippie movement to new forms...

The Ulm School of Design (HfG Ulm) ranks among the world's most important institutions of the 20th century in modernist design. The meaning of design today cannot be understood without considering the developments at HfG. This massive impact of the HfG is all the more astounding, considering that it existed for only 15 years, from 1953 to 1968. This book provides a contextual and broadly illustrated history of the HfG Ulm.

In the 1950s and 60s, the design studio of J.R. Geigy AG was the launching pad for one of the great periods in Swiss graphic design. This marvelously-illustrated text is the first comprehensive presentation of Geigy design.

German designer and educator, Otl Aicher, was a pioneer of twentieth century graphic design, renowned for creating visual identities for numerous corporations (including Lufthansa, FSB, and ERCO) and his work on symbol systems. Aicher, inspired by his design system for the Munich Olympics in 1972, worked for over twenty years to create a completely visual language and is often referred to as the "father of modern pictograms." Born after World War I and raised during the takeover of the Nazi party in Germany, Aicher often used design as a method of political resistance and tool of social equality. He is known as much for his design philosophies as his completed work. He educated a generation future designers at the Hochschule für Gestaltung (HfG) in Ulm, Germany, the school he helped found in the 1950s and 60s. Late in life, Aicher collaborated repeatedly with British architect Norman Foster on designs for public buildings, integrating his interest in design with public planning. Aicher died in a car crash in 1991.

Alexander Girard: Popular Edition

9th Mexican International Conference on Artificial Intelligence, MICAI 2010, Pachuca, Mexico, November 8-13, 2010, Proceedings, Part I

KAREL MARTENS - PATTERNS.

Airline

Das Bild der Menschenrechte
Advances in Artificial Intelligence
Protocols for Secure Electronic Commerce
"International Trade Law offers comprehensive analysis of international sale transactions through case law, policy documents, legislation, international conventions and rules adopted by international organisations such as the ICC."--

The famous Italian designer Massimo Vignelli allows us a glimpse of his understanding of good design in this book, its rules and criteria. He uses numerous examples to convey applications in practice - from product design via signaletics and graphic design to Corporate Design. By doing this he is making an important manual available to young designers that in its clarity both in terms of subject matter and visually is entirely committed to Vignelli's modern design.

TMTrademarks Designed by Chermayeff & GeismarPrinceton Architectural Press

The NBC peacock, the PBS "everyman," the Chase Bank octagon, and hundreds of other outstanding trademarks have been created by one design firm, Chermayeff & Geismar Inc. Their logos and identity programs for high-profile corporations such as Mobil, Time Warner, Viacom, and Xerox, and for preeminent institutions such as the New York Public Library, Alvin Ailey Dance, the Smithsonian Institution, and the Museum of Modern Art, are instantly recognizable hallmarks of design. TM collects over 200 trademarks created over the 40-year history of the firm, which is led by Ivan Chermayeff, Tom Geismar, and Steff Geissbuhler. The variety and vitality of their work is reflected in this visually rich book, which serves an inspiration for designers as well as a reference to the best in trademark design.

Cross-Linguistic Corpora for the Study of Translations
A Handbook for Visionaries, Game Changers, and Challengers
Wim Crouwel
Urban Tree Collection for the Modern Architect & Designer

Concise Hisotry of the Ulm School of Design
Right Ways of Applying Color in Branding, Wayfinding, Information Design, Digital Environments and Pretty Much Everywhere Else
This is the go-to guide for designers as it outlines and details the essential color design skills needed to create successful, meaningful, and aesthetically compelling designs. Along with hands-on projects, it offers unique insights into strategy and business when working in the real world with real clients.Color Worksstarts with basic information on color practices and fundamentals, and then delves more deeply into theory and application on a project-by-project basis. Illustrated with real-world projects and case studies, this book offers a behind-the-scenes take on the design process and the necessary steps to go from concept to final outcome, including the challenges encountered along the way.

The third edition of International Marketing provides a complete introduction to international marketing in the twenty-first century. With up-to-date coverage of all core topics, an accessible writing style and distinct emphasis on culture, this new edition facilitates a deeper understanding of the subject. One of the only books to take a truly international approach, it's an ideal text for students studying international marketing.Generational dialogues between 40 world-renowned creatives exploring how the creative legacy of previous generations is being reinterpreted over time. Description What is this phenomenon we call 'legacy'? This intangible inheritance that we eventually leave for our posterity? Is it the creative and intellectual heritage that one generation passes on to the next? Conceived by Lukas Feireiss, the book at hand tries to probe this open question by engaging in critical dialogue different generations of creatives, connectors and thinkers alike. In some cases, between inherent legacy of parent and child, in many cases between mentor and students, or simply between friends. The more than 40 illustrious contributors to this dialogue derive from an array of fields of knowledge and experience. Their stories often provide very personal insights into their work and life. They also reveal a broader perspective on the overall realms of art, design, architecture, music, literature, photography and curation in the 20th and 21st century. With contributions by Olafur Eliasson and Einar Thorsteinn, Lukas Feireiss and Ai Weiwei, Charlie and Rem Koolhaas, Francesca Gavin and Kerry James Marshall, Sophie Lovell and Dieter Rams, Hans-Ulrich Obrist and Yona Friedman, Shumon Basar and Ken Adam, Carson Chan and Phyllis Lambert, Rachel and Daniel Libeskind, Andres Ramirez and Denise Scott Brown, Aric Chen and Arata Isozaki, Ahmir Questlove Thompson and George Clinton and many more.

Interdisciplinary introduction to transportation engineering serving as a comprehensive text as well as a frequently cited reference for a course in transportation engineering in the Civil Engineering Department.
International Trade Law
The Games of the XX Olympiad Munich 1972
Multinational Corporations and the New Global History
The Vignelli Canon
Fundamentals and Applications in Contactless Smart Cards, Radio Frequency Identification and Near-Field Communication
The History of Graphic Design, 1960-Today
Aircraft Yearbook
An A-Z guide for graphic designers who want to make expressive and distinctive work. Offers students, novice designers, and seasonal professionals on insider's guide to the complexities of current graphic design practice and thinking.
Covering recent technological advances in graphics and print production, this book explains the standard pre-press and printing processes, with attention to digital direct-to-plate offset and on- demand color printing. It also discusses Web production, highlighting the opportunities for online design work. Three hundred illustrations are featured, more than half in color. Pipes is a freelance illustrator and Web-master. Annotation copyrighted by Book News, Inc., Portland, OR.
The basic features of Deutsche Lufthansa's present corporate images were created by Otl Aicher almost 45 years ago, including graphic standards, photographic style,

packaging, exhibition systems, architectual characteristics, furnishings, equipment and service clothes.

"Neubau Forst Catalogue" is the 432-page print catalogue of a digital collection of tree silhouettes and sculptures seen at different seasons. Working by hand, the Neubau designers digitally removed the trees from their original Berlin surroundings and thereby crafted a body of visual material whose scope, outstanding quality of detail and excellent image resolution sets it clearly apart from conventional tree libraries compiled with autotracing tools. Each book contains an individual download code that guarantees you an exclusive discount of 25% on purchases from the data archive in the standard image (TIFF) and vector (EPS) format.

International Marketing

Die Schwingen des Kranichs

Global Approaches and New Opportunities

Financial Ecosystem and Strategy in the Digital Era

The Logo Design Idea Book

TM

How to Be a Graphic Designer without Losing Your Soul

Practice makes perfect. Therefore the best method of mastering models is working with them. This book contains a large collection of exercises and solutions which will help explain the statistics of financial markets. These practical examples are carefully presented and provide computational solutions to specific problems, all of which are calculated using R and Matlab. This study additionally looks at the concept of corresponding Quantlets, the name given to these program codes and which follow the name scheme SFSxyz123. The book is divided into three main parts, in which option pricing, time series analysis and advanced quantitative statistical techniques in finance is thoroughly discussed. The authors have overall successfully created the ideal balance between theoretical presentation and practical challenges.

"There is a remarkable paucity of pictorial material to draw on when discussing human rights and the way they are respected or infringed, yet we are deluged everyday in every medium with images that openly show violence. The result is a surfeit of cynicism. The Face of Human Rights presents no such exotic cruelty; rather, the photographs it gathers together capture injustice and evoke real feelings, inviting the reader to participate in an emotionally and intellectually sincere manner. Images of normality in a peaceful world complete the picture and, though they risk losing the reader too tuned into spectacle, they are worth the risk. The Face of Human Rights takes a novel approach to a critical topic, interspersing a visual interpretation of individual legal aspects with textual collages from historical and current human rights discussions. It offers facts and figures, and acknowledges the efforts governmental and non-governmental organizations are making to defend human rights and stamp out their infringement. This publication is intended to help an international public to understand the complex demands, connections, and obstacles involved in a just and fair life together for all human beings. 300,000 children under the age of 18 serve in government forces or armed rebel groups / there is no country in the world where women's wages are equal to those of men / the U.S. government confirms that over 200 inmates have been wrongly convicted since 1973 / average life expectancy in the world is now 66 years, 20 years more than in 1960 / 1.3 billion people still lack access to safe water and 2.3 billion to sanitation / the adult literacy rate worldwide has increased by more than one-third since 1970, but 70% of illiterates are women / over a quarter of the world's people do not get enough food / approximately one in every five black Americans is jailed at some time during their life. "

The designer Bernd Kuchenbeiser loves books some because of their content, some because of their appearance. His library expands constantly and not only for professional reasons; there are plenty of volumes he loves to have on his shelves simply because he finds them such beautifully designed objects. A "good book" and whatever it is that makes a book beautiful are not easy to define the details of a design may well suit one book to perfection, but be very much out of place with another publication. A good book never wants to be left on the shelf it needs to be read, examined, discussed, and it was with all of this in mind that the author launched his Website "A Good Book", where publications of many different genres are presented as if in an intimate diary, and discussed not only in terms of their content, but also in the context of their creative design, or the pleasures to be had from holding and examining them. He was quick to notice how many of these fine books had a simple design combination of black text on a white background. This observation is why 61 books with black type on white cover came into being as an "analog" selection from the website: each book here is presented with the cover, a bibliography and a short text, anecdote, or even a quotation to initiate discussion. Much care, effort and affection was lavished on compiling and designing a reader this is an anthology which of course also references the black and white thematic focus. 61 books with black type on white cover is available in two sizes: a small reader in paperback format or as a large display volume with the covers in the original dimensions.

Business Model Generation is a handbook for visionaries, game changers, and challengers striving to defy outmoded business models and design tomorrow's enterprises. If your organization needs to adapt to harsh new realities, but you don't yet have a strategy that will get you out in front of your competitors, you need Business Model Generation. Co-created by 470 "Business Model Canvas" practitioners from 45 countries, the book features a beautiful, highly visual, 4-color design that takes powerful strategic ideas and tools, and makes them easy to implement in your organization. It explains the most common Business Model patterns, based on concepts from leading business thinkers, and helps you reinterpret them for your own context. You will learn how to systematically understand, design, and implement a game-changing business model--or analyze and renovate an old one. Along the way, you'll understand at a much deeper level your customers, distribution channels, partners, revenue streams, costs, and your core value proposition. Business Model Generation features practical innovation techniques used today by leading consultants and companies worldwide, including 3M, Ericsson, Capgemini, Deloitte, and others. Designed for doers, it is for those ready to abandon outmoded thinking and embrace new models of value creation: for executives, consultants, entrepreneurs, and leaders of all organizations. If you're ready to change the rules, you belong to "the business model generation!"

Leviathans

A Graphic Odyssey : Catalogue
A User's Manual
Production for Graphic Designers
Generations of Creatives in Dialogue

In the years since 9/11 Special Forces of many nations have been in almost constant action in covert, high risk operations around the globe. These include the two long conflicts in Iraq and Afghanistan, fighting nationalist insurgents and jihadist terrorists, as well as other lesser known operations.The weapons used by SF are a constant source of interest and speculation, as are SF training, methods and vehicles.The armories of these elite units have developed rapidly to meet their demands and the ever more sophisticated threat. They include for example suppressed piston-driven carbines, programmable grenade launchers that airburst behind hidden enemy and sniper rifles of extreme accuracy and range.This highly researched book gives the reader a privileged insight into this secret world exploring the custom-built weapons that operators carry on capture/kill missions in the 21st Century.

This is the third revised edition of the established and trusted RFID Handbook; the most comprehensive introduction to radio frequency identification (RFID) available. This essential new edition contains information on electronic product code (EPC) and the EPC global network, and explains near-field communication (NFC) in depth. It includes revisions on chapters devoted to the physical principles of RFID systems and microprocessors, and supplies up-to-date details on relevant standards and regulations. Taking into account critical modern concerns, this handbook provides the latest information on: the use of RFID in ticketing and electronic passports; the security of RFID systems, explaining attacks on RFID systems and other security matters, such as transponder emulation and cloning, defence using cryptographic methods, and electronic article surveillance; frequency ranges and radio licensing regulations. The text explores schematic circuits of simple transponders and readers, and includes new material on active and passive transponders, ISO/IEC 18000 family, ISO/IEC 15691 and 15692. It also describes the technical limits of RFID systems. A unique resource offering a complete overview of the large and varied world of RFID, Klaus Finkenzeller's volume is useful for end-users of the technology as well as practitioners in auto ID and IT designers of RFID products. Computer and electronics engineers in security system development, microchip designers, and materials handling specialists benefit from this book, as do automation, industrial and transport engineers. Clear and thorough explanations also make this an excellent introduction to the topic for graduate level students in electronics and industrial engineering design. Klaus Finkenzeller was awarded the Fraunhofer-Smart Card Prize 2008 for the second edition of this publication, which was celebrated for being an outstanding contribution to the smart card field.

This book analyses and discusses current issues and trends in finance with a special focus on technological developments and innovations. The book presents an overview of the classical and traditional approaches of financial management in companies and discusses its key strategic role in corporate performance. Furthermore, the volume illustrates how the emerging technological innovations will shape the theory and practice of financial management, focusing especially on the decentralized financial ecosystems that blockchain and its related technologies allow.