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

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Popular Science  
Hearings, Ninety-first  
Congress, First Session

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[-Ninety-second Congress, Second Session], on the Role of Giant Corporations in the American and World Economies Derided for its conformity and consumerism, 1950s America paid a price in anxiety. Prosperity existed under the shadow of a mushroom cloud. Optimism wore a Bucky Beaver smile that masked worry over threats at home and abroad. But even dread could not quell the revolutionary changes taking place in virtually every form of mainstream music. Music historian James Wierzbicki sheds light on how the Fifties' pervasive moods affected its sounds. Moving across genres established--pop, country, opera--and transfigured--experimental, rock, jazz--Wierzbicki delves into the social dynamics that caused forms to emerge or recede, thrive or fade away. Red scares and white flight, sexual politics and racial

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tensions, technological progress and demographic upheaval--the influence of each rooted the music of this volatile period to its specific place and time. Yet Wierzbicki also reveals the host of underlying connections linking that most apprehensive of times to our own uneasy present.

The manufacture of flash memory, which is the dominant nonvolatile memory technology, is facing severe technical barriers. So much so, that some emerging technologies have been proposed as alternatives to flash memory in the nano-regime. Nonvolatile Memory Design: Magnetic, Resistive, and Phase Changing introduces three promising candidates: phase-change memory, magnetic random access memory, and resistive random access memory. The text illustrates the fundamental storage mechanism of these technologies and examines their differences from flash memory techniques. Based on the

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latest advances, the authors discuss key design methodologies as well as the various functions and capabilities of the three nonvolatile memory technologies.

Hearings, Reports and Prints of the House Committee on Banking, Currency, and Housing

Magnetic, Resistive, and Phase Change  
Dissolving Boundaries in a Screen-Centric World

*Set includes revised editions of some issues. How digital technology is upending the traditional creative industries—and why that's a good thing The digital revolution poses a mortal threat to the major creative industries—music, publishing, television, and the movies. Cheap, easy self-producing is eroding the*

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position of the gatekeepers and guardians of culture. Does this revolution herald the collapse of culture, as some commentators claim? Far from it. In *Digital Renaissance*, Joel Waldfogel argues that digital technology is enabling a new golden age of popular culture—a digital renaissance. Analyzing decades of production and sales data, as well as bestseller and best-of lists, Waldfogel finds that the new digital model is just as powerful at generating high-quality, successful work as the old industry model, and in many cases more so.

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*Role of Giant Corporations*  
*Title 9 Animals and Animal*  
*Products Part 200 to End*  
*(Revised as of January 1,*  
*2014)*

*EDN, Electrical Design News*

**\*Winners - British Book  
Design Awards 2014 in the  
category Best Use of Cross  
Media\* Get access to an  
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the new 3rd edition, students receive 12 months FREE access to the interactive eBook\* giving them the flexibility to learn how, when and where they want. An individualized code on the inside back cover of each book gives access to an online version of the text on VitalSource Bookshelf® and allows students to access the book from their computer, tablet, or mobile phone and make notes and highlights which will automatically sync wherever they go. Green coffee cups in the margins

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link students directly to a wealth of online resources. Click on the links below to see or hear an example: Watch videos to get a better understanding of key concepts and provoke in-class discussion Visit websites and templates to help guide students' study A dedicated Pinterest page with wealth of topical real world examples of marketing that students can relate to the study A Podcast series where recent graduates and marketing professionals talk about the day-to-day



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of marketing and specific marketing concepts For those students always on the go, Marketing an Introduction 3rd edition is also supported by MobileStudy – a responsive revision tool which can be accessed on smartphones or tablets allowing students to revise anytime and anywhere that suits their schedule. New to the 3rd edition: Covers topics such as digital marketing, global marketing and marketing ethics Places emphasis on employability and marketing in the workplace to help students

prepare themselves for  
life after university Fun  
activities for students to  
try with classmates or  
during private study to  
help consolidate what they  
have learnt

(\*interactivity only  
available through  
Vitalsource eBook)

The Code of Federal  
Regulations Title 9  
contains the codified  
Federal laws and  
regulations that are in  
effect as of the date of  
the publication pertaining  
to animals and animal  
products, including animal  
feeding, health,

**stockyards and processing,  
and animal-related food  
safety and inspections.  
Containing a Codification  
of Documents of General  
Applicability and Future  
Effect as of December 31,  
1948, with Ancillaries and  
Index**

**Nonvolatile Memory Design  
Agriculture Handbook**

In its 114th year, Billboard remains the world's premier weekly music publication and a diverse digital, events, brand, content and data licensing platform. Billboard publishes the most trusted charts and offers unrivaled reporting about the

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latest music, video, gaming, media, digital and mobile entertainment issues and trends. This challenging book reflects the intense discussion that is taking place on the nature of public relations and how it develops and supports management strategy. It links models and theories of strategic management to the PR function and discusses how globalization and the Internet are changing organizational PR strategy. This new and updated version of Public Relations Strategy explains how PR lies at the heart of sound, ethical corporate communication as a core

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strategic management function. The new edition explores the following topics: - PR as strategic and issues management - the governance role of PR within organizations - attaining and maintaining reputation - internal communication as PR strategy - online/offline media relations - research matters: exploration and evidence - managing ethics and evaluation in PR programming Including many new international case studies, this fully updated, third edition of Public Relations Strategy is a useful addition to the thinking practitioner's library, and an invaluable learning tool for

students undertaking examinations in PR and related disciplines.

Music in the Age of Anxiety

Marketing

Nuts & Volts

**In preparation for this book, and to better understand our screen-based, digital world, Miller only accessed information online for seven years. On the End of Privacy explores how literacy is transformed by online technology that lets us instantly publish anything that we can see or hear. Miller examines the 2010 suicide of Tyler Clementi, a young college**

**student who jumped off the George Washington Bridge after he discovered that his roommate spied on him via webcam. With access to the text messages, tweets, and chatroom posts of those directly involved in this tragedy, Miller asks: why did no one intervene to stop the spying? Searching for an answer to that question leads Miller to online porn sites, the invention of Facebook, the court-martial of Chelsea Manning, the contents of Hillary Clinton's email server, Anthony Weiner's sexted images,**

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**Chatroulette, and more as  
he maps out the changing  
norms governing privacy in  
the digital age.**

**Voice & Data**

**Billboard**

**On the End of Privacy**