Essential C Stanford

The Challenge Built to Last, the defining management study of the nineties, showed how great companies triumph over time and how long-term sustained performance can be engineered into the DNA of an enterprise from the verybeginning. But what about the company that is not born with great DNA? How can good companies, mediocre companies, even bad companies achieve enduring greatness? The Study For years, this question preyed on the mind of Jim Collins. Are there companies that defy gravity and convert long-term mediocrity or worse into long-term superiority? And if so, what are the universal distinguishing characteristics that cause a company to go from good to great? The Standards Using tough benchmarks, Collins and his research team identified a set of elite companies that made the leap to great results and sustained those results for at least fifteen years. How great? After the leap, the good-to-great companies generated cumulative stock returns that beat the general stock market by an average of seven times in fifteen years, better than twice the results delivered by a composite index of the world's greatest companies, including Coca-Cola, Intel, General Electric, and Merck. The Comparisons The research team contrasted the good-to-great companies with a carefully selected set of comparison companies that failed to make the leap from good to great. What was different? Why did one set of companies become truly great performers while the other set remained only good? Over five years, the team analyzed the histories of all twenty-eight companies in the study. After sifting through mountains of data and thousands of pages of interviews, Collins and his crew discovered the key determinants of greatness -- why some companies make the leap and others don't. The Findings The findings of the Good to Great study will surprise many readers and shed light on virtually every area of management strategy and practice. The findings include: Level 5 Leaders: The research team was shocked to discover the type of leadership required to achieve greatness. The Hedgehog Concept (Simplicity within the Three Circles): To go from good to great requires transcending the curse of competence. A Culture of Discipline: When you combine a culture of discipline with an ethic of entrepreneurship, you get the magical alchemy of great results. Technology Accelerators: Good-to-great companies think differently about the role of technology. The Flywheel and the Doom Loop: Those who launch radical change programs and wrenching restructurings will almost certainly fail to make the leap. "Some of the key concepts discerned in the study," comments Jim Collins, "fly in the face of our modern business culture and will, quite frankly, upset some people." Perhaps, but who can afford to ignore these findings?

NEW YORK TIMES BESTSELLER • The groundbreaking investigation of how the global elite's efforts to "change the world" preserve the status quo and obscure their role in causing the problems they later seek to solve. An essential read for understanding some of the egregious abuses of power that dominate today's news. "Impassioned.... Entertaining reading." —The Washington Post Anand Giridharadas takes us into the inner sanctums of a new gilded age, where the rich and powerful fight for equality and justice any way they can—except ways that threaten the social order and their position atop it. They rebrand themselves as saviors of the poor; they lavishly reward "thought leaders" who redefine

"change" in ways that preserve the status quo; and they constantly seek to do more good, but never less harm. Giridharadas asks hard questions: Why, for example, should our gravest problems be solved by the unelected upper crust instead of the public institutions it erodes by lobbying and dodging taxes? His groundbreaking investigation has already forced a great, sorely needed reckoning among the world's wealthiest and those they hover above, and it points toward an answer: Rather than rely on scraps from the winners, we must take on the grueling democratic work of building more robust, egalitarian institutions and truly changing the world—a call to action for elites and everyday citizens alike.

A comprehensive introduction to the tools, techniques and applications of convex optimization.

Innovation and Scaling for Impact forces us to reassess how social sector organizations create value. Drawing on a decade of research, Christian Seelos and Johanna Mair transcend widely held misconceptions, getting to the core of what a sound impact strategy entails in the nonprofit world. They reveal an overlooked nexus between investments that might not pan out (innovation) and expansion based on existing strengths (scaling). In the process, it becomes clear that managing this tension is a difficult balancing act that fundamentally defines an organization and its impact. The authors examine innovation pathologies that can derail organizations by thwarting their efforts to juggle these imperatives. Then, through four rich case studies, they detail innovation archetypes that effectively sidestep these pathologies and blend innovation with scaling. Readers will come away with conceptual models to drive progress in the social sector and tools for defining the future of their organizations.

Reinforcement Learning, second edition

Exploring Biological Anthropology

Nicomachean Ethics

How Effective Social Enterprises Do It

Just Giving

Nutritional Cosmetics

Pursuing Citizenship in the Enforcement Era

The "cold war university" is the academic component of the military-industrial-academic complex, and its archetype, according to Rebecca Lowen, is Stanford University. Her book challenges the conventional wisdom that the post-World War II "multiversity" was created by military patrons on the one hand and academic scientists on the other and points instead to the crucial role played by university administrators in making their universities dependent upon military, foundation, and industrial patronage. Contesting the view that the "federal grant university" originated with the outpouring of federal support for science after the war, Lowen shows how the Depression had put financial pressure on universities and pushed administrators to seek new modes of funding. She also details the ways that Stanford administrators transformed their institution to attract patronage. With the end of the cold war and the tightening of federal budgets, universities again face pressures not unlike those of the 1930s. Lowen's analysis of how the university became dependent on the State is essential reading for anyone concerned about the future of higher education in the post-cold war era.

Modern Fortran is natively parallel, so it's uniquely suited for efficiently handling

problems like complex simulations, long-range predictions, and ultra-precise designs. If you're working on tasks where speed, accuracy, and efficiency matter, it's time to discover—or re-discover—Fortran. Modern Fortran: Building Efficient Parallel Applications teaches you how to develop fast, efficient parallel applications with Fortran, an amazingly powerful and flexible programming language that forms the foundation of high performance computing for research, science and industry. Purchase of the print book includes a free eBook in PDF, Kindle, and ePub formats from Manning Publications.

An Introduction to Statistical Learning provides an accessible overview of the field of statistical learning, an essential toolset for making sense of the vast and complex data sets that have emerged in fields ranging from biology to finance to marketing to astrophysics in the past twenty years. This book presents some of the most important modeling and prediction techniques, along with relevant applications. Topics include linear regression, classification, resampling methods, shrinkage approaches, tree-based methods, support vector machines, clustering, and more. Color graphics and real-world examples are used to illustrate the methods presented. Since the goal of this textbook is to facilitate the use of these statistical learning techniques by practitioners in science, industry, and other fields, each chapter contains a tutorial on implementing the analyses and methods presented in R, an extremely popular open source statistical software platform. Two of the authors co-wrote The Elements of Statistical Learning (Hastie, Tibshirani and Friedman, 2nd edition 2009), a popular reference book for statistics and machine learning researchers. An Introduction to Statistical Learning covers many of the same topics, but at a level accessible to a much broader audience. This book is targeted at statisticians and non-statisticians alike who wish to use cutting-edge statistical learning techniques to analyze their data. The text assumes only a previous course in linear regression and no knowledge of matrix algebra.

Pursuing Citizenship in the Enforcement Era provides readers with the everyday perspectives of immigrants on what it is like to try to integrate into American society during a time when immigration policy is focused on enforcement and exclusion. The law says that everyone who is not a citizen is an alien. But the social reality is more complicated. Ming Hsu Chen argues that the citizen/alien binary should instead be reframed as a spectrum of citizenship, a concept that emphasizes continuities between the otherwise distinct experiences of membership and belonging for immigrants seeking to become citizens. To understand citizenship from the perspective of noncitizens, this book utilizes interviews with more than one-hundred immigrants of varying legal statuses about their attempts to integrate economically, socially, politically, and legally during a modern era of intense immigration enforcement. Studying the experiences of green card holders, refugees, military service members, temporary workers, international students, and undocumented immigrants uncovers the common plight that underlies their distinctions: limited legal status breeds a sense of citizenship insecurity for all immigrants that inhibits their full integration into society. Bringing together theories of citizenship with empirical data on integration and analysis of contemporary policy, Chen builds a case that formal citizenship status matters more than ever during times of enforcement and argues for constructing pathways to citizenship that enhance both formal and substantive equality of immigrants.

Why Some Companies Make the Leap...And Others Don't

Mindset
Building a Discipline, a University, and Silicon Valley
Introduction to Information Retrieval
The Small Changes That Change Everything
Cultural Intelligence
Department of Energy--Offices of Science; Environment, Safety, and Health; and Environmental Management and Offices of Energy Efficiency and Renewable Energy; Fossil Energy; and Nuclear Energy, Science, and Technology : Hearing Before the Subcommittee on Energy and Environment of the Committee on Science, House of Representatives, One Hundred Sixth Congress, Second Session, March 1 and March 16, 2000

"What is the meaning of being?" This is the central question of Martin Heidegger's profoundly important work, in which the great philosopher seeks to explain the basic problems of existence. A central influence on later philosophy, literature, art, and criticism—as well as existentialism and much of postmodern thought—Being and Time forever changed the intellectual map of the modern world. As Richard Rorty wrote in the New York Times Book Review, "You cannot read most of the important thinkers of recent times without taking Heidegger's thought into account." This first paperback edition of John Macquarrie and Edward Robinson's definitive translation also features a new foreword by Heidegger scholar Taylor Carman.
The updated edition of the bestselling book that has changed millions of lives with its insights into the growth mindset "Through clever research studies and engaging writing, Dweck illuminates how our beliefs about our capabilities exert tremendous influence on how we learn and which paths we take in life."—Bill Gates, GatesNotes After decades of research, world-renowned Stanford University psychologist Carol S. Dweck, Ph.D., discovered a simple but groundbreaking idea: the power of mindset. In this brilliant book, she shows how success in school, work, sports, the arts, and almost every area of human endeavor can be dramatically influenced by how we think about our talents and abilities. People with a fixed mindset—those who believe that abilities are fixed—are less likely to flourish than those with a growth mindset—those who believe that abilities can be developed. Mindset reveals how great parents, teachers, managers, and athletes can put this idea to use to foster outstanding accomplishment. In this edition, Dweck offers new insights into her now famous and broadly embraced concept. She introduces a phenomenon she calls false growth mindset and

guides people toward adopting a deeper, truer growth mindset. She also expands the mindset concept beyond the individual, applying it to the cultures of groups and organizations. With the right mindset, you can motivate those you lead, teach, and love—to transform their lives and your own.

This work has been selected by scholars as being culturally important and is part of the knowledge base of civilization as we know it. This work is in the public domain in the United States of America, and possibly other nations. Within the United States, you may freely copy and distribute this work, as no entity (individual or corporate) has a copyright on the body of the work. Scholars believe, and we concur, that this work is important enough to be preserved, reproduced, and made generally available to the public. To ensure a quality reading experience, this work has been proofread and republished using a format that seamlessly blends the original graphical elements with text in an easy-to-read typeface. We appreciate your support of the preservation process, and thank you for being an important part of keeping this knowledge alive and relevant.

The significantly expanded and updated new edition of a widely used text on reinforcement learning, one of the most active research areas in artificial intelligence. Reinforcement learning, one of the most active research areas in artificial intelligence, is a computational approach to learning whereby an agent tries to maximize the total amount of reward it receives while interacting with a complex, uncertain environment. In Reinforcement Learning, Richard Sutton and Andrew Barto provide a clear and simple account of the field's key ideas and algorithms. This second edition has been significantly expanded and updated, presenting new topics and updating coverage of other topics. Like the first edition, this second edition focuses on core online learning algorithms, with the more mathematical material set off in shaded boxes. Part I covers as much of reinforcement learning as possible without going beyond the tabular case for which exact solutions can be found. Many algorithms presented in this part are new to the second edition, including UCB, Expected Sarsa, and Double Learning. Part II extends these ideas to function approximation, with new sections on such topics as artificial neural networks and the Fourier basis, and offers expanded treatment of off-

policy learning and policy-gradient methods. Part III has new chapters on reinforcement learning's relationships to psychology and neuroscience, as well as an updated case-studies chapter including AlphaGo and AlphaGo Zero, Atari game playing, and IBM Watson's wagering strategy. The final chapter discusses the future societal impacts of reinforcement learning.

A Literary History

The Fourier Transform and Its Applications

The Population Bomb

Reading Like a Historian

Individual Interactions Across Cultures

The Essentials

An Introduction

The first English-language reference of its kind, The Encyclopedia of Philosophy was hailed as 'a remarkable and unique work' (Saturday Review) that contained 'the international who's who of philosophy and cultural history' (Library Journal).

In this important, entertaining book, one of the world's most celebrated psychologists, Martin Seligman, asserts that happiness can be learned and cultivated, and that everyone has the power to inject real joy into their lives. In Authentic Happiness, he describes the 24 strengths and virtues unique to the human psyche. Each of us, it seems, has at least five of these attributes, and can build on them to identify and develop to our maximum potential. By incorporating these strengths - which include kindness, originality, humour, optimism, curiosity, enthusiasm and generosity -- into our everyday lives, he tells us, we can reach new levels of optimism, happiness and productivity. Authentic Happiness provides a variety of tests and unique assessment tools to enable readers to discover and deploy those strengths at work, in love and in raising children. By accessing the very best in ourselves, we can improve the world around us and achieve new and lasting levels of authentic contentment and joy.

Enduringly profound treatise, whose lasting effect on Western philosophy continues to resonate. Aristotle identifies the goal of life as happiness and discusses its attainment through the contemplation of philosophic truth.

Speech-act theory is the interdisciplinary study of the wide range of things we do with words. Originally stemming from the influential work of twentieth-century philosophers,

including J. L. Austin and Paul Grice, recent years have seen a resurgence of work on the topic. On one hand, a new generation of linguists, philosophers, and cognitive scientists have made impressive progress toward reverse-engineering the psychological underpinnings that allow us to do so much with language. Meanwhile, speech-act theory has been used to enrich our understanding of pressing social issues that include freedom of speech, racial slurs, and the duplicity of political discourse. This volume presents fourteen new essays by many of the philosophers and linguists who have led this resurgence. The topics span a methodological range that includes formal semantics and pragmatics, foundational issues about the nature of linguistic representation, and work on a variety of forms of indirect and/or uncooperative speech that occupies the intersection of the philosophy of language, ethics, and political philosophy. Several of the contributions demonstrate the benefits of integrating the methodologies and perspectives of these literatures. The essays are framed by a comprehensive introductory survey of the contemporary literature written by the editors.
Foundations of Algebraic Geometry. --; 29
Taste
Authentic Happiness
The Annotated Critical Edition
New Work on Speech Acts
Why Philanthropy Is Failing Democracy and How It Can Do Better
The Creator's Code

Terman was widely hailed as the magnet that drew talent together into what became known as Silicon Valley."--BOOK JACKET.

This practical resource shows you how to apply Sam Wineburgs highly acclaimed approach to teaching, "Reading Like a Historian," in your middle and high school classroom to increase academic literacy and spark students curiosity. Chapters cover key moments in American history, beginning with exploration and colonization and ending with the Cuban Missile Crisis.

In a global market where international teams, initiatives, and joint ventures are increasingly common, it is extremely important for people to integrate themselves in new cultures. Strategies for selecting and training people on global perspectives are critical for managing business. In this book, the authors develop the idea of cultural intelligence and examine its three essential facets: cognition, the ability to develop patterns from cultural cues; motivation, the desire and ability to engage others; and behavior, the capability to act in accordance with cognition and motivation. They explore the fundamental nature of cultural intelligence and its relationship to other frameworks of intelligence.-Back cover.

div What does eating have to do with aesthetic taste? While most accounts of aesthetic

history avoid the gustatory aspects of taste, this book rewrites standard history to uncover the constitutive and dramatic tension between appetite and aesthetics at the heart of British literary tradition. From Milton through the Romantics, the metaphor of taste serves to mediate aesthetic judgment and consumerism, gusto and snobbery, gastronomes and gluttons, vampires and vegetarians, as well as the philosophy and physiology of food. The author advances a theory of taste based on Milton's model of the human as consumer (and digester) of food, words, and other commodities—a consumer whose tasteful, subliminal self remains haunted by its own corporeality. Radically rereading Wordsworth's feeding mind, Lamb's gastronomical essays, Byron's cannibals and other deviant diners, and Kantian nausea, Taste resituates Romanticism as a period that naturally saw the rise of the restaurant and the pleasures of the table as a cultural field for the practice of aesthetics. /DIV

Convex Optimization

Mining of Massive Datasets

Tiny Habits

Modern Fortran

Programming Abstractions in C++

Fiscal Year 2001 Budget Authorization Request

Annihilation of Caste

Now in its second edition, this book focuses on practical algorithms for mining data from even the largest datasets.

This is the eBook of the printed book and may not include any media, website access codes, or print supplements that may come packaged with the bound book. This text is intended for use in the second programming course Programming is a matter of learning by doing. Eric Roberts' Programming Abstractions in C++ gives students opportunities to practice and learn with engaging graphical assignments. A client-first approach to data structures helps students absorb, and then apply the material. Teaching and Learning Experience This program presents a better teaching and learning experience—for you and your students. It will help: Improve Student Comprehension with a Client-first Approach to Data Structures: To aid in student understanding, this book presents the full set of collection classes early. Defer the Presentation of C++ Features that Require a Detailed Understanding of the Underlying Machine: Introducing collection classes early enables students to master other equally important topics without having to struggle with low-level details at the same time. Engage Students with Exciting Graphical Assignments: An open-source library supports graphics and interactivity in a simple, pedagogically appropriate way. Support Instructors and Students: The companion website provides source code, sample run PDFs, answers to review questions, and more.

Around the beginning of the twentieth century, Jewish writers and artists across Europe began depicting fellow Jews as savages or "primitive" tribesmen. Primitivism—the European appreciation of and fascination with so-called "primitive," non-Western peoples who were also subjugated and denigrated—was a powerful artistic critique of the modern world and was adopted by Jewish

writers and artists to explore the urgent questions surrounding their own identity and status in Europe as insiders and outsiders. Jewish primitivism found expression in a variety of forms in Yiddish, Hebrew, and German literature, photography, and graphic art, including in the work of figures such as Franz Kafka, Y.L. Peretz, S. An-sky, Uri Zvi Greenberg, Else Lasker-Schüler, and Moï Ver. In Jewish Primitivism, Samuel J. Spinner argues that these and other Jewish modernists developed a distinct primitivist aesthetic that, by locating the savage present within Europe, challenged the idea of the threatening savage other from outside Europe on which much primitivism relied: in Jewish primitivism, the savage is already there. This book offers a new assessment of modern Jewish art and literature and shows how Jewish primitivism troubles the boundary between observer and observed, cultured and "primitive," colonizer and colonized.

Fron foundation to innovation: discover the best of biological anthropology. Over the past 40 years, the study of biological anthropology has rapidly evolved from focusing on just physical anthropology to including the study of the fossil record and the human skeleton, genetics of individuals and populations, our primate relatives, human adaptation, and human behavior. The 3rd edition of Exploring Biological Anthropology combines the most up-to-date, comprehensive coverage of the foundations of the field with modern innovations and discoveries. A better teaching and learning experience This program will provide a better teaching and learning experience--for you and your students. Here's how: Personalize Learning - The new MyAnthroLab delivers proven results in helping students succeed, provides engaging experiences that personalize learning, and comes from a trusted partner with educational expertise and a deep commitment to helping students and instructors achieve their goals. Improve Critical Thinking - This text provides students with the best possible art, photos, and mapsfor every topic covered in the book, helping them gain a better understanding of key material. Engage Students - "Insights and Advances" boxes and "Innovations" features help students develop an appreciation for the excitement of discovery. Support Instructors - MyAnthroLab, an author-reviewed Instructor's Manual, Electronic "MyTest" Test Bank, PowerPoint Presentation Slides, and Pearson Custom course material are available to be packaged with this text. Additionally, we offer package options for the lab portion of your course with Method & Practice in Biological Anthropology: A Workbook and Laboratory Manual for Introductory Courses, or Atlas of Anthropology. Note: MyAnthroLab does not come automatically packaged with this text. To purchase MyAnthroLab, please visit: www.myanthrolab.com.

From 3d Reconstruction to Visual Recognition
The Elements of Statistical Learning
An Introduction to Statistical Learning
The Elite Charade of Changing the World
Built to Last

Good to Great

Successful Habits of Visionary Companies

"What the Communist Manifesto is to the capitalist world, Annihilation of Caste is to India." —Anand Teltumbde, author of The Persistence of Caste B.R. Ambedkar's Annihilation of Caste is one of the most important, yet neglected, works of political writing from India. Written in 1936, it is an audacious denunciation of Hinduism and its caste system. Ambedkar – a figure like W.E.B. Du Bois – offers a scholarly critique of Hindu scriptures, scriptures that sanction a rigidly hierarchical and iniquitous social system. The world's best-known Hindu, Mahatma Gandhi, responded publicly to the provocation. The hatchet was never buried. Arundhati Roy introduces this extensively annotated edition of Annihilation of Caste in "The Doctor and the Saint," examining the persistence of caste in modern India, and how the conflict between Ambedkar and Gandhi continues to resonate. Roy takes us to the beginning of Gandhi's political career in South Africa, where his views on race, caste and imperialism were shaped. She tracks Ambedkar's emergence as a major political figure in the national movement, and shows how his scholarship and intelligence illuminated a political struggle beset by sectarianism and obscurantism. Roy breathes new life into Ambedkar's anti-caste utopia, and says that without a Dalit revolution, India will continue to be hobbled by systemic inequality. When a 3-dimensional world is projected onto a 2-dimensional image, such as the human retina or a photograph, reconstructing back the layout and contents of the real-world becomes an ill-posed problem that is extremely difficult to solve. Humans possess the remarkable ability to navigate and understand the visual world by solving the inversion problem going from 2D to 3D. Computer Vision seeks to imitate such abilities of humans to recognize objects, navigate scenes, reconstruct layouts, and understand the geometric space and semantic meaning of the visual world. These abilities are critical in many applications including robotics, autonomous driving and exploration, photo organization, image, or video retrieval, and human-computer interaction. This book delivers a systematic overview of computer vision, comparable to that presented in an advanced graduate level class. The authors emphasize two key issues in modeling vision: space and meaning, and focus upon the main problems vision needs to solve, including: * mapping out the 3D structure of objects and scenes* recognizing objects* segmenting objects* recognizing meaning of scenes* understanding movements of humansMotivated by these important problems and centered on the understanding of space and meaning, the book explores the fundamental theories and important algorithms of computer vision, starting from the analysis of 2D images, and culminating in the holistic understanding of a 3D scene

This is a collection of essays from leading public intellectuals that identifies major conceptual problems in the analysis of poverty and inequality and advances strategies for reducing poverty and inequality that are consistent with these new conceptual and methodological approaches.

Nutritional cosmetics is an emerging area of intense research and marketing and encompasses the concept that orally consumed dietary products can support healthier and more beautiful skin. There are numerous dietary ingredients now being marketed for their potential skin health and beauty benefits and many of these are supported by growing scientific evidence. The purpose of this book is to compile the scientific evidence showing the potential benefits of some of the more extensively researched ingredients. As far as possible, information about the benefits of ingredients consumed orally for skin health is presented. The information contained in this book will help provide insights into an emerging research area and provide scientific background for the potential clinical effectiveness for some of the better researched nutricosmetic ingredients. ABOUT THE EDITORS Aaron Tabor, M.D. is the CEO of Physicians Pharmaceuticals and author of The Revival Slim & Beautiful Diet. A graduate of the Johns Hopkins School of Medicine, Dr. Tabor oversees all clinical research on the Revival

Slim & Beautiful Diet plan, conducting randomized, double-blinded, placebo-controlled studies at leading hospitals in the U.S. Areas of note include weight loss, skin/hair/nail appearance, energy, menopause, PMS, cholesterol, memory, and diabetic health. He is also responsible for directing new Revival product development based on clinical research results. Robert M. Blair, Ph.D. is the Research Manager for Physicians Pharmaceuticals, Inc. and manages the daily activities of the Research and Nutrition departments. Dr. Blair received his Ph.D. from Oklahoma State University in the field of Reproductive Physiology. Before joining Physicians Pharmaceuticals, Inc., he worked as an Assistant Professor of Comparative Medicine at the Wake Forest University School of Medicine where he examined the effects of dietary soy on cardiovascular health and cognitive function. Reviews the most-popular and most-researched nutricosmetic ingredients Presents information specifically about the benefits of ingredients consumed orally for skin health Considers the benefits of whey protein, rosemary, soy – and green tea and milk thistle, specifically, for protection against sun damage and photocarcinogenesis Provides information on antioxidants, incl: potential benefits of botanical antioxidants; carotenoids; coenzyme Q10; healthy fruits; olive fruit; and natural enzymes
What Everyone Needs to Know®
The Transformation of Stanford
Fred Terman at Stanford
Solutions Manual
The Encyclopedia of Philosophy
with Applications in R
Speech & Language Processing

In 2001 the Human Genome Project succeeded in mapping the DNA of humans. This landmark accomplishment launched the field of genomics, the integrated study of all the genes in the human body and the related biomedical interventions that can be tailored to benefit a person's health. Today genomics, part of a larger movement toward personalized medicine, is poised to revolutionize health care. By cross-referencing an individual's genetic sequence -- their genome -- against known elements of "Big Data," elements of genomics are already being incorporated on a widespread basis, including prenatal disease screening and targeted cancer treatments. With more innovations soon to arrive at the bedside, the promise of the genomics revolution is limitless. This entry in the What Everyone Needs to Know series offers an authoritative resource on the prospects and realities of genomics and personalized medicine. As this science continues to alter traditional medical paradigms, consumers are faced with additional options and more complicated decisions regarding their health care. This book provides the essential information everyone needs.

"This is not a book about charismatic visionary leaders. It is not about visionary product concepts or visionary products or visionary market insights. Nor is it about just having a corporate vision. This is a book about something far more important, enduring, and substantial. This is a book about visionary companies." So write Jim Collins and Jerry Porras in this groundbreaking book that shatters myths, provides new

insights, and gives practical guidance to those who would like to build landmark companies that stand the test of time. Drawing upon a six-year research project at the Stanford University Graduate School of Business, Collins and Porras took eighteen truly exceptional and long-lasting companies -- they have an average age of nearly one hundred years and have outperformed the general stock market by a factor of fifteen since 1926 -- and studied each company in direct comparison to one of its top competitors. They examined the companies from their very beginnings to the present day -- as start-ups, as midsize companies, and as large corporations. Throughout, the authors asked: "What makes the truly exceptional companies different from other companies?" What separates General Electric, 3M, Merck, Wal-Mart, Hewlett-Packard, Walt Disney, and Philip Morris from their rivals? How, for example, did Procter & Gamble, which began life substantially behind rival Colgate, eventually prevail as the premier institution in its industry? How was Motorola able to move from a humble battery repair business into integrated circuits and cellular communications, while Zenith never became dominant in anything other than TVs? How did Boeing unseat McDonnell Douglas as the world's best commercial aircraft company -- what did Boeing have that McDonnell Douglas lacked? By answering such questions, Collins and Porras go beyond the incessant barrage of management buzzwords and fads of the day to discover timeless qualities that have consistently distinguished out-standing companies. They also provide inspiration to all executives and entrepreneurs by destroying the false but widely accepted idea that only charismatic visionary leaders can build visionary companies. Filled with hundreds of specific examples and organized into a coherent framework of practical concepts that can be applied by managers and entrepreneurs at all levels, Built to Last provides a master blueprint for building organizations that will prosper long into the twenty-first century and beyond.
During the past decade there has been an explosion in computation and information technology. With it have come vast amounts of data in a variety of fields such as medicine, biology, finance, and marketing. The challenge of understanding these data has led to the development of new tools in the field of statistics, and spawned new areas such as data mining, machine learning, and bioinformatics. Many of these tools have common underpinnings but are often expressed with different terminology. This book describes the important ideas in these areas in a common conceptual framework. While the approach is statistical, the emphasis is on concepts rather than mathematics. Many examples are given, with a liberal use of

color graphics. It should be a valuable resource for statisticians and anyone interested in data mining in science or industry. The book's coverage is broad, from supervised learning (prediction) to unsupervised learning. The many topics include neural networks, support vector machines, classification trees and boosting---the first comprehensive treatment of this topic in any book. This major new edition features many topics not covered in the original, including graphical models, random forests, ensemble methods, least angle regression & path algorithms for the lasso, non-negative matrix factorization, and spectral clustering. There is also a chapter on methods for "wide" data (p bigger than n), including multiple testing and false discovery rates. Trevor Hastie, Robert Tibshirani, and Jerome Friedman are professors of statistics at Stanford University. They are prominent researchers in this area: Hastie and Tibshirani developed generalized additive models and wrote a popular book of that title. Hastie co-developed much of the statistical modeling software and environment in R/S-PLUS and invented principal curves and surfaces. Tibshirani proposed the lasso and is co-author of the very successful An Introduction to the Bootstrap. Friedman is the co-inventor of many data-mining tools including CART, MARS, projection pursuit and gradient boosting.

The troubling ethics and politics of philanthropy Is philanthropy, by its very nature, a threat to today's democracy? Though we may laud wealthy individuals who give away their money for society's benefit, Just Giving shows how such generosity not only isn't the unassailable good we think it to be but might also undermine democratic values. Big philanthropy is often an exercise of power, the conversion of private assets into public influence. And it is a form of power that is largely unaccountable and lavishly tax-advantaged. Philanthropy currently fails democracy, but Rob Reich argues that it can be redeemed. Just Giving investigates the ethical and political dimensions of philanthropy and considers how giving might better support democratic values and promote justice.

Innovation and Scaling for Impact
Genomics and Personalized Medicine
Teaching Literacy in Middle and High School History Classrooms
The Worldwide Segregation of Women and Men
Occupational Ghettos
Creating the Cold War University
Data Mining, Inference, and Prediction

The world's leading expert on habit formation shows how you can have a happier, healthier life: by starting small. Myth: Change is hard. Reality: Change can be easy if you know the simple steps of Behavior

Design. Myth: It's all about willpower. Reality: Willpower is fickle and finite, and exactly the wrong way to create habits. Myth: You have to make a plan and stick to it. Reality: You transform your life by starting small and being flexible. BJ FOGG is here to change your life--and revolutionize how we think about human behavior. Based on twenty years of research and Fogg's experience coaching more than 40,000 people, Tiny Habits cracks the code of habit formation. With breakthrough discoveries in every chapter, you'll learn the simplest proven ways to transform your life. Fogg shows you how to feel good about your successes instead of bad about your failures. Already the habit guru to companies around the world, Fogg brings his proven method to a global audience for the first time. Whether you want to lose weight, de-stress, sleep better, or be more productive each day, Tiny Habits makes it easy to achieve.

Class-tested and coherent, this textbook teaches classical and web information retrieval, including web search and the related areas of text classification and text clustering from basic concepts. It gives an up-to-date treatment of all aspects of the design and implementation of systems for gathering, indexing, and searching documents; methods for evaluating systems; and an introduction to the use of machine learning methods on text collections. All the important ideas are explained using examples and figures, making it perfect for introductory courses in information retrieval for advanced undergraduates and graduate students in computer science. Based on feedback from extensive classroom experience, the book has been carefully structured in order to make teaching more natural and effective. Slides and additional exercises (with solutions for lecturers) are also available through the book's supporting website to help course instructors prepare their lectures.

Based on in-depth interviews with more than 200 leading entrepreneurs, a lecturer at the Stanford Graduate School of Business identifies the six essential disciplines needed to transform your ideas into real-world successes. Each of us has the capacity to spot opportunities, invent products, and build businesses—even $100 million businesses. How do some people turn ideas into enterprises that endure? Why do some people succeed when so many others fail? The Creator's Code unlocks the six essential skills that turn small notions into big companies. This landmark book is based on 200 interviews with today's leading entrepreneurs including the founders of LinkedIn, Chipotle, eBay, Under Armour, Tesla Motors, SpaceX, Spanx, Airbnb, PayPal, Jetblue, Gilt Groupe, Theranos, and Dropbox. Over the course of five years, Amy Wilkinson conducted rigorous interviews and analyzed research across many different fields. From the creators of the companies ranging from Yelp to Chobani to Zipcar, she found that entrepreneurial success works in much the same way. Creators are not born with an innate ability to conceive and build $100 million enterprises. They work at it. They all share fundamental skills that can be learned, practiced, and passed on. The Creator's Code reveals six skills that make creators of all kinds of endeavors breakthrough. These skills aren't rare gifts or slim chance talents.

Entrepreneurship, Wilkinson demonstrates, is accessible to everyone. Women in the industrialized world now form a major part of the labour force, and yet they typically work in female occupational ghettos and segregated firms. This study raises crucial questions about how and why this has taken place, identifying the dynamics at work.
Being and Time
The New Psychology of Success
Winners Take All
The Six Essential Skills of Extraordinary Entrepreneurs
Poverty and Inequality
Building efficient parallel applications
Jewish Primitivism