

## ***January February 2018 Mit***

We live in an age in which expressive, informational, and technological subject matter are becoming increasingly important. Intellectual property is the primary means by which the law seeks to regulate such subject matter. It aims to promote innovation and creativity, and in doing so to support solutions to global environmental and health problems, as well as freedom of expression and democracy. It also seeks to stimulate economic growth and competition, accounting for its centrality to EU Internal Market and international trade and development policies. Additionally, it is of enormous and increasing importance to business. As a result there is a substantial and ever-growing interest in intellectual property law across all spheres of industry and social policy, including an interest in its legal principles, its social and normative foundations, and its place and operation in the political economy. This handbook written by leading academics and practitioners from the field of intellectual property law, and suitable for both a specialist legal readership and an intelligent but non-specialist legal and non-legal readership, provides a comprehensive account of the following areas: - The foundations of IP law, including its emergence and development in different jurisdictions and regions; - The substantive rules and principles of IP; and - Important issues arising from the existence and operation of IP in the political economy.

This book critiques the use of algorithms to preempt personal choices in its profound effect on markets, democracy and the rule of law.

While science and technology have been moving at speed in the last decade and major investments have been placed in Artificial Intelligence, blockchain technology, 3D printing, and gene editing, medical practice, including cutaneous medicine (otherwise known as Dermatology), is only just starting to follow these technological advances. This book is a timely intellectual investment for cutaneous medicine, addressing these particularly needed areas. It is written for medical educators, dermatology residents, practicing dermatologists, and medical researchers in the area of skin diseases, to alert them all to medical advances and up-and-coming technology and in the hope, it will inspire further novel methodology for the future of cutaneous medicine, in diagnosis and therapy.

In this book, the world's foremost experts on pricing integrate theoretical rigor and practical application to present a comprehensive resource that covers all areas of the field. This volume brings together quantitative and qualitative approaches and highlights the most current innovations in theory and practice. Going beyond the traditional constraints of "price theory" and "price policy," the authors coined the term "price management" to represent a holistic approach to pricing strategy and tactical implementation. They remind us that the Ancient Romans used one word, *pretium*, to mean

both price and value. This is the fundamental philosophy that drives successful price management where producer and customer meet. Featuring dozens of examples and case studies drawn from their extensive research, consulting, and teaching around the world, Simon and Fassnacht cover all aspects of pricing following the price management process with its four phases: strategy, analysis, decision, and implementation. Thereby, the authors take into account the nuances across industry sectors, including consumer goods, industrial products, services, and trade/distribution. In particular, they address the implications of technological advancements, such as the Internet and new measurement and sensor technologies that have led to a wealth of price management innovations, such as flat rates, freemium, pay-per-use, or pay-what-you-want. They also address the emergence of new price metrics, Big Data applications, two-sided price systems, negative prices, and the sharing economy, as well as emerging payment systems such as bitcoin. The result is a "bible" for leaders who recognize that price is not only a means to drive profit in the short term, but a tool to generate sustained growth in shareholder value over the longer term, and a primer for researchers, instructors, and students alike. Praise for Price Management "This book is truly state of the art and the most comprehensive work in price management." - Prof. Philip Kotler, Kellogg School of Management, Northwestern University

"This very important book builds an outstanding bridge between science and practice." - Kasper Rorsted, CEO, Adidas "This book provides practical guidelines on value creation, communication and management, which is an imperative for businesses to survive in the coming era of uncertainty." - Dr. Chang-Gyu Hwang, Chairman and CEO, KT Corporation (Korea Telecom)

Opposing Colonialism, Antisemitism, and Turbo-Nationalism

Wrap Contracts and Personal Genomics

Setting Objectives and Key Results to Reach Your Most Ambitious Goal

A Practical Introduction

Routledge Handbook of Global Sustainability Governance

A New Paradigm of Trust

Towards a Post-Disciplinary Approach

We may be standing on the precipice of a revolution in propulsion not seen since the internal combustion engine replaced the horse and buggy. The anticipated proliferation of electric cars will influence the daily lives of motorists, the economies of different countries and regions, urban air quality and global climate change. If you want to understand how quickly the transition is likely to occur, and the factors that will influence the predictions of the pace of the transition, this book will be an illuminating read.

The Routledge Handbook of Global Sustainability Governance provides a state-of-the-art review of core debates and contributions that offer a more normative,

critical, and transformatively aspirational view on global sustainability governance. In this landmark text, an international group of acclaimed scholars provides an overview of key analytical and normative perspectives, material and ideational structural barriers to sustainability transformation, and transformative strategies. Drawing on pivotal new and contemporary research, the volume highlights aspects to be considered and blind spots to be avoided when trying to understand and implement global sustainability governance. In this context, the authors of this book debunk many myths about all-too optimistic accounts of progress towards a sustainability transition.

Simultaneously, they suggest approaches that have the potential for real sustainability transformation and systemic change, while acknowledging existing hurdles. The wide-ranging chapters in the collection are organised into four key parts: • Part 1: Conceptual lenses • Part 2: Ethics, principles, and debates • Part 3: Key challenges • Part 4: Transformative approaches This handbook will serve as an important resource for academics and practitioners working in the fields of sustainability governance and environmental politics.

There are plenty of books that focus on content, but fewer focus on method. There are plenty of books that provide the 101 way in to theological method, but none are aimed at the student who wants to do a thesis or project. This is the text that teaches the student how to write elegant, creative, theological research orientated articles. A group of distinguished scholars have collaborated to provide models

of creative writing. Topics are fascinating from theodicy and evolution to Artificial Intelligence and Baptism. Each article is introduced by the editors, which helps the student appreciate the achievement. Each article is annotated so you can appreciate the methodology and style at work. Students will be shown why this is original and distinctive and to note the literature on which the argument is built. Like the audio tour in a great Art Museum, this book teaches you how to “ see ” and to “ appreciate ” good theological writing. The goal is a research methods textbook that helps the student to move to the next level in research writing.

Collective bargaining and workers ’ voice are often discussed in the past rather than in the future tense, but can they play a role in the context of a rapidly changing world of work? This report provides a comprehensive assessment of the functioning of collective bargaining systems and workers ’ voice arrangements across OECD countries, and new insights on their effect on labour market performance today.

Data-Driven Personalisation in Markets, Politics and Law  
Argument and Process

The Craft of Innovative Theology

Sketching as Design Thinking

Blockchain in Digital Marketing

Post-Truth

The Humachine

**Elections always have consequences, but the 2017 Bundestag election in Germany proved particularly consequential. With political**

**upheaval across the globe—notably in Britain and the USA—it was vital to European and global order that Germany remain stable. And it did through the re-election of Angela Merkel as chancellor, now in her fourth term. Just under the surface, however, instability is mounting—exemplified by the entry of the right-wing Alternative for Germany (AfD) as the largest opposition party, the decline of the Social Democrats, the ever-restive Bavarians, and the growing factionalism within the Christian Democratic Union as the Merkel era comes to an end. Paying special attention to the rise of the AfD, this volume delves into the campaign, leading political figures, the structure of the electorate, the state of the parties, the media environment, coalition negotiations, and policy impacts.**

**Globalisation is considered a success story. Following the fall of the Berlin Wall and the dissolution of the political divides between East and West Germany, nothing seemed to stand in the way of peaceful cooperation between people everywhere. Under the precepts of economic liberalism, by removing institutional obstacles to international trade and capital flows, a spontaneous global order would emerge, and the dream of a world populated by free and prosperous global citizens would eventually**

**come true. But in the wake of the worldwide financial crisis that began in 2007-2008, in the world of an ongoing Euro-Crisis, Trump and Brexit, it has become apparent that the great liberal project has failed. Neoclassical liberal economic theory has shown itself to be fundamentally incapable of explaining the dynamics of a market economy and in guiding economic policy in developed as well as in developing countries. Given the continuing dominance of that discredited theory today, the world lacks a viable conceptual framework for global cooperation among nations, and appropriate national economic policies. With this book, the authors show how such a framework can be built on the basis of a modern and empirically sound economic theory.**

**Winter tourism has seen increased levels of investment in recent times, in an effort to reduce economic risk, address environmental concerns and adapt to the effects of global warming. New ski destinations are developing and merging with traditional ones to increase spatial distribution, while many established leading resorts are adapting their management models. Climate change adaptation processes are supported by the reduction of CO<sub>2</sub> emissions and energy consumption in ski resorts. Current planning challenges include the increasing importance of**

**scenic beauty, nature and sustainable development, as well as snow reliability, snow management and safety issues.**

**Achieving Successful Business Outcomes: Driving High Performance & Effective Transformations in a Continuously Evolving Business Environment (978-1-003-00939-9, 346640) "The missing manual for CXOs who want to understand the reasons their growth strategies are faltering and how to reinvigorate them." Steven Sonsino, London Business School, author of Leadership Unplugged and The Seven Failings of Really Useless Leaders "A valuable and important contribution to our future relevance toolkit!" Anton Musgrave, Futurist and Senior Partner, Future World International "A timely and compelling book that demystifies what it takes to drive change in a volatile and turbulent business environment." Sudhanshu Palsule, author of Rehumanizing Leadership, The Social Leader and Managing in Four Worlds "Not just a compendium of practical business lessons but also a new and powerful extendable model that can be used to evolve, evaluate and execute risk-calibrated business strategies. Piyush Sharma, School of Marketing, Faculty of Business and Law, Curtin University, Australia; Associate Editor, Marketing – Journal of Business Research; Regional Editor – Journal of**

**Knowledge Management "The framework is very innovative and relevant in today's highly competitive business environments. An important and valuable contribution to improving managerial and organizational effectiveness." Vinod Singhal, Charles W. Brady Chair, Scheller College of Business, Georgia Institute of Technology**

**Navigating in space is exponentially more difficult than navigating on the road – because there are too many directions to investigate, too many unknowns to be prepared for and infinite pathways to chart in the galactic system. So it is with business. Business environments are extremely demanding and change continuously, precipitated by innumerable actors and conditions. Business success cannot be predicated on the pedigree of a leader or a prescribed theory alone, as start-ups have amply proven. Large companies have tried to copy nimble-footed start-ups while start-ups, after achieving a certain size, have been forced to adapt to uncharted territory. Disruptions seems to be the order of the day. This book is about achieving successful business outcomes. An aircraft has a complex dashboard of dials, where only a critical few need to be monitored continuously, and other subsets warrant attention only during specific phases of the flight. A well-modeled business**

can be managed successfully using a similar strategy. But the larger question is how to model a business, with closely correlated variables, to represent the reality of the environment and to allow for devising, formulating and adjusting business strategy and actions in real-time. The author uses a simple but well-researched STA-Triangle (space, time and action) model to achieve this purpose. The core of the STA model is to help navigate effectively in a rapidly changing business environment. Unlike traditional business studies that use a single lens to define business rules or organizational practices, it uses the combination of space, time and action as the driver of outcomes – something fundamental and core to human thinking across the ages. This book contains both theoretical and practical applications – the former helps propel further research and analysis and the latter helps practicing leaders confidently drive their firms forward in any environmental conditions. It will also help causal readers understand how the future is evolving and how different organizations are responding to this change. The author includes more than a hundred supporting examples and tools that help create highly incisive and unique views for calibrating strategy and execution.

**Collective Bargaining in a Changing World of**

## **Work**

### **Open Access and the Library**

### **Deterring Russia in Europe**

### **A Primer On Basic Business Operations**

### **Moving the Needle With Lean OKRs**

### **Rethinking the Past for New Conviviality**

### **Feminism in the Twenty-First Century**

This new IISS Strategic Dossier examines the recent development of Moscow's armed forces and military capabilities. It analyses the aspirations underpinning Russia's military reform programme and its successes as well as its failures. The book also provides insights into Russia's operational use of its armed forces, including in the intervention in Syria, the goals and results of recent state armament programmes, and the trajectory of future developments. This full-colour volume includes more than 100 graphics, maps and charts and over 70 images, and contains chapters on: Russia's armed forces since the end of the Cold War Strategic forces Ground forces Naval forces Aerospace forces Russia's approach to military decision-making and joint operations Economics and industry At a time when Russia's relations with many of its neighbours are increasingly strained, and amid renewed concern about the risk of an armed clash, this dossier is essential reading for understanding the state, capabilities and future of Russia's armed forces.

There is a lot of hype, hand-waving, and ink being spilled about artificial intelligence (AI) in business. The amount of coverage of this topic in the trade press and on shareholder calls is evidence of a large change currently underway. It

awesome and terrifying. You might think of AI as a major environmental factor that is creating an evolutionary pressure that will force enterprise to evolve or perish. For those companies that do survive the "silicon wave" sweeping through the global economy, the issue becomes how to keep their humanity amidst the tumult. What started as an inquiry into how executives can adopt AI to harness the best of human and machine capabilities turned into a much more profound rumination on the future of humanity and enterprise. This is a wake-up call for business leaders across all sectors of the economy. Not only should you implement AI regardless of your industry, but once you do, you should fight to stay true to your purpose, your ethical convictions, indeed your humanity, even as our organizations continue to evolve. While not holding back punches about the dangers posed by overpowered AI, this book uniquely surveys where technology is limited, and gives good reason for cautious optimism about the true opportunities that lie amidst all the disruptive change currently underway. As such, it is distinctively more optimistic than many of the competing titles on Big Technology. This compelling book weaves together business strategy and philosophy of mind, behavioral psychology and the limits of technology, leadership and law. The authors set out to identify where humans and machines can best complement one another to create an enterprise greater than the sum total of its parts: the Humachine. Combining the global business and forecasting acumen of Professor Nada R. Sanders, PhD, with the legal and philosophical insight of John D. Wood, Esq., the authors combine their strengths to bring us this profound yet accessible book. This is a "must read" for anyone interested in AI and the future of human enterprise.

This volume analyses and historicises the memory of 1968 (understood as a marker of an emerging will for social change around the turn of that decade, rather than as a particular calendar year), focusing on cultural memory of the powerful signifier '68' and women's experience of revolutionary agency. After an opening interrogation of the historical and contemporary significance of "1968" – why does it still matter? how and why is it remembered in the contexts of gender and geopolitics? and what implications does it have for broader feminist understandings of women and revolutionary agency? – the contributors explore women's historical involvement in "1968" in different parts of the world and different ways in which women's experience as victims and perpetrators of violence are remembered and understood. This work will be of great interest to students and scholars of protest and violence in the fields of history, politics and international relations, sociology, cultural studies, and women's studies.

Leaders in the digital era are faced with breaking into new markets, disrupting existing ones, and doing so with more precision than ever before just to keep up with their competitors. To innovate more quickly, to rapidly experiment with ideas and technology, to pivot seemingly overnight, you need to have a system in place that can help you execute your most ambitious strategy. While OKRs (Objective and Key Results) have made huge waves recently, practical implementation of OKRs remains elusive for many. Lean OKRs are the evolved version of the OKR strategy execution tool that has powered the transformational journeys of giants like Google and Facebook. It is the lightweight method that turns good ideas into great execution, heightens employee

engagement, aligns teams, and achieves measurable, breakthrough results. Lean OKRs presents insightful anecdotes, creative exercises, clear figures and step-by-step models. Designed as a comprehensive guide, it covers everything from theoretical roots to practical execution, including company-wide strategy alignment and emotional management. Applicable to small companies as well as large organisations, Lean OKRs drives innovation through behavioral changes, empowering and motivating teams through focused daily OKR practices that are simple to put into action. Practical and to the point, this book integrates a unique combination of structural and leadership strategies resulting in a new approach to OKRs that conquers the hurdles experienced by most business leaders today.

Analytics in Healthcare

Kremlin Winter

Proceedings of the 10th International Conference

IEECB&SC'18

Power and Politics in Germany after the 2017 Bundestag Election

Improving Energy Efficiency in Commercial Buildings and Smart Communities

Twilight of the Merkel Era

Programmed Inequality

Post-TruthMIT Press

Libraries are places of learning and knowledge creation. Over the last two decades, digital technology—and the changes that came with it—have accelerated this transformation to a point where evolution starts to become a revolution. The

wider Open Science movement, and Open Access in particular, is one of these changes and is already having a profound impact. Under the subscription model, the role of libraries was to buy or license content on behalf of their users and then act as gatekeepers to regulate access on behalf of rights holders. In a world where all research is open, the role of the library is shifting from licensing and disseminating to facilitating and supporting the publishing process itself. This requires a fundamental shift in terms of structures, tasks, and skills. It also changes the idea of a library's collection. Under the subscription model, contemporary collections largely equal content bought from publishers. Under an open model, the collection is more likely to be the content created by the users of the library (researchers, staff, students, etc.), content that is now curated by the library. Instead of selecting external content, libraries have to understand the content created by their own users and help them to make it publicly available—be it through a local repository, payment of article processing charges, or through advice and guidance. Arguably, this is an overly simplified model that leaves aside special collections and other areas. Even so, it highlights the changes that research libraries are undergoing, changes that are likely to accelerate as a result of initiatives such as Plan S. This Special Issue investigates some of the changes

in today's library services that relate to open access. This volume gathers together reflections on racism and nationalism, empowerment and futurity. It focuses on collective amnesia in regards to traumatic events of the European past and the ways in which memory and history are presented for the future. The essays cover and oppose the seemingly disparate genocides committed during Belgian colonialism, Austrian antisemitism and turbo-nationalism in "Republika Srpska" (Bosnia and Herzegovina), implying by no means a homogenization of the experiences. What connects these historical situations is the fact that, despite available documents, to this very day, nation-states are built on practices of oblivion regarding their past. This volume is indispensable for theoreticians, philosophers, and historians, as well as the general public. It expresses the demand to critically question our inherited knowledge and to rethink the past for a new future of conviviality.

In *Kremlin Winter*, Robert Service, acclaimed biographer of Lenin, Stalin and Trotsky and one of the finest historians of modern Russia, brings his deep understanding of that country to bear on the man who leads it. 'One of our most accomplished, erudite and prolific historians of modern Russia.' – Rodric Braithwaite, *New Statesman* Vladimir Putin has dominated Russian politics since Boris Yeltsin relinquished the presidency in his favour in May

2000. He served two terms as president, before himself relinquishing the post to his prime minister, Dimitri Medvedev, only to return to presidential power for a third time in 2012. Putin's rule, whether as president or prime minister, has been marked by a steady increase in domestic repression and international assertiveness. Despite this, there have been signs of liberal growth and Putin – and Russia – now faces a far from certain future. Robert Service reveals a premier who cannot take his supremacy for granted, yet is determined to impose his will not only on his closest associates but on society at large. Kremlin Winter is a riveting insight into power politics as Russia faces a blizzard of difficulties both at home and abroad. 'A masterful portrait of Putin and Russia' – Jack Coleman, Daily Telegraph

Intelligence, Regeneration, Speed, and Precision  
Russia and the Second Coming of Vladimir Putin  
Failed Globalisation: Inequality, Money, And The Renaissance Of The State

2084

Introduction to Business

Four Laws for the Artificially Intelligent

Russia's Military Modernisation: An Assessment

Ask not what AI can do for a company, rather what artificial intelligence may do to a company. How does a company successfully integrate artificial intelligence into its operations? What

are the problems in doing so? And how does the introduction of AI into society change the answer to the first question? As companies delay or even cancel initiatives in artificial intelligence, *Four Laws for the Artificially Intelligent* redefines possibilities and offers leverage to turn AI visions into reality. It is a story of transformation: of people, of companies, and of artificial intelligence itself. The *Four Laws* is unique in its combination of stories and science illustrating how a technology competing with human consciousness is introduced and assimilated within a company. A work of creative nonfiction stretched on a frame of research, it is an essential trail guide for navigating the Industry Version 4.0 jungle in a search of the fruits of innovation.

This book offers a practical introduction to healthcare analytics that does not require a background in data science or statistics. It presents the basics of data, analytics and tools and includes multiple examples of their applications in the field. The book

also identifies practical challenges that fuel the need for analytics in healthcare as well as the solutions to address these problems. In the healthcare field, professionals have access to vast amount of data in the form of staff records, electronic patient record, clinical findings, diagnosis, prescription drug, medical imaging procedure, mobile health, resources available, etc. Managing the data and analyzing it to properly understand it and use it to make well-informed decisions can be a challenge for managers and health care professionals. A new generation of applications, sometimes referred to as end-user analytics or self-serve analytics, are specifically designed for non-technical users such as managers and business professionals. The ability to use these increasingly accessible tools with the abundant data requires a basic understanding of the core concepts of data, analytics, and interpretation of outcomes. This book is a resource for such individuals to demystify and learn the basics of data management and analytics for

healthcare, while also looking towards future directions in the field.

The aim of this book is to understand the technological and business potential of the blockchain technology and to reflect on its legal challenges, providing an unparalleled critical analysis of the disruptive potential of this technology for the economy and the legal system.

These proceedings present fourteen peer-reviewed papers from the 10th International Conference on Improving Energy Efficiency in Commercial Buildings and Smart Communities, which was held March 21-22, 2018 in Frankfurt, Germany. This biannual conference aims to promote and diffuse the concept of energy efficiency in new and existing commercial buildings and to enlarge the market for low consumption and sustainable non-residential buildings. It also covers smart and sustainable districts, communities and cities, since energy systems efficiency and renewable energies are often optimized at the district or municipal level. The 2018 conference focused on advanced and

innovative technologies to improve the energy efficiency of commercial buildings, communities and cities as well as the policies and measures by governments at various levels to improve energy efficiency. A particular focus was on Energy Service Companies (ESCOs). The conference addresses energy policy makers at international, national, and local level; academics, researchers and energy efficiency experts; ESCOs, utilities, buildings energy and environmental managers; buildings engineers and architects; and equipment manufacturers and commercial property investors.

Buying your Self on the Internet

The Global Rise of the Modern Plug-In Electric Vehicle

Regulating Blockchain

Women, Global Protest Movements, and Political Agency

Achieving Successful Business Outcomes

Winter Tourism

**This edited volume examines deterrence and the defense efforts of European states neighboring Russia, following the Crimean intervention. Deterrence, after being largely absent from debates among academics and policy-makers**

**for almost a quarter of a century, has made a comeback in Europe. Since Russia's annexation of Crimea and the start of the military conflict in Ukraine's Donbass region, eastern and northern European states have revised their assessments of Russia's policies and intentions. The approach used by Russia in Ukraine has rendered lessons learned from the Cold War deterrence only partially applicable due to the changing security situation in Europe. The emergence of the cyber realm, a smaller emphasis on nuclear deterrence, and the ideological conflict between Russia and the West, are among the key differences between the Cold War and the current security environment. Structured into two parts, the first part discusses conceptual aspects of deterrence, while the second discusses ten country case studies, which include both NATO and non-NATO countries. This allows for an in-depth analysis of the changing character of deterrence and its practical application by Russia's European neighbours. This volume will be of much interest to students of strategic studies, European politics, Russian foreign policy, security studies and international relations in general.**

**How Britain lost its early dominance in computing by systematically discriminating against its most qualified workers: women. In 1944, Britain led the world in electronic computing. By 1974, the British computer industry was all but extinct. What happened in the intervening thirty years holds lessons for all postindustrial superpowers. As Britain struggled to use technology to retain its global power, the nation's inability to manage its technical labor force hobbled its transition into the**

**information age. In *Programmed Inequality*, Mar Hicks explores the story of labor feminization and gendered technocracy that undercut British efforts to computerize. That failure sprang from the government's systematic neglect of its largest trained technical workforce simply because they were women. Women were a hidden engine of growth in high technology from World War II to the 1960s. As computing experienced a gender flip, becoming male-identified in the 1960s and 1970s, labor problems grew into structural ones and gender discrimination caused the nation's largest computer user—the civil service and sprawling public sector—to make decisions that were disastrous for the British computer industry and the nation as a whole. Drawing on recently opened government files, personal interviews, and the archives of major British computer companies, *Programmed Inequality* takes aim at the fiction of technological meritocracy. Hicks explains why, even today, possessing technical skill is not enough to ensure that women will rise to the top in science and technology fields. *Programmed Inequality* shows how the disappearance of women from the field had grave macroeconomic consequences for Britain, and why the United States risks repeating those errors in the twenty-first century.**

**How a bottom-up problem-solving ethos, multidisciplinary approach, and experimental mindset has nurtured entrepreneurship at MIT. MIT is world-famous as a launching pad for entrepreneurs. MIT alumni have founded at least 30,000 active companies, employing an estimated 4.6 million people, with revenues of approximately \$1.9 trillion. In the 2010s, twenty to thirty**

ventures were spun off each year to commercialize technologies developed in MIT labs (with intellectual property licensed by MIT to these companies); in the same decade, MIT graduates started an estimated 100 firms per year. How has MIT become such a hotbed of entrepreneurship? In *From the Basement to the Dome*, Jean-Jacques Degroof describes how MIT's problem-solving ethos, multidisciplinary approach, and experimental mindset nurture entrepreneurship. Degroof explains that, at first, the culture of entrepreneurship sprang from such extracurricular activities as forums, clubs, and competitions. Eventually, the Institute formally supported these activities, offering courses in entrepreneurship. Degroof describes why entrepreneurship is so uniquely aligned with MIT's culture: a history of bottom-up decision-making, a tradition of academic excellence, a keen interest in problem-solving, a belief in experimentation, and a tolerance for failure on the way to success. Entrepreneurship is the logical outcome of MIT's motto, *Mens et Manus* (mind and hand), translating theories and scientific discoveries into products and businesses--many of which have the goal of solving some of the world's most pressing problems. Degroof maps MIT's current entrepreneurial ecosystem of students, faculty, and researchers; considers the effectiveness of teaching entrepreneurship; and outlines ways that the MIT story could inspire conversations in other institutions about promoting entrepreneurship.

This book is a printed edition of the Special Issue of *Crystals: High-Pressure Studies of Crystalline Materials*. It also includes additional articles published in *Crystals*

**and related to the topic of the Special Issue, which have been selected based upon their relevance and scientific quality.**

**Price Management**

**Public Policy, Innovation and Strategy**

**The Right to Sex**

**Negotiating Our Way Up Collective Bargaining in a Changing World of Work**

**Defence Strategies for Neighbouring States**

**Artificial Intelligence and the Future of Humanity**

**Driving High Performance & Effective Transformations in a Continuously Evolving Business Environment**

Back in 2008, when Satoshi Nakamoto launched Bitcoin, the knowledge of blockchain application was limited to cryptocurrencies and digital cash, then more and more industries began using blockchain to utilize its incredible benefits. This book is the result of my years of research and work on artificial intelligence ( A.I ) in digital marketing, A.I Blockchain search engines, Fintech and Blockchain driven social media, CRM systems and marketing automation.

Unfortunately many articles that people write on Medium, Forbes and the other highly ranked websites are taken from books about Blockchain without giving any credit to those books' authors. I have provided relevant sources of information in this field which can be found at the reference section. Digital marketing experts and companies do not take blockchain technology seriously. They rely on their outdated online marketing tools. Times

have changed. Things are very different now than they used to be. Current digital marketing methods do not generate leads and sales. This is why online businesses use more money on marketing processes which do not trigger enough sales. The majority of search engines have implemented A.I, machine learning and deep learning in their systems. Digital marketing is one such industry that will massively be benefiting from blockchain. Online marketing processes will be easier to handle if we implement A.I blockchain. In this book, we'll discuss in detail about how blockchain can alleviate skepticism and build a decentralized environment for their consumers and themselves. We will go through various aspects of blockchain in order to understand the impact of blockchain on online marketing and digital marketing processes. This book examines the rise of the direct-to-consumer genetic testing industry (DTC) and its use of 'wrap' contracts. It uses the example of DTC to show the challenges that disruptive technologies pose for societies and for regulation. It also uses the wrap contracts of DTC companies to explore broader issues with online contracting.

Do we need yet another textbook on business fundamentals when every publishing house has stacks of such books ready for sale? No, we do not need another standard textbook. What we need is a new kind of teaching tool that at once accommodates the modern-day classroom and exposes new century students to the

contemporary world of global capitalism in which today's businesses operate. In primer form, Dr. Patrice Flynn clarifies the functional areas of business, a term used to describe what every businessperson needs to understand to be successful, from entrepreneurship to small business development, legal structure, going global, finance, big data, marketing, management, and more. This primer demonstrates how a master teacher teaches new century students, thus giving supremacy to pedagogy along with rigorous content. The primer can be used with both business students and the growing number of nonbusiness students interested in learning how business works before entering the world of work. Every student will come away not only with a sense of the business areas that pique their interest but also with a deeper understanding of business from which to craft next career steps.

Medicine is an ancient profession that advances as each generation of practitioners passes it down. It remains a distinguished, flawed and rewarding vocation--but it may be coming to an end as we know it. Computer algorithms promise patients better access, safer therapies and more predictable outcomes. Technology reduces costs, helps design more effective and personalized treatments and diminishes fraud and waste. Balanced against these developments is the risk that medical professionals will forget that their primary responsibility is to their

patients, not to a template of care. Written for anyone who has considered a career in health care--and for any patient who has had an office visit where a provider spent more time with data-entry than with them--this book weighs the benefits of emerging technologies against the limitations of traditional systems to envision a future where both doctors and patients are better-informed consumers of health care tools.

Current Affairs Capsule June 2018

The Oxford Handbook of Intellectual Property Law

From the Basement to the Dome

High-Pressure Studies of Crystalline Materials

How MITs Unique Culture Created a Thriving Entrepreneurial Community

Techno-Social and Legal Challenges

Humankind, Machines, and the Future of Enterprise

The collection comprises contributions from leading artist-theorists in the fields of necropolitics and tactical media, and from increasingly influential scholars of biomediality and urban performativity

You don't have to be a computer scientist to get involved in the discussion about where artificial intelligence and technology are going. What will the year 2084 hold for you--for your friends, for your family, and for our society? Are we doomed to the grim dystopia imagined in George Orwell ' s 1984? In 2084, scientist and philosopher John Lennox will introduce you to a kaleidoscope of ideas: the key developments in technological enhancement, bioengineering,

and, in particular, artificial intelligence. You will discover the current capacity of AI, its advantages and disadvantages, the facts and the fiction, as well as potential future implications. The questions posed by AI are open to all of us. And they demand answers. A book that is written to challenge all readers, no matter your worldview, 2084 shows how the Christian worldview, properly understood, can provide evidence-based, credible answers that will bring you real hope for the future of humanity.

This book argues for the importance of sketching as a mode of thinking, and the relevance of sketching in the design process, design education, and design practice. Through a wide range of analysis and discussion, the book looks at the history of sketching as a resource throughout the design process and asks questions such as: where does sketching come from? When did sketching become something different to drawing and how did that happen? What does sketching look like in the present day? Alongside an in-depth case study of students, teachers, and practitioners, this book includes a fascinating range of interviews with designers from a wide variety of backgrounds, including fashion, user experience, and architecture. Sketching as Design Thinking explains how drawing and sketching remain a prominent aspect in our learning and creative process, and provides a rich resource for students of visual art and design.

Art in Science Museums brings together perspectives from different practitioners to reflect on the status and meaning of art programmes in science centres and museums around the world. Presenting a balanced mix of theoretical perspectives, practitioners' reflections, and case-studies, this volume gives voice to a wide range of professionals, from traditional science

centres and museums, and from institutions born with the very aim of merging art and science practices. Considering the role of art in the field of science engagement, the book questions whether the arts might help curators to convey complex messages, foster a more open and personal approach to scientific issues, become tools of inclusion, and allow for the production of totally new cultural products. The book also includes a rich collection of projects from all over the world, synthetically presenting cases that reveal very different approaches to the inclusion of art in science programmes. *Art in Science Museums* should be of great interest to academics, researchers and postgraduate students working in the fields of museum studies, cultural heritage management, material culture, science communication and contemporary art. It should also be essential reading for museum professionals looking to promote more reflective social science engagement in their institutions.

Regulating Artificial Intelligence

Technology and the Doctor-Patient Relationship

How Britain Discarded Women Technologists and Lost Its Edge in Computing

Art in Science Museums

New Technologies in Dermatological Science and Practice

Rethinking the Legacy of 1968

The Aesthetics of Necropolitics

“Laser-cut writing and a stunning intellect. If only every writer made this much beautiful sense.” —Lisa Taddeo, author of *Three Women* “Amia Srinivasan is an unparalleled and extraordinary writer—no one X-rays an argument, a desire, a contradiction, a defense mechanism quite like her. In stripping the new politics of

sex and power down to its fundamental and sometimes clashing principles, *The Right to Sex* is a bracing revivification of a crucial lineage in feminist writing: Srinivasan is daring, compassionate, and in relentless search of a new frame.” —Jia Tolentino, author of *Trick Mirror: Reflections on Self Delusion* Thrilling, sharp, and deeply humane, philosopher Amia Srinivasan's *The Right to Sex: Feminism in the Twenty-First Century* upends the way we discuss—or avoid discussing—the problems and politics of sex. How should we think about sex? It is a thing we have and also a thing we do; a supposedly private act laden with public meaning; a personal preference shaped by outside forces; a place where pleasure and ethics can pull wildly apart. How should we talk about sex? Since #MeToo many have fixed on consent as the key framework for achieving sexual justice. Yet consent is a blunt tool. To grasp sex in all its complexity—its deep ambivalences, its relationship to gender, class, race and power—we need to move beyond yes and no, wanted and unwanted. We do not know the future of sex—but perhaps we could imagine it. Amia Srinivasan’s stunning debut helps us do just that. She traces the meaning of sex in our world, animated by the hope of a different world. She reaches back into an older feminist tradition that was unafraid to think of sex as a political phenomenon. She discusses a range of fraught relationships—between discrimination and preference, pornography and freedom, rape and racial injustice, punishment and accountability, students and teachers, pleasure and power, capitalism and liberation. *The Right to Sex: Feminism in the Twenty-*

First Century is a provocation and a promise, transforming many of our most urgent political debates and asking what it might mean to be free.

How we arrived in a post-truth era, when “alternative facts” replace actual facts, and feelings have more weight than evidence. Are we living in a post-truth world, where “alternative facts” replace actual facts and feelings have more weight than evidence? How did we get here? In this volume in the MIT Press Essential Knowledge series, Lee McIntyre traces the development of the post-truth phenomenon from science denial through the rise of “fake news,” from our psychological blind spots to the public's retreat into “information silos.” What, exactly, is post-truth? Is it wishful thinking, political spin, mass delusion, bold-faced lying? McIntyre analyzes recent examples—claims about inauguration crowd size, crime statistics, and the popular vote—and finds that post-truth is an assertion of ideological supremacy by which its practitioners try to compel someone to believe something regardless of the evidence. Yet post-truth didn't begin with the 2016 election; the denial of scientific facts about smoking, evolution, vaccines, and climate change offers a road map for more widespread fact denial. Add to this the wired-in cognitive biases that make us feel that our conclusions are based on good reasoning even when they are not, the decline of traditional media and the rise of social media, and the emergence of fake news as a political tool, and we have the ideal conditions for post-truth. McIntyre also argues provocatively that the right wing borrowed from postmodernism—specifically, the idea that there is no

such thing as objective truth—in its attacks on science and facts. McIntyre argues that we can fight post-truth, and that the first step in fighting post-truth is to understand it.

Important Current Affairs of June 2018 in one place. Download the PDF & have command over the General Awareness Section.

This book assesses the normative and practical challenges for artificial intelligence (AI) regulation, offers comprehensive information on the laws that currently shape or restrict the design or use of AI, and develops policy recommendations for those areas in which regulation is most urgently needed. By gathering contributions from scholars who are experts in their respective fields of legal research, it demonstrates that AI regulation is not a specialized sub-discipline, but affects the entire legal system and thus concerns all lawyers. Machine learning-based technology, which lies at the heart of what is commonly referred to as AI, is increasingly being employed to make policy and business decisions with broad social impacts, and therefore runs the risk of causing wide-scale damage. At the same time, AI technology is becoming more and more complex and difficult to understand, making it harder to determine whether or not it is being used in accordance with the law. In light of this situation, even tech enthusiasts are calling for stricter regulation of AI. Legislators, too, are stepping in and have begun to pass AI laws, including the prohibition of automated decision-making systems in Article 22 of the General Data Protection Regulation, the New York City AI

transparency bill, and the 2017 amendments to the German Cartel Act and German Administrative Procedure Act. While the belief that something needs to be done is widely shared, there is far less clarity about what exactly can or should be done, or what effective regulation might look like. The book is divided into two major parts, the first of which focuses on features common to most AI systems, and explores how they relate to the legal framework for data-driven technologies, which already exists in the form of (national and supra-national) constitutional law, EU data protection and competition law, and anti-discrimination law. In the second part, the book examines in detail a number of relevant sectors in which AI is increasingly shaping decision-making processes, ranging from the notorious social media and the legal, financial and healthcare industries, to fields like law enforcement and tax law, in which we can observe how regulation by AI is becoming a reality.

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Strategy, Analysis, Decision, Implementation

Trends and Challenges