Telstra Uno User Guide

This book is a great investment for those interested in developing camera related projects for the Arduino. These camera applications can involve security, surveillance, photography, toys, robots, and drones. Specifically, this book covers the Omnivision ov7670 digital camera and its use with the Arduino microcontroller. This book takes an interactive hands on approach and shows the reader in a step by step guide how to use the ov7670 with the Arduino and an SD card reader/writer to take photos, save them to an SD card, and then to convert them to an easily viewable format. This book will save you many hours or even weeks of frustration in trying to get this camera to work correctly. This book also gives you the basic background on the Arduino and digital cameras in general so that you will be able to develop camera projects for cameras other than the ov7670. Who this book is for: 1. Beginners to the Arduino interested in developing custom Arduino camera related projects that are suitable for photography, surveillance, security applications or for use with drones and robots. 2. High school and university students needing a quick start guide to using a low cost digital camera in their school projects. Key Selling Points: 1. Provides an interactive "hands on example" based beginner's quick start guide to using the extremely popular Omnivision ov7670 camera with the Arduino including using the undocumented features and incorrectly documented features that are necessary to get the camera to operate correctly. 2. Provides a good starting point for Arduino based camera applications as diverse as image processing, photography, surveillance, and home security with professional quality reusable code for the reader to use in his or her own projects. 3. Covers the FIFO version of the ov7670 which is the preferred camera version for most camera projects. Table of Contents: Chapter 1: Introducing the Omnivision OV7670 Camera A. What is the OV7670 Camera? B. Key Camera Terminology C. OV7670 Camera with AL422B FIFO Memory Overview D. Summary of Steps Needed for Taking a Photo Chapter 2: Introducing the Arduino A. What is an Arduino? B. The Arduino Mega 2560 C. Arduino Development System Requirements D. Arduino Software IDE E. Hands on Example: A simple Arduino "Hello World" program with an LED Chapter 3: Arduino Programming Language Basics A. C/C++ Language for Arduino Overview Chapter 4: Digital Design Review A. How Data is Stored in the ov7670 Camera B. Decimal Numbers (Base 10 Representation) C. Binary Numbers (Base 2 Representation) D. Hexadecimal Numbers (Base 16 Representation) E. Converting a Binary Number (Base 2) to a Hex Number (Base 16) F. Converting a Hexadecimal Number (Base 16) to a Binary Number (Base 2) G. Hands On Example: Setting Registers on the OV7670 Camera H. Boolean Variables, Logic and Truth Tables I. The Clock Pulse J. Reading Schematics K. Design Overview for the OV7670 Camera with FIFO Memory Chapter 5: Taking Photos with the Omnivision ov7670 Camera - Part 1 A. Overview of SD Card Storage for the Arduino B. Overview of Arduino's I2C Interface C. Hands on Example: Testing the I2C Interface with the OV7670 Camera D. Overview of the Omnivision ov7670 FIFO Camera Image Capture Software E. Overview of FFMPEG Chapter 6: Taking Photos with the Omnivision ov7670 Camera - Part 2 A. Hands on Example: Taking a picture with the camera, saving the picture to the SD card storage, and viewing the image on your computer. Appendix A: Camera Register Defines Appendix B: Image Capture Program Variables

The world has changed radically since 1989, when the General Assembly declared the period from 1990 to 1999 as the United Nations Decade of International Law. During that time, the international community claimed some major achievements as reflected by the adoption of conventions and treaties. This publication presents a collection of essays from legal advisers of States and international organizations, all of whom are among those committed to promoting respect for international law. Their contribution provides a practical perspective on

international law, viewed from the standpoint of those involved in its formation, application and administration.

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

DK Eyewitness Travel Guide: Italy is your in-depth guide to the very best of Italy. From touching the stones of the Colosseum in Rome to gazing up at Michelangelo's David in Florence to savoring a gelato along the canals of Venice, experience the rich cultural treasures this beautiful country has to offer. Discover DK Eyewitness Travel Guide: Italy. + Detailed itineraries and "don't-miss" destination highlights at a glance. + Illustrated cutaway 3-D drawings of important sights. + Floor plans and guided visitor information for major museums. + Guided walking tours, local drink and dining specialties to try, things to do, and places to eat, drink, and shop by area. + Area maps marked with sights. + Detailed city maps of Florence, Rome, and Venice each include a street finder index for easy navigation. + Insights into history and culture to help you understand the stories behind the sights. + Hotel and restaurant listings highlight DK Choice special recommendations. With hundreds of full-color photographs, hand-drawn illustrations, and custom maps that illuminate every page, DK Eyewitness Travel Guide: Italy truly shows you what others only tell you.

Ten years ago, the United States stood at the forefront of the Internet revolution. With some of the fastest speeds and lowest prices in the world for high-speed Internet access, the nation was poised to be the global leader in the new knowledge-based economy. Today that global competitive advantage has all but vanished because of a series of government decisions and resulting monopolies that have allowed dozens of countries, including Japan and South Korea, to pass us in both speed and price of broadband. This steady slide backward not only deprives consumers of vital services needed in a competitive employment and business market—it also threatens the economic future of the nation. This important book by leading telecommunications policy expert Susan Crawford explores why Americans are now paying much more but getting much less when it comes to high-speed Internet access. Using the 2011 merger between Comcast and NBC Universal as a lens, Crawford examines how we have created the biggest monopoly since the breakup of Standard Oil a century ago. In the clearest terms, this book explores how telecommunications monopolies have affected the daily lives of consumers and America's global economic standing.

In a book that's both accessible and enlightening, Rebecca Friedrichs recounts her thirty-year odyssey as an elementary school teacher who comes face-to-face with the forces dividing and corrupting our schools and culture—state and national teachers' unions. An exciting true story that features real life testimonies of teachers, parents, and kids, as well as political and social commentary, Rebecca's journey leads her to the realization that the only hope for America's schools and families is returning authority to parents and teachers while lessening the grip of state and national unions that: · Promote a culture of fear and bully teachers and parents into silence. · Undermine parents' authority by sexually, socially, and politically indoctrinating kids. · Use the apple-pie image of the PTA as a "front" to promote a partisan agenda. These

insights and more led Rebecca and nine other teachers to the US Supreme Court where their case, Friedrichs v California Teachers Association, et al., sought to restore the First Amendment rights of all teachers and government employees. They argued no one should be forced to pay fees to abusive, politically driven unions, and were poised to change the very landscape of American education—until tragedy struck. Saddened but unbowed, Rebecca started a national movement, For Kids and Country, leading the charge of servant leaders who believe Judeo-Christian values (including kindness) and restoration of the teaching profession—possible only by rejecting state and national unions and forming "local only" associations—are the answers to America's woes. She invites you to join them. "America's teachers, parents, and kids deserve better," Rebecca writes. "If we want freedom, we're going to have to fight for it."

Developments in soil classification have accompanied parallel progress in our understanding of the soil system. However the theories behind the classifications and the purposes for which they were created have changed over time. The editors hope that this comprehensive synthesis will help to rally soil scientists around the world to develop an acce

In this revised text, master expositor Sheldon Ross has produced a unique work in introductory statistics. The text's main merits are the clarity of presentation, contemporary examples and applications from diverse areas, and an explanation of intuition and ideas behind the statistical methods. To quote from the preface, "It is only when a student develops a feel or intuition for statistics that she or he is really on the path toward making sense of data." Ross achieves this goal through a coherent mix of mathematical analysis, intuitive discussions and examples. * Ross's clear writing style leads students easily through descriptive and inferential statistics * Hundreds of exercises assess students' conceptual and computational understanding * Real data sets from current issues draw from a variety of disciplines * Statistics in Perspective highlights demonstrate real-world application of techniques and concepts * Historical Perspectives sections profile prominent statisticians and events * Chapter Introductions pose realistic statistical situations * Chapter Summaries and Key Terms reinforce learning * A detachable Formula Card includes frequently used tables and formulas to facilitate studying * Enclosed CD-ROM contains programs that can be used to solve basic computation problems New in this Edition: * Dozens of new and updated examples and exercises * New sections on: assessing the linear regression model by analyzing residuals; quality control; counting principles; Poisson random variables * Detailed edits and enhancements based on users' feedback * A computerized test bank, plus updates to other ancillaries Ancillaries: * Instructor's Manual * Student Solutions Manual (ISBN: 0120885514) * Printed Test Bank * Computerized Test Bank * Instructor's web site with additional online materials

A how-to resource for incorporating social media into training Whether you work in a traditional or virtual classroom, social media can broaden your reach and increase the impact of training. In Social Media for Trainers, e-learning and new media expert Jane Bozarth provides an overview of popular tools, including blogs, wikis, Twitter, Facebook, YouTube, SlideShare, Flickr, and others. You'll learn to leverage each medium's unique features and applications to deliver training, facilitate discussions, and extend learning beyond the confines of a training event. This key resource offers a new set of powerful tools for augmenting and enhancing the value of your training. PRAISE FOR SOCIAL MEDIA FOR TRAINERS "Clear explanations and practical examples

of the use of social media for learning, make this book essential reading for all workplace trainers." —Jane Hart, founder, Centre for Learning and Performance Technologies, and founding member of the Internet Time Alliance "... a practical, intelligent book teaching trainers how to effectively utilize technology for real learning outcomes." —Karl Kapp, professor of Instructional Technology at Bloomsburg University and author of Learning in 3D and Gadgets, Games and Gizmos for Learning "Trainers who want to succeed in the new social learning world should read this book. Jane has made social media easy, practical, and simple to use." —Ray Jimenez, PhD, Chief Learning Architect, VignettesLearning.com

The Valuation Handbook – U.S. Guide to Cost of Capital, 2011 Essentials Edition includes two sets of valuation data: Data previously published in the 2011 Duff & Phelps Risk Premium Report Data previously published in the Morningstar/Ibbotson 2011 Stocks, Bonds, Bills, and Inflation (SBBI) Valuation Yearbook The Valuation Handbook – 2011 U.S. Essentials Edition includes data through December 31, 2010, and is intended to be used for 2011 valuation dates. The Valuation Handbook – U.S. Guide to Cost of Capital, Essentials Editions are designed to function as historical archives of the two sets of valuation data previously published annually in: The Morningstar/Ibbotson Stocks, Bonds, Bills, and Inflation (SBBI) Valuation Yearbook from 1999 through 2013 The Duff & Phelps Risk Premium Report from 1999 through 2013 The Duff & Phelps Valuation Handbook – U.S. Guide to Cost of Capital from 2014 The Valuation Handbook – U.S. Essentials Editions are ideal for valuation analysts needing "historical" valuation data for use in: The preparation of carve-out historical financial statements, in cases where historical goodwill impairment testing is necessary Valuing legal entities as of vintage date for tax litigation related to a prior corporate restructuring Tax litigation related to historical transfer pricing policies, etc. The Valuation Handbook – U.S. Essentials Editions are also designed to serve the needs of: Corporate finance officers for pricing or evaluating mergers and acquisitions, raising private or public equity, property taxation, and stakeholder disputes Corporate officers for the evaluation of investments for capital budgeting decisions Investment bankers for pricing public offerings, mergers and acquisitions, and private equity financing CPAs who deal with either valuation for financial reporting or client valuations issues Judges and attorneys who deal with valuation issues in mergers and acquisitions, shareholder and partner disputes, damage cases, solvency cases, bankruptcy reorganizations, property taxes, rate setting, transfer pricing, and financial reporting For more information about Duff & Phelps valuation data resources published by Wiley, please visit www.wiley.com/go/valuationhandbooks.

Social policy encompasses the study of social needs, policy development and administrative arrangements aimed at improving citizen wellbeing and redressing disadvantage. Australian Social Policy and the Human Services introduces readers to the mechanisms of policy development, implementation and evaluation. This third edition emphasises the complexity of practice, examining the links and gaps between policy development and implementation and encouraging readers to develop a critical approach to practice. The text now includes an overview of Australia's political system and has been expanded significantly to cover contemporary issues across several policy domains, including changes in labour market structure, homelessness, mental health and disability, child protection and family violence, education policy, Indigenous initiatives, conceptualisations of citizenship,

and the rights of diverse groups and populations. Written in an engaging and accessible style, Australian Social Policy and the Human Services is an indispensable resource for students and practitioners alike.

Long-awaited revision of this best-selling book on the Arduino electronics platform (35,000+ copies sold). Readers gain an in-depth understanding of the Arduino -- beyond just making simple projects. The Arduino is an affordable, flexible, open source microcontroller platform designed to make it easy for hobbyists to use electronics in homemade projects. With an almost unlimited range of input and output add-ons, sensors, indicators, displays, motors, and more, the Arduino offers you countless ways to create devices that interact with the world around you. This second edition of Arduino Workshop has been updated for the latest version of Arduino IDE. It begins with an overview of the Arduino system and then moves on to coverage of various electronic components and concepts, including revised content reflecting advances in displays, touchscreens, sensors, motors, GPS, and wireless technology. You'll learn about new hardware and find updated projects that cover areas like touchscreens and LED displays, robotics, using sensors with wireless data links, and even controlling projects remotely through a cell phone. Brand new chapters include coverage of MAX7219-based LED numeric displays, LED matrix modules, and creating your own Arduino libraries. Throughout the book, hands-on projects reinforce what you've learned and show you how to apply that knowledge. As your understanding grows, the projects increase in complexity and sophistication. Along the way, you'll learn valuable lessons in coding, including how to create your own Arduino libraries to efficiently reuse code across multiple projects. Among the book's 65 projects are useful devices like: • A digital thermometer that charts temperature changes on an LCD • A GPS logger that records data from your travels, which can be displayed on Google Maps • A handy tester that lets you check the voltage of any single-cell battery • A keypad-controlled lock that requires a secret code to open You'll also learn to build Arduino toys and games like: • An electronic version of the classic six-sided die • A binary quiz game that challenges your number conversion skills • A motorized remote control car with collision detection to keep it from crashing Arduino Workshop will teach you the tricks and design principles of a master craftsman. Whatever your skill level, you'll have fun as you learn to harness the power of the Arduino for your own DIY projects.

The World Report on Disability suggests more than a billion people totally experience disability. They generally have poorer health, lower education and fewer economic opportunities and higher rates of poverty than people without disabilities. This report provides the best available evidence about what works to overcome barriers to better care and services.

The DK Eyewitness Travel Guide: Italy is your indispensable guide to this beautiful part of the world. This fully updated guide will lead you straight to the best attractions Italy has to offer, from touching the stones of the Colosseum in Rome to gazing up at Michelangelo's David in Florence to slurping gelato along the canals of Venice. Inside this guide, you'll find DK's famous cutaway illustrations of major architectural and historic sights, museum floor plans, and 3-D aerial views of

key districts to explore on foot, along with in-depth coverage of the city's history and culture. Maps are marked with sights from the guidebook and include street finder guides for Florence, Rome, and Venice. This uniquely visual DK Eyewitness Travel Guide will help you discover everything region-by-region, from local festivals and markets to day trips around the countryside. Detailed listings will guide you to the best hotels, restaurants, bars, and shops for all budgets, while detailed practical information will help you to get around, whether by train, bus, or car. Plus, DK's excellent insider tips and essential local information will help you explore every corner of Italy effortlessly.

OGT Exit Level Reading Workbook prepares students for the reading portion of the Ohio Graduation Test. Samples from similar tests provide plenty of practice and students learn to take multiple choice tests on their comprehension of what they read. Students learn to evaluate their own short answers to targeted questions, and learn from other students' responses to similar questions. This book is suitable for students in all states who need to take a reading exam for graduation or course completion.

DK Eyewitness Italy travel guide will lead you straight to the best attractions Italy's kaleidoscope of regions have on offer. Packed with photographs and illustrations, the guide explores every facet that makes the country irresistible; from the Alps in the far north to the sun-blessed Mediterranean shores of the south. The guide provides all the insider tips every visitor needs from soaking up the romance of Verona, basking in the warm evening sun in Tuscany, or gaping at the ancient ruins lining the streets of Rome as well as comprehensive listings of the best hotels, villas, resorts, restaurants, and nightlife in each region for all budgets. You'll find 3D cutaways and floorplans of all the must-see sites of the major cities and towns. DK Eyewitness Italy explores the history, classical origins, architecture and art of this stylish and charismatic country - and still finds room to recommend a wine to go with the risi e bisi or the maccheroni con le sarde. With up-to-date information on getting around by train, boat, car, walking in cities and all the sights, beaches, and resorts listed town by town, DK Eyewitness Italy is indispensable. Don't miss a thing on your holiday with the DK Eyewitness Italy

The compelling true story that inspired the hugely successful major ITV drama series HOME FIRES – now in its second season. The Second World War was the WI's finest hour. The whole of its previous history - two decades of educating, entertaining and supporting women and campaigning on women's issues - culminated in the enormous collective responsibility felt by the members to 'do their bit' for Britain. With all the vigour, energy and enthusiasm at their disposal, a third of a million country women set out to make their lives and the lives of those around them more bearable in what they described as 'a period of insanity'. Through archive material and interviews with many WI members, Julie Summers takes us behind the scenes, revealing their nitty-gritty approach to the daily problems presented by the conflict.

Jambusters is the fascinating story of how the Women's Institute pulled rural Britain through the war with pots of jam and a spirit of make-do-and-mend.

Musical.

Synthetic Worlds, Virtual Worlds, and Alternate Realities are all terms used to describe the phenomenon of computer-based, simulated environments in which users inhabit and interact via avatars. The best-known commercial applications are in the form of electronic gaming, and particularly in massively-multiplayer online role-playing games like World of Warcraft or Second Life. Less known, but possibly more important, is the rapid adoption of platforms in education and business, where Serious Games are being used for training purposes, and even Second Life is being used in many situations that formerly required travel. The editors of this book captures the state of research in the field intended to reflect the rapidly growing yet relatively young market in education and business. The general focus is set on the scientific community but integrates the practical applications for businesses, with papers on information systems, business models, and economics. In six parts, international authors – all experts in their field – discuss the current state-of-the-art of virtual worlds/alternate realities and how the field will develop over the next years. Chapters discuss the influences and impacts in and around virtual worlds. Part four is about education, with a focus on learning environments and experiences, pedagogical models, and the effects on the different roles in the educational sector. The book looks at business models and how companies can participate in virtual worlds while receiving a return on investment, and includes cases and scenarios of integration, from design, implementation to application.

In this fully revised and extended edition, Tony Edwards and David Westgate continue to examine methods of investigation for use in classrooms and ways in which researchers and teachers may advance their knowledge of classroom talk. They have taken the opportunity to add material on oracy and the importance of spoken language in the curriculum.; All research evidence and bibliographic material has been revised and updated. This book should continue to be an important text for a new generation of students and researchers in language and linguistics, social science and education studies.

This proceeding features papers discussing big data innovation for sustainable cognitive computing. The papers feature detail on cognitive computing and its self-learning systems that use data mining, pattern recognition and natural language processing (NLP) to mirror the way the human brain works. This international conference focuses on cognitive computing technologies, from knowledge representation techniques and natural language processing algorithms to dynamic learning approaches. Topics covered include Data Science for Cognitive Analysis, Real-Time Ubiquitous Data Science, Platform for Privacy Preserving Data Science, and Internet-Based Cognitive Platform. The EAI International Conference on Big Data Innovation for Sustainable Cognitive Computing (BDCC 2018), took place on 13 – 15 December 2018 in Coimbatore, India.

"To mark the English translation of Etre et l'événement as Being and event, ... a special issue on the work of the philosopher Alain Badiou ... [encouraging] contributors to take up the challenge Badiou raises in Being and event ... and deploy his categories in thinking a particular situation - be it political, artistic, scientific or amorous."--Ch. 1.

This fourth edition of Information Technology Law has been completely revised in the light of developments within the field since publication of the first edition in 1997. Now dedicated to a more detailed analysis of and commentary on the latest developments within this burgeoning field of law, this new edition is an essential read for all those interested in the interface between law and technology and the effect of new technological developments on the law. New additions to the fourth edition include: analysis of regulatory issues and jurisdictional questions specific consideration of intermediary liability developments in privacy and data protection extension of computer crime laws developments in software patents open source software and the legal implications. If you've ever thought, "There must be more to life than this," The Art of Non-Conformity is for you. Based on Chris Guillebeau's popular online manifesto "A Brief Guide to World Domination," The Art of Non-Conformity defies common assumptions about life and work while arming you with the tools to live differently. You'll discover how to live on your own terms by exploring creative self-employment, radical goal-setting, contrarian travel, and embracing life as a constant adventure. Inspired and guided by Chris's own story and those of others who have pursued unconventional lives, you can devise your own plan for world domination-and make the world a better place at the same time. People face a bewildering choice of new organizational design options. New organizational forms are sweeping across businesses, now that information technology enables better communication, both internally and across boundaries. This book helps managers to navigate the new landscape, by providing a concise and practical overview of forms like holacracy, the Spotify-model, platform organizations, multidimensional organizing and ecosystems. It discusses these forms and provides a user guide, showing when they are effective and when to avoid them. Short insightful excursions explain how the organizational revolution affects issues like human resource management, the changing role of middle management, planning and control and self-organization. Finally, the book guides you through the question how to design new forms and how to implement them. Practical examples and enlightening case studies show the struggles and successes you face in working in this new environment. Self-organized, dynamic and externally oriented structures replace hierarchical, predictable and internally oriented structures. The business unit and the matrix that dominated the twentieth century are making way for new forms of organizing. This book is the first complete overview of new organizational forms in the information economy. It is an indispensable guide to profit from the opportunities new organizational forms present. This proceedings book includes the results from the International Conference on Deep Learning, Artificial Intelligence and Robotics, held in Malaviya National Institute of Technology, Jawahar Lal Nehru Marg, Malaviya Nagar, Jaipur, Rajasthan, 302017. The scope of this conference includes all subareas of AI, with broad coverage of traditional topics like robotics, statistical learning and deep learning techniques. However, the organizing committee expressly encouraged work on the applications of DL and AI in the important fields of computer/electronics/electrical/mechanical/chemical/textile

engineering, health care and agriculture, business and social media and other relevant domains. The conference welcomed papers on the following (but not limited to) research topics: · Deep Learning: Applications of deep learning in various engineering streams, neural information processing systems, training schemes, GPU computation and paradigms, human-computer interaction, genetic algorithm, reinforcement learning, natural language processing, social computing, user customization, embedded computation, automotive design and bioinformatics · Artificial Intelligence: Automatic control, natural language processing, data mining and machine learning tools, fuzzy logic, heuristic optimization techniques (membrane-based separation, wastewater treatment, process control, etc.) and soft computing · Robotics: Automation and advanced control-based applications in engineering, neural networks on low powered devices, human-robot interaction and communication, cognitive, developmental and evolutionary robotics, fault diagnosis, virtual reality, space and underwater robotics, simulation and modelling, bio-inspired robotics, cable robots, cognitive robotics, collaborative robotics, collective and social robots and humanoid robots It was a collaborative platform for academic experts, researchers and corporate professionals for interacting their research in various domain of engineering like robotics, data acquisition, human-computer interaction, genetic algorithm, sentiment analysis as well as usage of AI and advanced computation in various industrial challenges based applications such as user customization, augmented reality, voice assistants, reactor design, product formulation/synthesis, embedded system design, membrane-based separation for protecting environment along with wastewater treatment, rheological properties estimation for Newtonian and non-Newtonian fluids used in micro-processing industries and fault detection.

BECOME THE ENVY OF YOUR INDUSTRY WITH A CUSTOMER-CENTRIC CULTURE Winner of Marketing Book of the Year 2015 by Marketing and Sales Books For the first time, this groundbreaking guide unlocks the secrets used by Amazon, Virgin, Apple, Starbucks, and salesforce.com. It creates a guide for success based on three years of scientific study drawing insights from more than 100 businesses to identify seven key factors. When implemented together these factors have been proven to drive superior business performance. Customer culture is as fundamental to business performance as breathing is to living. It is the life force of your business. This applies no matter what your industry sector. And with the evidence-based methods in this book, you can replicate their success in your business! The Customer Culture Imperative reveals the key disciplines of customer culture that consistently predict enhanced, sustainable business results. Each one is linked to a particular strategy and drives predictable and measurable improvements in one or more business performance factors--from innovation and customer satisfaction to growth in sales and profits to higher rates of new-product success. It gives you the tools to: Inspire everyone in the company to embrace a customer-centric culture Unify efforts across units by creating a "common language" for change Collect and measure data from your

efforts and benchmark your progress Make change long term so you leave a legacy of an enduring business Creating a customer-centric company takes more than making an investment in the customer service department and systems. It's about building a culture in which the customer is at the heart of all decisions made within every function and unit. What's best for the customer is what's best for business. Make that a part of the DNA of your organization, and you will lead your company to unprecedented success. Guaranteed. PRAISE FOR THE CUSTOMER CULTURE IMPERATIVE "Linden and Chris Brown have written the best book on what it takes to build a genuine customer culture in an organization. Their framework and their stories will inspire you to take the next step." -- Philip Kotler, S. C. Johnson Distinguished Professor of International Marketing at the Kellogg School of Management at Northwestern University "A customer-focused culture is a powerful competitive advantage. This book will show you how to diagnose the level of a customer culture and then make the leadership moves to raise this level." -- George Day, Geoffrey T. Boisi Professor of Marketing and Co-Director of the Mack Institute for Innovation Management, Wharton, University of Pennsylvania "Creating unique customer engagements is an essential ingredient of the 'Starbucks Experience.' Crafting an authentic culture is essential to insuring that all employees consistently execute and innovate the highest quality customer experience. Linden and Chris provide a unique framework and road map to build this culture within large and small organizations." -- Arthur Rubinfeld, chief creative officer and president, Global Innovation and Evolution Fresh Retail, Starbucks "Smart phones, smart networks, and personalized apps are changing the way people live and work--giving control to an emerging class of globally connected customers that have the power to shift markets. Linden and Chris Brown's work will help you understand what is happening and what it means to your business." -- David Thodey, Chief Executive Officer, Telstra "Over the 40+ years of my life in business I have always known that a customer culture is the key to success. How to achieve it has been a continuous search and challenge. This book is the clearest roadmap I have read to truly achieve a customer culture and all the benefits it brings." -- John Stanhope, Chairman, Australia Post "Some books (alas, very rare) summarise well-researched management theory, combined with current best practice, to deliver powerful and pragmatic guidelines for growing shareholder value. This is one such book. Read it. Enjoy it. It is a powerful contribution to best practice." -- Malcolm MacDonald, Emeritus Professor, Cranfield University School of Management "Smart phones, smart networks, and personalized apps are changing the way people live and work,giving control to an emerging class of globally connected customers that have the power to shift markets. Linden and Chris Brown's work will help you understand what is happening and what it means to your business."--David Thodey, Chief Executive Officer, Telstra "Over the 40+ years of my life in business I have always known that a customer culture is the key to success. How to achieve it has been a continuous search and challenge. This book is the clearest roadmap I have read to truly achieve a

customer culture and all the benefits it brings."--John Stanhope, Chairman, Australia Post "Some books, alas very rare, summarise well-researched management theory, combined with current best practice, to deliver powerful and pragmatic guidelines for growing shareholder value. This is one such book. Read it. Enjoy it. It is a powerful contribution to best practice."--Malcolm MacDonald, Emeritus Professor, Cranfield University School of Management "This easy to read book provides essential and unique guidance for driving the critical relationship between customer centricity and sustained organisational performance."-—Dr Ramzi Fayed, Executive Dean, Australian Graduate School of Leadership

** Reviewed and updated for the 2020-2021 financial year** This is the only money guide you'll ever need That's a bold claim, given there are already thousands of finance books on the shelves. So what makes this one different? Well, you won't be overwhelmed with a bunch of 'tips' ... or a strict budget (that you won't follow). You'll get a step-by-step formula: open this account, then do this; call this person, and say this; invest money here, and not there. All with a glass of wine in your hand. This book will show you how to create an entire financial plan that is so simple you can sketch it on the back of a serviette ... and you'll be able to manage your money in 10 minutes a week. You'll also get the skinny on: Saving up a six-figure house deposit in 20 months Doubling your income using the 'Trapeze Strategy' Saving $78,173 on your mortgage and wiping out 7 years of payments Finding a financial advisor who won't rip you off Handing your kids (or grandkids) a $140,000 cheque on their 21st birthday Why you don't need $1 million to retire ... with the 'Donald Bradman Retirement Strategy' Sound too good to be true? It's not. This book is full of stories from everyday Aussies — single people, young families, empty nesters, retirees — who have applied the simple steps in this book and achieved amazing, life-changing results. And you're next.

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