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Air Base Defense In The Republic Of Vietnam 1961-1973 [Illustrated Edition]  
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## Brands and Branding

With contributions from leading brand experts around the world, this valuable resource delineates the case for brands (financial value, social value, etc.) and looks at what makes certain brands great. It covers best practices in branding and also looks at the future of brands in the age of globalization. Although the balance sheet may not even put a value on it, a company's brand or its portfolio of brands is its most valuable asset. For well-known companies it has been calculated that the brand can account for as much as 80 percent of their market value. This book argues that because of this and because of the power of not-for-profit brands like the Red Cross or Oxfam, all organisations should make the brand their central organising principle, guiding every decision and every action. As well as making the case for brands and examining the argument of the anti-globalisation movement that brands are bullies which do harm, this second edition of *Brands and Branding* provides an expert review of best practice in branding, covering everything from brand positioning to brand protection, visual and verbal identity and brand communications. Lastly, the third part of the book looks at trends in branding, branding in Asia, especially in China and India, brands in a digital world and the future for brands. Written by 19 experts in the field, *Brands and Branding* sets out to provide a better understanding of the role and importance of brands, as well as a wealth of insights into how one builds and sustains a successful brand.

### **Ambush Marketing & the Mega-Event Monopoly**

FROM THE FORWARD: As a young lieutenant flying tactical C-130s at Langley Air Force Base (AFB), Virginia, in the spring of 1967, I heard one Friday night in the Officers ' Club that Tactical Air Command (our parent command) was looking for four C-130 copilots to transfer to Pope AFB, North Carolina, for training in a Top Secret C-130 squadron designated Combat Knife. That had to be more exciting than hauling trash, I thought. The following Monday I volunteered, and within a few months I was on my way to Pope AFB. This led to an exciting Air Force career flying the most versatile C-130 ever produced—the Combat Talon. Jerry Thigpen's study on the history of the Combat Talon is the first effort to tell the story of this wonderfully capable machine. This weapons system has performed virtually every imaginable tactical event in the spectrum of conflict and by any measure is the most versatile C-130 derivative ever produced. First modified and sent to Southeast Asia (SEA) in 1966 to replace theater unconventional warfare (UW) assets that were limited in both lift capability and speed, the Talon I quickly adapted to theater UW tasking, including infiltration and resupply and psychological warfare operations into North Vietnam. After spending four years in SEA and maturing into a highly respected UW weapons system, the Joint Chief of Staff (JCS) chose the Combat Talon to lead the night, low-level raid on the North Vietnamese prison camp at Son Tay. Despite the outcome of the operation, the Talon I cemented its reputation as the weapons system of choice for long-range, clandestine operations. In the period following the Vietnam War, United States Air Force

(USAF) special operations gradually lost its political and financial support, which was graphically demonstrated in the failed Desert One mission into Iran. Thanks to congressional supporters like Earl Hutto of Florida and Dan Daniel of Virginia, funds for aircraft upgrades and military construction projects materialized to meet the ever-increasing threat to our nation. Under the leadership of such committed, hard-driven officers as Brenci, Uttaro, Ferkes, Meller, and Thigpen, the crew force became the most disciplined in our Air Force. It was capable of penetrating hostile airspace at night, in a low-level mountainous environment, covertly to execute any number of unconventional warfare missions. The highly trained, disciplined Talon I crews led the invasions of Grenada in October 1983 and Panama in December 1989. The long-range "pathfinder" capability of the Talon I's made them the indispensable choice for these classic airfield seizure operations. In Desert Storm the Talon I's reverted to their Vietnam psychological warfare role by dropping millions of leaflets over Iraq and Kuwait. Additionally, they dropped eleven 15,000-pound BLU-82B bombs. Today the Talon I largely fulfills the penetrating tanker role, which includes the low-level penetration of hostile airspace and electronic countermeasures (ECM) protection for combat search and rescue rotary-wing forces. The Talon I has earned its place in history as the forerunner of modern Air Force Special Operations. Today both the Talon I and Talon II continue to infiltrate, exfiltrate, and resupply friendly forces around the world. The Talon I has recovered packages and people with the Fulton Recovery System in virtually every theater, and both aircraft have dropped every conceivable object off

their ramps, from motorcycles to 15,000-pound bombs. Because of the capabilities of the versatile MC-130, and the extraordinary men and women who unselfishly support its mission of vital national importance, the future of Air Force Special Operations is secure.

### **World Report 2019**

This book undertakes a critical examination of commercial rights to sports mega-events (focusing on sponsorship), the exclusivity of such rights and the legal implications of the modern mega-event sponsorship model. It examines ambush marketing of events and the law's treatment of ambushing (specifically in the form of sui generis event legislation) in a review of 10 major jurisdictions selected on the basis of the importance of the events they are to host in the near future or have hosted recently, and the relevant domestic legislation. It critically examines the legitimacy of such commercial rights protection by means of the use of laws in the context of accepted principles of intellectual property law, competition law and human rights law. Specifically, it questions the legitimacy of the creation of statutory 'association rights' to mega-events, and considers potential future developments in respect of the law's treatment of mega-event commercialisation. Valuable for practitioners and academics (in the fields of sportslaw/sponsorship/marketing/intellectual property law); sports administrators (sports governing bodies); corporate sponsors of sports and other events; potential mega-event host governments and

law-makers; civil rights organisations.

### **South Korea, a Country Study**

Corrosion costs billions of dollars to each and every single economy in the world. Corrosion is a chemical process, and it is crucial to understand the dynamics from a chemical perspective before proceeding with analyses, designs and solutions from an engineering aspect. The opposite is also true in the sense that scientists should take into consideration the contemporary aspects of the issue as it relates to the daily life before proceeding with specifically designed theoretical solutions. Corrosion Engineering is advised to both theoreticians and practitioners of corrosion alike. Corrosion engineering is a joint discipline associated primarily with major engineering sciences such as chemical engineering, civil engineering, petroleum engineering, mechanical engineering, metallurgical engineering, mining engineering among others and major fundamental sciences such as sub-disciplines of physical, inorganic and analytical chemistry as well as physics and biology, such as electrochemistry, surface chemistry, surface physics, solution chemistry, solid state chemistry and solid state physics, microbiology, and others. Corrosion Engineering is a must-have reference book for the engineer in the field that covers the corrosion process with its contemporary aspects with respect to both of its scientific and engineering aspects. It is also a valuable textbook that could be used in an engineering or scientific course on corrosion at the university level.

## **The Handbook of Environmental Education**

Beginning in 1983/84 published in 3 vols., with expansion to 6 vols. by 2007/2008: vol. 1--Organization descriptions and cross references; vol. 2--Geographic volume: international organization participation; vol. 3--Subject volume; vol. 4--Bibliography and resources; vol. 5--Statistics, visualizations and patterns; vol. 6--Who's who in international organizations. (From year to year some slight variations in naming of the volumes).

## **Corrosion Engineering**

American business folklore is awash with the adventures of successful entrepreneurs. Still, most of these stories are about Americans, neglecting important and courageous entrepreneurs from other countries. Made in Korea recounts the story of how Chung Ju Yung rose from poverty to build one of the world's largest and most successful building empires - Hyundai - through a combination of creative thinking, tenacity, timing, political skills, and a business strategy that few competitors ever understood. Chung entered the shipbuilding business with no experience and went on to create the world's largest shipyard. He began making automobiles when foreign experts unanimously predicted he would fail, and he started a global construction company that has built some of today's greatest architectural wonders. He even convinced the International Olympic Committee to select South Korea over Japan as the site for the

highly successful 1988 Olympics. Unlike most CEO's of major firms, Chung has always preferred the company of his workers to that of the global executive elite. Hard work, creativity and a capacity to never give up - this is the essence of Chung's life. In each of his ventures, he exhibited a sheer determination to succeed, regardless of the obstacles, and he worked tirelessly to instil this drive in all of his employees. Even today, in the midst of Korea's worst economic crisis in over four decades, Chung's company is busy implementing plans to emerge as an even stronger contender in the world economy. Illustrated with 32 pages of colour photographs not previously seen in the West, including photos of Chung's recent historic visit to North Korea in 1998, *Made in Korea* takes stock of Chung's entire life, highlighting both his contributions to society and the lessons his work can teach to aspiring entrepreneurs.

### **EMI Troubleshooting Cookbook for Product Designers**

Active for over 40 years with the Communist Party of Canada, Bert Whyte was an underground historical rogue who challenged the illegality of left-wing politics during the 1930s and onwards. His unforgettable life story spans decades and continents, his wanderlust pushing him onto the Canadian railroad during the Great Depression as a migrant worker, into the controversial politics of Beijing and Moscow as a press correspondent, and out of the RCMP's reach during World War II as a draft dodger. A cigar-smoking rabble-rouser, Whyte was known by

many as a most charming storyteller, never afraid to report the unbiased truth about even his own political brotherhood. A sanitized Communist memoir this is not. Brought to light and introduced by editor and historian Larry Hannant, *Champagne and Meatballs* is Bert Whyte's fascinating memoir written months before his death in Moscow in 1984. Brash, funny, irreverent, and entertaining, it highlights an important perspective on world history while delving into the story of the man who was brave enough to live it.

### **Deep Learning-Based Approaches for Sentiment Analysis**

### **Yearbook of International Organizations**

### **The Other Car Workers**

Shows how political leaders can identify economic opportunities and help their economies compete successfully in the global marketplace

### **Startup Cities**

The maritime car carrier industry has been entirely neglected by social scientists. This book examines globalization changes in cost structure and dynamics; in ownership, freight, labour and other markets; in technological innovation and ship design; and in relation to car manufacturers, ship management companies and crewing agents.

## **Elements of Newtonian Mechanics**

This book covers deep-learning-based approaches for sentiment analysis, a relatively new, but fast-growing research area, which has significantly changed in the past few years. The book presents a collection of state-of-the-art approaches, focusing on the best-performing, cutting-edge solutions for the most common and difficult challenges faced in sentiment analysis research. Providing detailed explanations of the methodologies, the book is a valuable resource for researchers as well as newcomers to the field.

## **The Ethanol Papers**

In the second edition, a number of misprints that appeared in the first edition have been corrected. In addition to this, we have made improvements based on the experience gathered in the use of the first English edition of the book in the introductory course in physics at the University of Copenhagen. A chapter introducing nonlinear dynamics has been added. The purpose of this chapter is to provide supplementary reading for the students who are interested in this area of active research, where Newtonian mechanics plays an essential role. The students who wish to dig deeper, should consult texts dedicated to the study of nonlinear dynamical systems and chaos. The literature list at the end of this book contains several references for the topic. The book still contains a one-semester (15 weeks) first university course on Newtonian mechanics. This necessarily introduces some constraints on the choice of topics and the level

of mathematical sophistication expected from the reader. If one looks for discussions of technical issues, such as the physics behind various manifestations of friction, or the tensorial nature of the rotation vector, one will look in vain. The book contains what we feel are the essential aspects of Newtonian Mechanics. It is a pleasure again to thank Springer-Verlag and in particular Dr. H. J. KOisch and the staff at the Heidelberg office for helpfulness and professional collaboration.

### **The Strategy Pathfinder**

Understand a particular foreign country through dynamic descriptions and analyses of its historical, social, environmental, economic, governmental, political, and national security systems and institutions. Particular attention is devoted to the people who make up the society, their origins, beliefs, interests, and their attitudes towards their social system and political order. Each study is written by a multidisciplinary team of social scientists. This series is a recognized standard in the field.

### **Natural Products Targeting Clinically Relevant Enzymes**

Continuously increased consumption of fossil fuels, decreased availability of easily accessible fossil fuels, significant contributions to climate change and wildly fluctuating fuels prices have combine to challenge the reliability and sustainability of our current energy supply. A possible solution to this energy challenge,

biomass energy producti

### **Interactive Distributed Multimedia Systems and Telecommunication Services**

One hundred years ago electric cars were the most popular automobiles in the world. In the late nineteenth century and at the start of the twentieth century, they outsold every other type of car. And yet, within a couple of decades of the start of the twentieth century, the electric car had vanished. Thousands of battery-powered cars disappeared from the streets, replaced by the internal combustion engine, and their place in the history of the automobile was quietly erased. A century later, electric cars are making a comeback. Fears over pollution and global warming have forced manufacturers to reconsider the electric concept. A History of Electric Cars presents for the first time the full story of electric cars and their hybrid cousins. It examines how and why electric cars failed the first time - and why today's car manufacturerers must learn the lessons of the past if they are to avoid repeating previous mistakes all over again. The book examines in detail: Early vehicles such as the Lohner-Porsche petrol-electric hybrid of 1901; Key figures in the history of the electric car development such as Henry Ford; Sir Clive Sinclair's plans to build a number of electric vehicles, designed to sit alongside the Sinclair C5; The return of the electric technology to vehicles as diverse as the NASA Lunar Rover, commuting vehicles and supercars; Future developments in

electric cars. For the first time the full story of electric cars and their hybrids are examined. The hidden past of the electric automobile is uncovered and its future developments are discussed. Superbly illustrated with 300 colour photographs, many of which are rare and original sketch designs. Nigel Burton has written and lectured on cars and automotive history for more than twenty years.

### **Pro JavaScript RIA Techniques**

### **Champagne and Meatballs**

Details recent research in areas such as ontology design for information integration, metadata generation and management, and representation and management of distributed ontologies. Provides decision support on the use of novel technologies, information about potential problems, and guidelines for the successful application of existing technologies.

### **Made in Korea**

First Published in 2004. Routledge is an imprint of Taylor & Francis, an informa company.

### **90 Years of Ford**

This book provides a rigorous treatment of the coupling of chemical reactions and fluid flow. Combustion-specific topics of chemistry and fluid mechanics are considered and tools described for the

simulation of combustion processes. This edition is completely restructured. Mathematical Formulae and derivations as well as the space-consuming reaction mechanisms have been replaced from the text to appendix. A new chapter discusses the impact of combustion processes on the atmosphere, the chapter on auto-ignition is extended to combustion in Otto- and Diesel-engines, and the chapters on heterogeneous combustion and on soot formation are heavily revised.

### **Small-scale Fisheries Management**

Small-scale fisheries make up a large proportion of world's fisheries, both by catch and participation. Effective management is essential to ensure access to fish for food and income. Covering social and economic aspects of the fishery management and governance challenge, this book provides guidance on innovative and alternative management measures and methods for small-scale fisheries. The book covers key topics such as rights, policy, co-management, communications and trade, and is an important reference for researchers and students in fisheries science and management as well as fisheries re.

### **Biomass to Renewable Energy Processes**

This book offers a comprehensive model for explaining the success and failure of cities in nurturing startups, presents detailed case studies of how participants in that model help or hinder startup

activity, and shows how to apply these lessons to boost local startup activity. Startup Cities explains the factors that determine local startup success based on a detailed comparison of regional startup cities—pairing the most successful and less successful cities within regions along with insights and implications from case studies of each of the model’s elements. The book compares local city pairs, highlighting factors that distinguish successful from less successful cities and presents implications for stakeholders that arise from these principles. Peter Cohan is a lecturer of Strategy at Babson College and one of the world’s leading authorities on regional startup ecosystems. Starting in 2012, he created and led Startup Strategy courses that explore four regional startup ecosystems—Hong Kong/Singapore, Israel, Paris, and Spain/Portugal. These courses are based on an original framework for evaluating why a few cities host most startup creation and the rest fail to do so. In running these courses, Peter has built a network of local policymakers, investors, entrepreneurs, and professors from which he draws practical insights for what distinguishes successful Startup Commons from their peers. The book provides vital benefits to these stakeholders. What You’ll Learn

Local policymakers will know how to build a local team to set objectives for their local Startup Commons and develop a comprehensive strategy to realize those goals

Entrepreneurs will know how to choose where to locate their startups based on factors such as the supply and quality of talent—from chief marketing and technology officers to coders and sales people; quality of life, access to capital, customers, and mentors; and costs such as salary and

real estate expense University administrators and faculty will know how to take research out of their labs and house it in companies that can commercialize that research, create academic programs that will encourage more entrepreneurship among their students, and connect with local policymakers and capital providers to spur local startup activity Capital providers will know how to scout out emerging startup cities where they can get access to the best investment opportunities at more favorable valuations and have greater influence on how the local startup scene evolves Who This Book Is For All key startup stakeholders, including local policymakers (mayors, directors of economic development, treasurers, controllers, presidents of regional chamber of commerce), entrepreneurs (CEOs, chief marketing officers, chief financial officers, chief HR officers, chief technology officers), universities (presidents; deans of faculty; provosts; professors of finance, management, and entrepreneurship; directors of international education), and capital providers (venture capital partners and associates, angel investors, bank loan officers, managers of accelerator operations)

### **The MARKETING OF NATIONS**

Roland Barthes' renowned and never before translated lectures pursue a central theme in his work, namely the quest for the neutral.

### **Globe Encyclopaedia of Universal Information**

## **Disruptive Space Technologies and Innovations**

Real-world strategic management practice in an interactive micro-case format The Strategy Pathfinder presents an innovative, dynamic guide to strategic thinking and practice. Using real-world case examples from companies like Apple, the BBC, Hyundai, LEGO, McDonalds, Nike and SpaceX to illustrate critical concepts, this book enables readers to actively participate in real-world strategy dilemmas and create their own solutions. Strategy Pathfinder's 'live' micro-cases provoke discussion about business models, value creation, new ventures and more, while its complimentary instructional content introduces you to the best 'classic' and new tools of strategic management. Rather than passively reproducing past and current ideas, Strategy Pathfinder encourages strategic thinkers to learn by doing. The book is designed to help the reader to develop a clear understanding of key concepts while shifting your thought processes towards real strategic action and innovation by enabling you to: Use strategy theories and frameworks to engage in analytical and creative discussions about key strategic issues facing real companies today Form strategic views for yourself, and test them against the views of others Effectively make and communicate recommendations based on solid strategic analysis that stand up to scrutiny from multiple stakeholders Become an active producer of new strategic ideas rather than a passive receiver of past wisdom This third edition has been updated with

new chapters and cases to reflect the latest, cutting-edge issues in strategic thinking and practice. And the updated companion website offers students, instructors and managers more resources to facilitate understanding, interaction and innovation. As an active learning experience, The Strategy Pathfinder 3rd Edition engages the reader in the work of strategy practitioners. By arming you with the empirical research you need, and the best strategic management theories and frameworks to better analyse situations you're likely to encounter or already facing in your career, The Strategy Pathfinder teaches you how to improve your strategic thinking and practice, and develop your own strategic pathways for the future.

## **Car Hacks and Mods For Dummies**

### **Combustion**

In this brash and audacious debunking of the myths and manipulation that brought the world to oil addiction, alt fuel expert Marc J. Rauch brilliantly lays out how ethanol can change the planet for the better--and along the way helps us navigate the noise of petroleum advocates. The Ethanol Papers is a rough-and-tumble, no holds-barred crystallization of the ethanol vs. gasoline conflict. Written in plain jargon, non-scientists, non-academics, and politicians alike will find it compelling. Yet this is no "Idiots Guide to Biofuels" or "Alt Fuels for Dummies." Rather, The Ethanol Papers is the most in-depth and complete

explanation of the ethanol-oil problem now available, targeted for smart people who demand facts.

### **Guidelines Manual**

Adopting a multi-disciplinary approach and using the case of the automotive industry as a starting point this volume discusses how industrial companies can remain competitive in spite of the current economic downturn.

### **Missionary Principles and Practice**

This is a multidisciplinary textbook on social commerce by leading authors of e-commerce and e-marketing textbooks, with contributions by several industry experts. It is effectively the first true textbook on this topic and can be used in one of the following ways: Textbook for a standalone elective course at the undergraduate or graduate levels (including MBA and executive MBA programs) Supplementary text in marketing, management or Information Systems disciplines Training courses in industry Support resources for researchers and practitioners in the fields of marketing, management and information management The book examines the latest trends in e-commerce, including social businesses, social networking, social collaboration, innovations and mobility. Individual chapters cover tools and platforms for social commerce; supporting theories and concepts; marketing communications; customer engagement and metrics; social shopping; social customer service and CRM contents; the social

enterprise; innovative applications; strategy and performance management; and implementing social commerce systems. Each chapter also includes a real-world example as an opening case; application cases and examples; exhibits; a chapter summary; review questions and end-of-chapter exercises. The book also includes a glossary and key terms, as well as supplementary materials that include PowerPoint lecture notes, an Instructor's Manual, a test bank and five online tutorials.

### **The Praetorian STARShip - the Untold Story of the Combat Talon**

This hands-on trouble-shooting style book offers step-by-step 'recipes' to assist those who are trying to solve EMI problems, by detailing exactly what to do and how to do it.

### **The Neutral**

The best country-by-country assessment of human rights. The human rights records of more than ninety countries and territories are put into perspective in Human Rights Watch's signature yearly report. Reflecting extensive investigative work undertaken by Human Rights Watch staff, in close partnership with domestic human rights activists, the annual World Report is an invaluable resource for journalists, diplomats, and citizens, and is a must-read for anyone interested in the fight to protect human rights in every corner of the globe.

## **History of Electric Cars**

### **The Car Hacker's Handbook**

Pro JavaScript RIA Techniques: Best Practices, Performance, and Presentation shows you how you can build JavaScript RIAs (rich Internet applications) with compelling user interfaces and great performance. With the best practices and optimization techniques you'll learn in this book, you can optimize performance without sacrificing a rich user interface. Using a combination of innovative ideas and intelligent use of HTML, CSS, JavaScript, and plug-ins, this book shows you how to make decisions based on best web standard development practices and real-world browser data. Through practical examples, you'll see how to optimize both design and performance with an eye toward future enhancements and efficient maintenance. Starting with the essential principles and techniques of semantic markup, build efficient, responsive web applications based on web standard best practices and real-world experience. Apply practical techniques and see how to reuse examples of broadly relevant page components to improve the interface and performance of existing sites. Explore ways to push the boundaries of the possible with existing browser technology.

### **Air Base Defense In The Republic Of Vietnam 1961-1973 [Illustrated Edition]**

Modern cars are more computerized than ever. Infotainment and navigation systems, Wi-Fi, automatic software updates, and other innovations aim to make driving more convenient. But vehicle technologies haven't kept pace with today's more hostile security environment, leaving millions vulnerable to attack. The Car Hacker's Handbook will give you a deeper understanding of the computer systems and embedded software in modern vehicles. It begins by examining vulnerabilities and providing detailed explanations of communications over the CAN bus and between devices and systems. Then, once you have an understanding of a vehicle's communication network, you'll learn how to intercept data and perform specific hacks to track vehicles, unlock doors, glitch engines, flood communication, and more. With a focus on low-cost, open source hacking tools such as Metasploit, Wireshark, Kayak, can-utils, and ChipWhisperer, The Car Hacker's Handbook will show you how to:

- Build an accurate threat model for your vehicle
- Reverse engineer the CAN bus to fake engine signals
- Exploit vulnerabilities in diagnostic and data-logging systems
- Hack the ECU and other firmware and embedded systems
- Feed exploits through infotainment and vehicle-to-vehicle communication systems
- Override factory settings with performance-tuning techniques
- Build physical and virtual test benches to try out exploits safely

If you're curious about automotive security and have the urge to hack a two-ton computer, make The Car Hacker's Handbook your first stop.

### **Information Sharing on the Semantic**

## Web

The 1999 International Workshop on Interactive Distributed Multimedia Systems and Telecommunication Services (IDMS) in Toulouse is the sixth in a series that started in 1992. The previous workshops were held in Stuttgart in 1992, Hamburg in 1994, Berlin in 1996, Darmstadt in 1997, and Oslo in 1998. The area of interest of IDMS ranges from basic system technologies, such as networking and operating system support, to all kinds of teleservices and distributed multimedia applications. Technical solutions for telecommunications and distributed multimedia systems are merging and quality-of-service (QoS) will play a key role in both areas. However, the range from basic system technologies to distributed multimedia applications and teleservices is still very broad and we have to understand the implications of multimedia applications and their requirements for middleware and networks. We are challenged to develop new and more fitting solutions for all distributed multimedia systems and telecommunication services to meet the requirements of the future information society.

## The Panama Canal

Tehran's complicated relationship with its ethnic subgroups has been a pressing security concern since the formation of modern Iran in 1925. This concern is intimately linked with issues related to citizenship, democracy, and democratic political processes, which remain fundamental to Iran's political structure and

the Iranian political sphere. This book argues that, while the Islamic Republic has employed various strategies to mitigate the worst excesses of inter-ethnic tension while still securing a Shi'a-Persian dominated state, the systematic neglect of ethnic groups by both the Islamic Republic and its predecessor regime has resulted in the politicization of ethnic identity in Iran.

### **Sustaining Industrial Competitiveness After the Crisis**

So you want to turn your Yugo into a Viper? Sorry--you need a certified magician. But if you want to turn your sedate sedan into a mean machine or your used car lot deal into a powerful, purring set of wheels, you've come to the right place. *Car Hacks & Mods for Dummies* will get you turbo-charged up about modifying your car and guide you smoothly through: Choosing a car to mod Considering warranties, legal, and safety issues Hacking the ECU (Engine Control Unit) to adjust performance-enhancing factors like fuel injection, firing the spark plugs, controlling the cooling fan, and more Replacing your ECU with a plug and play system such as the APEXi Power FC or the AEM EMS system Putting on the brakes (the faster you go, the faster you'll need to stop) Setting up your car for better handling and cornering Written by David Vespremi, automotive expert, frequent guest on national car-related TV shows, track driving instructor and self-proclaimed modder, *Car Hacks & Mods for Dummies* gets you into the ECU and under the hood and gives you the keys

to: Choosing new wheels, including everything from the basics to dubs and spinners Putting your car on a diet, because lighter means faster Basic power bolt-ons and more expensive power adders Installing roll bars and cages to enhance safety Adding aero add-ons, including front “chin” spoilers, real spoilers, side skirts, and canards Detailing, down to the best cleaners and waxes and cleaning under the hood Using OBD (on-board diagnostics) for troubleshooting Getting advice from general Internet sites and specific message boards and forums for your car’s make or model, whether it’s a Chevy pick-up or an Alfa Romeo roadster Whether you want to compete at drag strips or on road courses or simply accelerate faster on an interstate ramp, if you want to improve your car’s performance, *Car Hacks & Mods for Dummies* is just the boost you need.

### **Ethnic Identity and the State in Iran**

Includes 78 photos and 16 maps / charts This book explores the unique problem of defending air bases during the Vietnam War. It centers on the primary efforts of the United States Air Force and allied air units to defend 10 key air bases within the Republic of Vietnam. Bien Hoa, on 1 November 1964, was the first base to be attacked and until the cease-fire in January 1973, these bases suffered a total of 475 attacks. Although there were initial deficiencies in staff support for base defense in such key areas as intelligence, motor vehicles, weapons procurement and maintenance, communications, and civil engineering, significant improvements had been

made by the end of the Air Force's part in the war. The author, Lt. Col. Roger P. Fox, USAF (Ret.), wrote this volume while assigned to the Office of Air Force History. He brings judgments to his research based on his personal experience as a base security officer during the conflict. Thus, early on the morning of 4 December 1966, he rallied Air Force and South Vietnamese security forces to repel an enemy attempt to penetrate Tan Son Nhut Air Base, the center of Air Force operations in South Vietnam. For his gallantry in action on this occasion, he was awarded the Silver Star. This personal experience formed a foundation upon which he developed a keen insight into exploring the entire spectrum of air base defense, and upon which he has built a strong case for testing future plans and operations.

### **John Haynes**

In the past century alone, we have witnessed groundbreaking technological innovations quickly displace established industries, thereby opening up entirely new markets or fields of research. Such "disruptive technologies" are hard to predict in advance, and yet, they have the potential to significantly alter the course of history. Written by one of the world's leading space applications experts, this book addresses the concept of disruptive technologies in the space arena, including microsattellites, the development of satellite constellations, and reusable launch vehicles. The book presents several case studies in the field, and discusses how and why modern space technologies are so unique. It covers

current examples of disruptive space businesses, the pros and cons of such disruption, key emerging trends, and possible developments on the horizon.

### **Social Commerce**

The past decade has seen the reappearance of natural products as a valuable source of potent therapeutics. Here, experts on bioactive natural products cover the full spectrum of clinically relevant enzymes that are known to be targeted by natural products. Key enzymes include acetylcholine esterase, angiotensin-I-converting enzyme, cyclooxygenase, dihydrofolate reductase, phospholipase A2, respiratory complexes, and many more. By connecting the diversity of medicinal natural product sources with their potential clinical applications, this volume serves as a companion for the medicinal chemist looking for innovative small molecule compounds as well as for pharmacologist interested in the clinical effects and mode of action of herbal and traditional medicines.

[ROMANCE](#) [ACTION & ADVENTURE](#) [MYSTERY & THRILLER](#) [BIOGRAPHIES & HISTORY](#) [CHILDREN'S](#) [YOUNG ADULT](#) [FANTASY](#) [HISTORICAL FICTION](#) [HORROR](#) [LITERARY FICTION](#) [NON-FICTION](#) [SCIENCE FICTION](#)