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BIG DATA ANALYTICS FOR INTERNET OF THINGS Discover the latest developments in IoT Big Data with a new resource from established and emerging leaders in the field Big Data Analytics for Internet of Things delivers a comprehensive overview of all aspects of big data analytics in Internet of Things (IoT) systems. The book includes discussions of the enabling technologies of IoT data analytics, types of IoT data analytics, challenges in IoT data analytics, demand for IoT data analytics, computing platforms, analytical tools, privacy, and security. The distinguished editors have included resources that address key techniques in the analysis of IoT data. The book demonstrates how to select the appropriate techniques to unearth valuable insights from IoT data and offers novel designs for IoT systems. With an abiding focus on practical strategies with concrete applications for data analysts and IoT professionals, Big Data Analytics for Internet of Things also offers readers: A thorough introduction to the Internet of Things, including IoT architectures, enabling technologies, and applications An exploration of the intersection between the Internet of Things and Big Data, including IoT as a source of Big Data, the unique characteristics of IoT data, etc. A discussion of the IoT data analytics, including the data analytical requirements of IoT data and the types of IoT analytics, including predictive, descriptive, and prescriptive analytics A treatment of machine learning techniques for IoT data analytics Perfect for professionals, industry practitioners, and researchers engaged in big data analytics related to IoT systems, Big Data Analytics for Internet of Things will also earn a place in the libraries of IoT designers and manufacturers interested in facilitating the efficient implementation of data analytics strategies.

For those who believe that there must be a more agile and efficient way for people to get things done, here is a brilliantly discursive, thought-provoking book about the leadership and management process that is changing the way we live. In the future, historians may look back on human progress and draw a sharp line designating "before Scrum" and "after Scrum." Scrum is that ground-breaking. It already drives most of the world's top technology companies. And now it's starting to spread to every domain where leaders wrestle with complex projects. If you've ever been startled by how fast the world is changing, Scrum is one of the reasons why. Productivity gains of as much as 1200% have been recorded, and there's no more lucid – or compelling – explainer of Scrum and its bright promise than Jeff Sutherland, the man who put together the first Scrum team more than twenty years ago. The thorny problem Jeff began tackling back then boils down to this: people are spectacularly bad at doing things with agility and efficiency. Best laid plans go up in smoke. Teams often work at cross purposes to each other. And when the pressure rises, unhappiness soars. Drawing on his experience as a West Point-educated fighter pilot, biometrics expert, early innovator of ATM technology, and V.P. of engineering or CTO at eleven different technology companies, Jeff began challenging those dysfunctional realities, looking for solutions that would have global impact. In this book you'll journey to Scrum's front lines where Jeff's system of deep accountability, team interaction, and constant iterative improvement is, among other feats, bringing the FBI into the 21st century, perfecting the design of an affordable 140 mile per hour/100 mile per gallon car, helping NPR report fast-moving action in the Middle East, changing the way pharmacists interact with patients, reducing poverty in the Third World, and even helping people plan their weddings and accomplish weekend chores. Woven with insights from martial arts, judicial decision making, advanced aerial combat, robotics, and many other disciplines, Scrum is consistently riveting. But the most important reason to read this book is that it may just help you achieve what others consider unachievable – whether it be inventing a trailblazing technology, devising a new system of education, pioneering a way to feed the hungry, or, closer to home, a building a foundation for your family to thrive and prosper.

"The New York Times bestselling author of The Code of the Extraordinary Mind challenges everything you thought you knew about work, showing how aligning with your core values and fostering personal growth will lead to unimaginable success with a sense of ease"--

Many people struggle to lead a project with a successful outcome and they fail to keep them to budget, deliver on time and motivate a team. This book combines practical tools, personal tips and psychological insights to that you can: - Realistically plan not only your time and resources but everyone else's - Understand your team's strengths and weaknesses - Monitor everyone's work and review their progress - Ensure your communication skills and feedback inspire and encourage your team - Successfully meet project initiatives and objectives

From the acclaimed master of historical fiction comes an epic saga about a reluctant hero, the Roman Empire, and the rise of a new faith. Jerusalem and the Sinai desert, first century AD. In the turbulent aftermath of the crucifixion of Jesus, officers of the Roman Empire acquire intelligence of a pilgrim bearing an incendiary letter from a religious fanatic to insurrectionists in Corinth. The content of this letter could bring down the empire. The Romans hire a former legionary, the solitary man-at-arms, Telamon of Arcadia, to intercept the letter and capture its courier. Telamon operates by a dark code all his own, with no room for noble causes or lofty beliefs. But once he overtakes the courier, something happens that neither he nor the empire could have predicted. In his first novel of the ancient world in thirteen years, the best-selling author of Gates of Fire and Tides of War returns with a gripping saga of conquest and rebellion, bloodshed and faith.

The acclaimed author of Brute recounts the life of the veteran U.S. Air Force pilot and innovative military strategist in this biography. John Boyd was arguably the greatest fighter pilot in American history. From the proving ground of the Korean War, he went on to win renown as the instructor who defeated—in less than forty seconds—every pilot who challenged him. But what made Boyd a man for the ages was what happened after he left the cockpit. A fighter on the ground as well as in the air, Boyd was relentless, brilliant,

stubborn, and virtually always right. He managed to transform almost single-handedly the way military aircraft, particularly the F-15 and F-16, were designed. He then dedicated many lonely years to a radical theory of conflict that at the time was mostly ignored but now informs military activity around the globe and is acclaimed as the most influential thinking about conflict since Sun Tzu's The Art of War. Praise for Boyd "Boyd could not be more welcome. . . . It should be required reading for every American citizen." —Washington Post Book World "This engrossing biography should definitely be on the bedside table of all our current military leadership." —Andrew Cockburn, Los Angeles Times Book Review "A stunning biography . . . Coram traces how Boyd's ideas percolated into key centers of civilian and military decision making and led to a swift and decisive victory in Operation Desert Storm, and how his maneuverist doctrine foretold the type of terrorist tactics used on September 11." —Martin Edwin Andersen, Insight

Presents an urgent assessment of how governments, businesses, and everyday citizens can counter and prevent attacks by criminal hackers determined to create a digital war zone.

Ongoing Crisis Communication: Planning, Managing, and Responding provides an integrated approach to crisis communication that spans the entire crisis management process and crosses various disciplines. Drawing on firsthand experience in crisis management, author W. Timothy Coombs introduces a three-staged approach to crisis management—pre-crisis, crisis, and post-crisis. A truly integrative and comprehensive text, this book explains how crisis management can prevent or reduce the threats of a crisis, providing guidelines for how best to act and react in an emergency situation. The Fifth Edition includes new coverage of social media, social networking sites, and terrorist threats and includes expanded discussions of internal crisis communication and intuition in decision making. Visit the author?s blog at https://coombscrisiscommunication.wordpress.com.

Boyd's initial focus was a 193 slide summation of military history in the "Patterns of Conflict" brief and his effort soon expanded dramatically. His insights led him to introduce the theory of maneuver warfare as critical to military success in general, as it had been for successful air-to-air tactics where his intellectual journey began. His study and thought led him to produce a series of other briefings. They included a 37 slide briefing entitled "An Organic Design for Command and Control," a 58-slide briefing entitled "The Strategic Game of ? and ?," a 27-slide briefing entitled "The Conceptual Spiral," and one of the few essays he ever wrote called "Destruction and Creation." The larger "Discourse" ends with his summation entitled "Revelation." To this is added a four slide brief on "The Essence of Winning and Losing" produced on 28 June 1995. It is an effort to compress all that he had learned into a simple, yet elegant and comprehensive, conclusion embedded in his concept of O-O-D-A Loops, what they mean and why they are important.--Provided by publisher.

John Boyd is often known exclusively for the so-called 'OODA' loop model he developed. This model refers to a decision-making process and to the idea that military victory goes to the side that can complete the cycle from observation to action the fastest. This book aims to redress this state of affairs and re-examines John Boyd's original contribution to strategic theory. By highlighting diverse sources that shaped Boyd's thinking, and by offering a comprehensive overview of Boyd's work, this volume demonstrates that the common interpretation of the meaning of Boyd's OODA loop concept is incomplete. It also shows that Boyd's work is much more comprehensive, richer and deeper than is generally thought. With his ideas featuring in the literature on Network Centric Warfare, a key element of the US and NATO's so-called 'military transformation' programmes, as well as in the debate on Fourth Generation Warfare, Boyd continues to exert a strong influence on Western military thinking. Dr Osinga demonstrates how Boyd's work can helps us to understand the new strategic threats in the post- 9/11 world, and establishes why John Boyd should be regarded as one of the most important (post)modern strategic theorists.

Wie werden im digitalen Zeitalter Geschäftsmodelle konzipiert, um die Entwicklung von Unternehmen voranzutreiben und die Positionierung im Markt zu stärken? Wie bereiten sich Unternehmen auf die neuen Geschäftsmöglichkeiten vor, um langfristig erfolgreich zu bleiben? Auf diese Fragen geht das Buch im Kontext der digitalen Transformation ein. Anschaulich beschrieben werden Change Management, Beispiele von Organisationsmodellen sowie Design Thinking, die das Digital Business Development ermöglichen. Dieses Buch verknüpft das Wissen von Fachexperten aus Praxis und Wissenschaft, die selbst viele Unternehmen begleitet haben. Business-Verantwortliche erfahren mehr über den gezielten Einsatz von technologischen Innovationen und IT-Verantwortlichen wird vermittelt, wie sie Ihre Rolle als Business Driver überzeugend wahrnehmen.

This open access book explores the dataspace paradigm as a best-effort approach to data management within data ecosystems. It establishes the theoretical foundations and principles of real-time linked dataspaces as a data platform for intelligent systems. The book introduces a set of specialized best-effort techniques and models to enable loose adminstrative proximity and semantic integration for managing and processing events and streams. The book is divided into five major parts: Part I "Fundamentals and Concepts" details the motivation behind and core concepts of real-time linked dataspaces, and establishes the need to evolve data management techniques in order to meet the challenges of enabling data ecosystems for intelligent systems within smart environments. Further, it explains the fundamental concepts of dataspaces and the need for specialization in the processing of dynamic real-time data. Part II "Data Support Services" explores the design and evaluation of critical services, including catalog, entity management, query and search, data service discovery, and human-in-the-loop. In turn, Part III "Stream and Event Processing Services" addresses the design and evaluation of the specialized techniques created for real-time support services including complex event processing, event service composition, stream dissemination, stream matching, and approximate semantic matching. Part IV "Intelligent Systems and Applications" explores the use of real-time linked dataspaces within real-world smart environments. In closing,

Part V "Future Directions" outlines future research challenges for dataspaces, data ecosystems, and intelligent systems. Readers will gain a detailed understanding Oof how the dataspace paradigm is now being used to enable data ecosystems for intelligent systems within smart environments. The book covers the fundamental theory, the creation of new techniques needed for support services, and lessons learned from real-world intelligent systems and applications focused on sustainability. Accordingly, it will benefit not only researchers and graduate students in the fields of data management, big data, and IoT, but also professionals who need to create advanced data management platforms for intelligent systems, smart environments, and data ecosystems.

THE ART OF STRATEGYSteps Towards Business Agility. On Situational Awareness, OODA "Loops" and Wardley Mapping.Yokoso Press

What happens to deterrence and escalation when decisions can be made at machine speeds and when states can put fewer human lives at risk? What are potential areas for miscalculation and unintended consequences, and unwanted escalation in particular? This exploratory report provides an initial examination of how artificial intelligence and autonomous systems could affect deterrence and escalation in conventional crises and conflicts.

O antropólogo Piero C. Leirner trata de um tema novo em sua obra, a assim chamada Guerra Híbrida, e o modo que ela está sendo realizada no Brasil. Não se trata de uma "guerra clássica", com fogo, mas de uma guerra que visa sobretudo a captura e neutralização de mentes. Suas "bombas" são antes de tudo informacionais, visam causar dissonâncias cognitivas e induzir as pessoas a vieses comportamentais: percepção, decisão e ação passam a trabalhar a favor de quem ataca. Seu objetivo último é o que se chama nas teorias desse tipo de guerra de uma "dominação de espectro total". Essa ideia de "totalidade" está no âmago da Guerra Híbrida: não há mais a separação entre guerra e política, ou "tempo de guerra/tempo de paz"; todos passam a ser, voluntária ou involuntariamente, combatentes; e não se vê exatamente nem seu princípio, nem seu fim. A hipótese central aqui levantada é que o Brasil foi, e é, um laboratório onde este modelo foi aplicado. O caso aqui estudado leva a um dos protagonistas principais desta forma de guerra e sua estratégia: um certo grupo de militares, operações psicológicas e o modo como isso se disseminou na política. O resultado, que vai muito além da eleição de 2018, é a dissonância generalizada que impera no Brasil hoje, que aqui segue um dos conceitos centrais da Guerra Híbrida – a cismogênese, ou seja, a criação de divisões sociais com o objetivo de impossibilidade qualquer pacto social.

"... authoritative account of a significant new terrorist tactic that is likely to become more pervasive in our increasingly sophisticated technological and medical age in which it is becoming easier for the terrorist adversary to use the types of body cavity bombs that will be capable of evading detection technologies ..." Dr. Joshua Sinai, Washington, DC-based consultant on counterterrorism studies and author of Active Shooter: A Handbook on Prevention. "Body Cavity Bombers shows how what was once a lurid Hollywood fantasy has emerged as a legitimate threat, dissects the risk with clinical precision, and soberly considers the remediation options." Dr. Nils Gilman, Director of Research at Monitor 360 and co-editor of Deviant Globalization. "A timely and important book about a disgusting subject. In showing how the human body might be used to carry and conceal explosive devices, terrorism experts Bunker and Flaherty have left no stone unturned." Dr. Martin van Creveld, one of the world's leading writers on military history and strategy, with a special interest in the future of war, and author of twenty books including The Transformation of War. "Those in the front line of identifying and taking necessary action to counter these new techniques of destruction would be well advised to read Dr. Bunker and Dr. Flaherty's realistic assessment." Dr. Stephen Sloan, internationally recognized terrorism scholar and author/co-author of fourteen books on terrorism.

Identifies four ways in which businesspeople compromise their objectives through ineffective over-standardizations or misguided practices, sharing practical advice on how to remain true to a business ideal, promote healthy change, and communicate authentically. 35,000 first printing.

Big data, surveillance, crisis management. Three largely different and richly researched fields, however, the interplay amongst these three domains is rarely addressed. In this enlightening title, the link between these three fields is explored in a consequential order through a variety of contributions and series of unique and international case studies. Indeed, whilst considering crisis management as an "umbrella term" that covers a number of crises and ways of managing them, the reader will also explore the collection of "big data" by governmental crisis organisations. However, this volume also addresses the unintended consequences of using such data. In particular, through the lens of surveillance, one will also investigate how the use and abuse of big data can easily lead to monitoring and controlling the behaviour of people affected by crises. Thus, the reader will ultimately join the authors in their debate of how big data in crisis management needs to be examined as a political process involving questions of power and transparency. An enlightening and highly topical volume, Big Data, Surveillance and Crisis Management will appeal to postgraduate students and postdoctoral researchers interested in fields including Sociology and Surveillance Studies, Disaster and Crisis Management, Media Studies, Governmentality, Organisation Theory and Information Society Studies.

UM ALERTA NOVO E URGENTE DE DOIS ESPECIALISTAS EM SEGURANÇA E AUTORES BEST-SELLERS. Clarke e Knake nos guiam para dentro de laboratórios de computação quântica que se apressam para desenvolver superarmas cibernéticas; levam-nos às salas de diretoria das muitas empresas que foram hackeadas e das poucas que não foram; e nos conduzem pelos corredores da comunidade de inteligência dos EUA, com funcionários que trabalham para defender as eleições norte-americanas contra as forças do mal estrangeiras. Focando as soluções, em vez do alarmismo, os autores defendem, de modo convincente, a "resiliência cibernética" — a construção de sistemas que podem resistir à maioria dos ataques, aumentando os custos dos cibercriminosos e dos autocratas que muitas vezes se escondem por trás deles e evitando a armadilha da reação exagerada a ataques digitais. Clarke e Knake demonstram, sobretudo, como manter o quinto domínio como um motor pulsante de crescimento econômico e progresso humano, sem ceder àqueles que o transformariam em uma terra assolada por conflitos. Focando as soluções, em vez do alarmismo, os autores defendem, de modo convincente, a "resiliência cibernética" — a construção de sistemas que podem resistir à maioria dos ataques, aumentando os custos dos cibercriminosos e dos autocratas que muitas vezes se escondem por trás deles e evitando a armadilha da reação exagerada a ataques digitais. Clarke e Knake demonstram, sobretudo, como manter o quinto domínio como um motor pulsante de crescimento econômico e progresso humano, sem ceder àqueles que o transformariam em uma terra assolada por conflitos. Com o respaldo de décadas de experiência de alto nível na Casa Branca e no setor privado, O Quinto

Domínio nos brinda com uma visão interna, fascinante e privilegiada sobre o que funciona na luta para evitar a guerra cibernética.

"Based on in-depth interviews with more than 200 leading entrepreneurs, [including the founders of LinkedIn, Chipotle, eBay, Under Armour, Tesla Motors, SpaceX, Spanx, Airbnb, PayPal, JetBlue, Gilt Group, Theranos, and Dropbox], a business executive and senior fellow at [the Harvard Kennedy School] identifies the six essential disciplines needed to transform your ideas into real-world successes, whether you're an innovative manager or an aspiring entrepreneur"--

"The Flow System shows how to generate and nurture self-organizing teams that mobilize the full talents of those doing the work to cope with dizzying change and complexity, while also drawing on the contributions of those for whom the work is being done--the customers."--Steve Denning, author of The Age of Agile "Organizations that pull off this triple helix trick of thinking about the complexity of their systems and the environment in which they're operating, distributed leadership to engage the collective intelligence and creativity of the organization, and building teams of teams so the whole is greater than the sum of the parts, have a good chance of keeping up and staying ahead."--Steve Spear, MIT Sloan School senior lecturer, author of The High Velocity Edge "The Flow System's Triple Helix provides many of the tools and ways of thinking we will need to do that; it is agile without being doctrinaire about Agile."-- David Snowden, creator of the Cynefin Framework, Chief Scientific Officer of Cognitive Edge

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This book offers an introduction to Information Technology with regard to peace, conflict, and security research, a topic that it approaches from natural science, technical and computer science perspectives. Following an initial review of the fundamental roles of IT in connection with peace, conflict and security, the contributing authors address the rise of cyber conflicts via information warfare, cyber espionage, cyber defence and Darknets. The book subsequently explores recent examples of cyber warfare, including: • The Stuxnet attack on Iran's uranium refining capability • The hacking of the German Federal Parliament's internal communication system • The Wannacry malware campaign, which used software stolen from a US security agency to launch ransomware attacks worldwide The book then introduces readers to the concept of cyber peace, including a discussion of confidence and security-building measures. A section on Cyber Arms Control draws comparisons to global efforts to control chemical warfare, to reduce the risk of nuclear war, and to prevent the militarization of space. Additional topics include the security of critical information infrastructures, and cultural violence and peace in social media. The book concludes with an outlook on the future role of IT in peace and security. Information Technology for Peace and Security breaks new ground in a largely unexplored field of study, and offers a valuable asset for a broad readership including students, educators and working professionals in computer science, IT security, peace and conflict studies, and political science.

"One of the most profound and illuminating studies of this century to have been published in recent decades."—John Gray, New York Times Book Review Hailed as "a magisterial critique of top-down social planning" by the New York Times, this essential work analyzes disasters from Russia to Tanzania to uncover why states so often fail—sometimes catastrophically—in grand efforts to engineer their society or their environment, and uncovers the conditions common to all such planning disasters. "Beautifully written, this book calls into sharp relief the nature of the world we now inhabit."—New Yorker "A tour de force."— Charles Tilly, Columbia University

A Fast Company blogger and former McKinsey consultant profiles the next generation business strategists: the "Outthinkers" "Outthinkers" are entrepreneurs and corporate leaders with a new playbook. They see opportunities others ignore, challenge dogma others accept as truth, rally resources others cannot influence, and unleash new strategies that disrupt their markets. Outthink the Competition proves that business competiion is undergoing a fundamental paradigm shift and that during such revolutions, outthinkers beat traditionalists. Outthink the Competition presents stories of breakthrough companies like Apple, Google, Vistaprint, and Rosetta Stone whose stunning performances defy traditional explanation and will inspire readers to outthink the competition. Core concepts in the book include: Discover the Eight Dimensions of Disruption Learn to play by the Outthinker Playbook Develop the Five Habits of the Outthinker Implement the Outthinker Process It's time to buck tradition in order to stay ahead. Outthink the competition and uncover opportunities hiding in plain sight.

Persephone Hazard, a member of the Laundry who is as beautiful as she is unpredictable, investigates an American televangelist who seems to be able to miraculously heal people.

• Advance reviews of Certain to Win • Annotated Table of Contents "The book is both an excellent primer for those new to Boyd and a catalyst to those with business experience trying to internalize the relevance of Boyd ?s thinking." Chuck Leader, LtCol USMC (Ret.) and information technology company CEO; "A Winning Combination," Marine Corps Gazette, March 2005. Certain to Win [Sun Tzu ?s prognosis for generals who follow his advice] develops the strategy of the late US Air Force Colonel John R. Boyd for the world of business. The success of Robert Coram's monumental biography, Boyd, the Fighter Pilot Who Changed the Art of War, rekindled interest in this obscure pilot and documented his influence on military matters ranging from his early work on fighter tactics to the USMC ?s maneuver warfare doctrine to the planning for Operation Desert Storm. Unfortunately Boyd's written legacy, consisting of a single paper and a four-set cycle of briefings, addresses strategy only in war. [All of Boyd ?s briefings are available on Defense and the National Interest.] Boyd and Business Boyd did study business. He read everything he could find on the Toyota Production System and came to consider it as an implementation of ideas similar to his own. He took business into account when he formulated the final version of his "OODA loop" and in his last major briefing, Conceptual Spiral, on science and technology. He read and commented on early drafts of this manuscript, but he never wrote on how business could operate more profitably by using his ideas. Other writers and business strategists have taken up the challenge, introducing Boyd's concepts and suggesting applications to business. Keith Hammonds, in the magazine Fast Company, George Stalk and Tom Hout in Competing Against Time, and Tom Peters most recently in Re-imagine! have described the OODA loop and its effects on competitors. They made significant contributions. Successful businesses, though, don't concentrate on affecting competitors but on enticing customers. You could apply Boyd all you wanted to competitors, but unless this somehow caused customers to buy your products and services, you've wasted time and money. If this were all there were to Boyd, he would rate at most a sidebar in business strategy. Business is not War Part of the problem has been Boyd's focus on war, where "affecting competitors" is the whole idea. Armed conflict was his life for nearly 50 years, first as a fighter pilot, then as a tactician and an instructor of fighter pilots, and after his retirement, as a military philosopher. Coram describes (and I know from personal experience) how his quest consumed Boyd virtually every waking hour. It was not a monastic existence, though, since John was above everything else a competitor and loved to argue over beer and cigars far into the night. During most of the 1970s and 80s he worked at the Pentagon, where he could share ideas and debate with other strategists and practitioners of the art of war. The result was the

remarkable synthesis we know as Patterns of Conflict. Discussions about generals and campaigns, however, did not give Boyd much insight into competition in other areas,

Projects fail to meet goals for many reasons: poor time and budget performance, failure to deal with complexity, uncontrolled changes in scope... Even the most experienced project managers can be caught off guard in the presence of these forces. Performance-Based Project Management shows readers how they can increase the probability of project success, detailing a straightforward plan for avoiding surprises, forecasting performance, identifying risk, and taking corrective action to keep a project a success. Based on the "Five Immutable Principles of Project Success," this book shows project leaders how to assess the business capabilities needed for a project; plan and schedule the work; determine the resources required to complete on time and on budget; identify and manage risks to success; and measure performance in units meaningful to decision makers. Project managers will learn the core practices for each principle, as well as associated processes, so that they can lay the foundation for project success from the start. They'll discover how each process produces "artifacts," which provide feedback as to whether everything is going well-and if not, when and how it will be fixed. Each practice is illustrated through examples and tailored for different levels of complexity and risk to help project managers ensure that project aren't just done-they're done right.

The ideas of US Air Force Colonel John Boyd have transformed American military policy and practice. A first-rate fighter pilot and a self-taught scholar, he wrote the first manual on jet aerial combat; spearheaded the design of both of the Air Force's premier fighters, the F-15 and the F-16; and shaped the tactics that saved lives during the Vietnam War and the strategies that won the Gulf War. Many of America's best-known military and political leaders consulted Boyd on matters of technology, strategy, and theory. In The Mind of War, Grant T. Hammond offers the first complete portrait of John Boyd, his groundbreaking ideas, and his enduring legacy. Based on extensive interviews with Boyd and those who knew him as well as on a close analysis of Boyd's briefings, this intellectual biography brings the work of an extraordinary thinker to a broader public.

What is strategy? Why do you need it? How do you do it? And, how can you be more certain to succeed? The Art Of Strategy provides timeless answers to these eternal questions. It is a short introduction to strategy through the insights of three successful strategists: Sun Tzu, John Boyd and Simon Wardley. It is a modern reading of Sun Tzu's The Art of War — the strategy classic written in China around 500 BC — using the lenses of Boyd (OODA "loop" inventor) and Wardley (Wardley Map inventor) who were both influenced by Sun Tzu. Each chapter gently transforms The Art of War into a modern business setting and includes material from Boyd and Wardley in separate sections to complement and clarify Sun Tzu's terse, poetic text. The idea is to serve strategy in 13 short chapters requiring 5–10 minutes reading time each. An extensive glossary is included since many Chinese concepts are purposefully abstract and ambiguous. You will discover new thinking patterns, e.g. OODA "loops" and situational awareness, as well as visualization tools like Wardley Maps that will help you and your organization succeed together with your stakeholders. You will also improve your understanding of the (geo)political gameplays by Boris Johnson, Donald Trump, Vladimir Putin and Xí Jìnpíng who are all inspired by Sun Tzu, in some cases indirectly via Boyd. "An excellent fusion of Sun Tzu, Boyd, and Wardley that is beautifully laid out, highly readable and very straightforward in compressing the learning curve on all three!" @ChaosAndOceans, Marine, Economist, Swimmer, Surfer "Erik Schön has created a great example of Boyd's 'snowmobile' — a synthesis across a variety of domains leading to new insights and capabilities. I'm sure every strategist, business, leader, and entrepreneur will find valuable ideas for making their own enterprises more competitive." Chet Richards, author of Certain to Win "The Art of Strategy is condensed knowledge that all managers, agile coaches and other leaders should have. This is three thinkers from very different contexts. But as Erik has put it, with similarities and differences topic by topic, a fourth voice appears. That voice belongs to the interaction between the three narrators and it gives as much value to me as a reader as the other three voices do." Staffan Nöteberg, author of Monotasking "THE summary and independent look on modern strategy right now!!!" Markus Andrezak, Founder and Managing Partner at überprodukt

A book about self protection from someone who's protected clients for over twenty years in hostile environments. Instead of assuming the fight has already begun the book focuses primarily on awareness and avoidance strategies of the professional bodyguard

"Toyota Kata gets to the essence of how Toyota manages continuous improvement and human ingenuity, through its improvement kata and coaching kata. Mike Rother explains why typical companies fail to understand the core of lean and make limited progress—and what it takes to make it a real part of your culture." —Jeffrey K. Liker, bestselling author of The Toyota Way "[Toyota Kata is] one of the stepping stones that will usher in a new era of management thinking." —The Systems Thinker "How any organization in any industry can progress from old-fashioned management by results to a strikingly different and better way." —James P. Womack, Chairman and Founder, Lean Enterprise Institute "Practicing the improvement kata is perhaps the best way we've found so far for actualizing PDCA in an organization." —John Shook, Chairman and CEO, Lean Enterprise Institute This game-changing book puts you behind the curtain at Toyota, providing new insight into the legendary automaker's management practices and offering practical guidance for leading and developing people in a way that makes the best use of their brainpower. Drawing on six years of research into Toyota's employee-management routines, Toyota Kata examines and elucidates, for the first time, the company's organizational routines--called kata--that power its success with continuous improvement and adaptation. The book also reaches beyond Toyota to explain issues of human behavior in organizations and provide specific answers to questions such as: How can we make improvement and adaptation part of everyday work throughout the organization? How can we develop and utilize the capability of everyone in the organization to repeatedly work toward and achieve new levels of performance? How can we give an organization the power to handle dynamic, unpredictable situations and keep satisfying customers? Mike Rother explains how to improve our prevailing management approach through the use of two kata: Improvement Kata--a repeating routine of establishing challenging target conditions, working step-by-step through obstacles, and always learning from the problems we encounter; and Coaching Kata: a pattern of teaching the improvement kata to employees at every level to ensure it motivates their ways of thinking and acting. With clear detail, an abundance of practical examples, and a cohesive explanation from start to finish, Toyota Kata gives executives and managers at any level actionable routines of thought and behavior that produce superior results and sustained competitive advantage.

In September 2010, James G. Pierce, a retired U.S. Army colonel with the Strategic Studies Institute at the U.S. Army War College in Carlisle Barracks, Pennsylvania, published a study on Army organizational culture. Pierce postulated that "the ability of a professional organization to develop future leaders in a manner that perpetuates readiness to cope with future environmental and internal uncertainty depends on organizational culture." He found that today's U.S. Army leadership "may be inadequately prepared to lead the profession toward future success." The need to prepare for future success dovetails with the use of the concepts of mission command. This book offers up a set of recommendations, based on those mission command concepts, for adopting a superior command culture through education and training. Donald E. Vandergriff believes by implementing these recommendations across the Army, that other necessary and long-awaited reforms will take place.

As the People's Republic's seemingly inexorable rise to economic and military power continues, never has the need for a better grasp of Chinese strategic thought by the West been more acute. In Deciphering Sun Tzu, Derek Yuen seeks to reclaim for the reader the hidden contours and lost Chinese and Taoist contexts of Sun Tzu's renowned treatise The Art of War, a literary

classic and arguably one of the most influential books ever written. He also explains its historical, philosophical, strategic, and cross-cultural significance. His comprehensive analysis of Sun Tzu, based on a close reading of the Chinese sources, also reconstructs the philosophy, Taoist methodology and worldview that effectively form the cornerstones of Chinese strategic thinking, which are arguably as relevant today as at any moment in history. Yuen's innovative reading and analysis of Sun Tzu within and from a Chinese context is a new way of approaching the strategic master's main concepts, which he compares with those of Clausewitz, Liddell-Hart and other Western strategists. Deciphering Sun Tzu offers illuminating analysis and contextualization of The Art of War in a manner that has long been sought by Western readers and opens new means of getting to grips with Chinese strategic thought.

A five-time Moth GrandSLAM winner and bestselling novelist shows how to tell a great story — and why doing so matters. Whether we realize it or not, we are always telling stories. On a first date or job interview, at a sales presentation or therapy appointment, with family or friends, we are constantly narrating events and interpreting emotions and actions. In this compelling book, storyteller extraordinaire Matthew Dicks presents wonderfully straightforward and engaging tips and techniques for constructing, telling, and polishing stories that will hold the attention of your audience (no matter how big or small). He shows that anyone can learn to be an appealing storyteller, that everyone has something "storyworthy" to express, and, perhaps most important, that the act of creating and telling a tale is a powerful way of understanding and enhancing your own life.

Whether we grow up with one, two, or several languages during our early years of life, many of us will learn a second, foreign, or heritage language in later years. The field of Second language acquisition (SLA, for short) investigates the human capacity to learn additional languages in late childhood, adolescence, or adulthood, after the first language --in the case of monolinguals-- or languages --in the case of bilinguals-- have already been acquired. Understanding Second Language Acquisition offers a wide-encompassing survey of this burgeoning field, its accumulated findings and proposed theories, its developed research paradigms, and its pending questions for the future. The book zooms in and out of universal, individual, and social forces, in each case evaluating the research findings that have been generated across diverse naturalistic and formal contexts for second language acquisition. It assumes no background in SLA and provides helpful chapter-by-chapter summaries and suggestions for further reading. Ideal as a textbook for students of applied linguistics, foreign language education, TESOL, and education, it is also recommended for students of linguistics, developmental psycholinguistics, psychology, and cognitive science. Supporting resources for tutors are available free at www.routledge.com/ortega. This book answers the question, "What is this Logical Thinking Process and how can it be useful to me?" It's a quick read, with pertinent illustrations.

CEO ADVENTURE: How Executive Leaders Create Authentic Solutions to Solve Stubborn Systemic Problems by Hans Norden encourages a new way of thinking for executive leaders, future CEOs and other Chief Officers, senior managers, supervisors, executive coaches, management consultants, business schools and Centers for Executive Development to eliminate the root cause of systemic problems. Systemic problems show up as unintended and unwanted results in critical aspects, such as: Bottom-line and top line results; Employee engagement; War for talent; Creativity and Innovation; CEO turn-over; Trust; Credibility; Ethics violations; Fraud; Sustainability; Strategic Agility; Brand Identity; Customer satisfaction; Social responsibility; Environmental consciousness; and Generation of long-term value.94% of ALL results are systemic in nature; they are inherent to the system's current design, organization/structure, implementation, maintenance, and management?in short, the system's business governance. Nothing changes until the root of their dysfunction--the leadership's current business governance practices--is changed. Additionally, 75% to 96% of ALL accidents and near-misses involve human error, which is a symptom of a failing system. Nothing changes until the root of their dysfunction--the conditions under which humans work--is changed.CEOs are ultimately responsible for solving systemic problems that cause a business system to fail and ultimately collapse. Prescribe a best practice solution, and they will know how to solve only one of the countless manifestations. Teach them how to solve systemic problems and they will create authentic solutions for their entire careers.Creating authentic solutions requires a new level of thinking because the old level will only re-create the same systemic problems. Such a transformation in consciousness is the essence of CEO ADVENTURE. CEO ADVENTURE explains how to:· Defy the career-stopping effect of "¬The Peter Principle"· Perceive a business as a singular, unique, integrated and open system· Become the obvious choice supplier to one's target audience· Operate sustainably and profitably while being respectful of humanity· Engage all employees through pride and joy in their workNothing is more difficult than undergoing a transformation of consciousness?learn, unlearn, and relearn?which is known in the world of mythology as a hero's journey. Every current and future CEO receives the call to adventure, but only the hero CEO will accept the call. Therein lies the difference between mediocrity and excellence.

The old saying goes, "To the man with a hammer, everything looks like a nail." But anyone who has done any kind of project knows a hammer often isn't enough. The more tools you have at your disposal, the more likely you'll use the right tool for the job - and get it done right. The same is true when it comes to your thinking. The quality of your outcomes depends on the mental models in your head. And most people are going through life with little more than a hammer. Until now. The Great Mental Models: General Thinking Concepts is the first book in The Great Mental Models series designed to upgrade your thinking with the best, most useful and powerful tools so you always have the right one on hand. This volume details nine of the most versatile, all-purpose mental models you can use right away to improve your decision making, productivity, and how clearly you see the world. You will discover what forces govern the universe and how to focus your efforts so you can harness them to your advantage, rather than fight with them or worse yet- ignore them. Upgrade your mental toolbox and get the first volume today. AUTHOR BIOGRAPHY Farnam Street (FS) is one of the world's fastest growing websites, dedicated to helping our readers master the best of what other people have already figured out. We curate, examine and explore the timeless ideas and mental models that history's brightest minds have used to live lives of purpose. Our readers include students, teachers, CEOs, coaches, athletes, artists, leaders, followers, politicians and more. They're not defined by gender, age, income, or politics but rather by a shared passion for avoiding problems, making better decisions, and lifelong learning. AUTHOR HOME Ottawa, Ontario, Canada

To help with the process of identifying those new and untested strategic concepts that merit further examination, the Strategic Studies Institute is publishing a special series called "Advancing Strategic Thought." This provides a venue--a safe haven--for creative, innovative, and experimental thinking about national security policy and military strategy. In this monograph, the author uses the ancient game of Go as a metaphor for the Chinese approach to strategy. He shows that this is very different than the linear method that underlies American strategy. By better understanding Go, he argues, American strategies could better understand Chinese strategy.