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both cim coursebooks are crammed with a range of learning objective questions activities definitions and summaries to support and test your understanding of the theory the 07 08 editions contains new case studies

which help keep the student up to date with changes in marketing environment strategies carefully structured to link directly to the cim syllabus this coursebook is user friendly interactive and relevant each coursebook is accompanied by access to marketingonline marketingonline co uk a unique online learning resource designed specifically for cim students which can be accessed at any time

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case based questions at the end of each chapter enable students to gauge their mastery of the material and a colour coded format allows them to quickly find the specific guidance they need

this book presents the refereed proceedings of the 5th international conference on advanced machine learning technologies and applications amlta 2020 held at manipal university jaipur india on february 13 15 2020 and organized in collaboration with the scientific research group in egypt srge the papers cover current research in machine learning big data internet of things biomedical engineering fuzzy logic and security as well as intelligence swarms and optimization

the future of agriculture iot ai and blockchain technology for sustainable farming explores how cutting edge technologies like artificial intelligence ai the internet of things iot and blockchain are transforming farming for a sustainable future addressing challenges such as climate change resource scarcity and food supply chain inefficiencies the book highlights how these technologies can improve decision making enhance crop yields and increase transparency in agriculture with a blend of theory and real world applications it covers everything from ai driven pesticide prediction and disease identification to using blockchain for efficient food supply chain management this comprehensive guide is essential for researchers professionals and anyone interested in the intersection of technology and sustainable farming key features introduction to digital twin technology for sustainable farming practical applications of ai and iot in agriculture blockchain 039 s role in food supply chain management frameworks for precision agriculture and access to government schemes insights on integrating ai iot and blockchain into solid waste management systems

aircraft structures for engineering students sixth edition is the leading self contained aircraft structures course text it covers all fundamental subjects including elasticity structural analysis airworthiness and aeroelasticity now in its sixth edition the author has expanded the book s coverage of analysis and design of composite materials for use in aircraft and has added new real world and design based examples along with new end of chapter problems of varying complexity expanded coverage of composite materials and structures new practical and design based examples and problems throughout the text aid understanding and relate concepts to real world applications updated and additional matlab examples and exercises support use of computational tools in analysis and design available online teaching and learning tools include downloadable matlab code solutions manual and image bank of figures from the book

this volume investigates our ability to capture and then apply expertise in recent years expertise has come to be regarded as an increasingly valuable and surprisingly elusive resource experts who were the sole active

dispensers of certain kinds of knowledge in the days before AI have themselves become the objects of empirical inquiry in which their knowledge is elicited and studied by knowledge engineers experimental psychologists applied psychologists or other experts involved in the development of expert systems this book achieves a marriage between experimentalists applied scientists and theoreticians who deal with expertise it envisions the benefits to society of an advanced technology for capturing and disseminating the knowledge and skills of the best corporate managers the most seasoned pilots and the most renowned medical diagnosticians this book should be of interest to psychologists as well as to knowledge engineers who are out in the trenches developing expert systems and anyone pondering the nature of expertise and the question of how it can be elicited and studied scientifically the book's scope and the pivotal concepts that it elucidates and appraises as well as the extensive categorized bibliographies it includes make this volume a landmark in the field of expert systems and AI as well as the field of applied experimental psychology

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