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Catalysis, Green Chemistry and Sustainable Energy: New Technologies for Novel Business Opportunities offers new possibilities for businesses who want to address the current global transition period to adopt low carbon and sustainable energy production. This comprehensive source provides an integrated view of new possibilities within catalysis and green chemistry in an economic context, showing how these potential new technologies may become useful to business. Fundamentals and specific examples are included to guide the transformation of idea to innovation and business. Offering an overview of the new possibilities for creating business in catalysis, energy and green chemistry, this book is a beneficial tool for students, researchers and academics in chemical and biochemical engineering. Discusses new developments in catalysis, energy and green chemistry from the perspective of converting ideas to innovation and business Presents case histories, preparation of business plans, patent protection and IP rights, creation of start-ups, research funds and successful written proposals Offers an interdisciplinary approach combining science and business

This open access book presents theoretical and

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practical research relating to the vast, publicly financed program for the construction of new schools and the reorganization of existing educational buildings in Italy. This transformative process aims to give old buildings a fresh identity, to ensure that facilities are compliant with the new educational and teaching models, and to improve both energy efficiency and structural safety with respect to seismic activity. The book is divided into three sections, the first of which focuses on the social role of the school as a civic building that can serve the needs of the community. Innovations in both design and construction processes are then analyzed, paying special attention to the Building Information Modeling (BIM) strategy as a tool for the integration of different disciplines. The final section is devoted to the built heritage and tools, technologies, and approaches for the upgrading of existing buildings so that they meet the new regulations on building performance. The book will be of interest to all who wish to learn about the latest insights into the challenges posed by, and the opportunities afforded by, a comprehensive school building and renovation program.

Android Hacker's Handbook John Wiley & Sons
The first comprehensive guide to discovering and preventing attacks on the Android OS As the Android operating system continues to increase its share of the smartphone market, smartphone hacking

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remains a growing threat. Written by experts who rank among the world's foremost Android security researchers, this book presents vulnerability discovery, analysis, and exploitation tools for the good guys. Following a detailed explanation of how the Android OS works and its overall security architecture, the authors examine how vulnerabilities can be discovered and exploits developed for various system components, preparing you to defend against them. If you are a mobile device administrator, security researcher, Android app developer, or consultant responsible for evaluating Android security, you will find this guide is essential to your toolbox. A crack team of leading Android security researchers explain Android security risks, security design and architecture, rooting, fuzz testing, and vulnerability analysis. Covers Android application building blocks and security as well as debugging and auditing Android apps. Prepares mobile device administrators, security researchers, Android app developers, and security consultants to defend Android systems against attack. Android Hacker's Handbook is the first comprehensive resource for IT professionals charged with smartphone security.

This package includes a physical copy of Exploring Strategy text only 10th edition as well as access to the eText and MyStrategyLab. With over one million copies sold worldwide, Exploring Strategy has long

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been the essential introduction to strategy for the managers of today and tomorrow. From entrepreneurial start-ups to multinationals, charities to government agencies, this book raises the big questions about organisations - how they grow, how they innovate and how they change. With two new members added to the renowned author team, this tenth edition of Exploring Strategy has been comprehensively updated to help you: - Understand clearly the key concepts and tools of strategic management - Explore hot topics, including internationalisation, corporate governance, innovation and entrepreneurship - Learn from case studies on world-famous organisations such as Apple, H&M, Ryanair and Manchester United FC. The seventh edition of Spanish banking group BBVA's annual series is dedicated to unveiling the new digital business models for twenty-first century companies. Esteemed experts from BBVA, "The Economist," Harvard University, Columbia Business School, Geoffrey Moore Consulting and more, contribute texts in accessible language. Two couples meet over dinner to discuss their children who misbehaved, but avoid doing so. Widely praised for its balanced treatment of computer ethics, Ethics for the Information Age offers a modern presentation of the moral controversies surrounding information technology. Topics such as privacy and intellectual property are

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explored through multiple ethical theories, encouraging readers to think critically about these issues and to make their own ethical decisions. This engaging and clearly written textbook/reference provides a must-have introduction to the rapidly emerging interdisciplinary field of data science. It focuses on the principles fundamental to becoming a good data scientist and the key skills needed to build systems for collecting, analyzing, and interpreting data. The Data Science Design Manual is a source of practical insights that highlights what really matters in analyzing data, and provides an intuitive understanding of how these core concepts can be used. The book does not emphasize any particular programming language or suite of data-analysis tools, focusing instead on high-level discussion of important design principles. This easy-to-read text ideally serves the needs of undergraduate and early graduate students embarking on an “Introduction to Data Science” course. It reveals how this discipline sits at the intersection of statistics, computer science, and machine learning, with a distinct heft and character of its own. Practitioners in these and related fields will find this book perfect for self-study as well. Additional learning tools: Contains “War Stories,” offering perspectives on how data science applies in the real world Includes “Homework Problems,” providing a wide range of exercises and projects for self-study Provides a complete set of lecture slides and online video lectures at www.data-manual.com Provides “Take-Home Lessons,” emphasizing the big-picture concepts to learn from each chapter Recommends exciting “Kaggle Challenges” from the online platform Kaggle Highlights “False Starts,” revealing the subtle reasons why certain approaches fail Offers examples taken from the data science television show “The Quant Shop” (www.quant-shop.com)

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Journalist Leander Kahney reveals how CEO Tim Cook has led Apple to astronomical success after the death of Steve Jobs in 2011. The death of Steve Jobs left a gaping void at one of the most innovative companies of all time. Jobs wasn't merely Apple's iconic founder and CEO; he was the living embodiment of a global megabrand. It was hard to imagine that anyone could fill his shoes--especially not Tim Cook, the intensely private executive who many thought of as Apple's "operations drone." But seven years later, as journalist Leander Kahney reveals in this definitive book, things at Apple couldn't be better. Its stock has nearly tripled, making it the world's first trillion dollar company. Under Cook's principled leadership, Apple is pushing hard into renewable energy, labor and environmentally-friendly supply chains, user privacy, and highly-recyclable products. From the massive growth of the iPhone to lesser-known victories like the Apple Watch, Cook is leading Apple to a new era of success. Drawing on access with several Apple insiders, Kahney tells the inspiring story of how one man attempted to replace someone irreplaceable, and--through strong, humane leadership, supply chain savvy, and a commitment to his values--succeeded more than anyone had thought possible.

NEW YORK TIMES BESTSELLER • The darkly suspenseful tale of two families struggling to make the hardest decision of their lives—all over the course of one meal. Now a major motion picture. “Chilling, nasty, smart, shocking, and unputdownable.”—Gillian Flynn, author of *Gone Girl* It's a summer's evening in Amsterdam, and two couples meet at a fashionable restaurant for dinner. Between mouthfuls of food and over the scrapings of cutlery, the conversation remains a gentle hum of polite discourse. But behind the empty words, terrible things need to be said, and with every forced smile and every new course, the knives are being sharpened. Each couple has a fifteen-year-old son. The two boys are united by

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their accountability for a single horrific act—an act that has triggered a police investigation and shattered the comfortable, insulated worlds of their families. As the dinner reaches its culinary climax, the conversation finally touches on their children, and as civility and friendship disintegrate, each couple shows just how far they are prepared to go to protect those they love. A NEW YORK TIMES NOTABLE BOOK “A European Gone Girl . . . A sly psychological thriller.”—The Wall Street Journal “Brilliantly engineered . . . The novel is designed to make you think twice, then thrice, not only about what goes on within its pages, but also the next time indignation rises up, pure and fiery, in your own heart.”—Salon “You’ll eat it up, with some fava beans and a nice Chianti.”—Entertainment Weekly “[Koch] has created a clever, dark confection . . . absorbing and highly readable.”—New York Times Book Review “Tongue-in-cheek page-turner.”—The Washington Post “[A] deliciously Mr. Ripley-esque drama.”—O: The Oprah Magazine

Designed to help those businesses with an established market position, this text adopts a practical approach to the issues encountered by rapidly expanding businesses. The handbook presents a range of practical strategies for managing growth, focusing on how companies can fulfil their potential by adopting appropriate funding, adapting their structure and ownership, as well as developing world-class management capabilities.

This open access book explores the strategic importance and advantages of adopting multidisciplinary and multiscale approaches of inquiry and intervention with respect to the built environment, based on principles of sustainability and circular economy strategies. A series of key challenges are considered in depth from a multidisciplinary perspective, spanning engineering, architecture, and regional and urban economics. These challenges include strategies to relaunch

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socioeconomic development through regenerative processes, the regeneration of urban spaces from the perspective of resilience, the development and deployment of innovative products and processes in the construction sector in order to comply more fully with the principles of sustainability and circularity, and the development of multiscale approaches to enhance the performance of both the existing building stock and new buildings. The book offers a rich selection of conceptual, empirical, methodological, technical, and case study/project-based research. It will be of value for all who have an interest in regeneration of the built environment from a circular economy perspective.

The Challenge of Sustainability: Corporate Governance in a Complicated World reviews the evolution of five types of corporate governance and their different sustainability objectives. It discusses the challenges for boards in achieving sustainability from an environmental, economic, employment, and social perspective and introduces the concept of a political tragedy of the commons if boards do what is in the best interests of their profitability only, without considering their responsibilities and unintended consequences for their stakeholders. It explains how volatility, uncertainty, complexity, and ambiguity complicate making sustainable decisions. This book explores ways of helping prevent such negative outcomes. John Zinkin asserts the director's need to reconcile volatility with vision, uncertainty with understanding, complexity with courage and commitment, and ambiguity with adaptability. To prevent a potential political tragedy of the commons, the book suggests new decision-making processes; treating employees differently; and makes the case for reforming capitalism. It is aimed at managers, board members and all those who influence them, including shareholder activists, corporate legal personnel, politicians, activists and general readers interested in

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applying some of these suggestions in their roles as stakeholders, managers and directors.

"Web Security, Privacy & Commerce" cuts through the hype and the front page stories. It tells readers what the real risks are and explains how to minimize them. Whether a casual (but concerned) Web surfer or a system administrator responsible for the security of a critical Web server, this book will tell users what they need to know.

This book views Samsung Electronics in terms of corporate life cycle as well as product portfolio and strategy. It also examines the issues Samsung faces as it proceeds further into the 21st century. Written from the perspective of an experienced commentator on Korean and global business, this book presents not simply a narrative or an adulatory and uncritical account of Samsung's rise, but a considered analysis of the secrets of success that both business students and CEOs will want to read and consider applying to their own companies.

This book presents select proceedings of the International Conference on Advanced Lightweight Materials and Structures (ICALMS) 2020, and discusses the triad of processing, structure, and various properties of lightweight materials. It provides a well-balanced insight into materials science and mechanics of both synthetic and natural composites. The book includes topics such as nano composites for lightweight structures, impact and failure of structures, biomechanics and biomedical engineering, nanotechnology and micro-engineering, tool design and manufacture for producing lightweight components, joining techniques for lightweight structures for similar and dissimilar materials, design for manufacturing, reliability and safety, robotics, automation and control, fatigue and fracture mechanics, and friction stir welding in lightweight sandwich structures. The book also discusses latest research in

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composite materials and their applications in the field of aerospace, construction, wind energy, automotive, electronics and so on. Given the range of topics covered, this book can be a useful resource for beginners, researchers and professionals interested in the wide ranging applications of lightweight structures.

The inspirational bestseller that ignited a movement and asked us to find our WHY Discover the book that is captivating millions on TikTok and that served as the basis for one of the most popular TED Talks of all time—with more than 56 million views and counting. Over a decade ago, Simon Sinek started a movement that inspired millions to demand purpose at work, to ask what was the WHY of their organization. Since then, millions have been touched by the power of his ideas, and these ideas remain as relevant and timely as ever. *START WITH WHY* asks (and answers) the questions: why are some people and organizations more innovative, more influential, and more profitable than others? Why do some command greater loyalty from customers and employees alike? Even among the successful, why are so few able to repeat their success over and over? People like Martin Luther King Jr., Steve Jobs, and the Wright Brothers had little in common, but they all started with WHY. They realized that people won't truly buy into a product, service, movement, or idea until they understand the WHY behind it. *START WITH WHY* shows that the leaders who have had the greatest influence in the world all think, act and communicate the same way—and it's the opposite of what everyone else does. Sinek calls this powerful idea The Golden Circle, and it provides a framework upon which organizations can be built, movements can be led, and people can be inspired. And it all starts with WHY.

Management Information Systems provides comprehensive and integrative coverage of essential new technologies,

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information system applications, and their impact on business models and managerial decision-making in an exciting and interactive manner. The twelfth edition focuses on the major changes that have been made in information technology over the past two years, and includes new opening, closing, and Interactive Session cases.

Social media platforms do not just circulate political ideas, they support manipulative disinformation campaigns. While some of these disinformation campaigns are carried out directly by individuals, most are waged by software, commonly known as bots, programmed to perform simple, repetitive, robotic tasks. Some social media bots collect and distribute legitimate information, while others communicate with and harass people, manipulate trending algorithms, and inundate systems with spam. Campaigns made up of bots, fake accounts, and trolls can be coordinated by one person, or a small group of people, to give the illusion of large-scale consensus. Some political regimes use political bots to silence opponents and to push official state messaging, to sway the vote during elections, and to defame critics, human rights defenders, civil society groups, and journalists. This book argues that such automation and platform manipulation, amounts to a new political communications mechanism that Samuel Woolley and Philip N. Noward call "computational propaganda." This differs from older styles of propaganda in that it uses algorithms, automation, and human curation to purposefully distribute misleading information over social media networks while it actively learns from and mimicks real people so as to manipulate public opinion across a diverse range of platforms and device networks. This book includes cases of computational propaganda from nine countries (both democratic and authoritarian) and four continents (North and South America, Europe, and Asia), covering propaganda efforts over a wide array of social media platforms and usage

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in different types of political processes (elections, referenda, and during political crises).

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

A 'moderately prosperous society' with no Chinese individual left behind—that's the vision for China set out by Chinese President Xi Jinping in a number of important speeches in 2017. 'Moderate' prosperity may seem like a modest goal for a country with more billionaires (609 at last count) than the US. But the 'China Story' is a complex one. The China Story Yearbook 2017: Prosperity surveys the important events, pronouncements, and personalities that defined 2017. It also presents a range of perspectives, from the global to the individual, the official to the unofficial, from mainland China to Hong Kong and Taiwan. Together, the stories present a richly textured portrait of a nation that in just forty years has lifted itself from universal poverty to (unequally distributed) wealth, changing itself and the world in the process.

Health Communication: Strategies and Skills for a New Era provides a practical process model for developing a health communication intervention. The book also explores exposure to media and how it shapes our conceptions of health and illness. Using a life stages and environments approach, the book touches on the patient role and how we 'hear' information from health care providers as well as guidance on how to be a thoughtful consumer of health information.

A brand new textbook with an innovative and exciting approach to marketing strategy. Moving away from the outdated 4Ps model to a new approach that reflects real-world companies responding to a differing and dynamic customer base. Research-based and action-orientated, it equips students with the tools to succeed in today's

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competitive markets.

Since the beginning of mankind on Earth, if the "business" process was successful, then some form of benefit sustained it. The fundamentals are obvious: get the right inputs (materials, labor, money, and ideas); transform them into highly demanded, quality outputs; and make it available in time to the end consumer. Illustrating how operations relate to the rest of the organization, *Production and Operations Management Systems* provides an understanding of the production and operations management (P/OM) functions as well as the processes of goods and service producers. The modular character of the text permits many different journeys through the materials. If you like to start with supply chain management (Chapter 9) and then move on to inventory management (Chapter 5) and then quality management (Chapter 8), you can do so in that order. However, if your focus is product line stability and quick response time to competition, you may prefer to begin with project management (Chapter 7) to reflect the continuous project mode required for fast redesign rapid response. Slides, lectures, Excel worksheets, and solutions to short and extended problem sets are available on the Downloads / Updates tabs. The project management component of P/OM is no longer an auxiliary aspect of the field. The entire system has to be viewed and understood. The book helps students develop a

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sense of managerial competence in making decisions in the design, planning, operation, and control of manufacturing, production, and operations systems through examples and case studies. The text uses analytical techniques when necessary to develop critical thinking and to sharpen decision-making skills. It makes production and operations management (P/OM) interesting, even exciting, to those who are embarking on a career that involves business of any kind.

This book focuses on automotive user interfaces for in-vehicle usage, looking at car electronics, its software of hidden technologies (e.g., ASP, ESP), comfort functions (e.g., navigation, communication, entertainment) and driver assistance (e.g., distance checking). The increased complexity of automotive user interfaces, driven by the need for using consumer electronic devices in cars as well as autonomous driving, has sparked a plethora of new research within this field of study. Covering a broad spectrum of detailed topics, the authors of this edited volume offer an outstanding overview of the current state of the art; providing deep insights into usability and user experience, interaction techniques and technologies as well as methods, tools and its applications, exploring the increasing importance of Human-Computer-Interaction (HCI) within the automotive industry Automotive User Interfaces is intended as an authoritative and valuable resource

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for professional practitioners and researchers alike, as well as computer science and engineering students who are interested in automotive interfaces. The international bestseller that inspired the must-watch drama on USA Network starring Alice Braga as Teresa Mendoza. From “master of the intellectual thriller” Arturo Pérez-Reverte, a remarkable tale, spanning decades and continents—from the dusty streets of Mexico to the sparkling waters off the coast of Morocco, to the Strait of Gibraltar and Spain—in a story encompassing sensuality and cruelty, love and betrayal, and life and death. Teresa Mendoza's boyfriend is a drug smuggler who the narcos of Sinaloa, Mexico, call "the king of the short runway," because he can get a plane full of coke off the ground in three hundred yards. But in a ruthless business, life can be short, and Teresa even has a special cell phone that Guero gave her along with a dark warning. If that phone rings, it means he's dead, and she'd better run, because they're coming for her next. Then the call comes. In order to survive, she will have to say goodbye to the old Teresa, an innocent girl who once entrusted her life to a pinche narco smuggler. She will have to find inside herself a woman who is tough enough to inhabit a world as ugly and dangerous as that of the narcos—a woman she never before knew existed. Indeed, the woman who emerges will surprise even those who know her legend, that of the Queen of the South.

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First Published in 2017. Routledge is an imprint of Taylor & Francis, an Informa company.

An analysis of the invasion of our personal lives by logo-promoting, powerful corporations combines muckraking journalism with contemporary memoir to discuss current consumer culture

The Smartphone Paradox is a critical examination of our everyday mobile technologies and the effects that they have on our thoughts and behaviors. Alan J. Reid presents a comprehensive view of smartphones: the research behind the uses and gratifications of smartphones, the obstacles they present, the opportunities they afford, and how everyone can achieve a healthy, technological balance. It includes interviews with smartphone users from a variety of backgrounds, and translates scholarly research into a conversational tone, making it easy to understand a synthesis of key findings and conclusions from a heavily-researched domain. All in all, through the lens of smartphone dependency, the book makes the argument for digital mindfulness in a device age that threatens our privacy, sociability, attention, and cognitive abilities. This book explores a society currently being transformed by the influence of advanced information technology, and provides insights into the main technological and human issues and a holistic approach to inclusion, security, safety and, last but not least, privacy and freedom of expression.

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Its main aim is to bridge the gap between technological solutions, their successful implementation, and the fruitful utilization of the main set of e-Services offered by governments, private institutions, and commercial companies. Today, various parameters actively influence e-Services' success or failure: cultural aspects, organisational issues, bureaucracy and workflow, infrastructure and technology in general, user habits, literacy, capacity or merely interaction design. The purpose of this book is to help in outlining and understanding a realistic scenario of what we can term e-Citizenry. It identifies today's citizen, who is surrounded by an abundance of digital services, as an "e-Citizen" and explores the transition from their traditional role and behaviour to new ones. The respective chapters presented here will lay the foundation of the technological and social environment in which this societal transition takes place. With its balanced humanistic and technological approach, the book mainly targets public authorities, decision-makers, stakeholders, solution developers, and graduate students.

Why did some countries grow rich while others remained poor? Human history unfolded differently across the globe. The world is separated in to places of poverty and prosperity. Tracing the long arc of human history from hunter gatherer societies to the early twenty first century in an argument grounded in

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a deep understanding of geography, Andrew Brooks rejects popular explanations for the divergence of nations. This accessible and illuminating volume shows how the wealth of 'the West' and poverty of 'the rest' stem not from environmental factors or some unique European cultural, social or technological qualities, but from the expansion of colonialism and the rise of America. Brooks puts the case that international inequality was moulded by capitalist development over the last 500 years. After the Second World War, international aid projects failed to close the gap between 'developed' and 'developing' nations and millions remain impoverished. Rather than address the root causes of inequality, overseas development assistance exacerbate the problems of an uneven world by imposing crippling debts and destructive neoliberal policies on poor countries. But this flawed form of development is now coming to an end, as the emerging economies of Asia and Africa begin to assert themselves on the world stage. *The End of Development* provides a compelling account of how human history unfolded differently in varied regions of the world. Brooks argues that we must now seize the opportunity afforded by today's changing economic geography to transform attitudes towards inequality and to develop radical new approaches to addressing global poverty, as the alternative is to accept that impoverishment is somehow part of the

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natural order of things.

This topical volume covers the intersection between transport and climate change, with papers from the 'Transport & Climate Change' session of the RGS-IBG conference in London, September 2010. It considers the role of transport modes at varying spatial dimensions and a range of perspectives on the relationship between transport and climate change.

A Practical Guide to Computer Forensics Investigations introduces the newest technologies along with detailed information on how the evidence contained on these devices should be analyzed. Packed with practical, hands-on activities, students will learn unique subjects from chapters including Mac Forensics, Mobile Forensics, Cyberbullying, and Child Endangerment. This well-developed book will prepare students for the rapidly-growing field of computer forensics for a career with law enforcement, accounting firms, banks and credit card companies, private investigation companies, or government agencies.

An introduction to marketing concepts, strategies and practices with a balance of depth of coverage and ease of learning. Principles of Marketing keeps pace with a rapidly changing field, focussing on the ways brands create and capture consumer value. Practical content and linkage are at the heart of this edition. Real local and international examples bring ideas to life and new feature 'linking the concepts' helps students test and consolidate understanding as they go. The latest edition enhances understanding with a unique learning design including revised, integrative concept maps at the start of each chapter, end-of-chapter features summarising ideas and themes, a mix of mini and major case studies to illuminate concepts, and critical thinking exercises for applying skills.

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The author of *The Wisdom of Insecurity* and *The Way of Zen* draws upon a variety of religious traditions to explore Taoism, living in the present moment, and more. In this collection of writings, including nine new chapters never before available in book form, Alan Watts displays the intelligence, playfulness of thought, and simplicity of language that has made him so perennially popular as an interpreter of Eastern thought for Westerners. He draws on a variety of religious traditions, and covers topics such as the challenge of seeing one's life "just as it is," the Taoist approach to harmonious living, the limits of language in the face of ineffable spiritual truth, and the psychological symbolism of Christian thought. "Life exists only at this very moment, and in this moment it is infinite and eternal. For the present moment is infinitely small; before we can measure it, it has gone, and yet it exists forever. . . . You may believe yourself out of harmony with life and its eternal Now; but you cannot be, for you are life and exist Now."

—from *Become What You Are*

This book constitutes the refereed proceedings of the Third International Conference on Interactive Digital Storytelling, ICIDS 2010, held in Edinburgh, UK, in November 2010. The book includes 3 keynotes, 25 full and short papers, 11 posters, 4 demonstration papers, 6 workshop papers, and 1 tutorial. The full and short papers have been organized into the following topical sections: characters and decision making; story evaluation and analysis; story generation; arts and humanities; narrative theories and modelling; systems; and applications.

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