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# La Mode Eyrolles

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Electrothermics

Embarrassment of Product Choices 1

Heuristic Search, Inference Engines, Automatic Proving

Mechanical Behavior of Concrete

Stability and Behavior of Structures

Luxury China

The Transatlantic Fashion Industry in the Twentieth Century

Guide de formation avec cas pratiques

Profiting from Diversity

Advances in Modeling Agricultural Systems

Toward Responsible Innovation: Responsibility And Philosophy For A Humanely Sustainable Future

The Persian Mirror

Implicative Marketing

Concept-store

La mode des années 1970 en images

La mode du XIXe siècle en images

The Business Advantages and the Obstacles to Achieving Diversity

Organizational Change and Emerging Markets since the 1970s

Haute couture

Excel 2013 - Avancé

Découvrir la mode

The Sustainable City X

la mode et son évolution

Histoire abrégée du costume  
Urban Regeneration and Sustainability (2 Volume Set)  
How to Consume Differently  
Working on Innovation  
Industry of the Future, Technologies, Methods and Tools  
Society 5.0  
Control Methods for Electrical Machines  
Market Opportunities and Potential  
Global Luxury  
Histoire de l'industrie de la création française - Des précurseurs à nos jours  
Sustainability Governance and Hierarchy  
Paris to New York  
A Rich History  
Control of Synchronous Motors  
10 000 years of luxury  
For a Sustainable Economy

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**MAXIMO  
BARTLETT**

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**Electrothermics** Editions  
Eyrolles  
Corporate social responsibility

(CSR) is ultimately simply the maximization of a companys value over time, undertaken because, in the long run, social and environmental problems

ultimately become financial problems. The justification for CSR is therefore associated with representing the nature and role of the

company, as well as its purpose. Companies therefore regard CSR as a strategic investment that is part of a proactive, resilient, inclusive approach, based on the creation of shared value. This approach is capable of reducing negative societal impacts of their activities, or inducing positive impacts if they sustain a hybrid culture, all the while improving their

competitive advantage. This book presents a theoretical development that analyzes the challenges of CSR strategies based on the creation of shared value. Two case studies are presented, analyzing the different forms of social innovation strategies capable of inducing this shared value creation. *Embarrassment of Product Choices 1* Prentice Hall Following the rapid development

of connected technologies, which are now highly sophisticated and spread across the globe, Society 5.0 has emerged and brought with it a dramatic societal shift. In 1998, Kodak, the world leader in photographic film, had 170,000 employees. It thus seemed unthinkable that just 3 years later, the majority of people would stop taking photographs to paper film and that Kodak would

have disappeared. These are the stakes of this new society that is taking shape. This book, which does not seek to critique current politics, management or marketing literature, aims to fight against the excesses of this often-misunderstood Society 5.0 and to present the ideas and associated technologies that comprise it, all working towards societal improvement. Among these technologies,

artificial intelligence, robotics, digital platforms and 3D printing are undoubtedly the most important, and thus receive the greatest focus. Heuristic Search, Inference Engines, Automatic Proving Editions Eyrolles This book concerns the analysis and design of induction heating of poor electrical conduction materials. Some

innovating applications such as inductive plasma installation or transformers, thermo inductive non-destructive testing and carbon-reinforced composite materials heating are studied. Analytical, semi-analytical and numerical models are combined to obtain the best modeling technique for each case. Each model has been tested with experimental results and

validated. The principal aspects of a computational package to solve these kinds of coupled problems are described. In the first chapter, the mathematical tools for coupled electromagnetic and thermal phenomena are introduced. In Chapter 2, these tools are used to analyze a radio frequency inductive plasma installation. The third chapter describes the methodology of designing a low frequency plasma transformer. Chapter 4 studies the feasibility of the thermo inductive technique for non-destructive testing and the final chapter is dedicated to the use of induction heating in the lifecycle of carbon-reinforced composite materials.

Contents 1. Thermal and Electromagnetic Coupling, Javad Fouladgar, Didier Trichet and Brahim Ramdane. 2. Simplified Model of a Radiofrequency Inductive Thermal Plasma Installation, Javad Fouladgar and Jean-Pierre Ploteau. 3. Design Methodology of A Very Low-Frequency Plasma Transformer, Javad Fouladgar and Souri Mohamed Mimoune. 4. Non Destructive Testing by Thermo-Inductive Method, Javad Fouladgar, Brahim

Ramdane, Didier Trichet and Tayeb Saidi. 5. Induction Heating of Composite Materials, Javad Fouladgar, Didier Trichet, Samir Bensaid and Guillaume Wasselynck Editions Eyrolles Préfacé par Gérard Laizé, directeur général du VIA, ce troisième titre de la collection "Carnets de mode" est consacré au design et à l'architecture des espaces de vente dans le monde. Il

présente les derniers concepts et tendances de ces lieux innovants dédiés aux consommateurs, pop-up stores, guerilla stores, boutiques éphémères ou magasins amiraux, tous ces "flagship-stores" qui rivalisent de créativité. Illustré de plus de 700 photos, plans, planches et croquis, Concept-Store réunit nombre de contributions prestigieuses : Louis Vuitton, Marithé +

François Girbaud, Chanel, Christian Dior, Hermès, Prada, Lancel, Colette, L'Éclaireur, Patrick Norguet, Éric Gizard... Un livre dédié à tous les amoureux de la mode et aux passionnés d'architecture. **Mechanical Behavior of Concrete** Editions Eyrolles This book is a manifesto for responsible marketing. It looks critically at the marketing practices of the last 50

years and explains why they have led to an ethical stalemate and sometimes even a business impasse. These practices have tired the consumer with meaningless offers and destroyed value by driving prices down. Today, this inheritance weighs heavily on marketing professionals who do not know how to respond to the demand for greater social responsibility and environmental

sustainability. The author addresses new ways of understanding the consumer and branding that suggest ways to overcome this situation. Thanks to the presentation of experiences, studies and concrete cases, the book provides a tangible new perspective on marketing. Specifically, it proposes a new global model for responsible, creative, collaborative marketing that can contribute to

more sustainable consumption. Implicative Marketing presents a paradigm shift that will be of considerable interest to academics and their students as well as marketing practitioners. **Stability and Behavior of Structures** Oxbow Books Synchronous motors are indubitably the most effective device to drive industrial production systems and robots with precision and

rapidity. Their control law is thus critical for combining at the same time high productivity to reduced energy consumption . As far as possible, the control algorithms must exploit the properties of these actuators. Therefore, this work draws on well adapted models resulting from the Park's transformation , for both the most traditional machines with sinusoidal field distribution

and for machines with non-sinusoidal field distribution which are more and more used in industry. Both, conventional control strategies like vector control (either in the synchronous reference frame or in the rotor frame) and advanced control theories like direct control and predictive control are thoroughly presented. In this context, a significant place is reserved to sensorless

control which is an important and critical issue in tomorrow's motors.

### **Luxury China**

John Wiley & Sons  
Megalithic monuments are among the most striking remains of the Neolithic period of northern and western Europe and are scattered across landscapes from Pomerania to Portugal. Antiquarians and archaeologists early recognized the family resemblance



of the different groups of tombs, attributing them to maritime peoples moving along the western seaways. More recent research sees them rather as the product of established early farming communities in their individual regions. Yet the diversity of the tombs, their chronologies and their varied cultural contexts complicates any straightforward

understanding of their origins and distribution. Megalithic Architectures provides new insight by focusing on the construction and design of European megalithic tombs – on the tomb as an architectural project. It shows how much is to be learned from detailed attention to the stages and the techniques through which tombs were built, modified and enlarged, and often

intentionally dismantled or decommissioned. The large slabs that were employed, often unshaped, may suggest an opportunistic approach by the Neolithic builders, but this was clearly far from the case. Each building project was unique, and detailed study of individual sites exposes the way in which tombs were built as architectural, social and symbolic undertakings. Alongside the

manner in which the materials were used, it reveals a store of knowledge that sometimes differed considerably from one structure to another, even between contemporary monuments within a single region. The volume brings together regional specialists from Scandinavia, Germany, Britain, France, Belgium and Iberia to offer a series of uniquely authoritative

studies. Results of recent fieldwork are fully incorporated and much of the material is published here for the first time in English. It provides an invaluable overview of the current state of research on European megalithic tombs. Megalithic monuments are among the most striking remains of the Neolithic period of northern and western Europe and are scattered

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state of research on European megalithic tombs. *The Transatlantic Fashion Industry in the Twentieth Century* John Wiley & Sons This book covers the impact of sustainable masonry on the environment, touting the many benefits of utilizing local and/or low embodied energy materials in the construction of sustainable buildings. [Guide de formation](#)

avec cas pratiques Art Book Magazine Distribution Agriculture has experienced a dramatic change during the past decades. The change has been structural and technological. Structural changes can be seen in the size of current farms; not long ago, agricultural production was organized around small farms, whereas nowadays the agricultural landscape is dominated by large farms. Large farms have better means of applying new technologies, and therefore technological advances have been a driving force in changing the farming structure. New technologies continue to emerge, and their mastery and use in requires that farmers gather more information and make more complex technological choices. In particular, the advent of the Internet has opened vast opportunities for communication and business opportunities within the agricultural community. But at the same time, it has created another class of complex issues that need to be addressed sooner rather than later. Farmers and agricultural researchers are faced with an overwhelming amount of information they need to analyze and synthesize to successfully manage all the facets of

agricultural production. This daunting challenge requires new and complex approaches to farm management. A new type of agricultural management system requires active cooperation among multidisciplinary and multi-institutional teams and refining of existing and creation of new analytical theories with potential use in agriculture. Therefore, new management agricultural

systems must combine the newest achievements in many scientific domains such as agronomy, economics, mathematics, and computer science, to name a few. Profiting from Diversity Springer This title provides a comprehensive overview of all aspects of the mechanical behavior of concrete, including such features as its elastoplasticity, its compressive and tensile strength, its

behavior over time (including creep and shrinkage, cracking and fatigue) as well as modeling techniques and its response to various stimuli. As such, it will be required reading for anyone wishing to increase their knowledge in this area. *Advances in Modeling Agricultural Systems* Springer Science & Business Media Since the mid-1980s,

the development of competitive strategies based on intensive innovation has deeply transformed the design of new products and services. Much has been written about new methods and organizations that are likely to develop economically competitive and creative capacities in companies. But much less has been written about transformation of work and identity of professionals involved in

these transitions : engineers, industrial designers, researchers, professionals in marketing strategy and especially project managers. The work of “innovation professionals” is truly difficult to observe because of its very nature (intangible work done over a long period of time), its inaccessibility, and its status. The purpose of this book is to put forward a number of keys for

understanding the ongoing dynamics for working professionals in the field of innovation. Examining reorganizations in both large-scale firms and start-ups, the authors explore diverse sectors such as hi-tech, consumer goods and equipment, chemistry, aeronautics as well as upstream companies working for subsidiaries and traditional small-scale production such. The

result is to show a world of networks where a large-scale firm undertakes research in partnership with a start-up, develops its products with independent designers and involves upstream suppliers in its developments. Also analyzed are the industrial strategies, the organizational conditions of product conception, and the dynamics of the professional identities of the actors who

are at the core of these transformations. This impressive and unique volume will be of interest to all those interested in innovation studies, new technology policy and management as well as engineers and designers themselves. *Toward Responsible Innovation: Responsibility And Philosophy For A Humanely Sustainable Future* Oxford University Press Sustainability Governance

and Hierarchy provides a solid, theoretically and empirically grounded reflection on the concept of "sustainability governance". This idea has been growing in popularity in social science literature, as well as among decision-makers and governance actors, as it brings together two vast fields of study that have sometimes been dismissed as vague or ideologically

loaded. In order to link the concepts of "sustainability" and "governance", the book is organized around the exploration of hierarchy issues, which often lie in the background of the existing literature but are not the focus of analysis. The chapters reflect ongoing controversies and dialogue between scientists with different theoretical and thematic backgrounds, who are all

willing to participate in and contribute to a constructive effort to reach a more inclusive and more theoretically relevant stage for sustainability studies, being content with merely global analyses. The book is an innovative contribution to the hierarchy/non-hierarchy debate regarding governance arrangements in the field of sustainability and sustainability studies. This

book will be of interest to advanced students and scholars focusing on governance issues, sustainability studies, environmental studies, as well as on the methodological aspects of the social sciences (economy, geography, law, philosophy, political science, sociology, urbanism and planning). The Persian Mirror John Wiley & Sons This history of coiffure in modern

France illuminates a host of important twentieth-century issues: the course of fashion, the travails of small business in a modern economy, the complexities of labour reform, the failure of the Popular Front, the temptations of Pétainism, all accompanied by a parade of waves, chignons, and curls.

*Implicative Marketing* WIT Press

When there are too many choices, there

is no choice. The choices are entangled in a maze of rather confused possibilities. They go through many nebulous paths. Doubt, hesitation, indecision, become the only resolutions possible. Choosing is the anxiety of being wrong! The brand, the quality / price ratio, the aesthetics ... give confidence, but often with naivety! There is a gap between the reality of the qualities of

the products and the perception of the customer. These are prejudices, illusions, a lack of knowledge ... Generally speaking, is the consumer-client able to appreciate, by sight, by touch, or even by a brief trial of operation, all the strengths and weaknesses? a lot of products? Market value dominates the use value. Marketing will discover that we must no longer confuse the consumer (the

customer) and the user. The economic system only works because consumers are in the opacity of their choices. The search for technical prowess and above all market value has dominated the search for value in use. Concept-store John Wiley & Sons Over the last century there has been a complete transformation of the fashion system. The unitary top-down fashion cycle has been replaced

by the pulsations of multiple and simultaneous styles, while the speed of global production and circulation has become ever faster and more complex. Running in tandem, the development of artificial fibres has revolutionized the composition of clothing, and the increased focus on youth, sexuality, and the body has radically changed its design. From the 1920s flapper dress

to debates over the burkini, fashion has continued to be deeply involved in society's larger issues. Drawing on a wealth of visual, textual and object sources and illustrated with 100 images, A Cultural History of Dress and Fashion in the Modern Age presents essays on textiles, production and distribution, the body, belief, gender and sexuality, status,



ethnicity, and visual and literary representation s to illustrate the diversity and cultural significance of dress and fashion in the period.

*La mode des années 1970 en images*  
Routledge  
Vous vous intéressez à la mode ? De la période baroque à nos jours, ce guide illustré et pratique vous propose de découvrir les différents styles de la mode occidentale. Pour chacun de ces styles, vous disposez

d'un descriptif complet, clair et pédagogique : une définition précise ; la liste des stylistes emblématique s et des icônes de la mode ; les tenues représentative s reproduites et commentées ; les musées où les admirer. Découvrir et comprendre la mode constitue une introduction complète aux grandes collections.

*La mode du XIXe siècle en images* John Wiley & Sons  
Chaque

année, 150 milliards de vêtements sont produits par les usines textiles du monde. Les conditions de travail ne sont pas toujours respectées pour produire nos vêtements. Deux tiers des vêtements de grandes marques contiennent des perturbateurs endocriniens. Vous voudriez consommer mieux la mode, acheter écoresponsabl e et promouvoir un modèle économique durable et

juste. Oui, mais comment ? Le Guide de la mode écoresponsable vous donne enfin les armes pour mieux choisir. Vous allez comprendre la chaîne de production de vos vêtements, quels sont leurs impacts sociaux-économiques, environnementaux et les conséquences sur votre santé. Les auteures vous donneront des outils de compréhension pour consommer en toute

conscience, privilégier et promouvoir un monde qui porte vos valeurs et correspond à votre vision de l'avenir, sans culpabilité et sans jugement. Nous pouvons tous agir. À vous de jouer !  
*The Business Advantages and the Obstacles to Achieving Diversity* John Wiley & Sons  
 Handbook of Dehumidification Technology is a handbook of dehumidifiers and how they work. This manual

describes the principles of dehumidification and looks at the domestic and industrial applications of dehumidifiers, along with design considerations for refrigerant dehumidifiers. The use of dehumidification in swimming pools and for food and flower storage is also discussed. This reference guide is comprised of 11 chapters and begins with an introduction to dehumidification, paying

particular attention to how it addresses the problems created by high water vapor content in air. The historical development of air drying and the use of psychrometric charts to describe the state of damp air as well as to illustrate ways of lowering the relative humidity of moist air are also considered. The next chapter presents three methods of removing moisture from

air: sorbent dehumidification, refrigerant dehumidification, and air-cycle dehumidification. The reader is also introduced to design considerations for refrigerant dehumidifiers, domestic applications of dehumidifiers, installation of dehumidifiers in a swimming pool, and industrial dehumidification. The final chapter is devoted to additional sources of information on dehumidifiers and dehumidificati

on, including journals, professional bodies, and research. This monograph will be a valuable resource for technicians and others interested in humidity control.

*Organizational Change and Emerging Markets since the 1970s*  
John Wiley & Sons  
The exhibition "10,000 Years of Luxury" (Louvre Abu Dhabi, 30 October 2019–18 February 2020) explores the multifaceted

nature of luxury from ancient times to the present day. Its catalogue allows the reader to explore luxury through fashion, jewellery, visual art, furniture and design with masterpieces from the collections of international institutions and brands. Highlights among the objects presentes include the oldest pearl in the world, the renowned Boscoreale Treasure - one of the largest

collections of silverware preserved from Roman Antiquity - and dresses and jewellery from design houses such as Cartier, Maison Van Cleef & Arpels, CHANEL, Christian Dior, ELIE SAAB and Yves Saint Laurent. *Haute couture* Routledge La mode des années 1970 en images : l'occasion de découvrir la profusion de styles et de silhouettes, caractéristique d'une culture du libre arbitre, parfois

qualifiée d'anti-mode dans ses aspects les plus extrêmes tels que le look punk. La décennie "du moi" voit l'explosion du prêt-à-porter, soutenu dans sa version haut de gamme à Paris par Yves Saint Laurent, tout comme le goût du "fait main", alternative à la production de masse. L'extravagance des motifs et des couleurs de créateurs comme Zandra Rhodes et Ossie Clark

côtoie les réinterprétations fantasmées de looks rétro, le Prairie Style de Ralph Lauren ou encore les tendances "ethniques". Le jean, qui devient un article de mode universel, et la

jupe midi ou mi-longue se substituent à la mini et au look "petite fille" des années 1960. Une même intégration de la garde-robe masculine à travers le tailleur-pantalon

s'applique au monde du travail. La décennie signe aussi l'avènement de la tendance casual avec les looks disco et des silhouettes déstructurées d'Issey Miyake...