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WDD8HK - FINN ALANA

The case explores the similarities and differences between social media campaigns launched by Nissan and by Tata Motors to stimulate sales for models of their cars in India. The Nissan campaign allowed consumers to compete to star with Ranbir Kapoor, a Bollywood star and spokesman for the Nissan Micra, in a short film featuring the Micra as the hero. The Tata campaign launched India's first social streaming show, in which select teams of consumers participated in an Amazing Race-style road trip competition in different regions of the country. Both campaigns made extensive use of Facebook. Students are tasked with evaluating the two campaigns in terms of their fit with the communication objectives of each company and their effectiveness on a variety of metrics. The case includes links to advertisements and other video material. Although the case is written to be used independently, it also would work well in combination with the "Positioning the Tata Nano (A) and (B)" cases. After analyzing the case, students will be able to: -Align and design social media campaigns against a brand positioning -Set clear consumer attitude or behavioral and strategic brand objectives for social media offerings -Use objectives established in advance to create performance metrics for social media programs.

Ten years ago, the inaugural European Conference on Computer Vision was held in Antibes, France. Since then, ECCV has been held biennially under the auspices of the European Vision Society at venues around Europe. This year, the privilege of organizing ECCV 2000 falls to Ireland and it is a signal honour for us to host what has become one of the most important events in the calendar of the computer vision community. ECCV is a single-track conference comprising the highest quality, previously unpublished, contributed papers on new and original research in computer vision. This year, 266 papers were submitted and, following a rigorous double-blind review process, with each paper being reviewed by three referees, 116 papers were selected by the Programme Committee for presentation at the conference. The venue for ECCV 2000 is the University of Dublin, Trinity College. - unded in 1592, it is Ireland's oldest university and has a proud tradition of scholarship in the Arts, Humanities, and Sciences, alike. The Trinity campus, set in the heart of Dublin, is an oasis of tranquility and its beautiful squares, elegant buildings, and tree-lined playing-elds provide the perfect setting for any conference.

Haynes manuals are written specifically for the do-it-yourselfer, yet are complete enough to be used by professional mechanics. Since 1960 Haynes has produced manuals written from hands-on experience based on a vehicle teardown with hundreds of photos and illustrations, making Haynes the world leader in automotive repair information.

This new book provides a comprehensive and refreshing insight into the more advanced topic of operations strategy. It builds on concepts from strategic management, operations management, marketing, and human resources. A three-part organization covers the nature, content, and process of operations strategy. For practicing managers.

The most comprehensive island-hopper's handbook. Detailed coverage of all the island groups from the Sporades to the remote outcrops of the Dodecanese. Listings of the best places to stay, eat and drink, from the resorts of Corfu to unspoiled hilltop villages. Practical details on ferries and hydrofoils, and how to get the most secluded spots. Informed background on history, music, wildlife and mythology.

Develop students' confidence with a highly practical and visual approach to the latest Cambridge IGCSE ICT syllabus. Providing effective preparation for assessment, this thorough revision guide includes all the essential tools to master the latest Cambridge IGCSE ICT syllabus. Closely matched to the Complete ICT Student Book, this guide is packed with key ideas and practice questions to check learning progress and support achievement. Supporting for the latest Cambridge syllabus for first examination in 2016, this revision guide has been written to build confidence for both the practical and written assessments. Experienced author Stephen Doyle has over 30 years experience of teaching, examining and assessing ICT at all levels. His practical approach is trusted by teachers

around the world to support achievement. The revision guide is part of a resource package for Cambridge IGCSE ICT. Student books in print and online formats, and an updated edition of the Teacher Resource Pack, are also availabl

A dark, chilling psychological thriller from the number one bestselling author of the Emperor series. Blackwater was published as part of the Quick Reads initiative on World Book Day 2006.

The book is a collection of perspectives on service and service management written by leading researchers in the field. It considers the range and importance of services, the challenges of managing services and recent contemporary innovations in services and service management.

An updated edition of the classic reference on the dynamics of road and off-road vehicles As we enter a new millennium, the vehicle industry faces greater challenges than ever before as it strives to meet the increasing demand for safer, environmentally friendlier, more energy efficient, and lower emissions products. Theory of Ground Vehicles, Third Edition gives aspiring and practicing engineers a fundamental understanding of the critical factors affecting the performance, handling, and ride essential to the development and design of ground vehicles that meet these requirements. As in previous editions, this book focuses on applying engineering principles to the analysis of vehicle behavior. A large number of practical examples and problems are included throughout to help readers bridge the gap between theory and practice. Covering a wide range of topics concerning the dynamics of road and off-road vehicles, this Third Edition is filled with up-to-date information, including: * The Magic Formula for characterizing pneumatic tire behavior from test data for vehicle handling simulations * Computer-aided methods for performance and design evaluation of off-road vehicles, based on the author's own research * Updated data on road vehicle transmissions and operating fuel economy * Fundamentals of road vehicle stability control * Optimization of the performance of four-wheel-drive off-road vehicles and experimental substantiation, based on the author's own investigations * A new theory on skid-steering of tracked vehicles, developed by the author.

Pedro, a 1969 VW Beetle, was happily enjoying his retirement in the Californian sunshine when his world was turned upside down. He was sold to Fiona, an English woman, and shipped across the Atlantic. His travels wouldn't end here though; on arrival in the UK he received modifications and preparation for the longest journey of his life so far, over land to Singapore. Joining him on his travels were his English driver Fiona and American non-driver, Rica. Mechanical gremlins struck on day one; how on earth would they make it 22,000 miles across deserts, rivers, mudslides and mountains if they couldn't even get out of the country without breaking down! Sometimes funny, sometimes scary; thought provoking and emotional but always entertaining. Fiona tells the tale of an incredible journey in a car that is fast becoming a legend.

This is one in a series of manuals for car or motorcycle owners. Each book provides information on routine maintenance and servicing, with tasks described and photographed in a step-by-step sequence so that even a novice can do the work.

Models covered: Nissan Micra Hatchback, including automatic transmission (N-CVT) models and special/limited editions 1.0 litre (998cc) and 1.3 litre (1275 cc) petrol engines.

A service and repair manual for the Land Rover series II, IIA & III.

Haynes disassembles every subject vehicle and documents every step with thorough instructions and clear photos. Haynes repair manuals are used by the pros, but written for the do-it-yourselfer.

An exclusive short story for World Book Day from one of our bestselling authors. This brilliant comic thriller will have you on the edge of your seat.

Tony Willard has been--amongst many other things in motor publishing motoring correspondent of the Birmingham Evening Mail and Editor of Automotive Management (now called AM)--the best read trade paper for the motor retail trade. There are now stacks of ways to buy cars in the UK. So many that it is really hard for consumers to know where to get best choice, best value, best service, best after-care, best credit or whatever it is that they prioritise. In addition to franchised deal-

ers there are: manufacturers selling direct to the public; rental car companies doing the same; car-buying agents; car supermarkets; used car dealers; internet traders; importers; auctions; and personal shoppers. Most car buying guides concentrate on WHAT to buy whether it be new or used. This book covers that, but assumes the buyer knows roughly what he wants. What has been missing until now is a guide through the jungle of places and prices which tells you WHERE to buy and HOW to pay not a penny more than necessary.

V10 VIXEN does not just give her funny yet amazing descriptions on Supercars but cars - that are closer to her heart , Classic Cars and practical cars.This first book as she is writing many more!Brings all her different Motoring Tastes together and gives WOMAN PETROL HEADS VIEW ON MOTORING - which is new because most books are written by men.

Takes a fresh look at Nissan. There has never been a Nissan Guide like this. It contains 445 answers, much more than you can imagine; comprehensive answers and extensive details and references, with insights that have never before been offered in print. Get the information you need--fast! This all-embracing guide offers a thorough view of key knowledge and detailed insight. This Guide introduces what you want to know about Nissan. A quick look inside of some of the subjects covered: Nissan Cefiro, Nissan Motor Manufacturing UK, Nissan Crew - Sources, Nissan CG engine, Renault-Nissan Alliance - India, Nissan Figaro - Size, Nissan Primera - STCC Edition, Nissan Micra - Nissan March 12c i Selection/14c-four i Selection, March Bolero (2004-), Nissan CA engine - CA20E, Nissan Fairlady Z - Fifth generation: Nissan 350Z (Z33), Nissan Cedric - Fifth generation 430, Team Dynamics - Nissan Primera (1997-2000), Nissan Fairlady Z - Nissan 240Z Concept (1999), Nissan Micra - Marketing, Nissan J engine, Nissan L engine - L24, Nissan Cherry - Timeline, Nissan Micra - Nissan Micra K13 (2010-), Nissan Hardbody Truck, Nissan Invitation, Nissan Fairlady Z - Third generation: Nissan 300ZX (Z31, First Model), Nissan Homy, Nissan Diesel - 2000-date, Nissan CG engine - CG10DE, Nissan Interstar - Second generation (1997-2010), Nissan Largo, Nissan Juke - Cabin, Nissan Micra - NISSAN NEW MARCH cherry red edition (2013), Nissan Skyline GT-R - Third generation (1989-1994), Nissan Micra - Nissan March Rafeet, 4WD models (2002-), Renault-Nissan Alliance - Russia, Nissan Figaro - In popular culture, Nissan Dualis - Features, Nissan Fairlady Z - First generation: Nissan 240Z (S30), Renault-Nissan Alliance - USA, Nissan CD engine - CD20T, Nissan Cedric - 31 Series, Nissan Figaro - Weight, Nissan Primera - P10 (1990-1995), and much more...

Haynes offers the best coverage for cars, trucks, vans, SUVs and motorcycles on the market today. Each manual contains easy to follow step-by-step instructions linked to hundreds of photographs and illustrations. Included in every manual: troubleshooting section to help identify specific problems; tips that give valuable short cuts to make the job easier and eliminate the need for special tools; notes, cautions and warnings for the home mechanic; color spark plug diagnosis and an easy to use index. This repair manual covers Mini including Mini Saloon, Estate, Van and Pick-up, plus special and limited editions (848cc, 998cc, 1272cc); Mini Clubman Saloon and Estate models (998cc, 1098cc); and Mini Cooper S Mk III, 1275 GT, 1.3i, and Mini Cooper 1275cc, 1969 to 2001. It provides repair, service and maintenance information for all models.

A practical restoration manual on the E36, the 3 Series BMWs built between 1990 & 1999. Covers all models from the 316 compact to the M3. Advice is given on acquiring a good pre-owned example plus restoring & modifying engines, bodywork, trim, electrics, suspension & mechanical parts. Detailed information on Alpina & M3 cars. A total of 148 fully illustrated colour and black & white

This new, fully updated fifth edition of Investors' Guide to the United Kingdom provides an authoritative and essential guide to the current investment climate in the United Kingdom.

On title page: Return to an address of the Honourable the House of Commons dated 11th May 2006 for the A report by the Intelligence and Security Committee focusing on intelligence and security issues relating to the terrorist attacks is available separately (Cm 6785, ISBN 0101678525), as is the Government's reply to that report (Cm. 6786, ISBN 0101678622).

Every learner motorcyclist needs a copy of the Highway Code, and here s an appealing version

that provides extra information and even more value for money. In addition to the essential Rules of the Road, this value-added offering contains information about basic motorcycle maintenance, motorcycle care and other practical matters such as tax, MoT and insurance. This is a handy, low-cost publication that will be invaluable to all new riders.

This comprehensive manual covers the complete Holden Commodore range including the Utility, Station Wagon and Statesman models. The first chapter, (Engine tune-up and maintenance) guides you through the most basic maintenance and tune-up procedures. It includes all specifications required, regardless of whether you are an owner wishing to change the oil, or a mechanic requiring detailed specifications for tune-up and maintenance. There are comprehensive chapters full of photographs and easy to follow instructions covering the 6Cyl. & V8 Engines, Automatic & Manual Transmissions, Fuel and Engine Management Systems, Brakes, Suspension, Steering, Rear Axle Assembly, Body Electronics, Heating, Interior & Exterior Body etc. There is a dedicated section covering Troubleshooting and Diagnostic Information as well as a comprehensive detailed electrical diagrams. The only manual available covering the complete VT, VX & VY family of vehicles. It is a must have for the D.I.Y. home mechanic through to the trade professionals. This comprehensive manual consists of 492 pages of step by step instructions with over 800 reference diagrams and photographs.

In March 1999, Renault bought a controlling interest in Nissan. Only months before Renault's foray into the Japanese market, Toyota, Japan's most profitable car maker, announced its decision to build its latest European production facility in northern France. Although greeted with less media attention, Toyota's investment decision was equally remarkable. The author analyzes liberalization trends in both the Japanese and the European automotive markets and the reaction of manufacturers to such trends.

This book revisits the long contested negotiation between the Thatcher administration and Nissan for the latter's first green-field plant in Europe. From the very beginning, the plant took Britain's EC/EU membership and tariff-free access to the single market as a token. A considerable amount

of aid including component supplies was provided to attract Japanese investment and to prevent its transfer to the continent. The successful launch of Sunderland highlighted improved Anglo-Japanese relations and put an end to the Japan-EC/EU trade conflict. But the price was paid by Nissan's slump and fall, and by trade unions in both countries failing to keep counterchecks on management. Brexit and the fall of Carlos Ghosn were a double blow to Anglo-Japanese relations which are in a state of drift and need redefinition.

The Rough Guide to Greece is the ultimate handbook to the Greek mainland and the islands - from cosmopolitan Athens to the little-known one-village outcrops. The guide includes a 24-page full-colour introduction, with the authors pick of the country's highlights in the "things not to miss" section. Every metre of this diverse country is covered, from the stunning beaches of northeast Pílio to the dramatic Byzantine town of Mystra. For each area, there are comprehensive and insightful listings of the best hotels, guest houses, restaurants, cafes, bars and clubs. There is also informative advice on a wide range of activities, from bird-watching at the Préspa lakes to windsurfing at Vassiliki and hiking on Mount Olympus. Finally, the Contexts section provides detailed accounts of the country's history, culture, mythology and wildlife.

Lean Thinking was launched in the fall of 1996, just in time for the recession of 1997. It told the story of how American, European, and Japanese firms applied a simple set of principles called 'lean thinking' to survive the recession of 1991 and grow steadily in sales and profits through 1996. Even though the recession of 1997 never happened, companies were starving for information on how to make themselves leaner and more efficient. Now we are dealing with the recession of 2001 and the financial meltdown of 2002. So what happened to the exemplar firms profiled in Lean Thinking? In the new fully revised edition of this bestselling book those pioneering lean thinkers are brought up to date. Authors James Womack and Daniel Jones offer new guidelines for lean thinking firms and bring their groundbreaking practices to a brand new generation of companies that are looking to stay one step ahead of the competition.

In this series of DIY maintenance and repair manuals for car or motorcycle owners, each book provides information on routine maintenance and servicing, with tasks described and photographed in

a step-by-step sequence so that even a novice can manage the work.

For businesses large and small, investment in digital technologies is now a priority essential for success. Digitizing Government provides practical advice for understanding and implementing digital transformation to increase business value and improve client engagement, and features case studies from the private and public sectors.

After their mother dies, two brothers find a huge amount of money which they must spend quickly before England switches to the new European currency, but they disagree on what to do with it.

Arguably one of the most important cars of this century so far, the Nissan LEAF is one of the most talked about cars in the world. It is the world's best selling electric car, a former World Car of the Year winner and one of the most environmentally friendly cars you can buy today. In this all-new guide, best selling technology author and LEAF owner, Michael Boxwell, explains what you need to know about owning and using a LEAF. He reveals why driving electric is not just good for the environment, but provides a terrific driving experience that is good for your wallet as well. Michael Boxwell has been involved in the electric vehicle industry since 2003 and has owned and driven electric cars since 2006. He is currently on his second Nissan LEAF.

Montana Skies is the story of two men, Jack Claymore an Englishman, fleeing from a past that he cannot accept and Wade Reynolds a Montana rancher, a man firmly on the slippery slope to self destruction. A chance meeting and the subsequent tragic death of Wade's best friend, throw them together. As both men fight for survival in the Arizona border town of Nogales, an uneasy bond forms between them. Forced by circumstances both men decide to head north to Montana, Wade to try and rebuild his life and return to his family, and for Jack a chance to forget the past and start afresh. Unbeknown to them, events buried deep in the past of Wade's best friend, slowly resurface and threaten their very lives and the lives of their loved ones. Montana Skies is an epic tale of love and revenge. Sweeping across the plains and mountains of contemporary Montana like a cyclone. Montana Skies crammed full of unforgettable characters, is the great novel of the modern American West.