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### 591M46 - ANGELIQUE DOMINGUEZ

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Learn all about implementing a good gamification design into your products, workplace, and lifestyle  
Key Features Explore what makes a game fun and engaging Gain insight into the Octalysis Framework and its applications Discover the potential of the Core Drives of gamification through real-world scenarios  
Book Description Effective gamification is a combination of game design, game dynamics, user experience, and ROI-driving business implementations. This book explores the interplay between these disciplines and captures the core principles that contribute to a good gamification design. The book starts with an overview of the Octalysis Framework and the 8 Core Drives that can be used to build strategies around the various systems that make games engaging. As the book progresses, each chapter delves deep into a Core Drive, explaining its design and how it should be used. Finally, to apply all the concepts and techniques that you learn throughout, the book contains a brief showcase of using the Octalysis Framework to design a project experience from scratch. After reading this book, you'll have the knowledge and skills to enable the widespread adoption of good gamification and human-focused design in all types of industries. What you will learn Discover ways to use gamification techniques in real-world situations Design fun, engaging, and rewarding experiences with Octalysis Understand what gamification means and how to categorize it Leverage the power of different Core Drives in your applications Explore how Left Brain and Right Brain Core Drives differ in motivation and design methodologies Examine the fascinating intricacies of White Hat and Black Hat Core Drives Who this book is for Anyone who wants to implement gamification principles and techniques into their products, workplace, and lifestyle will find this book useful.

This is the first book on the policy questions raised by two revolutions in recording the police - cop-watching and police-worn body cameras. This accessible book with compelling stories and coverage of the most important debates over proof, privacy and police regulation will appeal broadly to students, laypersons, practitioners, and experts.

The ragtag crew of Serenity, a ship full of mercenaries, fugitives, and one law-abiding prostitute, takes on a scavenger mission with the hopes of earning enough dough to disappear for a while, only to discover that the mission is orchestrated by an old enemy. Original.

A revised new edition of the bestselling toolkit for creating, building, and maintaining a strong brand From research and analysis through brand strategy, design development through application design, and identity standards through launch and governance, *Designing Brand Identity, Fourth Edition* offers brand managers, marketers, and designers a proven, universal five-phase process for creating

and implementing effective brand identity. Enriched by new case studies showcasing successful world-class brands, this Fourth Edition brings readers up to date with a detailed look at the latest trends in branding, including social networks, mobile devices, global markets, apps, video, and virtual brands. Features more than 30 all-new case studies showing best practices and world-class Updated to include more than 35 percent new material Offers a proven, universal five-phase process and methodology for creating and implementing effective brand identity

Get HDTV and get connected without getting confused! Buy wisely, surround yourself with sound, watch your movies in HD, and more. If HDTV looks appealing but the mountain of mumbo-jumbo has you peeling out the door, take heart! Finally, here's a plain-English explanation of what HDTV is and how to choose one, hook it up, locate and access programming sources, and even how to connect your movie machines and Xbox for even more HD fun. Discover how to: Plan your HDTV system and choose the right equipment. Connect to programming sources. Add A/V entertainment gear and accessories. Access HDTV over your home network.

Looks at the emerging phenomenon of online journalism, including Weblogs, Internet chat groups, and email, and how anyone can produce news.

A cult of anti-expertise sentiment has coincided with anti-intellectualism, resulting in massively viral yet poorly informed debates ranging from the anti-vaccination movement to attacks on GMOs. As Tom Nichols shows in *The Death of Expertise*, there are a number of reasons why this has occurred-ranging from easy access to Internet search engines to a customer satisfaction model within higher education.

A state-of-the-art account of what we know and do not know about the effects of digital technology on democracy.

Portland, Oregon, is one of the most beautiful, livable cities in the United States. It has walkable neighborhoods, bike lanes, low-density housing, public transportation, and significant green space -- not to mention craft-beer bars and locavore food trucks. But liberal Portland is also the whitest city in the country. This is not circumstance; the city has a long history of officially sanctioned racialized displacement that continues today. Over the last two and half decades, Albina -- the one major Black neighborhood in Portland -- has been systematically uprooted by market-driven gentrification and city-renewal policies. African Americans in Portland were first pushed into Albina and then contained there through exclusionary zoning, predatory lending, and racist real estate practices. Since the 1990s, they've been aggressively displaced -- by rising housing costs, developers eager to get rid of

low-income residents, and overt city policies of gentrification. Displacement and dispossessions are convulsing cities across the globe, becoming the dominant urban narratives of our time. In *What a City Is For*, Matt Hern uses the case of Albina, as well as similar instances in New Orleans and Vancouver, to investigate gentrification in the twenty-first century. In an engaging narrative, effortlessly mixing anecdote and theory, Hern questions the notions of development, private property, and ownership. Arguing that home ownership drives inequality, he wants us to disown ownership. How can we reimagine the city as a post-ownership, post-sovereign space? Drawing on solidarity economics, cooperative movements, community land trusts, indigenous conceptions of alternative sovereignty, the global commons movement, and much else, Hern suggests repudiating development in favor of an incrementalist, non-market-driven unfolding of the city.

Describes the plots of more than one hundred bad science fiction movies, and shares some of the comments used on the "Mystery Science Theater 3000" television show in an attempt to make the movies funny

**\*\*Winner of the Financial Times and Goldman Sachs Business Book of the Year Award\*\*** 'Brad Stone's definitive book on Amazon and Bezos' *The Guardian* 'A masterclass in deeply researched investigative financial journalism . . . riveting' *The Times* The definitive story of the largest and most influential company in the world and the man whose drive and determination changed business forever. Though Amazon.com started off delivering books through the mail, its visionary founder, Jeff Bezos, was never content with being just a bookseller. He wanted Amazon to become 'the everything store', offering limitless selection and seductive convenience at disruptively low prices. To achieve that end, he developed a corporate culture of relentless ambition and secrecy that's never been cracked. Until now... Jeff Bezos stands out for his relentless pursuit of new markets, leading Amazon into risky new ventures like the Kindle and cloud computing, and transforming retail in the same way that Henry Ford revolutionised manufacturing. Amazon placed one of the first and largest bets on the Internet. Nothing would ever be the same again.

"*Making and Being* draws on the lived experience of Susan Jahoda and Caroline Woolard, visual arts educators who have developed a framework for teaching art with the collective BFAMDAPhD that emphasizes contemplation, collaboration, and political economy. The authors share ideas and pedagogical strategies that they have adapted to spaces of learning which range widely, from self-organized workshops for professional artists to Foundations BFA and MFA thesis classes. This hands-on guide includes activities, worksheets, and assignments and is a critical resource for artists and art educators today"--Page 4 of cover.

A pair of technology experts describe how humans will have to keep pace with machines in order to become prosperous in the future and identify strategies and policies for business and individuals to use to combine digital processing power with human ingenuity.

**#1 NEW YORK TIMES BESTSELLER** • From the author of *Timeline*, *Sphere*, and *Congo*, this is the classic thriller of science run amok that took the world by storm. Nominated as one of America's best-loved novels by PBS's *The Great American Read* "[Michael] Crichton's dinosaurs are genuinely frightening."—*Chicago Sun-Times* An astonishing technique for recovering and cloning dinosaur DNA has been discovered. Now humankind's most thrilling fantasies have come true. Creatures extinct for eons roam Jurassic Park with their awesome presence and profound mystery, and all the world can

visit them—for a price. Until something goes wrong. . . . In *Jurassic Park*, Michael Crichton taps all his mesmerizing talent and scientific brilliance to create his most electrifying technothriller. Praise for *Jurassic Park* "Wonderful . . . powerful."—*The Washington Post Book World* "Frighteningly real . . . compelling . . . It'll keep you riveted."—*The Detroit News* "Full of suspense."—*The New York Times Book Review*

When first published, Marshall McLuhan's *Understanding Media* made history with its radical view of the effects of electronic communications upon man and life in the twentieth century.

This open access monograph argues established democratic norms for freedom of expression should be implemented on the internet. Moderating policies of tech companies as Facebook, Twitter and Google have resulted in posts being removed on an industrial scale. While this moderation is often encouraged by governments - on the pretext that terrorism, bullying, pornography, "hate speech" and "fake news" will slowly disappear from the internet - it enables tech companies to censor our society. It is the social media companies who define what is blacklisted in their community standards. And given the dominance of social media in our information society, we run the risk of outsourcing the definition of our principles for discussion in the public domain to private companies. Instead of leaving it to social media companies only to take action, the authors argue democratic institutions should take an active role in moderating criminal content on the internet. To make this possible, tech companies should be analyzed whether they are approaching a monopoly. Antitrust legislation should be applied to bring those monopolies within democratic governmental oversight. Despite being in different stages in their lives, Anne Mette is in the startup phase of her research career, while Frederik is one of the most prolific philosophers in Denmark, the authors found each other in their concern about Free Speech on the internet. The book was originally published in Danish as *Dit opslag er blevet fjernet - techgiganter & ytringsfrihed*. Praise for 'Your Post has been Removed' "From my perspective both as a politician and as private book collector, this is the most important non-fiction book of the 21st Century. It should be disseminated to all European citizens. The learnings of this book and the use we make of them today are crucial for every man, woman and child on earth. Now and in the future." Jens Rohde, member of the European Parliament for the Alliance of Liberals and Democrats for Europe "This timely book compellingly presents an impressive array of information and analysis about the urgent threats the tech giants pose to the robust freedom of speech and access to information that are essential for individual liberty and democratic self-government. It constructively explores potential strategies for restoring individual control over information flows to and about us. Policymakers worldwide should take heed!" Nadine Strossen, Professor, New York Law School. Author, *HATE: Why We Should Resist It with Free Speech, Not Censorship*.

**THE NEW YORK TIMES BESTSELLER** Feed your fears with the terrifying classic that introduced cannibalistic serial killer Hannibal Lecter. FBI agent Will Graham once risked his sanity to capture Hannibal Lecter, an ingenious killer like no other. Now, he's following the bloodstained pattern of the Tooth Fairy, a madman who's already wiped out two families. To find him, Graham has to understand him. To understand him, Graham has only one place left to go: the mind of Dr. Lecter.

What happens when the bottlenecks that stand between supply and demand in our culture go away and everything becomes available to everyone? "The Long Tail" is a powerful new force in our economy: the rise of the niche. As the cost of reaching consumers drops dramatically, our markets are

shifting from a one-size-fits-all model of mass appeal to one of unlimited variety for unique tastes. From supermarket shelves to advertising agencies, the ability to offer vast choice is changing everything, and causing us to rethink where our markets lie and how to get to them. Unlimited selection is revealing truths about what consumers want and how they want to get it, from DVDs at Netflix to songs on iTunes to advertising on Google. However, this is not just a virtue of online marketplaces; it is an example of an entirely new economic model for business, one that is just beginning to show its power. After a century of obsessing over the few products at the head of the demand curve, the new economics of distribution allow us to turn our focus to the many more products in the tail, which collectively can create a new market as big as the one we already know. The Long Tail is really about the economics of abundance. New efficiencies in distribution, manufacturing, and marketing are essentially resetting the definition of what's commercially viable across the board. If the 20th century was about hits, the 21st will be equally about niches.

An innovative new anthology exploring how science fiction can motivate new approaches to economics. From the libertarian economics of Ayn Rand to Aldous Huxley's consumerist dystopias, economics and science fiction have often orbited each other. In *Economic Science Fictions*, editor William Davies has deliberately merged the two worlds, asking how we might harness the power of the utopian imagination to revitalize economic thinking. Rooted in the sense that our current economic reality is no longer credible or viable, this collection treats our economy as a series of fictions and science fiction as a means of anticipating different economic futures. It asks how science fiction can motivate new approaches to economics and provides surprising new syntheses, merging social science with fiction, design with politics, scholarship with experimental forms. With an opening chapter from Ha-Joon Chang as well as theory, short stories, and reflections on design, this book from Goldsmiths Press challenges and changes the notion that economics and science fiction are worlds apart. The result is a wealth of fresh and unusual perspectives for anyone who believes the economy is too important to be left solely to economists. Contributors AUDINT, Khairani Barokka, Carina Brand, Ha-Joon Chang, Miriam Cherry, William Davies, Mark Fisher, Dan Gavshon-Brady and James Pockson, Owen Hatherley, Laura Horn, Tim Jackson, Mark Johnson, Bastien Kerspern, Nora O Murchú, Tobias Revell et al., Judy Thorne, Sherryl Vint, Joseph Walton, Brian Willems

'Black Mirror is hands down the most relevant program of our time, if for no other reason than how often it can make you wonder if we're all living in an episode of it.' - New York Times What becomes of humanity when it's fed into the jaws of a hungry new digital machine? Discover the world of Black Mirror in this immersive, illustrated, oral history. This first official book logs the entire Black Mirror journey, from its origins in creator Charlie Brooker's mind to its current status as one of the biggest cult TV shows to emerge from the UK. Alongside a collection of astonishing behind-the-scenes imagery and ephemera, Brooker and producer Annabel Jones will detail the creative genesis, inspiration and thought process behind each film for the first time, while key actors, directors and other creative talents relive their own involvement. 'Brooker continues to solidify himself as one of the most creative writers in the medium. Even when the unfair creep of expectations rears up, Black Mirror and Brooker deliver.' - The Hollywood Reporter 'Black Mirror: the future is already here, and it's terrifying' - Telegraph

BIG PRESENCE isn't just for BIG COMPANIES anymore! A social media marketing handbook for small

business owners on the go Social media has opened the door to anyone who wants to promote themselves—including small businesses. Designed specifically for busy small business owners, this book puts you on the fast track to maximizing your business's visibility and generating profits—regardless of the size of your marketing budget or the time you have to devote to it. 30-Minute Social Media Marketing provides 22 short chapters packed with real-world examples, templates, sample marketing procedures, and screen shots taking you step-by-step through the essentials. With little time and effort, you will master the arts of: Blogging and microblogging Social networking and bookmarking Audio and video E-books and webinars Direct and indirect marketing Brand and relationship building Word-of-mouth marketing Expanding your reach and establishing your position Integrating with traditional marketing Evaluating results By the end of the book, you will have completed a social-media marketing plan that produces real results and created a strategy for future marketing plans—all in just 30 minutes a day.

\*\*\*BUSINESS BOOK AWARDS - FINALIST 2021\*\*\* Discover how 25 powerful technology trends are transforming 21st century businesses How will the latest technologies transform your business? Future Tech Trends in Practice will give you the knowledge of today's most important technology trends, and how to take full advantage of them to grow your business. The book presents 25 real-world technology trends along with their potential contributions to organisational success. You'll learn how to integrate existing advancements and plan for those that are on the way. In this book, best-selling author, strategic business advisor, and respected futurist Bernard Marr explains the role of technology in providing innovative businesses solutions for companies of varying sizes and across different industries. He covers wide-ranging trends and provides an overview of how companies are using these new and emerging technologies in practice. You, too, can prepare your company for the potential and power of trending technology by examining these and other areas of innovation described in *Future Tech Trends in Practice*: Artificial intelligence, including machine and deep learning The Internet of Things and the rise of smart devices Self-driving cars and autonomous drones 3D printing and additive manufacturing Blockchain technology Genomics and gene editing Augmented, virtual and mixed reality When you understand the technology trends that are driving success, now and into the future, you'll be better positioned to address and solve problems within your organisation.

The new edition of the highly influential Tallinn Manual, which outlines public international law as it applies to cyber operations.

Because social media and technology companies rule the Internet, only a digital constitution can protect our rights online.

A different kind of politics for a new kind of society--beyond work, scarcity and capitalism In the twenty-first century, new technologies should liberate us from work. Automation, rather than undermining an economy built on full employment, is instead the path to a world of liberty, luxury and happiness—for everyone. Technological advance will reduce the value of commodities—food, healthcare and housing—towards zero. Improvements in renewable energies will make fossil fuels a thing of the past. Asteroids will be mined for essential minerals. Genetic editing and synthetic biology will prolong life, virtually eliminate disease and provide meat without animals. New horizons beckon. In *Fully Automated Luxury Communism*, Aaron Bastani conjures a vision of extraordinary hope, showing



how we move to energy abundance, feed a world of 9 billion, overcome work, transcend the limits of biology, and establish meaningful freedom for everyone. Rather than a final destination, such a society merely heralds the real beginning of history.

*Theft: A History of Music:* This comic lays out 2000 years of musical history. A neglected part of musical history. Again and again there have been attempts to police music; to restrict borrowing and cultural cross-fertilization. But music builds on itself. To those who think that mash-ups and sampling started with YouTube or the DJ's turntables, it might be shocking to find that musicians have been borrowing - extensively borrowing - from each other since music began. Then why try to stop that process? The reasons varied. Philosophy, religion, politics, race - again and again, race - and law. And because music affects us so deeply, those struggles were passionate ones. They still are. The history in this book runs from Plato to Blurred Lines and beyond. You will read about the Holy Roman Empire's attempts to standardize religious music using the first great musical technology (notation) and the inevitable backfire of that attempt. You will read about troubadours and church composers, swapping tunes (and remarkably profane lyrics), changing both religion and music in the process. You will see diatribes against jazz for corrupting musical culture, against rock and roll for breaching the color-line. You will learn about the lawsuits that, surprisingly, shaped rap. You will read the story of some of music's iconoclasts - from Handel and Beethoven to Robert Johnson, Chuck Berry, Little Richard, Ray Charles, the British Invasion and Public Enemy. To understand this history fully, one has to roam wider still - into musical technologies from notation to the sample deck, aesthetics, the incentive systems that got musicians paid, and law's 250 year struggle to assimilate music, without destroying it in the process. Would jazz, soul or rock and roll be legal if they were reinvented today? We are not sure. Which as you will read, is profoundly worrying because today, more than ever, we need the arts. All of this makes up our story. It is assuredly not the only history of music. But it is definitely a part - and a fascinating part - of that history. We hope you like it.

Digital technology is now a normal part of everyday life. The mutation of music and film into bits and bytes, downloads and streams is now taken for granted. For the world of book and magazine publishing however, this transformation has only just begun. Still, the vision of this transformation is far from new. For more than a century now, avant-garde artists, activists and technologists have been anticipating the development of networked and electronic publishing. Although in hindsight the reports of the death of paper were greatly exaggerated, electronic publishing has now certainly become a reality. How will the analog and the digital coexist in the post-digital age of publishing? How will they transition, mix and cross over? In this book, Alessandro Ludovico rereads the history of the avant-garde arts as a prehistory of cutting through the so-called dichotomy between paper and electronics. Ludovico is the editor and publisher of *Neural*, a magazine for critical digital culture and media arts. For more than 20 years now, he has been working at the cutting edge (and the outer fringes) of both print publishing and politically engaged digital art.

A cross-disciplinary approach is offered to consider the challenge of emerging technologies designed to enhance human bodies and minds. Perspectives from philosophy, ethics, law, and policy are applied to a wide variety of enhancements, including integration of technology within human bodies, as well as genetic, biological, and pharmacological modifications. Humans may be permanently or temporarily enhanced with artificial parts by manipulating (or reprogramming) human DNA and

through other enhancement techniques (and combinations thereof). We are on the cusp of significantly modifying (and perhaps improving) the human ecosystem. This evolution necessitates a continuing effort to re-evaluate current laws and, if appropriate, to modify such laws or develop new laws that address enhancement technology. A legal, ethical, and policy response to current and future human enhancements should strive to protect the rights of all involved and to recognize the responsibilities of humans to other conscious and living beings, regardless of what they look like or what abilities they have (or lack). A potential ethical approach is outlined in which rights and responsibilities should be respected even if enhanced humans are perceived by non-enhanced (or less-enhanced) humans as "no longer human" at all.

*The New Aesthetic and Art: Constellations of the Postdigital* is an interdisciplinary analysis focusing on new digital phenomena at the intersections of theory and contemporary art. Asserting the unique character of New Aesthetic objects, Contreras-Koterbay and Mirocha trace the origins of the New Aesthetic in visual arts, design, and software, find its presence resonating in various kinds of digital imagery, and track its agency in everyday effects of the intertwined physical world and the digital realm. Contreras-Koterbay and Mirocha bring to light an original perspective that identifies an autonomous quality in common digital objects and examples of art that are increasingly an important influence for today's culture and society.

It has been a little over a century since the inception of interconnected networks and little has changed in the way that they are operated. Demand-supply balance methods, protection schemes, business models for electric power companies, and future development considerations have remained the same until very recently. Distributed generators, storage devices, and electric vehicles have become widespread and disrupted century-old bulk generation - bulk transmission operation. Distribution networks are no longer passive networks and now contribute to power generation. Old billing and energy trading schemes cannot accommodate this change and need revision. Furthermore, bidirectional power flow is an unprecedented phenomenon in distribution networks and traditional protection schemes require a thorough fix for proper operation. This book aims to cover new technologies, methods, and approaches developed to meet the needs of this changing field.

The result of a three-year project, this manual addresses the entire spectrum of international legal issues raised by cyber warfare.

The definitive and essential source of reference for all laboratories involved in the analysis of human semen.

Leaders from academia and industry offer guidance for professionals and general readers on ethical questions posed by modern technology.

The articles collected in this volume from the two companion Arts Special Issues, "The Machine as Art (in the 20th Century)" and "The Machine as Artist (in the 21st Century)", represent a unique scholarly resource: analyses by artists, scientists, and engineers, as well as art historians, covering not only the current (and astounding) rapprochement between art and technology but also the vital post-World War II period that has led up to it; this collection is also distinguished by several of the contributors being prominent individuals within their own fields, or as artists who have actually participated in the still unfolding events with which it is concerned

If we lived in a liquid world, the concept of a "machine" would make no sense. Liquid life is metaphor and apparatus that discusses the consequences of thinking, working, and living through liquids. It is an irreducible, paradoxical, parallel, planetary-scale material condition, unevenly distributed spatially, but temporally continuous. It is what remains when logical explanations can no longer account for the experiences that we recognize as part of "being alive." Liquid Life references a third-millennial understanding of matter that seeks to restore the agency of the liquid soul for an ecological era, which has been banished by reductionist, "brute" materialist discourses and mechanical models of life. Offering an alternative worldview of the living realm through a "new materialist" and "liquid" study of matter, Armstrong conjures forth examples of creatures that do not obey mechanistic concepts like predictability, efficiency, and rationality. With the advent of molecular science, an increasingly persuasive ontology of liquid technologies can be identified. Through the lens of lifelike dynamic droplets, the agency for these systems exists at the interfaces between different fields of matter/energy that respond to highly local effects, with no need for a central organizing system. Liquid Life seeks an alternative partnership between humanity and the natural world. It provokes a re-invention of the languages of the living realm to open up alternative spaces for exploration, including contributor Rolf Hughes' "angelology" of language, which explores the transformative invocations of prose poetry, and Simone Ferracina's graphical notations that help shape our concepts of metabolism, upcycling, and designing with fluids. A conceptual and practical toolset for thinking and designing, liquid life reunites us with the irreducible "soul substance" of living things, which will neither be simply "solved," nor go away.

This book provides an in-depth analysis of the evolution of tech journalism. The emerging tech-backlash is a story of pendulum swings: we are currently in tech-dystopianism after a long period spent

in tech-utopianism.

The Islamic State is a group known for doing things a bit differently, for its capacity for innovation, and for its many 'firsts.' Two of those 'firsts' happened within months of each other. The first occurred in October 2016 when the group used a bomb-laden drone to kill, after the explosive hidden within the drone killed two Kurdish peshmerga soldiers who were investigating the device. Another 'first' happened in January 2017 when the Islamic State released a propaganda video that showed nearly a dozen examples of the group releasing munitions on its enemies from the air with a fair degree of accuracy via quadcopter drones it had modified. And it wasn't long before the group's bomb-drop capable drones would go on to kill, too. After reaching a high point in the spring of 2017, the scale of the Islamic State drone threat-like many other dimensions of the group and its power-has already been significantly degraded. A surprisingly little amount of analytical attention, however, has been given to how the Islamic State was able to pull off its drone feats and bring its program to scale in a relatively short amount of time. This report seeks to address this gap by evaluating the main factors that helped the Islamic State to effectively use modified commercial drones as weapons. It also highlights some of the broader threat and policy implications associated with the Islamic State's pioneering use of drones. This compilation includes a reproduction of the 2019 Worldwide Threat Assessment of the U.S. Intelligence Community. 1. Executive Summary \* 2. Introduction \* 3. Keep It Simple, Stupid! The Islamic State's Tactical and Operational Drone Innovations \* 4. Scale, Sources, and Manufacturing \* 5. From Point Of Purchase to the Islamic State in Syria and Iraq: The IBACS Conspiracy \* 6. From Recovered Drones to Suppliers: Retracing Islamic State Drone Purchases \* 7. Drone Games, Terror Drone Diffusion, and Near-Term Threats \* 8. Future Terror Drone Use \* 9. Conclusion