

## La Mode Eyrolles

Cet ouvrage est consacré à l'approche dite de marketing critique qui propose un regard décalé sur les discours générés par le marketing et ses alliés tels la sociologie de la consommation, la psychologie du consommateur, etc. Son but est de mettre en lumière dans les discours marketing ce qui relève d'un biais idéologique et non d'une démarche scientifique. Cette approche critique est particulièrement appliquée à la nouvelle logique du marketing, la SDL (Service Dominant Logic) qui donne une place centrale au processus de co-création entre le fournisseur et le consommateur. Le lecteur trouvera dans Marketing critique une panoplie d'idées innovantes qui devrait nourrir une réflexion managériale sur les stratégies permettant aux intervenants de nos sociétés de trouver des solutions novatrices pour répondre à des demandes de services et à des besoins fondamentaux dont celui de l'accès à l'énergie.

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 écoresponsable 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 autrices 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 !

A guide to reaching and profiting from China's expanding luxury consumer class China's growing consumer base and expanding economy means more disposable income for more Chinese citizens. The Chinese market for luxury goods is expected to expand from \$2 billion this year to nearly \$12 billion by 2015. Today's biggest global luxury goods retailers expect China to make up a large and ever growing portion of their customers, and those businesses are responding with new stores and investments in China. Luxury China gives readers—particularly professionals in advertising, marketing, and the luxury brands industry—a deep look into the future of the Chinese luxury goods market and shows them how to tap into China's tremendous market potential. 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 representations to illustrate the diversity and cultural significance of dress and fashion in the period.

The benefits of Diversity are frequently mentioned but rarely spelled out. This edited book highlights specific ways in which organisations can profit from Diversity, and a discussion of some of the obstacles that can stand in the way of doing this.

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.

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.

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



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.

Containing the proceedings of the 9th International Conference on Urban Regeneration and Sustainability this book addresses the multi-disciplinary aspects of urban planning; a result of the increasing size of cities; the amount of resources and services required and the complexity of modern society. Most of earth's population now lives in cities and the process of urbanisation still continues generating many problems deriving from the drift of the population towards them. These problems can be resolved by cities becoming efficient habitats, saving resources in a way that improves the quality and standard of living. The process however, faces a number of major challenges, related to reducing pollution, improving main transportation and infrastructure systems. New urban solutions are required to optimise the use of space and energy resources leading to improvements in the environment, i.e. reduction in air, water and soil pollution as well as efficient ways to deal with waste generation. These challenges contribute to the development of social and economic imbalances and require the development of new solutions. Large cities are probably the most complex mechanisms to manage. However, despite such complexity they represent a fertile ground for architects, engineers, city planners, social and political scientists, and other professionals able to conceive new ideas and time them according to technological advances and human requirements. The challenge of planning sustainable cities lies in considering their dynamics, the exchange of energy and matter, and the function and maintenance of ordered structures directly or indirectly, supplied and maintained by natural systems. Topics covered include: Urban strategies; Planning, development and management; Urban conservation and regeneration; The community and the city; Eco-town planning; Landscape planning and design; Environmental management; Sustainable energy and the city; Transportation; Quality of life; Waterfront development; Case studies; Architectural issues; Cultural heritage issues; Intelligent environment and emerging technologies; Planning for risk; Disaster and emergency response; Safety and security; Waste management; Infrastructure and society; Urban metabolism.

Corporate social responsibility (CSR) is simply the maximization of a company's 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.

Ce livre retrace le développement socioéconomique et culturel de l'activité de haute couture à travers l'histoire, depuis les précurseurs, les célèbres "marchands de modes" de l'Ancien Régime, puis le premier couturier au sens moderne du terme, Charles F. Worth. Remarquablement documenté, il s'intéresse à tous les acteurs de l'industrie de la création, à ses métiers, à ses instances représentatives, qui ont façonné une véritable exception française. Il est l'occasion, tout en évoquant l'histoire stylistique de la mode, de constater l'impact des "artisans du Beau" sur la société tout entière ; et de montrer comment la haute couture actuelle, entre tradition et innovation, demeure un enjeu économique majeur par son image d'excellence à l'international. Préface d'Alexis Mabille

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 emblématiques et des icônes de la mode ; les tenues représentatives reproduites et commentées ; les musées où les admirer. Découvrir et comprendre la mode constitue une introduction complète aux grandes collections.

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.

Le dessin de mode est la rencontre magique entre la technique rigoureuse du dessin de conception et le monde de la mode, cousu d'intuitions et de tendances volatiles. Il exige de conjuguer technique et imagination, rigueur et création, et demande au styliste talent, finesse et intelligence. Un dessin de mode doit en effet présenter clairement les caractéristiques d'un vêtement (forme, matière, motif, couleur...) tout en le mettant en valeur par une silhouette flatteuse qui respecte les proportions du corps humain. Ce cours progressif à destination des stylistes montre comment tracer et modifier des silhouettes à partir de gabarits, dessiner tous les détails du vêtement (poches, cols, poignets...) et combiner judicieusement diverses techniques de dessin (feutres, gouache, aquarelle) pour reproduire les tissus du prêt-à-porter. Les exercices étape par étape permettront rapidement au styliste débutant d'exécuter des dessins professionnels convaincants, donnant les informations indispensables au modéliste qui créera ensuite le vêtement.

This book focuses on the emergence of the "science of sustainability" and the key concepts in making sustainability operational in an organization. The authors discuss the methods, techniques and tools needed to manage the impact of sustainability and how these can be reformulated into business models and solutions for new growth and applications. They then move onto the reformulation of future thinking processes before ending by looking towards an approach for the measurement of sustainability and competitiveness.

The first ever global history of luxury, from Roman villas to Russian oligarchs: a sparkling story of novelty, excess, extravagance, and indulgence through the centuries

Seam assembly and finishing are two of the most important aspects of garment construction and both require specific techniques to achieve perfect patterns and designs. Pattern-drafting for Fashion: Seam Assembly and Finishing is a comprehensive guide to these techniques covering all styles, fabrics and garments. Seams can be decorative, functional, or specific to a type of fabric or method of construction. This comprehensive book, aimed at serious dressmakers, explains different types of seams, when to use them, and how to achieve the most professional finish. All the essential methods for achieving a flawless finish are covered here including different techniques of pressing and steaming a garment, hems, zips and buttonholes, and different types of hem and cuff finishes for all styles and fabrics.

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...

Mettre en oeuvre les fonctions avancées d'Excel 2013 dans vos documents professionnels Ce manuel d'autoformation est destiné aux utilisateurs ayant une bonne pratique des fonctions de base d'Excel et souhaitant découvrir et maîtriser les fonctionnalités avancées de la version 2013 du logiciel. La première partie présente sous forme de fiches pratiques les fonctions avancées d'Excel 2013 : calculs et simulations, outils graphiques, analyse des données, import-export de données, etc. La seconde partie propose vingt-deux cas pratiques consistant à réaliser des documents d'entreprise complets intégrant les fonctions avancées étudiées dans la première partie. L'ouvrage décrit comment effectuer les tâches Excel 2013 aussi bien avec la souris qu'à l'aide de l'écran tactile d'un ordinateur ou d'une tablette. Une annexe fournit les équivalences entre les commandes de l'ancienne version Excel 2003 et celles du Ruban d'Excel 2013. Une autre annexe recense les nouveautés, améliorations et modifications d'Excel 2013 par rapport à la version Excel 2010. Les fichiers nécessaires à la réalisation des cas pratiques sont disponibles en téléchargement sur le site Web [www.editions-eyrolles.com](http://www.editions-eyrolles.com)

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 presented 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.

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.

Du Directoire à la Belle Epoque, La mode du XIXe siècle en images révèle l'extraordinaire variété des courants de mode qui ont balayé cette période fondatrice de la mode contemporaine. Ce livre réunit plus de 700 gravures, pures merveilles de précision et de délicatesse réalisées par de véritables maîtres d'art graveurs et dessinateurs, tels Jules David ou Anaïs Toudouze, pour l'abondante presse de mode de l'époque. Il offre à tous, professionnels et passionnés de mode, un éblouissant répertoire des toilettes du siècle de l'élégance.

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

The early internationalization of haute couture -- Branding haute couture -- Dressing for crisis -- Fashion in World War II -- Global haute couture -- One world of fashion -- End of the century. 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.

Containing the proceedings of the 10th International Conference on Urban Regeneration and Sustainability this book addresses the multidisciplinary aspects of urban planning; a result of the increasing size of cities; the amount of resources and services required and the complexity of modern society. Most of earth's population now lives in cities and the process of urbanisation continues generating many problems deriving from the drift of the population towards them. These problems can be resolved by cities becoming efficient habitats, saving resources in a way that improves the quality and standard of living. The process, however, faces a number of major challenges, related to reducing pollution, improving main transportation and infrastructure systems. New urban solutions are required to optimise the use of space and energy resources leading to improvements in the environment, i.e. reduction in air, water and soil pollution as well as efficient ways to deal with waste generation. These challenges contribute to the development of social and economic imbalances and require the development of new solutions. Large cities are probably the most complex mechanisms to manage. However, despite such complexity they represent a fertile ground for architects, engineers, city planners, social and political scientists, and other professionals able to conceive new ideas and time them according to technological advances and human requirements. The challenge of planning sustainable cities lies in considering their dynamics, the exchange of energy and matter, and the function and maintenance of ordered structures directly or indirectly, supplied and maintained by natural systems.

Topics covered include: Urban Strategies; Planning, Development and Management; Urban Conservation and Regeneration; The Community and the City; Eco-town Planning; Landscape Planning and Design; Environmental Management; Sustainable Energy and the City; Transportation; Quality of Life; Architectural Issues; Cultural Heritage Issues; Intelligent Environment and Emerging Technologies; Planning for Risk; Disaster and Emergency Response; Safety and Security; Waste Management; Infrastructure and Society; Urban Metabolism.

This book explores the luxury industry and how it has undoubtedly been one of the fastest-growing sectors since the 1970s, and one in which Europe has managed to strengthen its competitiveness in the world market. While many aspects of globalization remain abstract and intangible, the luxury industry has created markets where previously there were none, by educating Japanese about the history of French handbags, Chinese about the finest wines, and setting global standards for an elite, inspirational lifestyle. In this edited volume, a wide range of scholars comes together to analyze the history of the business and the innovations in management and marketing that have emerged from it. Invaluable for scholars, industry figures, and dilettantes alike, it will define the field of study for years to come.

Au fil du XXe siècle, on assiste à une évolution de la mode, voire à une véritable révolution. Et dans la même dynamique, l'illustration de mode explose, passant d'une représentation neutre et sans vie des vêtements à une évocation brillante de l'air du temps, des sentiments et des aspirations de ceux qui les portent. 100 ans d'illustration de mode parcourt décennie après décennie ce siècle charnière, proposant un ensemble époustouflant de 400 images de mode plus séduisantes les unes que les autres. On s'y délecte en découvrant tour à tour des couvertures et des planches de magazines mythiques comme la Gazette du Bon Ton, Vogue, Women's Wear Daily et Harper's Bazaar, signées par des noms aussi prestigieux que Raoul Dufy, Sonia Delaunay, Cecil Beaton, ou plus proche de nous, Andy Warhol. Une exceptionnelle collection de modèles des plus célèbres couturiers du monde, dont Paul Poiret, Coco Chanel, Christian Dior, Yves Saint Laurent et Gianni Versace, revit sous nos yeux. Les différents courants artistiques se succèdent, depuis l'Art Déco et le Modernisme. Les techniques changent et se mélangent, allant de la sérigraphie à l'aquarelle, du pochoir au collage, jusqu'au récent dessin sur ordinateur. 100 ans d'illustration de mode reproduit les œuvres de plus de 140 illustrateurs célèbres, ainsi que de nombreux exemples rares et anonymes. Ce livre est une source inégalable de références et d'inspiration pour les professionnels et les étudiants du secteur de la mode, les historiens du costume, les artistes et les illustrateurs, bref tous ceux qui s'intéressent à la mode.

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.

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. 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 Souril 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

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.

The type of control system used for electrical machines depends on the use (nature of the load, operating states, etc.) to which the machine will be put. The precise type of use determines the control laws which apply. Mechanics are also very important because they affect performance. Another factor of essential importance in industrial applications is operating safety. Finally, the problem of how to control a number of different machines, whose interactions and outputs must be coordinated, is addressed and solutions are presented. These and other issues are addressed here by a range of expert contributors, each of whom are specialists in their particular field. This book is primarily aimed at those involved in complex systems design, but engineers in a range of related fields such as electrical engineering, instrumentation and control, and industrial engineering, will also find this a useful source of information.

The Persian Mirror explores France's preoccupation with Persia in the seventeenth century. Long before Montesquieu's Persian Letters, French intellectuals, diplomats and even ordinary Parisians were fascinated by Persia and eagerly consumed travel accounts, fairy tales, and the spectacle of the Persian ambassador's visit to Paris and Versailles in 1715. Using diplomatic sources, fiction and printed and painted images, The Persian Mirror describes how the French came to see themselves in Safavid Persia. In doing so, it revises our notions of orientalism and the exotic and suggests that early modern Europeans had more nuanced responses to Asia than previously imagined.

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.

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).

La mode des Années 1930 en images : l'occasion de découvrir le véritable âge d'or du glamour, où la mode ultra-féminine renoue avec des lignes près du corps. Un défilé de silhouettes montrant une étonnante diversité de styles, avec un raffinement dans les détails et une qualité de coupe caractéristiques de cette décennie contrastée où, sur fond de Grande Dépression, la nouvelle femme active cède aux sirènes du star-system et déploie en toutes occasions une élégance hollywoodienne.

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