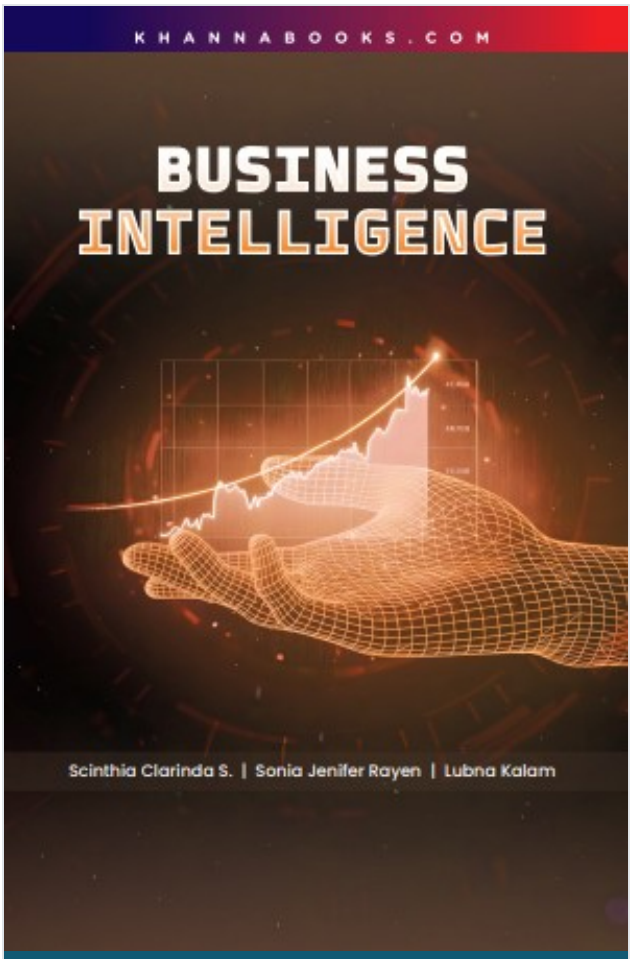


Scinthia Clarinda S., Sonia Jenifer Rayen, Lubna Kalam

Business Intelligence

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Product Description

Business Intelligence

This book, BUSINESS INTELLIGENCE, stands as an essential and comprehensive resource for professionals and students seeking to master the principles of data-driven decision-making. The core theme is the systematic use of technology, processes, and tools to convert an organization's raw data assets into actionable insights that drive improved operational performance and strategic foresight. It offers a rigorous, yet accessible, exploration of key BI concepts, covering the distinction between Data, Information, and Intelligence and the fundamental components of BI Architecture, including Data Warehousing, OLAP, and the crucial ETL process.

The practical value of this text is demonstrated through its detailed coverage of the BI Life Cycle, the implementation challenges organizations face, and the necessity of developing a strategic BI Roadmap. It uniquely integrates advanced topics like predictive analytics and the role of organizational culture in BI success. Designed for learners, practitioners, and researchers—from casual business users to professional data analysts—this book is an indispensable asset for anyone committed to leveraging data for business growth and a competitive advantage.

Salient Features:

- **BI Architectural Core**: Details the components of BI architecture like Data Warehousing and OLAP (Online Analytical Processing), showing how they enable rapid, multidimensional data analysis.
- **ETL Process Mastery**: Provides a deep dive into the Extract, Transform, Load (ETL) mechanism, detailing critical steps like data cleaning, filtering, and standardization necessary for building a robust Data Warehouse.

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- **Strategic Planning**: Explores the importance of developing a comprehensive BI Strategy and Roadmap, outlining essential steps for implementation, risk assessment, and achieving a clear Return on Investment (ROI).
- **User-Centric Design**: Focuses on end-user segmentation and the creation of user-friendly dashboards and scorecards. This ensures that complex data is accessible for informed decision-making.
- **Emerging Technology**: Covers the future of Business Intelligence, including the integration of AI/Machine Learning for automated analysis, cloud-based analytics, and real-time data processing.
- **MSBI Toolset**: Offers practical insights into the Microsoft Business Intelligence (MSBI) suite, specifically detailing tools like SSIS (ETL), SSAS (OLAP/Data Mining), and SSRS (Reporting).
- **Predictive Analytics**: Explores advanced analytical techniques like Data Mining and Statistical Analysis to uncover hidden patterns and develop predictive models for future business forecasting.
- **Implementation Challenges**: Discusses critical issues and challenges that organizations face, such as data quality issues, implementation complexity, and the Total Cost of Ownership (TCO).

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- Business Intelligence Introduction
- Business Intelligence Life Cycle
- Business Intelligence User Model
- Business Intelligence Issues and Challenges
- Business Intelligence Strategy and Roadmap

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Sonia Jenifer Rayen

Sonia Jenifer Rayen, Associate Professor, Dept of CSE, Sathyabhama Institute of Science and Technology

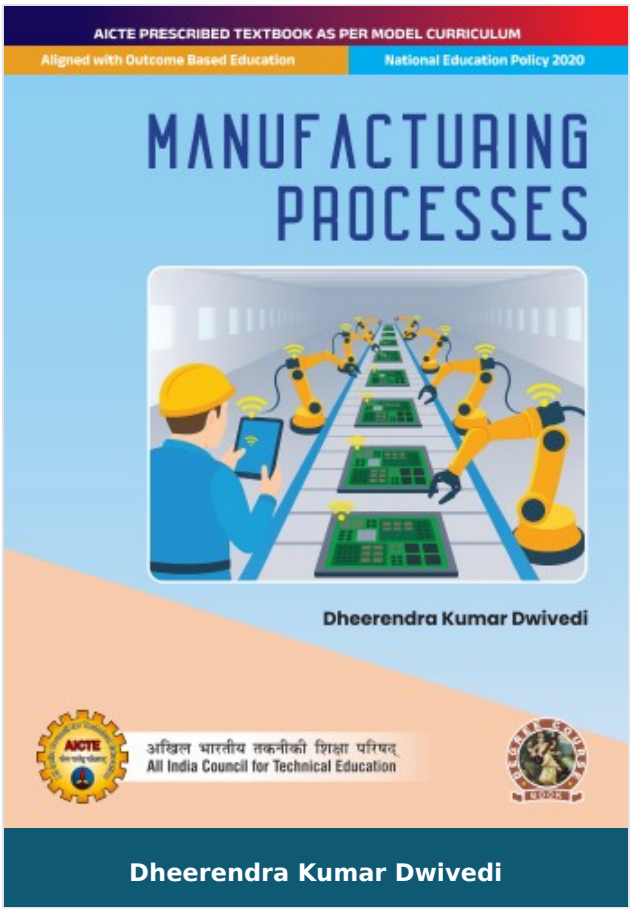
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Manufacturing Processes

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Product Description

Manufacturing Processes

This textbook on Manufacturing Processes is designed as per the new syllabus prescribed by the AICTE. The book covers a wide range of topics from geometry and material relationship with manufacturing processes, manufacturing processes to make products of metal, polymer, ceramics and composite material. Fundamentals of conventional, non-conventional and additive manufacturing processes have been presented using detailed schematic diagrams. Additionally mathematical models related to conventional manufacturing processes (casting, forming, machining) have elaborated with supporting solved and unsolved numerical questions. The book provides fundamental understanding on the ways a product of a given material and geometry can be manufactured. This book should satisfy appetite of anyone working or interested to learn manufacturing technologies including students of undergraduate degree program of Mechanical, Manufacturing and Production Engineering in India and abroad.

Salient features:

- The program, course, and unit results are mapped out in the book’s content.
- The book provides comprehensive information on the related topics.
- Subject material has been prepared keeping in mind the teachers and the students. A balance of theory, numerical, and the practical aspects are maintained in a chronological order.
- Equations, tables, and figures are added to make the topics easier to understand.
- After every chapter, revision questions are provided to practice.
- Systematic steps are utilized to solve both solved and unresolved problems, such as numerical examples.

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- The book ends with a list of references that a reader can refer for further advance knowledge on various topics

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Author

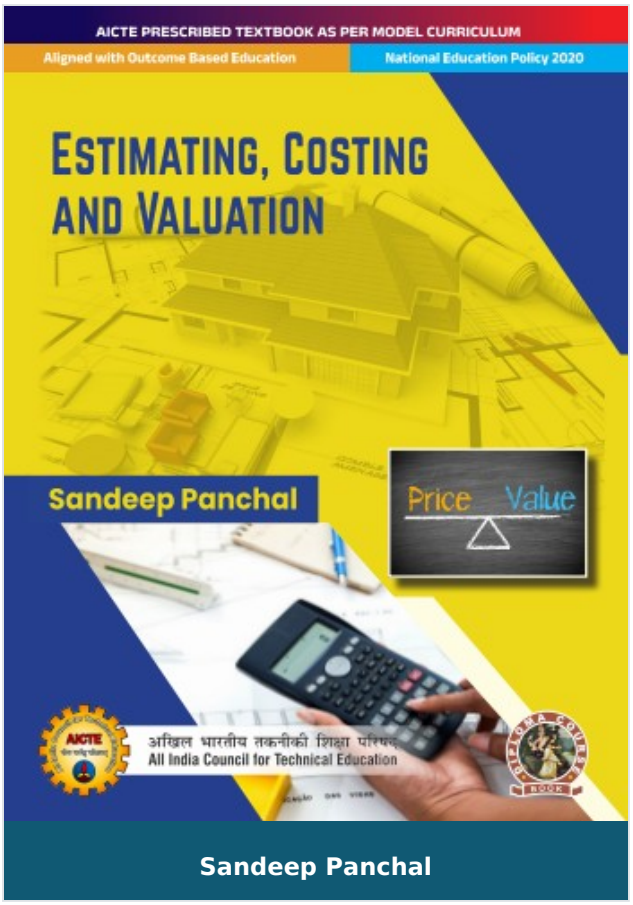
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Estimating, Costing and valuation

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Product Description

Estimating, Costing and valuation

This book familiarizes the students with the basics of estimating, costing and valuation. The main aim of this book is to provide conceptual knowledge of techniques and processes for estimating and costing of construction projects that can be applied by civil engineers and quality surveyors. The main context of this book is aligned with the model curriculum of AICTE followed by the concept of outcome-based education according to the National Education Policy (NEP)2020.

Salient Features:

- The content of the book is aligned with the mapping of course outcomes, program outcomes and unit outcomes.
- At the beginning of each unit, unit outcomes are provided to help the students understand what is expected of them after completing the unit.
- The book consists of a lot of information about the estimating and costing of the buildings, roads, and canals making it easier to understand by the students.
- The practical problems related to estimating, costing, and rate analysis are discussed to enhance the understanding of the subject in the students and field engineers.
- Detailed information about the schedule of rates and the techniques to obtain the latest rates are discussed to help professional engineers and students.
- Some information about the latest software on estimating and costing is also shared.
- QR codes are given in the book to access advanced information about the different topics.
- Apart from the essential information, a `know more’ section is also included that gives information about the historical facts and enhances the interest of the

students in the subject.

- Solved numerical problems, short-answer, long-answer, and multiple-choice questions (MCQs) are given for practice at the end of each unit.

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Author

Sandeep Panchal

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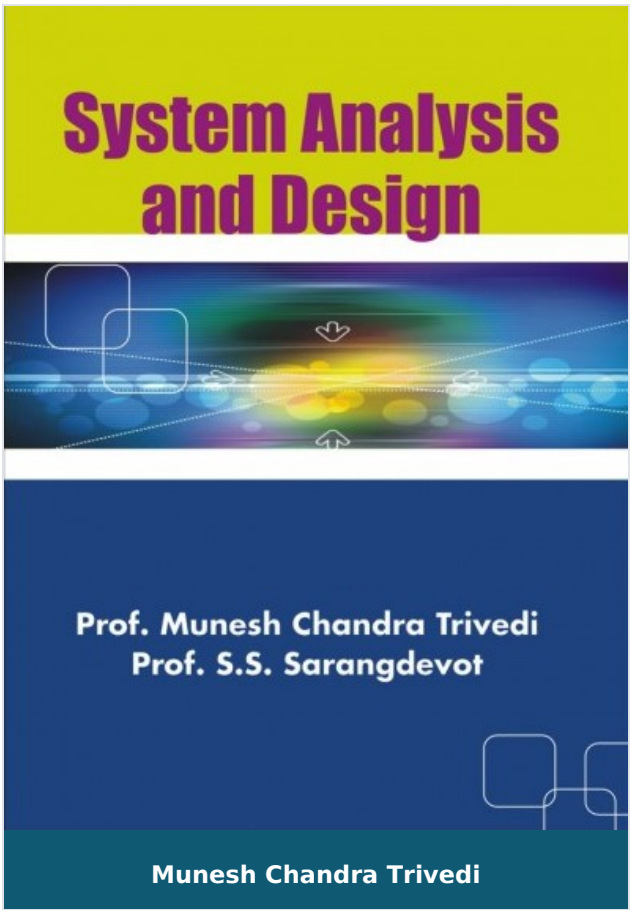
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System Analysis and Design

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Product Description

There are many books available in the market on the proposed topic but none of them can be termed as comprehensive, Besides, students face problem in understanding the language of the books, seeing these problems, it struck our mind that we should come up with a book in System Analysis and Design, which should be simple enough to comprehend and comprehensive enough to encompass all the topics of different institutions and universities.

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- Hardware and Software Selection
- Hardware and Software Selection
- System Analysis and Design Overview
- Organizational Issues

Author

Munesh Chandra Trivedi

Dr. Munesh Chandra Trivedi has more than 20 years of experience in the field of computer science & Engineering and has worked in Prestigious Institutions. He has more than 10 years' experience in various administrative responsibilities e.g., Dean (academics), Head of Department, TEQIP-111 Coordinator, PG coordinator, EDC cell Coordinator. Currently working Tripura, India, and Associate Professor and HoD (IT), Rajkiya Engineering College, Azamgarh, up (state Govt Institution of UP) with the additional responsibility of Dean Academics of the institute & Associate Dean UG Programs, Dr. APJ Abdul Kalam Technical University, Lucknow (State Technical University). He was also the Director (In-charge) at Rajkiya Engineering College,

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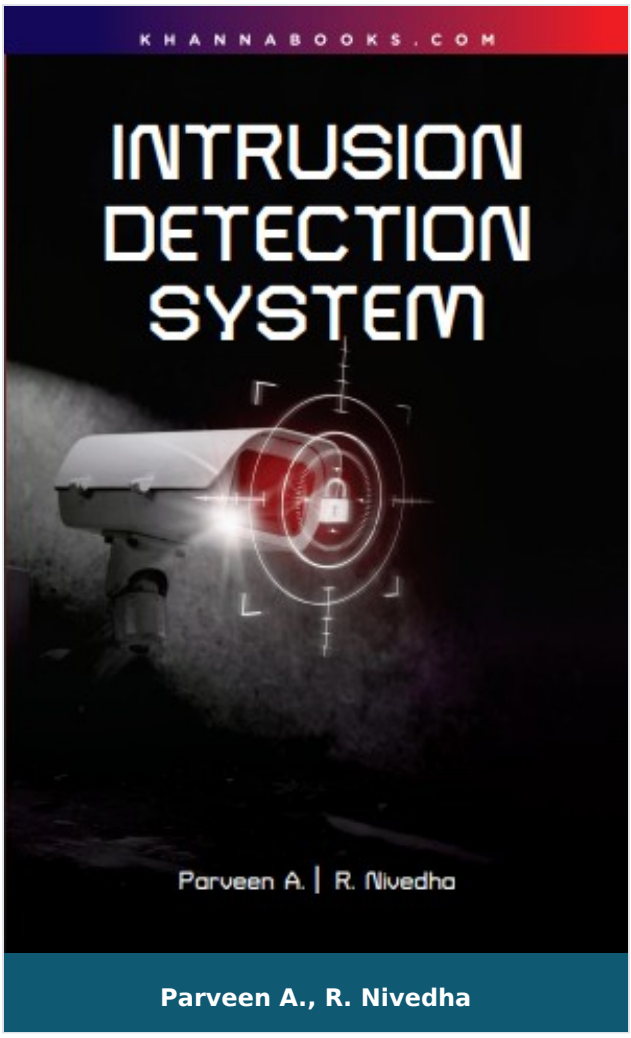
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Azamgarh. He had successfully filed 81 patents (65 National and 16 International Patents (Germany, South Africa, and Australia)), out of which 40 patents were granted. He has published 12 textbooks and 168 research papers in different International Journals and proceedings of repute. He has also edited 38 books for springer Nature. He successfully supervised 14 PhD students and received numerous awards, including the Young scientist Visiting Fellowship, Albert Einstein Research scientist Award, Best senior Faculty Award, Outstanding Scientist, Dronacharya Award, Author of the Year, and vigyan Ratan award from different national, as well as international forums. He has organized more than 32 international conferences technically sponsored by IEEE, ACM, AND Springer. Dr.

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Parveen A., R. Nivedha

Intrusion Detection Systems

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Product Description

Intrusion Detection Systems

"INTRUSION DETECTION SYSTEMS" offers a comprehensive and vital resource for navigating the rapidly evolving domain of cybersecurity. Written in an academic yet accessible tone, this book provides a thorough introduction to Intrusion Detection Systems (IDS), exploring their historical evolution, foundational concepts, and critical role in protecting modern digital environments. The core purpose of this text is to bridge the gap between theoretical knowledge and real-world application, equipping readers with the expertise to implement robust security strategies against increasingly sophisticated threats.

The book highlights the transformative impact of Machine Learning (ML) and Artificial Intelligence (AI) on IDS, detailing deep learning approaches, ML models for anomaly detection, and feature engineering techniques. It goes beyond traditional methods to address the unique challenges of securing emerging technologies such as the Internet of Things (IoT), cloud-based networks, and blockchain. Furthermore, it delves into advanced techniques like fuzzy logic, genetic algorithms, hybrid models, and real-time IDS using big data analytics.

This indispensable guide is meticulously structured with five units and includes detailed case studies, making it an essential text for its target audience: students seeking foundational knowledge, professionals looking to upgrade their deployment strategies, and researchers exploring open challenges like adversarial ML attacks and autonomous IDS development. It serves as a definitive roadmap for enhancing network resilience against the ever-changing cyber threat landscape.

Salient Features:

- **Core IDS Fundamentals**: Explore the history, evolution, and foundational principles of IDS. Compare signature-based, anomaly-based, and hybrid models, and understand key evaluation metrics like TPR and FPR.
- **AI-Driven Detection**: Master the use of Machine Learning and Deep Learning, including CNNs and LSTMs, to enhance anomaly detection capabilities and prepare large-scale datasets for modern IDS.
- **Securing New Frontiers:** Learn to design and implement specialized IDS for emerging technologies like IoT, cloud computing, and blockchain. Focus on lightweight solutions for resource-constrained mobile and edge environments.
- **Advanced Threat Mitigation**: Investigate cutting-edge techniques such as fuzzy logic and genetic algorithms in IDS. Understand hybrid models, distributed architectures, and real-time big data analytics for large-scale networks.
- **Future Resilience & Research**: Analyze emerging threats and explore future trends like autonomous and self-healing IDS. Study the defense against adversarial ML attacks and the strategic integration with SIEM systems.
- **Real-World Application**: Apply theoretical knowledge through five detailed case studies, including enterprise deployment, advanced financial institution solutions, and securing smart city infrastructure.
- **Defense Architecture**: Clearly differentiate between the passive monitoring role of Intrusion Detection Systems (IDS) and the proactive blocking function of Intrusion Prevention Systems (IPS) in modern security.

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- Advanced Techniques and Hybrid Models
- Future Trends and Research Challenges

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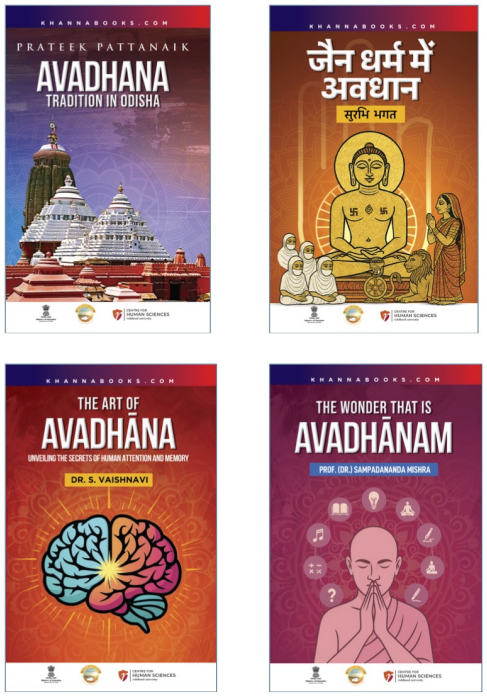
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Prateek Pattanaik, Sampadananda Mishra, S. Vaishnavi, Surbhi Bhagat

Combo Pack Set of Four Books(The Wonder That is Avadhanam, The Art of Avadhana, Avadhana Tradition in Odisha, Jain Dharma me Avadhan)

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Author

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Prateek Pattanaik is a researcher and a Musician. an Odissi vocalist and Binakara, he was initiated into music by his grandmother, then continued training under Guru Brundabana Khandual and finally Pt Ramarao Patro, in the lineage of early 20th-century maestro 'Astabadhani Acharjya' Tarini Charan Patra. He is currently engaged as a research scholar on the 17th-century treatise 'Sangitanarayana' in the Department of Odia, Berhampur University. His work primarily delas with palm leaf manuscripts, early gramophone records and neglected musical forms across the state. He is the author of two books on Odissi music and the Odia Language.

Sampadananda Mishra

Dr. Sampadananada Mishra, a distinguished scholar in Sanskrit and indian Knowledge Systems (IKS), has dedicatedhis life to the study, preservation, and propagation of india’s richlinguistic and philosophical heritage. He holds a BA and MA in Sanskrit from utkal University, where he also completed his Ph.D.with a dissertation on the evolution of the Sanskrit language, inspired by Sri Aurobindo’s perspectives. Dr. Mishra is renownedfor founding the World’s first 24-hour Sanskrit radio channel, Divyavani Sanskrit Radio, in 2013, adFor his role as Associate Editor of the ‘ Collected Works of Vasishtha kavyakantha Ganapati Muni; a landmark twelve- volume publication . His contributions to Sanskrit have earned him several prestigious awards, Including the president’s Maharshi Badarayana Vyasa Samman and the Sri Aurobindo Puraskar 2024. His Career has been marked by a passionate commitment to ensuring that Sanskrit and IKS flourish within both academic and cultural landscapes.

S. Vaishnavi

Dr. S. Vaishnavi is a leading Sanskrit scholar, researcher, and educator dedicate to integrating traditional wisdom with modern learning. Her expertise spans Traditional

pedagogies, psychology, and Cognitive Science, Holding a Ph.D. in Sanskrit from national Sanskrit University, Tirupati, alongside degree in Education, Psychology, and other disciplines, she boasts a strong academic foundation. as an Assistant Professor at national Sanskrit University for five Years, Dr. Vaishnavi mentored research scholars and contributed significantly to academia through publications and lectures. She has presented at numerous national and international conferences and actively participated in educational projects like Digital Chitrapadakosha and Swayam Prabha courses. Known for her oratory skills and leadership in education, she bridges the gap between ancient knowledge and contemporary teaching methodologies, shaping the future of Sanskrit education through innovative curriculum development and a deep commitment to research and pedagogy.

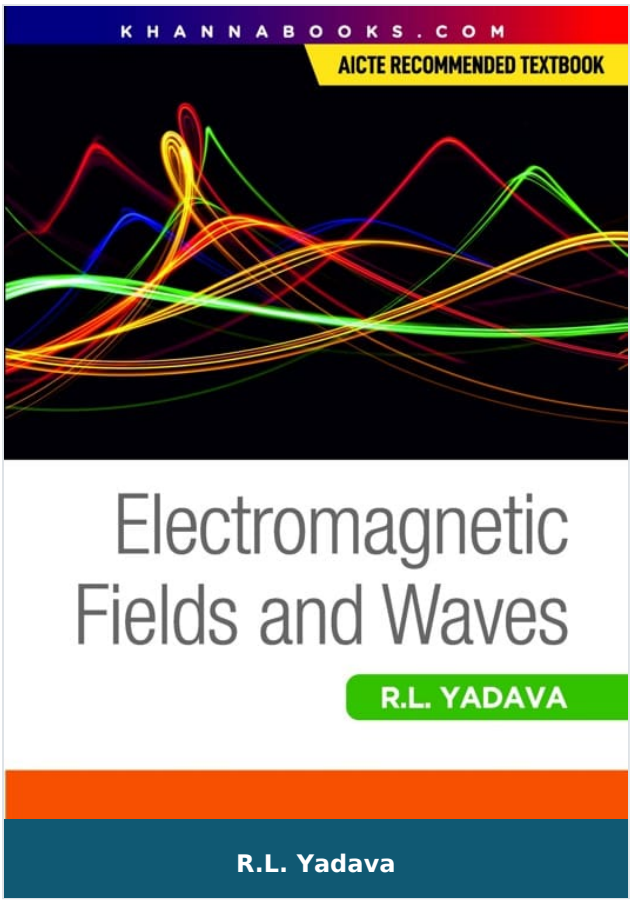
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Electromagnetic Fields & Waves

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Product Description

This book is designed to serve as a textbook for UG and PG students of Electronics and Communication, Electronics and Electrical, Electronics & Instrumentation and Telecommunication Engineering branches. It provides a thorough understanding of the electromagnetic theory and their properties, application and also the modern trends in Electromagnetism in detail. Book also describes transmission lines, wave guides, as well as the effects of EMI/EMC, including impedance matching and antennas. Written in an easy-to-understand manner, the book includes several illustrative examples, objective-type questions and exercise Questions to reinforce the theoretical understanding of subject. Appendices provide information and expressions as well as design data for references.

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Author

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Dr. R.L. YADAVA, is Professor in the department of ECE, Galgotias College of Engg. and Technology, Gr. Noida, UP During his doctoral work he was associated with R&D project funded by DST, Govt. of India. After receiving Ph.D. degree, he joined VIT University, Vellore T.N, in 2001 and served as Head of Microwave Division, Coordinator R&D and

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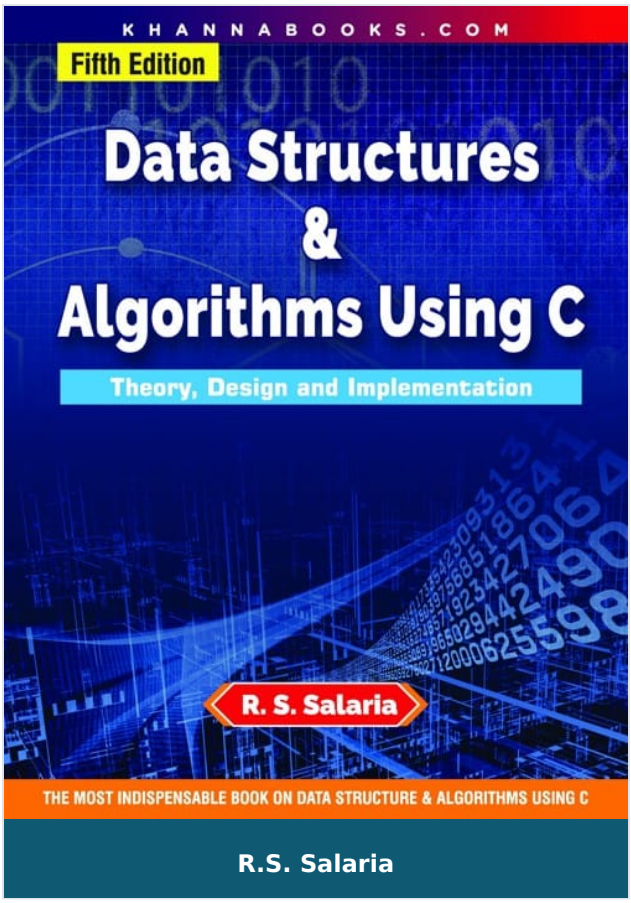
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Coordinator (UG) of Electrical Sciences. During his service at VIT, he was deputed as visiting faculty to KIGALI UNIVERSITY, KIGALI Center Africa. He has been coordinator of M.Tech programme of U.P. Technical University, 2007-08. He has organized several guest lectures, short-term training programmes, FDPs and conferences in the field of microwaves and Antennas. His research areas includes: Waveguides, Microwaves and Microstrip Antennas. He has guided several M.Tech dissertations and 05 Ph.Ds. He has 120 publication in International/ National Journals, Conferences and Symposiums. He is Member of ISTE, SEMCE (I) and IEEE.

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Data Structures & Algorithms using C

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- Arrays & Matrices
- Strings
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- Stacks
- Quacks
- Trees
- Heaps
- Graphs
- Hash Tables and Hashing
- Sorting, Searching & Merging
- Files
- Glossary
- Index

Author

R.S. Salaria

Prof. R.S. Salaria is a superior teacher, a prolific author and a great motivator. He is an alumnus of IIT, Delhi. He is a Certified Software Quality professional by Ministry of Information Technology, Govt. of India: Sun Certified Programmer as well as Sun Certified Trainer by SUN Microsystems. He is a life member of computer society of India, Mumbai: Institution of Electronics and Telecommunication Engineers, New Delhi: Indian Society for

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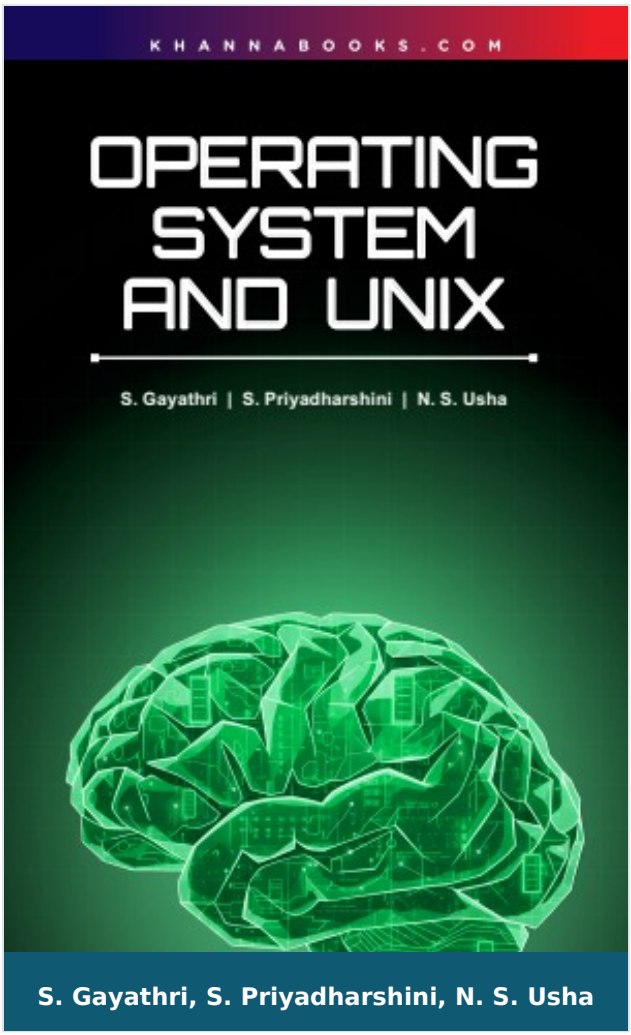
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Operating System and Unix

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Product Description

Operating System and Unix

The Operating System (OS) is the fundamental software that manages a computer's resources, making it the core of all modern computing. This book provides a comprehensive, two-part exploration of both the theoretical principles of operating systems and the practical application of the UNIX/Linux environment.

Starting with the bedrock of OS design, the book clarifies essential concepts like Resource Management, Process Management, Memory Management, and Security. It meticulously details how the OS handles multitasking, deadlocks, and various memory allocation techniques.

The second part transitions seamlessly into hands-on skills, focusing on the powerful and enduring UNIX system. Readers will master the UNIX file system structure, essential shell commands, and the art of Shell Scripting, including arithmetic expansion and floating-point calculations using tools like bc and awk. Whether you are a student, developer, or systems administrator, this book is the definitive resource for understanding how computers work and mastering the command-line tools that power the digital world.

Salient Features:

- **Operating System Fundamentals**: In-depth coverage of OS Goals (Resource Management, Reliability, Performance Optimization) and the role of System Software versus Application Software.
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- **UNIX Mastery**: Comprehensive guide to the UNIX File System, Directory Structure, and mastering crucial shell commands for effective navigation and file manipulation.
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- **User Interaction**: Focus on the different ways users interact with the OS, from the command-line interface to the graphical user interface.
- **Ideal for**: Undergraduate and postgraduate students in Computer Science, and IT professionals seeking a robust understanding of both OS theory and practical UNIX command-line skills

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- Introduction to PROCESSES
- Synchronization and DEADLOCKS
- Memory MANAGEMENT and I/O Management
- Unix

Author

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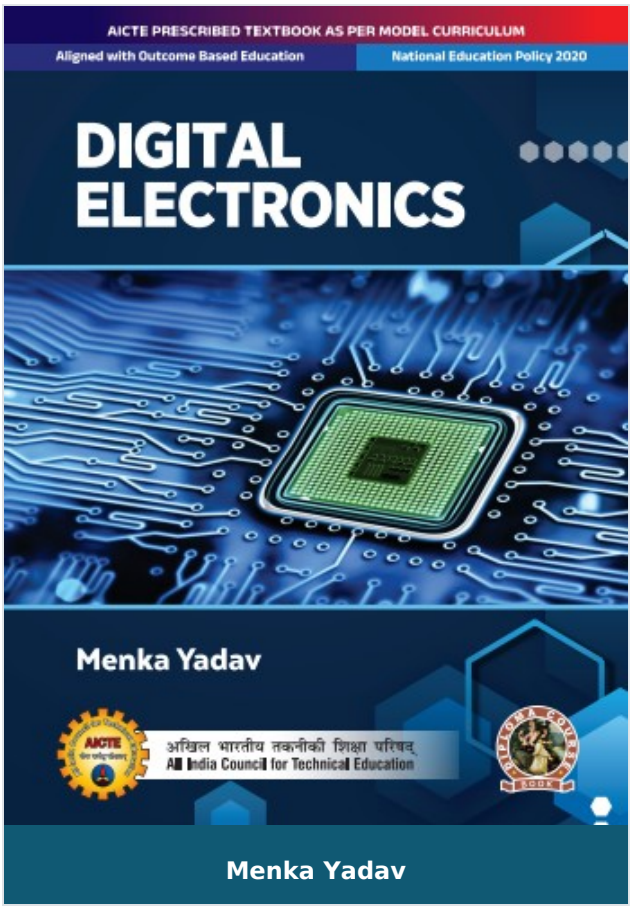
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Product Description

Digital Electronics

Digital Electronics is the most popular subject now-a-days due to digital era. Everywhere applications of digital are making it essential for ECE. CSE and Electrical diploma holders. This book is basic for new learners. The book introduces the concept of digital electronics, number circuits, memory and finally data converters. This book contains practical's using ICs, Verilog language and PSPICE as well.

Salient features:

- Content of the book aligned with the mapping course outcomes, programs and Units Outcomes.
- In the beginning of each unit learning outcomes are listed to make the student understand what is expected out of him/her after completing that unit.
- Book provides lots of recent information, interesting facts, QR code for E-resources, QR code for use of ICT, projects, group discussion etc.
- Student and teacher centric subject materials included in book with balanced and chronological manner.
- Figures, tables, and software screen shots are inserted to improve clarity of the topics.
- Apart from essential information a 'know more' section is also provided in each unit to extend the learning beyond syllabus.
- Short questions, objective questions and long answer exercises are given for practice of students after every chapter.
- Solved and unsolved problems including numerical examples are solved with systematic steps.

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- Logic Gates
- Combinational Logic Circuits
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- Memory Devices
- Data Converters
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Author

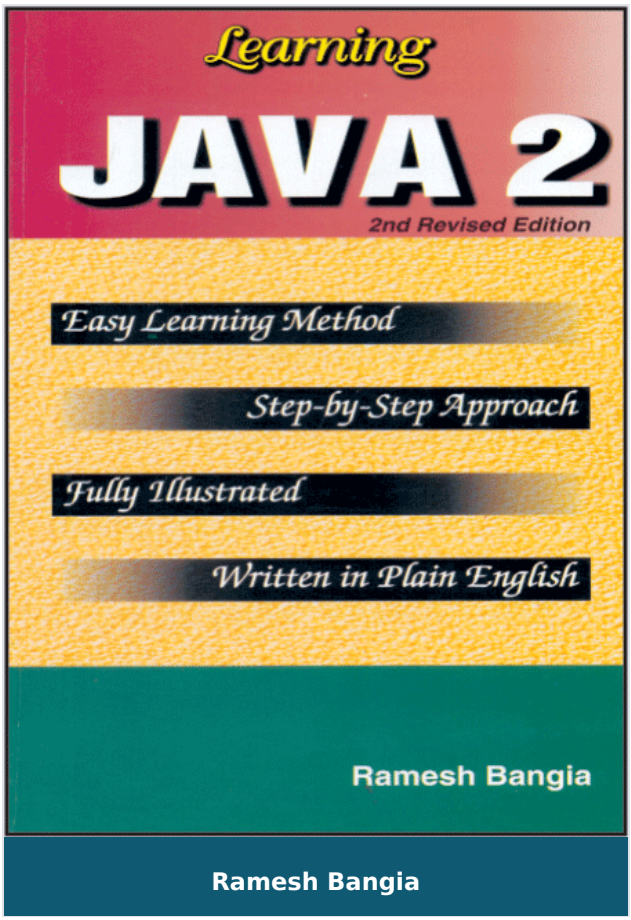
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Ramesh Bangia

Learning Java 2

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Product Description

Learning of a software is both easy and difficult. It depends upon what level you planning to learn. If you are learning only for the working use, then it is very easy. But, when you try to go deep into it, then you realise how difficult it is to master it. JAVA is such a vast subject that it will take a lot of time to understand it fully. This book has been written in mind to make you aware of the options available in the software and how they can be used. It is like telling the child about the steps and stairs. You are the one who is to climb the stair. This book will just guide you how to use the stairs.

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- Object Oriented Programming
- Interface Design with Swing
- What's Next
- Questions

Author

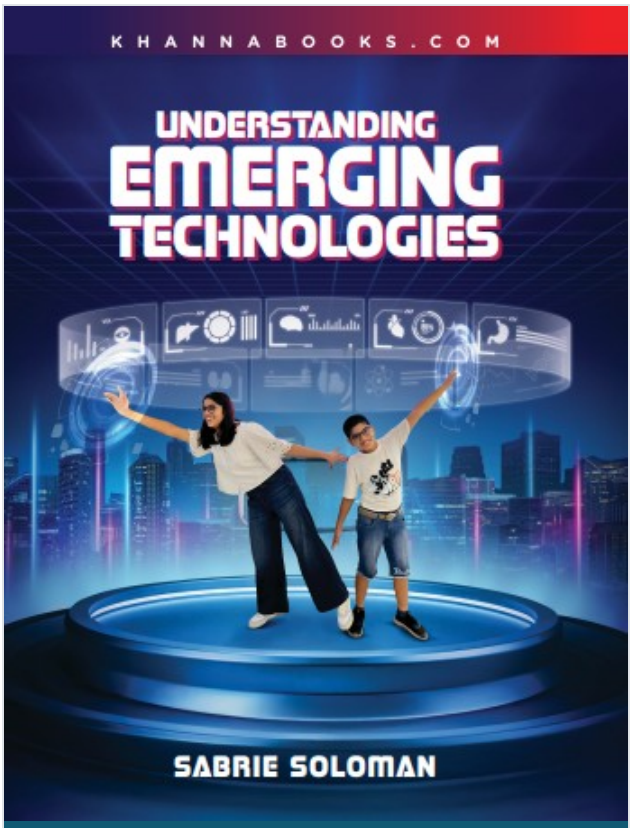
Ramesh Bangia

Ramesh Bangia, has been writing computer books on various topics. He has written books for Schools. Training Institutes, Technical Universities, Distance Education Programs, Colleges and General. His tally of books exceeds 500 in number. Trained both in India and Abroad and having studied at IIT Delhi, he becomes automatic choice for most of the publishers in India. Though based in Delhi, his books are popular all over India and are even exported to Middle Ease and African countries.

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Sabrie Soloman

Understanding Emerging Technologies

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Product Description

Understanding Emerging Technologies

This book explores cutting-edge technologies like AI, AR/VR, IoT, 3D printing, blockchain, quantum computing, data science, and fusion power. It highlights their transformative impact on industries, healthcare, education, energy, and daily life. Readers gain insight into how pioneers are shaping the future, the benefits and challenges of each technology, and the promise of innovation-driven progress. A must-read for understanding the evolving tech landscape and its role in creating a smarter, sustainable, and connected world.

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- Augmented and virtual reality
- Internet of things – IoT
- 3d bio-printing
- Block chain technology
- Data science
- Machine learning
- Quantum computers
- Harnessing fusion power

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Society of Manufacturing Engineers (England), and L'Ores Des Ingenieurs Du Quebec (Canada), He received several awards from the American Society of Mechanical Engineers (ASME), the Society of Manufacturing Engineers (SME), and the American Management Association (AMA). Dr. Soloman is considered an international authority on advanced manufacturing technology, robotics, biomedical engineering, pharmaceuticals, and automation in the microelectronic, automotive, beef, pork, poultry industries. He has been and continues to be instrumental in developing and implementing several industrial and modernization programs through the United Nation to European, Asian, and African countries. He is the first to introduce and implement unmanned flexible synchronous/asynchronous manufacturing systems the microelectronic and meat industries, and the first to incorporate advanced vision technology in a wide array of robot/micro-robot manipulators. Dr. Soloman was selected to deliver the US Presidential closing address, "Innovative Remote Sensors Technologies," at the Universal Design Conference, New York, USA

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