

1. Record Nr.	UNINA9910481016003321
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Titolo	A random tiling model for two dimensional electrostatics / / Mihai Ciucu
Pubbl/distr/stampa	Providence, Rhode Island : , : American Mathematical Society, , [2005] ©2005
ISBN	1-4704-0440-0
Descrizione fisica	1 online resource (162 p.)
Collana	Memoirs of the American Mathematical Society, , 0065-9266 ; ; number 839
Disciplina	510 s 537/.2
Soggetti	Tiling (Mathematics) Electrostatics Statistical mechanics Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	"Volume 178, number 839 (third of 5 numbers)."
Nota di bibliografia	Includes bibliographical references (page 144).
Nota di contenuto	""Contents""; ""Abstract""; ""Part A. A Random Tiling Model for Two Dimensional Electrostatics""; ""1. Introduction""; ""2. Definitions, statement of results and physical interpretation""; ""3. Reduction to boundary-influenced correlations""; ""4. A simple product formula for correlations along the boundary""; ""5. A $(2m+2n)$-fold sum for $I_{[sub(b)]}^?$""; ""6. Separation of the $(2m+2n)$-fold sum for $I_{[sub(b)]}^?$ in terms of $4mn$-fold integrals""; ""7. The asymptotics of the $T_{[sup((n))]}^?$'s and $T_{[sup((n))]}^?$'s""; ""8. Replacement of the $T_{[sup((k))]}^?$'s and $T_{[sup((k))]}^?$'s by their asymptotics"" ""9. Proof of Proposition 7.2""""10. The asymptotics of a multidimensional Laplace integral""; ""11. The asymptotics of $I_{[sub(b)]}^?$. Proof of Theorem 2.2""; ""12. Another simple product formula for correlations along the boundary""; ""13. The asymptotics of $I_{[sub(b)]}^?$. Proof of Theorem 2.1""; ""14. A conjectured general two dimensional Superposition Principle""; ""15. Three dimensions and concluding remarks""; ""Bibliography""; ""Part B. Plane Partitions I: A Generalization of MacMahon's Formula""; ""1. Introduction""; ""2. Two families of

regions""

""3. Reduction to simply-connected regions""""4. Recurrences for $M(R[\text{sub}(1,q)](x))$ and $M(R[\text{sub}(1,q)](x))$ ""; ""5. Proof of Proposition 2.1""; ""6. The guessing of $M(R[\text{sub}(1,q)](x))$ and $M(R[\text{sub}(1,q)](x))$ ""; ""Bibliography""

2. Record Nr.	UNINA9910154960403321
Autore	Rawling Steve
Titolo	Be creative - now! : the 2-in-1 manager : speed read--instant tips; big picture - lasting results // Steve Rawling
Pubbl/distr/stampa	Harlow, England : , : Pearson Education, Limited, , [2016] ©2016
ISBN	1-292-11931-4
Edizione	[1st ed.]
Descrizione fisica	1 online resource (284 pages)
Disciplina	650.1
Soggetti	Creative ability in business Creative ability Creative thinking Problem solving
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Bibliographic Level Mode of Issuance: Monograph
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Cover -- Half Title Page -- Title Page -- Copyright Page -- Contents -- About the author -- Acknowledgements -- How to use this book -- Chapter 1 BE MORE CREATIVE -- Speed read -- 1.1 Defeat habit with originality -- 1.2 Divergent thinking -- 1.3 Lateral thinking -- 1.4 Convergent thinking -- 1.5 Time and space -- 1.6 Group dynamics -- 1.7 Choose the right tools for the job -- Big picture -- 1.1 Defeat habit with originality -- 1.2 Divergent thinking -- 1.3 Lateral thinking -- 1.4 Convergent thinking -- 1.5 Time and space -- 1.6 Group dynamics -- 1.7 Choose the right tools for the job -- Chapter 2 YOUR CREATIVE MISSION -- Speed read -- 2.1 Imagine a world without you -- 2.2 Apply the power of why -- 2.3 What's your problem? -- 2.4 The lizard, the chimp and the business exec -- 2.5 Four ways of seeing -- 2.6 Give and take -- 2.7 Tweet simplicity -- Big picture -- 2.1 Imagine a

world without you -- 2.2 Apply the power of why -- 2.3 What's your problem? -- 2.4 The lizard, the chimp and the business exec -- 2.5 Four ways of seeing -- 2.6 Give and take -- 2.7 Tweet simplicity -- Chapter 3 INSIGHTS AND HOOKS -- Speed read -- 3.1 That's funny . . . -- 3.2 Burst your filter bubble -- 3.3 Make connections -- 3.4 Use contradictions -- 3.5 Field trips and freshness stores -- 3.6 What's my motivation? -- 3.7 Crafting a compelling hook -- Big picture -- 3.1 That's funny . . . -- 3.2 Burst your filter bubble -- 3.3 Make connections -- 3.4 Use contradictions -- 3.5 Field trips and freshness stores -- 3.6 What's my motivation? -- 3.7 Crafting a compelling hook -- Chapter 4 FORCED INSPIRATION -- Speed read -- 4.1 Brainstorm rules -- 4.2 The lateral nudge and metaphor mash -- 4.3 Mapping your thoughts -- 4.4 Steal from the heart -- 4.5 Break the rules -- 4.6 Look harder inside the box -- 4.7 Brainwriting tools -- Big picture -- 4.1 Brainstorm rules. 4.2 The lateral nudge and metaphor mash -- 4.3 Mapping your thoughts -- 4.4 Steal from the heart -- 4.5 Break the rules -- 4.6 Look harder inside the box -- 4.7 Brainwriting tools -- Chapter 5 NURTURE GOOD IDEAS -- Speed read -- 5.1 The developer's dilemma -- 5.2 Supportive teams -- 5.3 Widen your pool of talent -- 5.4 Design thinking -- 5.5 Keep the novelty alive -- 5.6 Working with wild ideas -- 5.7 Moving out of the greenhouse -- Big picture -- 5.1 The developer's dilemma -- 5.2 Supportive teams -- 5.3 Widen your pool of talent -- 5.4 Design thinking -- 5.5 Keep the novelty alive -- 5.6 Working with wild ideas -- 5.7 Moving out of the greenhouse -- Chapter 6 WEED OUT BAD IDEAS -- Speed read -- 6.1 Get serious -- 6.2 The unknown -- 6.3 Groupthink -- 6.4 Optimism bias -- 6.5 Overconfidence -- 6.6 The sunk cost fallacy (aka why it's hard to pull the plug) -- 6.7 How to fail well -- Big picture -- 6.1 Get serious -- 6.2 The unknown -- 6.3 Groupthink -- 6.4 Optimism bias -- 6.5 Overconfidence -- 6.6 The sunk cost fallacy (aka why it's hard to pull the plug) -- 6.7 How to fail well -- Chapter 7 SELL YOUR BEST IDEAS -- Speed read -- 7.1 You, your audience, your message -- 7.2 Real, original, simple -- 7.3 Three is the magic number (and other rhetorical devices) -- 7.4 Go viral -- 7.5 Great stories -- 7.6 Road-test your story -- 7.7 Hand over the spark -- Big picture -- 7.1 You, your audience, your message -- 7.2 Real, original, simple -- 7.3 Three is the magic number (and other rhetorical devices) -- 7.4 Go viral -- 7.5 Great stories -- 7.6 Road-test your story -- 7.7 Hand over the spark -- Index.

Sommario/riassunto

If you're a busy manager, looking for fast, focused guidance on how to make impact now then this book is for you. Discover vital, quick-fix, do-it-now ideas and techniques for instant impact and fast learning, as well as more detailed guidance for deeper knowledge. Your two-track way to get ahead.