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Electrical lighting fixtures from the 1920s through 1940s reflect the popular taste for Art Deco styling in public, commercial, and home interiors. Beautiful color photography of lights with glass shades fill this stunning book, including radio and accent lamps, boudoir lamps, wall sconces, ceiling fixtures, bridge lamps, torchieres, and smoking stands. The book is a constant reference for architects, designers, lighting collectors, dealers, and theater historians. With this practical guide, you will go behind the scenes to see how and why manufacturers are now designing LED devices to light everything from homes and offices to streets and warehouses. You will be shown the working parts of a simple LED bulb and explains the challenges electronics companies face as they push LED lighting into the mainstream -- This practical guide covers all aspects of stage lighting equipment, special effects, lighting a performance space and lighting design. It is well illustrated with examples of equipment, diagrams, plans and technical data. It also features the work of current lighting designers. The associated video content shows the practical use of equipment and different lighting techniques and effects. It provides easy access to the content through the use of tabulated sections and keyword headings. The information in each chapter is presented at three levels which run visually throughout the guide enabling students to mix and match their own personal level of study or for practitioners to fast track through to the information they need on stage. This new and revised second edition brings the guide right up to date, and includes all new material on the development of LED lighting in recent years, as well as online video resources. The material in this book is the result of asking each of the 10 photographers a series of 14 questions carefully designed to get to the heart of the matters of creativity and profitability. As each profiled photographer has a distinctive style, background, and personality, the resulting answers will engage, inspire, and educate readers on all aspects of the task of creating stand-out imagery in a field in which only the best survive and thrive. KES International (KES) is a worldwide organisation that provides a professional community and association for researchers, originally in the discipline of Knowledge Based and Intelligent Engineering Systems, but now extending into other related areas. Through this, KES provides its members with opportunities for publication and beneficial interaction. The focus of KES is research and technology transfer in the area of Intelligent Systems, i.e. computer-based software systems that operate in a manner analogous to the human brain, in order to perform advanced tasks. Recently KES has started to extend its area of interest to encompass the contribution that intelligent systems can make to sustainability and renewable energy, and also the knowledge transfer, innovation and enterprise agenda. Involving several thousand researchers, managers and engineers drawn from universities and companies world-wide, KES is in an excellent position to facilitate international research co-operation and generate synergy in the area of artificial intelligence applied to real-world 'Smart' systems and the underlying related theory. The KES annual conference covers a broad spectrum of intelligent systems topics and attracts several hundred delegates from a range of countries round the world. KES also organises symposia on specific technical topics, for example, Agent and Multi Agent Systems, Intelligent Decision Technologies, Intelligent Interactive Multimedia Systems and Services, Sustainability in Energy and Buildings and Innovations through Knowledge Transfer. KES is responsible for two peer-reviewed journals, the International Journal of Knowledge based and Intelligent Engineering Systems, and Intelligent Decision Technologies: an International Journal. Three shifts are shaking our society: from dominating to collaborating, from sending to interacting, and from closed to open. Organizations are increasingly forced to collaborate with both internal and external parties, including their end-users. When such collaboration is aimed at creating something new - a product, service, experience or marketing tool - we refer to it as co-creation. We are convinced that thinking and working in co-creation will create sustainable value for organizations, end-users, and ultimately the world. For any challenge to be solved, the following is true: only involving all relevant parties will lead to completion of the entire puzzle. For those wanting to apply this truth to their everyday work, this book provides a practical framework. The book empowers readers with the required tools and knowledge to engage in 'complete co-creation', a form of co-creation in which end-users always play a central role. Following seven basic principles, the book answers 32 practical questions, including: 'What is complete co-creation and what is it not?' 'When is complete co-creation suitable?' 'Which parties to involve in complete co-creation?' And: 'How to promote support for complete co-creation?' The essential how-to guide to designing and building LED systems, revised and updated The second edition of Practical Lighting Design with LEDs has been revised and updated to provide the most current information for developing light-emitting diodes products. The authors, noted authorities in the field, offer a review of the most relevant topics including optical performance, materials, thermal design and modeling and measurement. Comprehensive in scope, the text covers all the information needed to design LEDs into end products. The user-friendly text also contains numerous drawings and schematics that show how things such as measurements are actually made, and show how circuits actually work. Designed to be practical, the text includes myriad notes and illustrative examples that give pointers and how-to guides on many of the book's topics. In addition, the book's equations are used only for practical calculations, and are kept at the level of high-school algebra. This thoroughly expanded second edition offers: New chapters on the design of an LED flashlight, USB light, automotive taillight, and LED light bulbs A practical and user-friendly guide with dozens of new illustrations The nitty-gritty, day-to-day engineering and systems used to design and build complete LED systems An essential resource on the cutting-edge technology of Light-Emitting Diodes Practical Lighting Design with LEDs helps engineers and managers meet the demand for the surge in usage for products using light-emitting diodes with a practical guide that takes them through the relevant fields of light, electronic and thermal design. This book examines the impact of the 2008 Beijing Olympics and the 2012 London Olympic Games and highlights the latest findings in the areas of sport policy, elite sports system, sport media, sport facility management and sport social development in the two host countries - China and Britain. It identifies the role of national and local governments, universities and educational institutions in the delivery of elite sport in different cultural and social settings. Aspects of the elite sports system are also analysed, such as elite athletes' training and education, athletes' rights and welfare both during and after an athlete's career. Finally, the book considers the legacy of the Olympic Games in the areas of sport participation, public diplomacy, education and cultural communication in Europe and China. This book was originally published as a special issue of The International Journal of the History of Sport. With the increased concern for energy conservation in recent years, much attention has been focused on lighting energy consumption and methods for reducing it. Along with this concern for energy efficient lighting has come the realization that lighting has profound effects on worker productivity as well as important aesthetic qualities. This book presents an introduction to lighting design and energy efficiency which can be utilized while maintaining the quality of illumination. Topics include lighting energy management, selection of lamps, task lighting, lighting design, lighting control, reflectors, ballast selection, natural daylighting, wireless lighting control, and case studies. Uses a simple and practical approach to cover typical components and design of ordinary, uncomplicated systems for building lighting basics. Both natural lighting and electrical lighting are included and both the Commission Internationale d'Eclairage and IESNA methods are introduced for daylighting calculations. An expanded version of the point method is shown that covers all orientations instead of only orthogonal relationships. Along with terms and fixtures commonly used in the profession, each chapter includes numerous examples, ending with exercises and study questions that enable readers to better understand the material. Provides information about effective treatment protocols and supplements to battle Lyme disease. A super-eminently breathtaking region, Cancún and the Yucatán has stunning Caribbean beaches and tropical islands, beautiful colonial towns and haunting Mayan ruins, spectacular diving reefs and awe-inspiring cenotes along with a superb array of resorts, restaurants, bars and clubs along the Riviera. Your DK Eyewitness Top 10 travel guide ensures you'll find your way around Cancún and the Yucatán with absolute ease. Our newly updated Top 10 travel guide breaks down the best of Cancún and the Yucatán into helpful lists of ten - from our own selected highlights to the best Mayan sites, places to eat, beaches and festivals. You'll discover: -Six easy-to-follow itineraries, perfect for a day-trip, a weekend, or a week -Detailed Top 10 lists of Cancún and the Yucatán's must-sees, including detailed descriptions of Cancún, Cozumel, Playa del Carmen, Isla Mujeres, Tulum, Sian Ka'an Biosphere Reserve, Chichén Itzá, Mérida, Uxmal and Campeche Cancún and the Yucatán's most interesting areas, with the best places for shopping, going out, and sightseeing -Inspiration for different things to enjoy during your trip - including children's attractions, things to do for free and hidden gems off the beaten track -A laminated pull-out map of Cancún and the Yucatán, plus four colour area maps -Streetsmart advice: get ready, get around, and stay safe -A lightweight format perfect for your pocket or bag when you're on the move DK Eyewitness Top 10s are the UK's favourite pocket guides and have been helping travellers to make the most of their breaks since 2002. Looking for more on Cancún and the Yucatán's culture, history and attractions? Try our DK

Eyewitness Mexico. This book explores how lighting systems based on LED sources have the ability to positively influence the human circadian system, with benefits for health and well-being. The opening chapters examine the functioning of the human circadian system, its response to artificial lighting, potential health impacts of different types of light exposure, and current researches in circadian photometry. A first case study analyzes the natural lighting available in an urban interior, concluding that it is unable to activate the human circadian system over the entire year. Important original research is then described in which systems suitable for artificial circadian lighting in residential interiors and offices were developed after testing of new design paradigms based on LED sources. Readers will also find a detailed analysis of the LED products available or under development globally that may contribute to optimal artificial circadian lighting, as well as the environmental sensors, control interfaces, and monitoring systems suitable for integration with new LED lighting systems. Finally, guidelines for circadian lighting design are proposed, with identification of key requirements. Discover ALL The Photography Lighting Tricks The Pros Use In No Time! The world of lighting is so vast and varied that you can go your whole life and not learn everything. It requires constant education and keeping up with the new advances that changes in lighting equipment bring. First off, the focus of this book is to describe how to create a home studio. It has an assumption that you already have some knowledge of studio lighting, now it's just about how to apply it at home. You will be instructed on how to select a good space for your studio and what sorts of equipment you will need to get started. I provide an overall, comprehensive list of types of stands, backdrops and lights, as well as the look and advantages of all the types of lights. Next is a chapter on modifiers, which are the most fun part of lighting. Modifiers are things like reflectors and soft boxes, that help to spread the light around and make it cleaner and smoother. The book walks through all of the specifications you need to select a good space: north-facing light and wide open space with clean, plainly painted walls. Don't know what you'll need for your studio? Following chapter 3, you will! Here Is A Preview Of What You'll Learn... How to setup your home studio All the gear you need The Different types of lighting How to setup lights Still life lighting Portraiture Lighting And so much more! Finally, the book will take a comprehensive look at all sorts of different lighting styles and setups. These will range from the world of portraiture to still life. Simply scroll up the page and click "buy" to get your copy today! ----- Tags: photography, photoshop, photography books, photography magazine, photoshop cc, photo books, photoshop cs6, photography for dummies, photography for beginners, photography business, photography composition, photography for kids, photography coffee table books, photography lighting, dslr, photography composition, landscape photography, darkroom photography, photography for beginners, photography lighting, digital photography for beginners, digital photography, dslr photography for beginners, portrait photography, dslr photography A revolution in the way we use artificial lighting is underway, one that is every bit as sweeping and significant as Edison's invention of the light bulb. The technology of light emitting diodes (LEDs) is ready for widespread implementation. Its impacts will include a reduction in energy consumption for electric lighting by up to 80 percent. Brilliant! tells the story of Shuji Nakamura, a gifted Japanese engineer who came out of nowhere to stun the world with his announcement that he had created the last piece in the puzzle needed for manufacturing solid-state white lights. The invention of this holy-grail product, which promises to make Edison's light bulb obsolete, had eluded the best minds at the top electronic firms for twenty-five years. Until his startling announcement, Nakamura had not even been on the radar screen of most industry observers. Veteran technology writer Bob Johnstone traces the career of Nakamura, which included many years of obstinate individual effort as well as a dramatic legal battle pitting him against his former Japanese employer. Over a five-year span, Nakamura distinguished himself with an unprecedented series of inventions—bright blue, green, ultraviolet, and then white LEDs, plus a blue laser that will play an essential role in the next-generation DVD players. Then he was forced to leave Nichia Chemical, the company where he had worked for twenty years, and his former employer sued him. The result was a multimillion-dollar settlement in a landmark decision that acknowledged, for the first time, the rights of individual inventors working in a corporate context. Today, Nakamura holds a professor's chair at the University of California at Santa Barbara, where he continues to develop the technology of LEDs. Johnstone, the first Western journalist to meet and interview Nakamura, has received the brilliant engineer's full cooperation through a series of exclusive interviews given for the book. Johnstone has also interviewed other key players in the imminent lighting revolution, providing an exciting preview of the technological, entrepreneurial, and artistic creativity that will soon be unleashed by Nakamura's inventions. DK Eyewitness Top 10 Athens will lead you straight to the best attractions this region has to offer. Whether you're looking for unmissable museums and ancient sites, alluring nearby islands, night-time hot-spots, shopping streets, liveliest festivals or want to find the best restaurants and tavernas in Athens; this guide is the perfect pocket-sized companion. Rely on dozens of Top 10 lists for all budgets - from the Top 10 Greek dishes and archaeological sites to the Top 10 city strolls and itineraries, shops, hotels and, to save you time and money, there's even a list of the Top 10 things to avoid. DK Eyewitness Top 10 Athens is packed with beautiful illustrations of this historical city, providing the insider knowledge every visitor needs to know. Your guide to the Top 10 best of everything in Athens. Contemporary Dance Lighting: The Poetry and the Nitty-Gritty dynamically guides students toward aesthetically, creatively, and skillfully becoming lighting designers for dance in the 21st century. The book is organized in three parts, covering everything from the aesthetic considerations of lighting for dance to the tools and technology designers use to create compelling artistry. Part I, "Beginnings" establishes context, explaining the structure of the book and illuminating the history of contemporary dance and lighting. Part II, "The Poetry" elaborates on the key artistic and aesthetic elements of contemporary dance lighting: visual narrative; controllable functions and qualities of light; use of space, color, and time; importance and intricacies of collaboration; and continual effects and evolution of technology. Part III, "The Nitty-Gritty" steers students through the technical knowledge and skills necessary to design lighting, including understanding your tools and positioning instruments; creating layered light plots; organizing extensive paperwork; and archiving. The dance Artifice, choreographed by Jerry Pearson, is sequentially explored throughout the book to convey key concepts. "Further Reflections" conclude each chapter, written by a diverse group of renowned professionals, inviting young designers directly into the world of lighting design. This textbook is for use in Lighting Design and Design for Dance Lighting courses at the university level, along with professional training programs. The concept of Crime Prevention Through Environmental Design (CPTED) has undergone dramatic changes over the last several decades since C. Ray Jeffery coined the term in the early 1970s, and Tim Crowe wrote the first CPTED applications book. The second edition of 21st Century Security and CPTED includes the latest theory, knowledge, and practice of CPTED as it relates to the current security threats facing the modern world: theft, violent crime, terrorism, gang activity, and school and workplace violence. This significantly expanded edition includes the latest coverage of proper lighting, building design—both the interior and exterior—physical security barriers, the usage of fencing, bollards, natural surveillance, landscaping, and landscape design. Such design concepts and security elements can be applied to address a wide variety of threats including crime prevention, blast mitigation, and CBRNE threat protection. Authored by one of the U.S.'s renowned security experts—and a premiere architect and criminologist—the book is the most comprehensive examination of CPTED and CPTED principles available. This edition includes a complete update of all chapters in addition to five new chapters, over 700 figure illustrations and photos, numerous tables and checklists, and a 20-page color plate section. This latest edition: Features five new chapters including green and sustainable buildings, infrastructure protection, and premises liability Presents step-by-step guidelines and real-world applications of CPTED concepts, principles and processes—from risk assessment to construction and post-occupancy evaluation Outlines national building security codes and standards Examines architectural surety from the perspective of risk analysis and premises liability Demonstrates CPTED implementation in high-security environments, such as hospitals, parks, ATMs, schools, and public and private sector buildings A practical resource for architects, urban planners and designers, security managers, law enforcement, CPTED practitioners, building and property managers, homeland security professionals, and students, 21st Century Security and CPTED, Second Edition continues to serve as the most complete and up-to-date reference available on next-generation CPTED practices today. TERI Energy Data Directory Yearbook, or TEDDY, is an annual publication brought out by TERI since 1986. TEDDY is often used as a reference in other peer-reviewed books and journals for energy and environment-related data. It gives an annual overview of the developments in the energy supplying and consuming sectors as well as the environment sector. It also provides a review of the government policies that have implications for these sectors of the Indian economy. TERI Energy Data Directory Yearbook, or TEDDY, is an annual publication brought out by TERI since 1986. TEDDY is often used as a reference in other peer-reviewed books

and journals for energy and environment-related data. It gives an annual overview of the developments in the energy supplying and consuming sectors as well as the environment sector. It also provides a review of the government policies that have implications for these sectors of the Indian economy. Each edition of TEDDY contains India's commercial energy balances for the past four years that provide comprehensive information on energy flows within different sectors of the economy and how they have been changing over time. These energy balances and conversion factors are a valuable ready reckoner for anybody working on energy and related sectors.

**All new designs : The latest materials & techniques.** Solid State Lighting Reliability: Components to Systems begins with an explanation of the major benefits of solid state lighting (SSL) when compared to conventional lighting systems including but not limited to long useful lifetimes of 50,000 (or more) hours and high efficacy. When designing effective devices that take advantage of SSL capabilities the reliability of internal components (optics, drive electronics, controls, thermal design) take on critical importance. As such a detailed discussion of reliability from performance at the device level to sub components is included as well as the integrated systems of SSL modules, lamps and luminaires including various failure modes, reliability testing and reliability performance. A follow-up, Solid State Lighting Reliability Part 2, was published in 2017. This book outlines the underlying principles on which modern road lighting is based, and provides the reader with knowledge of how these principles should be applied in practice. This book offers a completely fresh approach to the subject, reflecting how the technology of road lighting has progressed to keep up with the changes in lamp technology, especially in solid state light sources, and the increasing awareness of energy use and environmental issues. The book is divided into three parts. Part One describes lighting of open roads, with chapters discussing visual performance and comfort (including the effects of mesopic vision and age), and international standards and recommendations for road lighting. Lighting equipment is introduced; specifically lamps and luminaires in terms of their practical properties and features, but also the road surface and its characteristics. A chapter on Lighting Design makes the link between theory and practice, providing the reader with the knowledge needed for effective lighting design, including aspects relating to sustainability. The final chapter of Part One deals with lighting calculation conventions and measurements. Part Two is devoted to light pollution. The negative consequences of light pollution are described and tactics to restrict light pollution explained. Lighting criteria are defined that can be used by the lighting designer to guarantee installations stay within acceptable limits. International standards and recommendations on the restriction of light pollution are discussed. Part Three is devoted to tunnel lighting, with chapters discussing visual performance in tunnel environments, lighting criteria, standards and recommendations, and concluding with a chapter on tunnel lighting equipment and design. This book is a valuable resource for road lighting designers and engineers, students of lighting design and engineering, town planners, traffic engineers, environmental specialists, and lamp and luminaire developers and manufacturers.

Munich may be famous for its Oktoberfest celebrations, but the gateway to the Bavarian Alps isn't all about beer halls - stunning gardens, fascinating museums and delicious local cuisine await. Make the most of your trip to this lively city and the surrounding Bavarian Alps with DK Eyewitness Top 10. Planning is a breeze with our simple lists of ten, covering the very best that Munich has to offer and ensuring that you don't miss a thing. Best of all, the pocket-friendly format is light and easily portable; the perfect companion while out and about. Inside DK Eyewitness Top 10 Munich you will find: - Up-to-date information with insider tips and advice for staying safe. - Top 10 lists of Munich's must-sees, including Pinakotheken, Olympiapark, Oktoberfest and Neuschwanstein. - Munich's most interesting areas, with the best places for sightseeing, food and drink, and shopping. - Themed lists, including the best museums, beer gardens, parks and gardens, local dishes and much more. - Easy-to-follow itineraries, perfect for a day trip, a weekend, or a week. - A laminated pull-out map of Munich, plus 8 full-colour area maps. Looking for more on Munich's culture, history and attractions? Try our DK Eyewitness Munich and the Bavarian Alps. Touring the country? Try DK Eyewitness Germany. About DK Eyewitness: At DK Eyewitness, we believe in the power of discovery. We make it easy for you to explore your dream destinations. DK Eyewitness travel guides have been helping travellers to make the most of their breaks since 1993. Filled with expert advice, striking photography and detailed illustrations, our highly visual DK Eyewitness guides will get you closer to your next adventure. We publish guides to more than 200 destinations, from pocket-sized city guides to comprehensive country guides. Named Top Guidebook Series at the 2020 Wanderlust Reader Travel Awards, we know that wherever you go next, your DK Eyewitness travel guides are the perfect companion. This book focuses on light-emitting diode (LED) lighting, mainly for the commercial production of horticultural crops in plant factories and greenhouses with controlled environments, giving special attention to: 1) plant growth and development as affected by the light environment; and 2) business and technological opportunities and challenges with regard to LEDs. The book contains more than 30 chapters grouped into seven parts: 1) overview of controlled-environment agriculture and its significance; 2) the effects of ambient light on plant growth and development; 3) optical and physiological characteristics of plant leaves and canopies; 4) greenhouse crop production with supplemental LED lighting; 5) effects of light quality on plant physiology and morphology; 6) current status of commercial plant factories under LED lighting; and 7) basics of LEDs and LED lighting for plant cultivation. LED lighting for urban agriculture in the forthcoming decades will not be just an advanced form of current urban agriculture. It will be largely based on two fields: One is a new paradigm and rapidly advancing concepts, global technologies for LEDs, information and communication technology, renewable energy, and related expertise and their methodologies; the other is basic science and technology that should not change for the next several decades. Consideration should be given now to future urban agriculture based on those two fields. The tremendous potentials of LED lighting for urban agriculture are stimulating many people in various fields including researchers, businesspeople, policy makers, educators, students, community developers, architects, designers, and entrepreneurs. Readers of this book will understand the principle, concept, design, operation, social roles, pros and cons, costs and benefits of LED lighting for urban agriculture, and its possibilities and challenges for solving local as well as global agricultural, environmental, and social issues. "Written by internationally recognized lighting consultant Randall Whitehead, this popular easy-to-read lighting design guide offers a highly visual introduction to the fundamentals for illuminating the single-family home. Emphasizing the use of "light layering" he advocates using a combination of lighting sources to create a cohesive and versatile lighting system. The book offers advice on design tools and room-by-room lighting strategies. This Second Edition includes a new chapter on how to implement the use of energy efficient lighting design, including updated information on LED lamps, CFL's and daylightng. Also included are 32 pages of color plates demonstrating professional remodels of interior and exterior rooms; including contributions from interior designers, architects, landscape designers in collaboration with well integrated lighting design". Whether you're just starting out in the entertainment industry or are a seasoned pro, this book has valuable information every actor should know to help them level up their career, along with essential tips on how to navigate relationships with representation. With over 20 years of experience as a highly respected talent agent, Brianna Ancel has helped nurture the careers of countless successful actors for both TV and film. If you want to take more control of your career, then this book is essential. Learn: - How to get an agent - The elements of your perfect pitch - How to maintain a strong relationship with your agent - Common industry myths - What makes a great demo reel - And dozens more pro-active career tips... "Actors, rejoice! This is the one book you need to navigate your Hollywood career. Top talent agent Brianna Ancel pulls back the curtain to reveal how successful actors mastermind their careers - and shows you exactly how you can do it yourself. Read it before you call your agent!" - Adam Leipzig, CEO and Founder, MediaU "Brianna is one of the best in the biz! She has a keen eye for talent and is an expert at molding and shaping the careers of her actors. Her knowledge and experience in the industry is second to none." - Mike Page, Casting Director/Casting Executive "Not only does Brianna have an incredible depth and breadth of knowledge concerning the ins and outs of this ever changing industry, she also possesses a beautifully generous well of empathy and understanding for humans and human behavior, which makes her an absolutely invaluable resource for actors. Her book is such a blessing for performers of all levels!" - Andrea Bordeaux, Series Regular (Run The World) Sometimes photographers have to shoot in less than ideal lighting situations. Maybe the wedding is mid-day in the middle of a field, or perhaps the event is in a florescent-lit room. These scenarios can be particularly intimidating for beginning photographers who don't know how to handle the many undesirable lighting situations they may encounter. In Shooting in Sh\*tty Light, professional photographers Lindsay Adler and Erik Valind cover the top ten worst lighting situations and provide a variety of solutions for each. They explain which solutions are most practical and why one option might be preferable over another, examining such problems as extremely low lighting when no flash is allowed, strong backlight, and the light on an overcast day. Unlike

other books that focus on natural light or lighting in general, this book addresses a very real need of beginning photographers, answering the question, "What do I do when the lighting is terrible?" Lindsay and Erik candidly show you the tools at your disposal, demonstrating the techniques essential to getting the job done with minimal fuss. Shows how to deal with ten of the worst lighting situations, such as harsh midday light, extremely low light, and mixed light. Offers real-life examples and practical solutions for handling poor light, such as identifying natural reflectors, bouncing light off a wall, or utilizing flash gels. Features a fun, conversational style to help you conquer the fear of poor lighting and approach any lighting situation with confidence! Welcome to the world's future lighting alternative! Say YES to LED Lighting illuminates the industry, giving you the ability to make informed buying decisions. Whether you're interested in installing LED lighting or you're thinking about setting up manufacturing in China, this book is an essential addition to your knowledge base! In this book you'll discover exactly why LED technology will soon be the world's primary choice for lighting the nighttime sky. Not only is the quality of light produced much higher than that of traditional lighting methods, but LED's are vastly superior in virtually every category of comparison. The benefits are overwhelmingly in-favor of LED's: Clean, 100% recyclable and eco-friendly! Zero UV emissions, low infrared Extremely durable with \*long\* life Can be used indoors our outdoors at extreme temperatures 80% to 90% more energy efficient than conventional light bulbs Dramatic reduction in heat generated Better control over light dispersement Highly flexible design options Ability to create amazing effects! Say YES to LED Lighting is as entertaining as it is informative. Jody Cloud tells his story of how one fateful and chance encounter with some old, dusty LED's led him to create an entire empire, known today as "YES LED Lighting". In this short but powerful book, you will learn: How big opportunities can come in small packages. The power of alliances and mentors when growing a business. How to do business in China, despite language and cultural barriers. What to look for when choosing a manufacturer to work with. The big secret many retail companies don't want you to know! How to know whether you're purchasing LED lights from a reliable seller or not. The top things to look for when visiting any factory. How Jody studied the industry to put himself ahead of his competitors and build the most respected name in the LED lighting industry. The 10 Keys to Success that allowed Jody to create the best name in LED lighting. Jody Cloud prides himself on being a regular guy. Although he's a Southerner by heart, Jody loves to travel and see all the wonderful people and places on the planet. His travels regularly take him around the world and he very much enjoys working with people who have a variety of backgrounds. When Jody's not writing, he's adventuring in the great outdoors. His greatest passion in life is conserving the environment and protecting our planet...values that ultimately led to his founding "YES LED Lighting".

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