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COMPUTER / TECHNOLOGY / SCIENCE

RIGHTS GUIDE

**July - December
2017**



Change Excellence

12 Strategies for Success in Company Transformation

ISBN: [978-3-446-45135-3](https://www.hanser.de/978-3-446-45135-3)

250 pages, Hardcover

Publication date: **November 2017**

Are you developing change capabilities, increasing flexibility, transitioning into the future? This book delivers the know-how.

- Learn from the best: proven change strategies of successful companies
- Unique know-how: 12 exclusive interviews with top managers of renowned corporations such as Bosch, Kuka, IBM, Xing, and others
- Methods that can be applied at once: The top factors for success in your business practices

What do companies such as Bosh, Edding or Xing have in common? They know how to adapt to the changing times, they are responding to the evolving market parameters, and they react quickly and flexibly. In other words: they have excellent change capabilities! But what exactly is it that makes these companies so successful? What do they possess that companies such as Agfa, Grundig or Nokia did not?

This book gives answers. It reveals the success factors that make up the change strategies of extraordinarily successful companies. It details how to transform business models and processes in the age of digitalization and globalization in order to keep pace with the rapid change of the markets. The reader will find 12 case studies that reveal an exclusive insight into the change excellence of current market leaders. This equates to directly applicable knowledge for one's own business.

Dieter Lederer, PhD, is a business consultant, organization developer and change expert. His experience stems from more than 250 transformation projects. He imparts his wide knowledge of company leadership and transformation as a much sought-after speaker and executive coach. Mr. Lederer's clients are well-known enterprises, ambitious medium size companies and prized startups.



... Got Something to do with the Internet

Jump on the Digital Success Lane with the Socialforce Method

ISBN: [978-3-446-45347-0](https://www.hanser.de/978-3-446-45347-0)

130 pages, Hardcover, full color

Publication date: November 2017

A Digital Fitness Program for Enterprises of all Sizes and Conditions!

- Socialforce Method: How do the others do it? Where do I stand? How do I get from what “Is” to what “Ought to be”?
- “... Got Something to do with the Internet” will help to transform your project into a digital success story
- Immediately applicable
- Very clear: pointed, practical and scientific
- Contains many examples, exercises and concrete tips
- Added benefit: E-Book inside

Why do digital projects work for other companies? Given that my organization is not the most flexible, how can I manage to keep up or pull even with the international competition? Or: how far away am I from achieving the digital break-through? Where ever your company stands today, is it possible to hit reset just where you are, to learn from the market leaders and become successful in the digital realm.

This book shows how it is done! It uses the Socialforce method which is easy to use. It combines management tools that are proven in practice, easily applicable and pleasantly visual. Besides addressing core issues such as “How do I make my customer happy?”, “How to make the best possible use of technology?”, “How to increase my ability to perform?” the tools of Socialforce present a guide for the self-assessment of the digital business competency. This lets you appreciate where the company stands and how it can be furthered.

Markus Dirr has founded several companies and oversees consulting projects in leading companies. His specialty is the increase of shares of digital transactions of medium size companies and larger corporations. From 2015 to 2016 he headed various consulting projects with leading enterprises and took over the marketing department of reBuy, a digital market place with about €90 million global business. Presently, Markus is Chief Digital Officer (CDO) of the trade fair Munich. In this capacity he is setting up the international digital business of this leading trade fair organization. **Luis Hanemann** was the Chief Marketing Officer (CMO) of Rocket Internet. Presently he is founder and partner of the digital marketing agency “Trust Agents” in Berlin



Raspberry Pi Programming with c/C++ and Bash

More than 30 Programs for Photo, Video & Audio. Including use of WiringPi, Qt Creator & OpenCV

ISBN: [978-3-446-45342-5](https://www.hanser.de/978-3-446-45342-5)

700 pages, paperback, full color

Publication date: December 2017

Electronics projects using Raspberry Pi, Linux, C/C++ and Bash

Do you already program software applications? Are you ready to realize hardware projects? Are you new to electronics, love Raspberry Pi and the topics photo, video & audio? This book will show you everything you need to know in order to successfully realize your electronics projects with Raspberry Pi, Linux, C/C++ and Bash.

You will learn step by step:

- How to configure the Raspbian operating system and how to access Raspberry Pi through a network
- How to create programs for Raspberry Pi with the development environment Qt Creator, C/C++ and Bash and how to start these on the command prompt or through icons
- How to design circuits with GPIO-Ports on the patch panel and how to program them with WiringPi
- How to connect and control sensors with the Raspberry Pi, e.g. ultra sound, infrared
- How to realize photo-, video- and audio projects with the Raspberry Pi, including audio signal analysis, image processing, object recognition with OpenCV, ALSA and many other programs.

The text presents many exemplary applications to give you ideas for your own projects such as photo - and range sensors, remote controller for the camera, analog to digital converters and programs for object - and voice recognition. The coding examples are based on Bash and C/C++, respectively. It is helpful to possess basic knowledge in these programming and script languages. If you can't wait to realize your Raspberry Pi projects for your photo, video & audio work, this book will provide you with all the important skills in order to master the use of Linux, C/C++ and Bash.

Harald Schmidt has an engineering degree and works as a C++ programmer. He is particularly knowledgeable about algorithms for image processing and pattern recognition.

#makers DO IT.



Home, Smart Home

A Practical Introduction to Home Automation. Including a Market Overview of AVM, Belkin, Fibaro, Gigaset, HomeMatic, SCHWAIGER and many others.

ISBN: [978-3-446-45061-5](https://www.hanser.de/978-3-446-45061-5)

350 pages, paperback, full color

Publication date: **September 2017**

Realize your dream of the smart home. Do it yourself and customize to your heart's desire!

Just imagine you step up to your front door with your hands full and the door opens automatically. As soon as you enter the home the light turns on and the a/c has already kicked in. Do you believe this can only be achieved with expensive technology and much know-how? Think again! With the use of radio communication the dream of the smart home will become reality also for the retrofitting aficionado. This book teaches you everything you need to know in order to turn your home into a smart home. Do it yourself and realize your very personal preferences and possibilities.

Chris Bertko and Tobias Weber demonstrate:

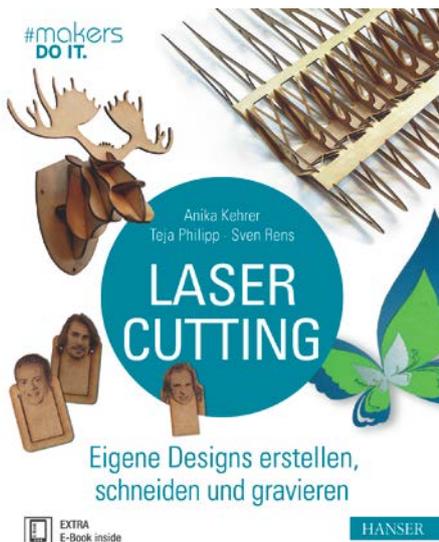
- Where home automation can be utilized and which opportunities in terms of living comfort, energy efficiency and security may be realized
- The market of radio-based smart home systems and the advantage of these as opposed to cable based systems for retrofitting
- How to select the right smart home system for your own needs: from the inexpensive starter kit to the fancy edition for extravagant tastes
- The working principle of a smart home center, how so-called scenes can be set up and how these can be controlled via graphical user interfaces or code based scripts.

The text provides many ideas how to make the home smarter through example applications. These may be shutter-, light- and music control, voice commands and control of thermostats, alarms and smoke detectors. The projects are based on the Fibaro Home Center Lite and are particularly suited for the novice. No matter whether you intend to set up a smart home system in your own or leased property, this book is a smart choice for a start. It provides all the skills needed to find the smart home system that fits your requirements and local conditions, and teaches you to turn your smart home ideas into reality.

Chris Bertko is a product marketing manager and maintains the smart home blog siio.de.

Tobias Weber is an editor for the same blog.

#makers DO IT.



Laser Cutting

Create, Cut and Engrave Your Own Designs

ISBN: [978-3-446-45039-4](https://www.hanser.de/978-3-446-45039-4)

300 pages, Paperback, full color

Publication date: **September 2017**

Design, cut and engrave your very own personal laser cutting objects

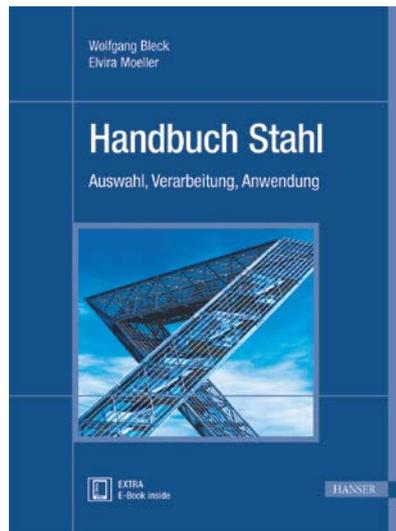
Do you like to make designs and use a number of diverse materials? No matter whether paper, wood, textiles or leather, the magic of the laser beam allows you to design a sheer unlimited variety of cuts and engravings. This book teaches everything you need to know in order to realize your creative ideas with the help of laser cutting. You find ideas from paper art and photo engravings to original living accessories.

You will learn step by step:

- How laser cutting works, how to apply laser cutters and the types and service providers
- Laser safety and particular safety precautions
- How to make 2D-vector- or pixel designs and how to prepare them for laser cutting
- How to operate a laser cutter and how to get the best possible results
- What materials can be processed with the laser cutter and what must be considered when processing particular materials.

The text provides many examples and ideas about the possibilities of laser cutting. Let your fantasy run wild! Make business cards, picture or text engravings, puzzles, game figures, table sets or paper clips of a special kind! You will be amazed what can be made from wood, paper and similar materials. This book provides the necessary skills if you want to make unique items with laser cutting and engraving. It will enable you to utilize this fascinating technology to realize your most personal design ideas.

Teja Philipp and **Sven Rens** run the start-up “Mr Beam Lasers UG”. **Anika Kehrer** is a free journalist; her specialties are IT and technology.



Handbook of Steel

ISBN: [978-3-446-44961-9](https://www.hanser.de/978-3-446-44961-9)

750 pages, Hardcover, full color

Publication date: **October 2017**

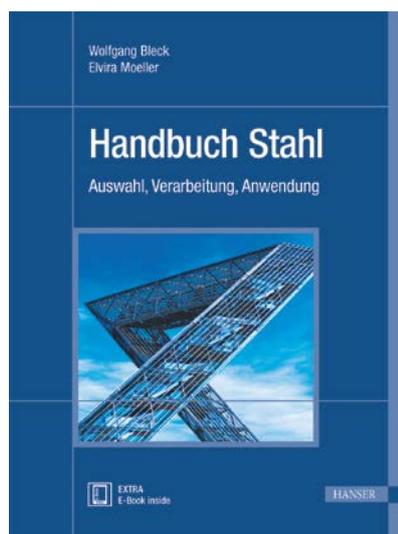
How to Choose the Right Steel

Steel is the most important construction material. It cannot be replaced in machine and factory installations, ship building and many other industries. For each particular application the market provides the correct kind of steel. The manufacturing process can be fine-tuned to achieve the desired properties for the best possible product requirements. The number of possibilities is very large and with it the difficulty in finding, not to mention manufacture, the correct kind of steel. This handbook helps to solve this problem. It demonstrates:

- Which systematic approaches and aids can be used to narrow down the available choices for the best possible fit
- The most important product-relevant properties and delivery forms
- Appropriate processing through forming, machining and heat treatment
- Many application examples from diverse sectors with criteria for the appropriate steel selection.

Touching on these topics the handbook offers a valuable addition to the established standard compilations and manufacturer's catalogs. The Handbook of Steel provides an aid regarding how other professionals in your position have handled related problems, such as material selection. It provides a unique and unequalled source of ideas for designers and engineers.

Professor Wolfgang Bleck Head of the Institute for Metallurgy, RWTH Aachen
Elvira Moeller, degreed chemist, Publisher of many technical papers



Handbook of Steel

ISBN: [978-3-446-44961-9](https://www.hanser.de/978-3-446-44961-9)

750 pages, Hardcover, full color

Publication date: October 2017

How to Choose the Right Steel

From the Content:

Part A Systematic Selection of Steel According to Use

- 1 Definition of the Mechanical, Chemical, Geometric and Production Specific Properties of Steel
- 2 Handling of Unusual Requirements
- 3 Fabrication Relevant Aspects of the Choice of Steel, such as Heat Treatment Sources, Delivery Forms, Availability, Price Structure
- 4 Sources of Information (Data Bases, Data Sheets, Standards)

Part B Use of Steel According to Product- and Processing Requirements

I Steel for Machine Elements

- 1 Low-Strength Machine Elements
Levers, Pins, Bushings, Joints, Bolts, Rolls, Spindles
- 2 High-Strength Machine Elements
Gears, Bearings, Crankshafts, Axes, Pistons, Vanes

II Steel for Plant Engineering

- Boilers
- Pressure Tanks
- Pipes
- Installations with Thermal and Corrosive Exposure

III Tool Steel

- Forming Tools
- Tool Steel for Machining

IV Steel for Formed Products

- Sheet Metals, Ribbons, Pipes
- Wire (Spring Steel)
- Profiles (Rolled Steel)



Electrification in Automobile Technology Fundamentals and Applications

ISBN: 978-3-446-45094-3

330 pages, Paperback

Publication date: **October 2017**

The Guide for the Increasing Electrification of Automobiles

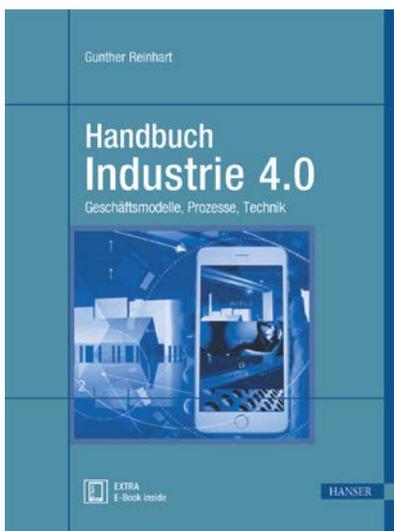
This textbook first presents the fundamentals of automobile mechatronics. Next, the text describes the different kinds of current drive systems. It shows the models of complex, coupled systems with the help of scientific engineering tools; in some instances the text is more in-depth.

Exercises and examples round out the learned material.

Electrification of automobiles has morphed from a minor subject in the traditionally mechanically oriented studies of automotive engineering to a significant field in modern passenger car and utility vehicle design.

The modern vehicle designer must not only analyze and describe the energy flow, but also master the various drive systems in their practical application. For this, various propulsion concepts are available for product solution and powerful engineering tools for the design. These are presented vividly and compactly.

Professor Oliver Zirn teaches drive technology at the Department Automotive Technology of the University Esslingen; he also teaches at the ETH Zurich.



Handbook Industry 4.0
Business Models, Processes, Technology
ISBN : [978-3-446-44642-7](https://www.hanser.de/978-3-446-44642-7)
700 pages, Hardcover, full colour
Publication date: **April 2017**

Chinese Rights are sold to China Machine Press

Unique overview of the industry 4.0

The automation of production is ever increasing. This is due to what is called the 4th Industrial Revolution, or Industry 4.0 (I 4.0). It will completely change the way products are developed, manufactured and distributed in the coming years. The digital linking of customers, producers and suppliers will establish entirely new processes.

This handbook aspires to accompany this journey. It describes how companies can open up markets by tapping into universally available computer capacities (Cloud) and intelligently applied usage of data banks (Big Data). It imparts how new technologies can help to yield customized products and services. The text focuses on the implementation of available resources to the digital, smart factory. Many existing automation components, work tool – and processing machines are already I4.0 compliant. The challenge lies in the realization of robust real-time communication between the Cyber Physical Systems (CPS). The handbook explains the interfaces, the linking with existing information technology (IT) and the creation of new structures and processes.

Any enterprise that wants to remain viable is already involved with Industry 4.0. This handbook is an indispensable guide for the path to the new industrial age.

Professor **Gunther Reinhart** teaches Science of Management and Assembly Technology at the Technical University Munich. He is also head of the Fraunhofer Research Institution for Casting, Composite and Processing Technology (IGCV) in Augsburg.



Agile Product Development

More Quickly to Innovate – More Successful on the Market

ISBN : [978-3-446-45015-8](https://www.hanser.de/978-3-446-45015-8)

280 pages, Hardcover

Publication date: **March 2017**

Turn to Agile if you want to keep your customers.

Product development with Agile by now is more than best practice; rather, it has turned to a survival strategy for companies. Innovative development processes are called for because the product cycles become ever shorter, the development teams are spread around the globe, and the complexity of the products is ever increasing.

The answers to this development are Agile methods with fewer rules, iterative processes and less bureaucracy, as shown in the text:

- Learn the basics: the roles with their rituals and the introduction in the organization
- Achieve quick and transparent results with the help of an Agile Coach
- Introduce Agile Sprint-Rhythms: clear objectives, unequivocal commitments, freedom in execution and successful conclusions
- Take advantage of the experience of others: Leaders from 12 companies describe their understanding of Agile and the implementation in their own organization beginning with the point of departure, team dynamic and lasting improvements.

Teams working with Agile realize the ongoing progress that is evident in short sprint cycles. The individual teams recognize each other's merit and create a positive work environment. All involved individuals advance, step by step, on an upward spiral, achieving success and happy customers. Be inspired as well!

Axel Schröder is the CEO of the Axel Schröder Company Consulting, located in Sauerlach near Munich, Germany, and operating for over 20 years. The consulting company has a staff of about 30 employees and focuses on R&D-management of technology based en-



Developing Virtual Reality Games with Unity 3D Fundamentals, Example Projects, Tips & Tricks

ISBN: [978-3-446-45147-6](https://www.hanser.de/978-3-446-45147-6)

480 pages, Hardcover, full color

Publication date: December 2017

You, too, can develop your own virtual reality game with Unity; this book will show you how.

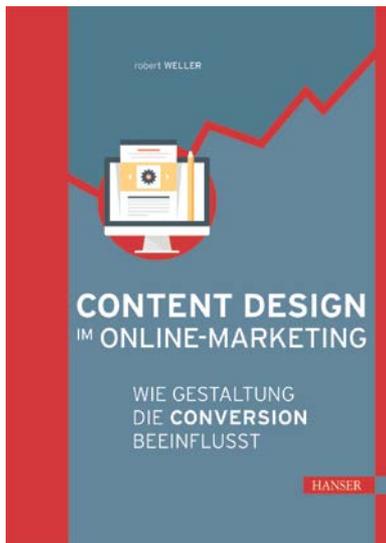
This practical guide offers a well founded introduction into the development of virtual reality worlds. It covers VR- and Unity fundamentals, goes into advanced Unity programming and gives complete example projects for various VR headsets and the prerequisite know-how for your own VR app. The guide includes platforms such as Oculus Rift, SteamVR (e.g. HTC Vive), GearVR and GoogleVR (e.g. Daydream), among others.

The following subjects are covered:

- Introduction into virtual reality, the supported VR headsets and the most important functions of the Unity Engine.
- The chapter “Quickstart” provides an introduction into the fundamentals of 3D development with Unity and serves as the foundation of the ensuing chapters.
- Do’s and Don’ts for the development of VR games are explained using practical examples. Most of the examples can easily be replicated.
- You will get a deep insight into Unity, its internal VR support plus the various VR development tools for VR headsets such as Oculus Rift, HTC Vive, Gear VR and Daydream, among others.
- Finally, the text provides an exemplary project for each headset that allows you to apply your newly acquired knowledge. You will also learn how to publish, promote and present your game.

The book concludes with tips on how to find ideas for your projects and with tricks for game development. All project examples are available online for download.

Daniel Korgel has his own business as a software developer. He is an expert in the area of virtual reality.



Content Design

How to Influence the Conversation Through Design

ISBN: [978-3-446-44295-5](https://www.hanser.de/978-3-446-44295-5)

350 pages, Hardcover, full color

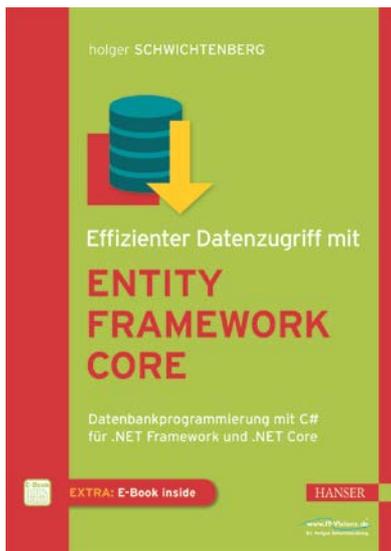
Publication date: November 2017

A Unique book about conversion optimization

In online marketing how can you reach your objectives efficiently and pointedly and increase the usefulness for the target group? The conversion rate, a benchmark for success, can be lastingly improved if the content, such as text, images, graphics, and design are perceived as a unit that addresses the marketing audience in the most beneficial way.

The author lays out how high quality content must be presented in order to turn visitors of the website into loyal readers, fans, subscribers or customers. The book is written for the newcomer and the experienced online marketer who not only wants to make a quick single tweak but rather seeks an understanding of content and design in regard to the multi-level nature of marketing. To do this, the text uses many visual examples, best practices, worksheets and check lists. The website of the book presents design templates and applicable updates.

Robert Weller studied Sports Management at the University Tuebingen and Editorial Graphics at the School of Arts Hamburg. He works for an advertising agency in Munich as a social media manager and his main interest is digital media presentation. Since 2011 Mr. Weller has maintained the blog "toushenne" for self-employed female entrepreneurs. Since then the blog has turned into a virtual gym for social media work-outs.



Efficient Data Access with Entity Framework Core

Database Programming with C# for .NET Framework and .NET Core

ISBN: [978-3-446-44898-8](https://www.hanser.de/978-3-446-44898-8)

320 pages, Hardcover

Publication date: December 2017

Quick and easy data access with Entity Framework Core

This book shows you how to quickly access various databases with the completely updated version of Microsoft's O/R-Mapper. Take advantage of the product that has greater speed, needs less computer memory and is platform independent.

Get a deeper knowledge of Entity Framework Core

This book covers both, to use existing data bases, also known as reverse engineering, and how to generate data bases layouts based on object models, also known as forward engineering.

With Entity Framework Core, the reader learns the fundamentals plus:

- How to drastically reduce the programming efforts for data access code
- How to optimize the performance of your applications
- How to write mobile apps
- How to integrate older versions.

The text is written for software developers who have experience with .NET, particularly C#, ADO.NET, LINQ, and relational data bases and who now want to use Entity Framework Core to generate data access code.

Holger Schwichtenberg, PhD, is one of Germany's best known experts for programming with Microsoft.NET. He is one of the experts of www.IT-Visions.de, a company teaches and supports enterprises of any size. He contributes to various trade publications including heise.de; he has also published many text books. Holger Schwichtenberg has been endowed with the title "Most Valuable Professional" (MVP) by Microsoft.