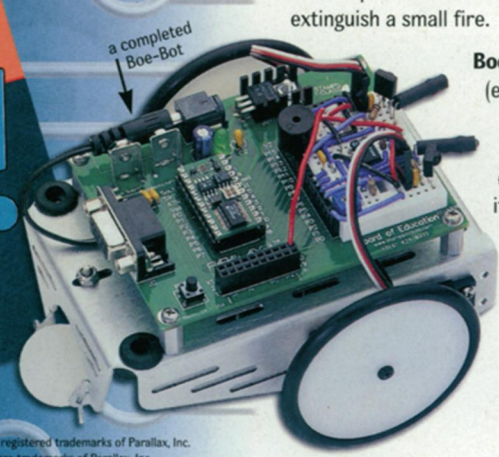


Teach Electronics in Class, Build Robots!

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BASIC Stamp II module



a completed Boe-Bot

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Robotics: Integrate microcontroller programming, electronics, and mechanics with the Boe-Bot

Robotics is an ideal way to learn how to interface a microcontroller; students relate to physical inputs and outputs they can see and hear.

The Boe-Bot's programs are written in BASIC and downloaded to the BASIC Stamp microcontroller using a serial cable and an ordinary PC. The BASIC language has versatile I/O instructions for sensors and motors.

With the Boe-Bot kit you'll get all the parts and curriculum to build and customize a small robot for roaming, object detection / avoidance with infrared, and light following. On-board LEDs and piezospeaker provide light and sound feedback. With some advanced programming and a few components the Boe-Bot could follow a line, solve a maze, or extinguish a small fire.

Boe-Bot Full Kit #28132 - \$169.15
(everything you need to get started)

Robotics Parts Kit #28124 - \$84.15 (order this if you already have a BASIC Stamp II and Board of Education)



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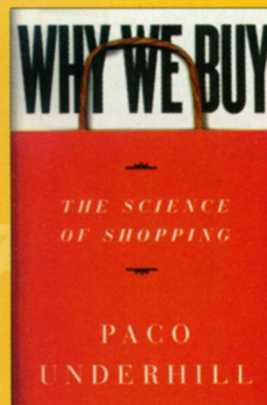
Anthropologist Paco Underhill and his company, Envirosell, are considered the founders of the science of shopping. For almost 2 decades, Underhill has been leading blue-chip clients into the retail trenches. Like a modern-day Margaret Mead observing at the local mall, Underhill's firm records and measures with great precision what goes on in stores as shoppers wander or rush about, find what they want, and sometimes do the unexpected. From base camps in New York City, Milan, and Sydney, Envirosell employees track in person and on videotape between 50,000 to 70,000 shoppers a year.



The gender models that have driven stores and designers have become increasingly obsolete; there is a reason why the Jeep Cherokee comes with a makeup mirror on the driver's side. With wry humor, *Why We Buy* looks at men trying to buy gifts in lingerie stores and women struggling for attention, service, and respect in car dealerships and technology stores. It reveals that men are more promiscuous buyers and softer touches for children, as well as that a woman will spend even longer in the aisles if she is with a woman friend.

In *Why We Buy*, Underhill explains why we do what we do, notice what we notice, ignore what we ignore, and buy what we buy.

For instance, he tells why women won't linger to shop in narrow aisles, why the Internet cannot replace shopping malls, how hardware stores are learning to adapt to women, how men are beginning to shop like women, how supermarket layouts have been altered for working women, and why the person in charge at a branch bank sits at the desk farthest from the front door. —from Simon & Schuster



Simon & Schuster, 1999, 255 pages, hardcover, 6 1/4" x 9 1/2", \$25.00



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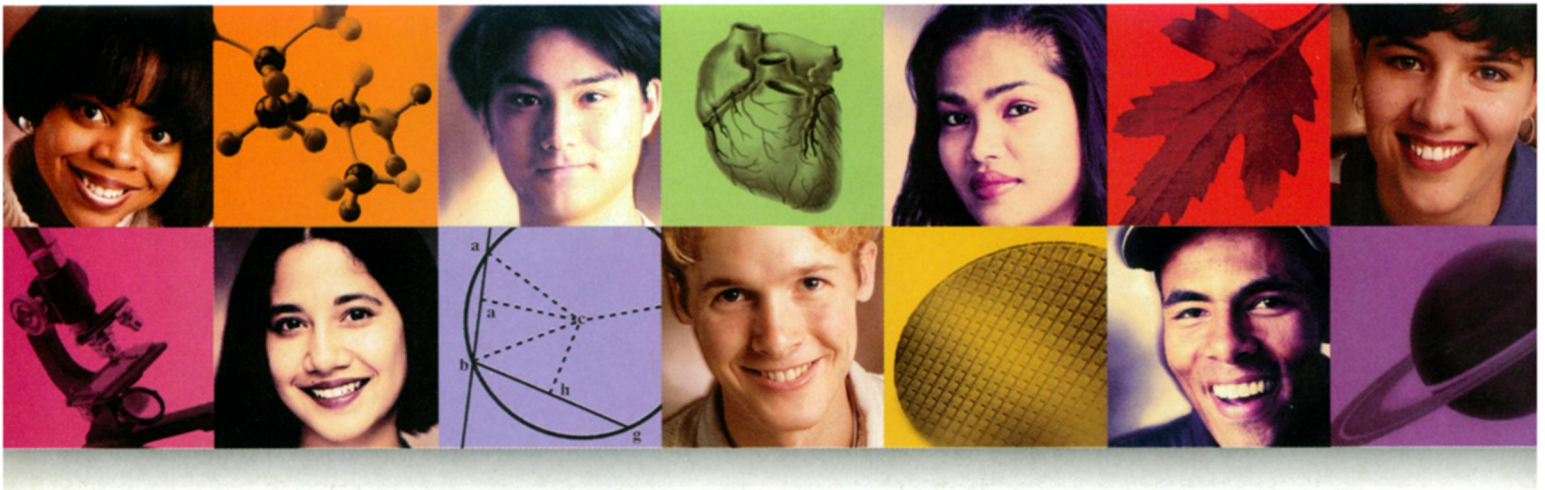
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