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KEY=2013 - MCINTYRE ALYSON

Marketing Research

Wiley Marketers now have the opportunity to invest in more data research and take advantage of social networking. The new 12th edition of "Marketing Research" shows marketers how to utilize these techniques to compliment traditional methods. The book focuses on international market research and incorporates new case studies to present the latest information in the field. Marketers will also be able to access the books Web site for a list of readings, links to other key sites, sample datasets for analysis, and practice questions after each chapter.

Chemometrics

Data Analysis for the Laboratory and Chemical Plant

John Wiley & Sons This book is aimed at the large number of people who need to use chemometrics but do not wish to understand complex mathematics, therefore it offers a comprehensive examination of the field of chemometrics without overwhelming the reader with complex mathematics. * Includes five chapters that cover the basic principles of chemometrics analysis. * Provides two chapters on the use of Excel and MATLAB for chemometrics analysis. * Contains 70 worked problems so that readers can gain a practical understanding of the use of chemometrics.

The Newborn Sleep Book

A Simple, Proven Method for Training Your New Baby to Sleep Through the Night

Penguin Developed and refined by two successful pediatricians, the "Jassey Way" boasts more than a 90% success rate of getting children to sleep through the night in their first 4 weeks of life. A safe and proven technique, the Jassey Way uses a feeding schedule that allows newborns (and their parents) a full night's sleep at a younger age than other sleep training techniques.

Handbook of Elemental Speciation II

Species in the Environment, Food, Medicine and Occupational Health

John Wiley & Sons Written by an internationally recognized group of editors and contributors, Handbook of Elemental Speciation, Volume 2 provides a comprehensive, cross-disciplinary presentation of the analytical techniques involved in speciation. Comprehensive coverage of key elements and compounds in situ Addresses the analysis and impact of these elements and compounds, e.g. arsenic, lead, copper, iron, halogens, etc., in food, the environment, clinical and occupational health Detailed methodology and data are reported, as well as regulatory limits Includes general introduction on the impact in these key areas

Educational Innovation in Society 5.0 Era: Challenges and Opportunities

Proceedings of the 4th International Conference on Current Issues in Education (ICCIE 2020), Yogyakarta, Indonesia, 3 - 4 October 2020

Routledge This book consists of a selection of papers that discuss the challenges in the increasingly complex world of education and various educational problems such as moral degradation, lack of literacy, pedagogical curriculum and innovation, educational technology. Moreover, the book provides papers that deal with educational innovation in the era of Society 5.0, with a view to discuss and resolve various social challenges, issues, and problems relating to educators, students, the dynamics of the education system, and social dynamics. The subject areas treated in this book are: Character Education in Society 5.0 Era, Multiliteracy Education in Society 5.0 Era, Early Childhood Education in Society 5.0 Era, Inclusive Education in Society 5.0 Era, Curriculum, Media and Educational Technology for Primary Education in Society 5.0 Era, Joyful and Meaningful Learning in Society 5.0 Era, and HOTS in Society 5.0 Era. This book will help educators, stakeholders, and also parents to cope with the challenges in education.

Innovative Infrastructure Financing through Value Capture in Indonesia

Asian Development Bank Indonesia needs significant additional infrastructure investment to sustain its economic growth. However, the COVID-19 pandemic has further limited the fiscal space of the government. This report proposes a new method to increase infrastructure investment based on the concept of value capture. The report studies how Indonesia's existing policies and regulations can be used to build a value capture framework that ensures the maximization of the social, economic, and environmental value of infrastructure investments. The framework focuses on strategies to deliver infrastructure projects that create greater value and, at the same time, generate funding for up-front investment.

Issues in Pakistan's Economy

Oxford University Press, USA This book is the main text for post-graduate courses on South Asia's development, economic history and on its political economy. For researchers on Pakistan's economy, it is the key source for reference, and covers a huge and diverse array of data, literature reviews, commentary and analysis.

Vegetable Seed Production

Behandeling van de organisatie van zaadwekerijen; principes van zaadproductie; teelt; oogst en behandeling; bewaring; kwaliteitscontrole en afzet. Verder wordt gedetailleerd ingegaan op de volgende plantenfamilies: Chenopodiaceae, Compositae, Cruciferae, Cucurbitaceae, Leguminosae, Solanaceae, Umbelliferae, Alliaceae, Graminae, Amaranthaceae en Malvaceae

Media Clusters

Spatial Agglomeration and Content Capabilities

Edward Elgar Publishing This impressive new book uniquely focuses on the phenomenon of media clusters and is designed to inform policymakers, scholars, and media practitioners about the underlying challenges of media firm agglomerations, their potential, and their effects. Including an array of distinguished contributors, this book explores the rationale and purpose of media clusters, how they compare with clusters in other industries, and the significant differences in characteristics, development processes and drivers among various media clusters worldwide. It incorporates perspectives from economic geography and economics, public development and industrial policy, organizational studies, entrepreneurship, as well as cultural and media studies, to provide a comprehensive view that provides critical insight into these clusters.

Using ArcGIS Geostatistical Analyst

GIS by ESRI

Esri Press

Disaster Education

Emerald Group Publishing Offers an informative introduction to the subject of disaster risk reduction education and highlights key places of education such as family, community, school, and higher education. This book describes and demonstrates different aspects of education in an easy-to-understand form with academic research and practical field experiences.

The United Nations and the Indonesian Takeover of West Papua, 1962-1969

The Anatomy of Betrayal

Routledge This book examines the role of the international community in the handover of the Dutch colony of West Papua/Irian Jaya to Indonesia in the 1960s and questions whether or not the West Papuan people ever genuinely exercised the right to self-determination guaranteed to them in the UN-brokered Dutch/Indonesian agreement of 1962. Indonesian, Dutch, US, Soviet, Australian and British involvement is discussed, but particular emphasis is given to the central part played by the United Nations in the implementation of this agreement. As guarantor, the UN temporarily took over the territory's administration from the Dutch before transferring control to Indonesia in 1963. After five years of Indonesian rule, a UN team returned to West Papua to monitor and endorse a controversial act of self-determination that resulted in a unanimous vote by 1022 Papuan 'representatives' to reject independence. Despite this, the issue is still very much alive today as a crisis-hit Indonesia faces continued armed rebellion and growing calls for freedom in West Papua.

English Language Teaching in Its Social Context

A Reader

Psychology Press This text includes a selection of commissioned and classic articles that introduce a range of theories of second language acquisition and the contested explanations of effective language learning.

Maps for Lost Lovers

Random House India Set in a nameless British town that its Pakistani-born immigrants have renamed Dasht-e-Tanhai, the Desert of Solitude, *Maps for Lost Lovers* is an exploration of cultural tension and religious bigotry played out in the personal breakdown of a single family. As the book begins, Jugnu and Chanda, whose love is both passionate and illicit, have disappeared from their home. Rumours about their disappearance abound, but five months pass before anything certain is known. Finally, on a snow-covered January morning, Chanda's brothers are arrested for the murder of their sister and Jugnu. *Maps for Lost Lovers* traces the year following Jugnu and Chanda's disappearance. Seen principally through the eyes of Jugnu's brother Shamas, the cultured, poetic director of the local Community Relations Council and Commission for Racial Equality, and his wife Kaukab, mother of three increasingly estranged children and devout daughter of a Muslim cleric, the event marks the beginning of the unravelling of all that is sacred to them. It fills Shamas's own house and life with grief and, in exploring the lovers' disappearance and its aftermath, Nadeem Aslam discloses a legacy of miscomprehension and regret not only for Shamas and Kaukab but for their children and neighbours as well. An intimate portrait of a community searingly damaged by traditions, this is a densely imagined, beautiful and deeply troubling book written in heightened prose saturated with imagery. It casts a deep gaze on themes as timeless as love, nationalism and religion, while meditating on how these forces drive us apart.

Farmer Behaviour, Agricultural Management and Climate Change

OECD Publishing This study examines the broad range of factors driving farm management decisions that can improve the environment, including drawing on the experiences of OECD countries.

Tropical Peatland Ecosystems

Springer This book is an excellent resource for scientists, political decision makers, and students interested in the impact of peatlands on climate change and ecosystem function, containing a plethora of recent research results such as monitoring-sensing-modeling for carbon-water flux/storage, biodiversity and peatland management in tropical regions. It is estimated that more than 23 million hectares (62 %) of the total global tropical peatland area are located in Southeast Asia, in lowland or coastal areas of East Sumatra, Kalimantan, West Papua, Papua New Guinea, Brunei, Peninsular Malaysia, Sabah, Sarawak and Southeast Thailand. Tropical peatland has a vital carbon-water storage function and is host to a huge diversity of plant and animal species. Peatland ecosystems are extremely vulnerable to climate change and the impacts of human activities such as logging, drainage and conversion to agricultural land. In Southeast Asia, severe episodic droughts associated with the El Niño-Southern Oscillation, in combination with over-drainage, forest degradation, and land-use changes, have caused widespread peatland fires and microbial peat oxidation. Indonesia's 20 Mha peatland area is estimated to include about 45-55 GtC of carbon stocks. As a result of land use and development, Indonesia is the third largest emitter of greenhouse gases (2-3 Gtons carbon dioxide equivalent per year), 80 % of which is due to deforestation and peatland loss. Thus, tropical peatlands are key ecosystems in terms of the carbon-water cycle and climate change.

Advanced Machining Processes

Allied Publishers

Environmental Cancer

Hemisphere Pub

The SAGE Encyclopedia of Corporate Reputation

SAGE Publications What creates corporate reputations and how should organizations respond? Corporate reputation is a growing research field in disciplines as diverse as communication, management, marketing, industrial and organizational psychology, and sociology. As a formal area of academic study, it is relatively young with roots in the 1980s and the emergence of specialized reputation rankings for industries, products/services, and performance dimensions and for regions. Such rankings resulted in competition between organizations and the alignment of organizational activities to qualify and improve standings in the rankings. In addition, today's changing stakeholder expectations, the growth of advocacy, demand for more disclosures and greater transparency, and globalized, mediated environments create new challenges, pitfalls, and opportunities for organizations. Successfully engaging, dealing with, and working through reputational challenges requires an understanding of options and tools for organizational decision-making and stakeholder engagement. For the first time, the vast and important field of corporate reputation is explored in the format of an encyclopedic reference. The SAGE Encyclopedia of Corporate Reputation comprehensively overviews concepts and techniques for identifying, building, measuring, monitoring, evaluating, maintaining, valuing, living up to and/or changing corporate reputations. Key features include: 300 signed entries are organized in A-to-Z fashion in 2 volumes available in a choice of electronic or print formats Entries conclude with Cross-References and Further Readings to guide students to in-depth resources. Although organized A-to-Z, a thematic "Reader's Guide" in the front matter groups related entries by broad areas A Chronology provides historical perspective on the development of corporate reputation as a discrete field of study. A Resource Guide in the back matter lists classic books, key journals, associations, websites, and selected degree programs of relevance to corporate reputation. A General Bibliography will be accompanied by visual maps noting the relationships between the various disciplines touching upon corporate reputation studies. The work concludes with a comprehensive Index, which—in the electronic version—combines with the Reader's Guide and Cross-References to provide thorough search-and-browse capabilities

English for Social Purposes

A Handbook for Teachers of Adult Literacy

NCELTR Based on a research project at Macquarie University, and explaining and applying Halliday's systemic functional theory of language to adult learning at three levels of competency. Elementary literacy skills (not described) and further skills in spoken and written English are to be learnt within contexts of real-life genres.

Software Engineering

A Practitioners Approach

For almost four decades, *Software Engineering: A Practitioner's Approach (SEPA)* has been the world's leading textbook in software engineering. The ninth edition represents a major restructuring and update of previous editions, solidifying the book's position as the most comprehensive guide to this important subject.

Brand Relevance

Making Competitors Irrelevant

John Wiley & Sons Branding guru Aaker shows how to eliminate the competition and become the lead brand in your market. This ground-breaking book defines the concept of brand relevance using dozens of case studies—Prius, Whole Foods, Westin, iPad and more—and explains how brand relevance drives market dynamics, which generates opportunities for your brand and threats for the competition. Aaker reveals how these companies have made other brands in their categories irrelevant. Key points: When managing a new category of product, treat it as if it were a brand; By failing to produce what customers want or losing momentum and visibility, your brand becomes irrelevant; and create barriers to competitors by supporting innovation at every level of the organization. Using dozens of case studies, shows how to create or dominate new categories or subcategories, making competitors irrelevant. Shows how to manage the new category or subcategory as if it were a brand and how to create barriers to competitors. Describes the threat of becoming irrelevant by failing to make what customer are buying or losing energy. David Aaker, the author of four brand books, has been called the father of branding. This book offers insight for creating and/or owning a new business arena. Instead of being the best, the goal is to be the only brand around—making competitors irrelevant.

Probability and Random Processes for Electrical and Computer Engineers

Cambridge University Press The theory of probability is a powerful tool that helps electrical and computer engineers to explain, model, analyze, and design the technology they develop. The text begins at the advanced undergraduate level, assuming only a modest knowledge of probability, and progresses through more complex topics mastered at graduate level. The first five chapters cover the basics of probability and both discrete and continuous random variables. The later chapters have a more specialized coverage, including random vectors, Gaussian random vectors, random processes, Markov Chains, and convergence. Describing tools and results that are used extensively in the field, this is more than a textbook; it is also a reference for researchers working in communications, signal processing, and computer network traffic analysis. With over 300 worked examples, some 800 homework problems, and sections for exam preparation, this is an essential companion for advanced undergraduate and graduate students. Further resources for this title, including solutions (for Instructors only), are available online at www.cambridge.org/9780521864701.

Eutrophication in the Baltic Sea

Present Situation, Nutrient Transport Processes, Remedial Strategies

Springer Science & Business Media For many years the reduction of eutrophication in the Baltic Sea has been a hot issue for mass-media, science, political parties and environmental action groups with manifold implications related to fisheries (will the Baltic cod survive?), sustainable coastal development (have billions of Euros been wasted on nitrogen reductions?), ecotoxicology (can we safely eat Baltic fish?). This book takes a holistic process-based ecosystem perspective on the eutrophication in the Baltic Sea, with a focus on the factors regulating how the system would respond to changes in nutrient loading. This includes a very special process for the Baltic Sea: land uplift. After being depressed by the glacial ice, the land is now slowly rising adding vast amounts of previously deposited nutrients and clay particles to the system. 110,000 to 140,000 tons of phosphorus per year are added to the system from land uplift, in comparison to the 30,000 tons of phosphorus per year from rivers.

Management, 12th Edition

Wiley Global Education We've got you covered for Principles of Management with John Schermerhorn's Management 12th Edition. From new cases and self-assessments to the Fast Company Video Series and Management Weekly Updates, the text and its comprehensive suite of resources promote critical thinking and active learning. Thoroughly updated while maintaining its trusted, balance of concepts and applications, Management 12th Edition allows you to present the most current material, help students apply theory and show relevance of management concepts in the real world—so your student will succeed in your course and beyond.

Psychology and Experience

Cambridge University Press A thought-provoking study which evaluates the contrasting methods and philosophies of contemporary psychology.

International Weather Radar Networking

Final Seminar of the COST Project 73

Springer Science & Business Media International Weather Radar Networking covers all aspects of the subject in a collection of contributions drawn from all over the world. Of particular interest are the papers describing work in Eastern Europe and papers reviewing of the achievements of the Commission of the European Communities COST-73 project. During the last twenty years there has been a rapid growth in the number of digital radars deployed for operational use in Western Europe. There are now around 100, of which about half have a Doppler capability, providing wind as well as reflectivity information. The international exchange of the data from these systems promises a great enhancement of the benefits to weather forecasting and commercial users. This volume reports work being undertaken to realize those benefits and points the way to future developments of radar technology.

Renewable Heating and Cooling

Technologies and Applications

Elsevier Renewable Heating and Cooling: Technologies and Applications presents the latest information on the generation of heat for industry and domestic purposes, an area where a significant proportion of total energy is consumed. In Europe, this figure is estimated to be almost 50%, with the majority of heat generated by the consumption of fossil fuels. As there is a pressing need to increase the uptake of renewable heating and cooling (RHC) to reduce greenhouse gas emissions, this book provides a comprehensive and authoritative overview on the topic. Part One introduces key RHC technologies and discusses RHC in the context of global heating and cooling demand, featuring chapters on solar thermal process heat generation, deep geothermal energy, and solar cooling technologies. Part Two explores enabling technologies, special applications, and case studies with detailed coverage of thermal energy storage, hybrid systems, and renewable heating for RHC, along with case studies in China and Sweden. Users will find this book to be an essential resource for lead engineers and engineering consultants working on renewable heating and cooling in engineering companies, as well as academics and R&D professionals in private research institutes who have a particular interest in the subject matter. Includes coverage on biomass, solar thermal, and geothermal renewable heating and cooling technologies. Features chapters on solar thermal process heat generation, deep geothermal energy, solar cooling technologies, and special applications. Presents case studies with detailed coverage of thermal energy storage, hybrid systems, and renewable heating for RHC. Explores enabling technologies and special applications.

Social Policy

An Introduction

This revised second edition builds on the strengths of the original book to offer a comprehensive overview of current developments in social policy and welfare. It offers a valuable entry-point for students at a variety of levels (Access to Higher Education, first and second level degree courses, or postgraduate diploma). It also provides a survey of the welfare scene for practitioners and professionals in such fields as health, medicine and nursing, housing, personal social services and counselling, education, law and criminology.

Atomic Spectroscopy in Elemental Analysis

CRC Press Atomic spectroscopy is the key technology used in the characterisation of inorganic materials. It encompasses a wide variety of techniques and provides rapid, sensitive and selective determination of elemental composition. This volume provides an overview of the complete range of atomic spectroscopy techniques available to the elemental analyst. Each chapter covers the essential principles of a technique, the available instrumentation and a range of representative applications. This is a book for analytical chemists, environmental chemists, earth scientists, food scientists and petrochemists in the industrial and academic sectors. Book jacket.

Scientifica

Principles of Inventory and Materials Management

Pearson This text/reference addresses the unprecedented changes occurring in manufacturing that are being brought about by quality management philosophy — lower inventory, reduced lead-time, preventive maintenance, and increased emphasis on customer satisfaction. Combining theory and practice, it presents alternative systems (models) for managing materials (inventory) — their use, transformation, distribution, and sale — and their flow to, within, and from the organization. Covers forecasting and marketing analysis; independent demand systems (deterministic models/probabilistic

models); discrete demand systems (deterministic models/materials requirements planning - MRP); inventory system changes and limitations; single order quantities; in-process inventory, just-in-time, and theory of constraints; distribution inventory systems; inventory valuation and measurement; simulation; and aggregate inventory control. Content progresses from simple systems to more complex models; numerous examples of solved problems and short case studies explore a variety of situations and organizational settings; and appendices provide additional extensions and supporting logic on particular topics. For practitioners and advanced students involved in operations, inventory control, production control, and physical supply in manufacturing.

German Army Uniforms of World War II

A photographic guide to clothing, insignia and kit

Bloomsbury Publishing In the years after World War I, the defeated and much-reduced German Army developed new clothing and personal equipment that drew upon the lessons learned in the trenches. In place of the wide variety of uniforms and insignia that had been worn by the Imperial German Army, a standardized approach was followed, culminating in the uniform items introduced in the 1930s as the Nazi Party came to shape every aspect of German national life. The outbreak of war in 1939 prompted further adaptations and simplifications of uniforms and insignia, while the increasing use of camouflaged items and the accelerated pace of weapons development led to the appearance of new clothing and personal equipment. Medals and awards increased in number as the war went on, with grades being added for existing awards and new decorations introduced to reflect battlefield feats. Specialists such as mountain troops, tank crews and combat engineers were issued distinctive uniform items and kit, while the ever-expanding variety of fronts on which the German Army fought – from the North African desert to the Russian steppe – prompted the rapid development of clothing and equipment for different climates and conditions. In addition, severe shortages of raw materials and the demands of clothing and equipping an army that numbered in the millions forced the simplification of many items and the increasing use of substitute materials in their manufacture. In this fully illustrated book noted authority Dr Stephen Bull examines the German Army's wide range of uniforms, personal equipment, weapons, medals and awards, and offers a comprehensive guide to the transformation that the German Army soldier underwent in the period from September 1939 to May 1945.

Methods for Teaching

A Skills Approach

Giorgetto Giugiaro

The Genius of Design

Rizzoli International Publications The definitive monograph on the work of one of the world's most celebrated car designers. This is the first monograph published on one of the most renowned automotive designers of our time, Giorgetto Giugiaro, who was named Car Designer of the Century in December 1999 and inducted into the Automotive Hall of Fame in 2002. The book explores Giugiaro's creative background--he comes from a family of painters and musicians--and the technical and engineering skills he cultivated with his partner Aldo Mantovani, cofounder of his company, Italdesign. He is noted for such iconic concept cars as the Ferrari 250 GT Berlinetta, De Tomaso Mangusta, Maserati Ghibli, Iso Grifo, Lamborghini Calà, and Ferrari GG50.

A Pictorial Guide to the Birds of the Indian Subcontinent

Oxford University Press This Pictorial Guide Is Unique In That It Depicts All The Bird Species Found In The Subcontinent Arranged Family Wise On 106 Plates Which Follow One Another In Systematic Order And Are Thus Easy To Find.

Encyclopedia of Geodesy

Springer The past few decades have witnessed the explosive growth of Earth Sciences in the pursuit of knowledge and understanding the planet Earth. Such a development addresses the challenging endeavour to enrich human lives with bounding Nature as well as to preserve the Planet Earth, the Moon, the other planets, in total the Cosmos, for generations to come. Geodetic Sciences aspires to define and quantify the internal structure, the surface structure, the Oceans and the Atmosphere as well as the exterior - interior structure of the planets. Basic principles of Physics and Astronomy, namely the Static Gravity Field, the time-varying Gravity Field, in short Gravitodynamics, of the Earth and the other planets, the complex rotational motion for rigid bodies as well as deforming bodies of the Earth, The Moon, the Sun, and the planets and their moons and on top the time-varying Topography open a fascination Arena of Geodetic Sciences.

2020 World Population Data Sheet