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Plug-in Electric Car Buyers Buying Guide

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Guide for the Care and Use of Laboratory Animals Eighth Edition

National Academies Press A respected resource for decades, the *Guide for the Care and Use of Laboratory Animals* has been updated by a committee of experts, taking into consideration input from the scientific and laboratory animal communities and the public at large. The Guide incorporates new scientific information on common laboratory animals, including aquatic species, and includes extensive references. It is organized around major components of animal use: Key concepts of animal care and use. The Guide sets the framework for the humane care and use of laboratory animals. Animal care and use program. The Guide discusses the concept of a broad Program of Animal Care and Use, including roles and responsibilities of the Institutional Official, Attending Veterinarian and the Institutional Animal Care and Use Committee. Animal environment, husbandry, and management. A chapter on this topic is now divided into sections on terrestrial and aquatic animals and provides recommendations for housing and environment, husbandry, behavioral and population management, and more. Veterinary care. The Guide discusses veterinary care and the responsibilities of the Attending Veterinarian. It includes recommendations on animal procurement and transportation, preventive medicine (including animal biosecurity), and clinical care and management. The Guide addresses distress and pain recognition and relief, and issues surrounding euthanasia. Physical plant. The Guide identifies design issues, providing construction guidelines for functional areas; considerations such as drainage, vibration and noise control, and environmental monitoring; and specialized facilities for animal housing and research needs. The Guide for the Care and Use of Laboratory Animals provides a framework for the judgments required in the management of animal facilities. This updated and expanded resource of proven value will be important to scientists and researchers, veterinarians, animal care personnel, facilities managers, institutional administrators, policy makers involved in research issues, and animal welfare advocates.

Consumer Behavior

Building Marketing Strategy

Cyber-Physical Security

Protecting Critical Infrastructure at the State and Local Level

Springer This book focuses on the vulnerabilities of state and local services to cyber-threats and suggests possible protective action that might be taken against such threats. Cyber-threats to U.S. critical infrastructure are of growing concern to policymakers, managers and consumers. Information and communications technology (ICT) is ubiquitous and many ICT devices and other components are interdependent; therefore, disruption of one component may have a negative, cascading effect on others. Cyber-attacks might include denial of service, theft or manipulation of data. Damage to critical infrastructure through a cyber-based attack could have a significant impact on the national security, the economy, and the livelihood and safety of many individual citizens. Traditionally cyber security has generally been viewed as being focused on higher level threats such as those against the internet or the Federal government. Little attention has been paid to cyber-security at the state and local level. However, these governmental units play a critical role in providing services to local residents and consequently are highly vulnerable to cyber-threats. The failure of these services, such as waste water collection and water supply, transportation, public safety, utility services, and communication

services, would pose a great threat to the public. Featuring contributions from leading experts in the field, this volume is intended for state and local government officials and managers, state and Federal officials, academics, and public policy specialists.

Business Model Generation

A Handbook for Visionaries, Game Changers, and Challengers

John Wiley & Sons Business Model Generation is a handbook for visionaries, game changers, and challengers striving to defy outmoded business models and design tomorrow's enterprises. If your organization needs to adapt to harsh new realities, but you don't yet have a strategy that will get you out in front of your competitors, you need Business Model Generation. Co-created by 470 "Business Model Canvas" practitioners from 45 countries, the book features a beautiful, highly visual, 4-color design that takes powerful strategic ideas and tools, and makes them easy to implement in your organization. It explains the most common Business Model patterns, based on concepts from leading business thinkers, and helps you reinterpret them for your own context. You will learn how to systematically understand, design, and implement a game-changing business model--or analyze and renovate an old one. Along the way, you'll understand at a much deeper level your customers, distribution channels, partners, revenue streams, costs, and your core value proposition. Business Model Generation features practical innovation techniques used today by leading consultants and companies worldwide, including 3M, Ericsson, Capgemini, Deloitte, and others. Designed for doers, it is for those ready to abandon outmoded thinking and embrace new models of value creation: for executives, consultants, entrepreneurs, and leaders of all organizations. If you're ready to change the rules, you belong to "the business model generation!"

Learning SQL

Master SQL Fundamentals

O'Reilly Media Updated for the latest database management systems -- including MySQL 6.0, Oracle 11g, and Microsoft's SQL Server 2008 -- this introductory guide will get you up and running with SQL quickly. Whether you need to write database applications, perform administrative tasks, or generate reports, Learning SQL, Second Edition, will help you easily master all the SQL fundamentals. Each chapter presents a self-contained lesson on a key SQL concept or technique, with numerous illustrations and annotated examples. Exercises at the end of each chapter let you practice the skills you learn. With this book, you will: Move quickly through SQL basics and learn several advanced features Use SQL data statements to generate, manipulate, and retrieve data Create database objects, such as tables, indexes, and constraints, using SQL schema statements Learn how data sets interact with queries, and understand the importance of subqueries Convert and manipulate data with SQL's built-in functions, and use conditional logic in data statements Knowledge of SQL is a must for interacting with data. With Learning SQL, you'll quickly learn how to put the power and flexibility of this language to work.

Crime Prevention

Approaches, Practices, and Evaluations

Routledge Crime Prevention: Approaches, Practices, and Evaluations, Tenth Edition, meets the needs of students and instructors for engaging, evidence-based, impartial coverage of interventions that can reduce or prevent deviance. This edition examines the entire gamut of prevention, from physical design to developmental prevention to identifying high-risk individuals to situational initiatives to partnerships and beyond. Strategies include primary prevention measures designed to prevent conditions that foster deviance; secondary prevention measures directed toward persons or conditions with a high potential for deviance; and tertiary prevention measures to deal with persons who have already committed crimes. In this book, Lab offers a thorough and well-rounded discussion of the many sides of the crime prevention debate in clear and accessible language, including the latest research concerning space syntax, physical environment and crime, neighborhood crime prevention programs, community policing, crime in schools, and electronic monitoring and home confinement. This book is essential for undergraduates studying criminal justice, criminology, and sociology, in the US and globally. Online resources include an instructor's manual, test bank, and lecture slides for faculty, and a wide array of resources for students.

No Logo

Taking Aim at the Brand Bullies

Macmillan An analysis of the invasion of our personal lives by logo-promoting, powerful corporations combines muckraking journalism with contemporary memoir to discuss current consumer culture

Game Feel

A Game Designer's Guide to Virtual Sensation

CRC Press "Game Feel" exposes "feel" as a hidden language in game design that no one has fully articulated yet. The language could be compared to the building blocks of music (time signatures, chord progressions, verse) - no matter the instruments, style or time period - these building blocks come into play. Feel and sensation are similar building blocks where game design is concerned. They create the meta-sensation of involvement with a game. The understanding of how game designers create feel, and affect feel are only partially understood by most in the field and tends to be overlooked as a method or course of study, yet a game's feel is central to a game's success. This book brings the subject of feel to light by consolidating existing theories into a cohesive book. The book covers topics like the role of sound, ancillary indicators, the importance of metaphor, how people perceive things, and a brief history of feel in games. The associated web site contains a playset with ready-made tools to design feel in games, six key components to creating virtual sensation. There's a play palette too, so the designer can first experience the importance of that component by altering variables and feeling the results. The playset allows the reader to experience each of the sensations described in the book, and then allows them to apply them to their own projects. Creating game feel without having to program, essentially. The final version of the playset will have enough flexibility that the reader will be able to use it as a companion to the exercises in the book, working through each one to create the feel described.

Netnography

Doing Ethnographic Research Online

SAGE Publications With as many as 1 billion people now using online communities such as newsgroups, blogs, forums, social networking sites, podcasting, videocasting, photosharing communities, and virtual worlds, the internet is now an important site for research. This exciting new text is the first to explore the discipline of 'Netnography' - the conduct of ethnography over the internet - a method specifically designed to study cultures and communities online. For the first time, full procedural guidelines for the accurate and ethical conduct of ethnographic research online are set out, with detailed, step-by-step guidance to thoroughly introduce, explain, and illustrate the method to students and researchers. The author also surveys the latest research on online cultures and communities, focusing on the methods used to study them, with examples focusing on the new elements and contingencies of the blogosphere (blogging), microblogging, videocasting, podcasting, social networking sites, virtual worlds and more. This book will be essential reading for researchers and students in social sciences such as anthropology, sociology, marketing and consumer research, organization and management studies and cultural and media studies.

Searching and Seizing Computers and Obtaining Electronic Evidence in Criminal Investigations

Getting in the Game

Title IX and the Women's Sports Revolution

NYU Press Title IX, a landmark federal statute enacted in 1972 to prohibit sex discrimination in education, has worked its way into American culture as few other laws have. It is an iconic law, the subject of web blogs and T-shirt slogans, and is widely credited with opening the doors to the massive numbers of girls and women now participating in competitive sports. Yet few people fully understand the law's requirements, or the extent to which it has succeeded in challenging the gender norms that have circumscribed women's opportunities as athletes and their place in society more generally. In this first legal analysis of Title IX, Deborah L. Brake assesses the statute's successes and failures. While the statute has created tremendous gains for female athletes, not only raising the visibility and cultural acceptance of women in sports, but also creating social bonds for women, positive body images, and leadership roles, the disparities in funding between men's and women's sports have remained remarkably resilient. At the same time, female athletes continue to receive less prestige and support than their male counterparts, which in turn filters into the arena of professional sports. Brake provides a richer understanding and appreciation of what Title IX has accomplished, while taking a critical look at the places where the law has fallen short. A unique contribution to the literature on Title IX, *Getting in the Game* fully explores the theory, policy choices, successes, and limitations of this historic law.

A Guide to Starting a Business in Minnesota

Maritime Logistics

A Guide to Contemporary Shipping and Port Management

Kogan Page Publishers Globalisation and the rapid increase in world trade in the past decade have contributed to greater demand for international transport and logistics and, consequently, the expansion of the maritime industry. The dramatic changes in the mode of world trade and cargo transportation make it more important than ever to have a clear understanding of the way in which freight is transported by sea and the role of ports in this exchange. At the cutting edge in its assessment of the industry, *Maritime Logistics* covers the whole scope of maritime logistics and examines latest logistical developments within the port and shipping industry. With a range of new international contributors, this new edition has been thoroughly revised and updated. There are new chapters on port centric logistics, hinterland logistics and global supply chains, maritime transport and logistics as a trade facilitator, and future trends and developments. Written by a team of international experts with over fifty years' experience in the field, *Maritime Logistics* provides a truly global perspective. The book covers everything that students of logistics, as well as those working within the industry, need to know about maritime logistics, including shipping lines, containers, tankers, dry bulk, port-centric logistics, and much more.

Crossing the Chasm

Marketing and Selling Technology Project

Harper Collins Here is the bestselling guide that created a new game plan for marketing in high-tech industries. *Crossing the Chasm* has become the bible for bringing cutting-edge products to progressively larger markets. This edition provides new insights into the realities of high-tech marketing, with special emphasis on the Internet. It's essential reading for anyone with a stake in the world's most exciting marketplace.

Principles of Marketing

An introduction to marketing concepts, strategies and practices with a balance of depth of coverage and ease of learning. *Principles of Marketing* keeps pace with a rapidly changing field, focussing on the ways brands create and capture consumer value. Practical content and linkage are at the heart of this edition. Real local and international examples bring ideas to life and new feature 'linking the concepts' helps students test and consolidate understanding as they go. The latest edition enhances understanding with a unique learning design including revised, integrative concept maps at the start of each chapter, end-of-chapter features summarising ideas and themes, a mix of mini and major case studies to illuminate concepts, and critical thinking exercises for applying skills.

Consumer Tribes

Routledge Marketing and consumer research has traditionally conceptualized consumers as individuals- who exercise choice in the marketplace as individuals not as a class or a group. However an important new perspective is now emerging that rejects the individualistic view and focuses on the reality that human life is essentially social, and that who we are is an inherently social phenomenon. It is the tribus, the many little groups we belong to, that are fundamental to our experience of life. *Tribal Marketing* shows that it is not individual consumption of products that defines our lives but rather that this activity actually facilitates meaningful social relationships. The social 'links' (social relationships) are more important than the things (brands etc.) The aim of this book is therefore to offer a systematic overview of the area that has been defined as "cultures of consumption"- consumption microcultures, brand cultures, brand tribes, and brand communities. It is though these that students of marketing and marketing practitioners can begin to genuinely understand the real drivers of consumer behaviour. It will be essential to everyone who needs to understand the new paradigm in consumer research, brand management and communications management.

The Cambridge Handbook of Consumer Psychology

Cambridge University Press Why do consumers make the purchases they do, and which ones make them truly happy? Why are consumers willing to spend huge sums of money to appear high status? This Handbook addresses these key questions and many more. It provides a comprehensive overview of consumer psychology, examining cutting-edge research at the individual, interpersonal, and societal levels. Leading scholars summarize past and current findings, and consider future lines of inquiry to deepen our understanding of the psychology behind consumers' decision making, their interactions with other consumers, and the effects of societal factors on consumption. The *Cambridge Handbook of Consumer Psychology* will act as a valuable guide for faculty as well as graduate and undergraduate students in psychology, marketing, management, sociology, and anthropology.

Ethics for the Information Age

Addison-Wesley Widely praised for its balanced treatment of computer ethics, *Ethics for the Information Age* offers a modern presentation of the moral controversies surrounding information technology. Topics such as privacy and intellectual property are explored through multiple ethical theories, encouraging readers to think critically about these issues and to make their own ethical decisions.

Marketing Management

This is the 14th edition of 'Marketing Management' which preserves the strengths of previous editions while introducing new material and structure to further enhance learning.

A Pocket Guide to Public Speaking

Macmillan Higher Education This best-selling brief introduction to public speaking offers practical coverage of every topic typically covered in a full-sized text, from invention, research and organization, practice and delivery, to the different speech types. Its concise, inexpensive format makes it perfect not only for the public speaking course, but also for any setting across the curriculum, on the job, or in the community. This newly redesigned full-color edition offers even stronger coverage of the fundamentals of speechmaking, while also addressing the changing realities of public speaking in a digital world. It features fully updated chapters on online presentations and using presentation software, and a streamlined chapter on research in print and online.

Glossary of Automotive Terms

This comprehensive glossary brings together in one handy volume over 10,500 current automotive terms. From "A-pillar" to "Zones of Reach" the Glossary provides you with over 500 pages of alphabetically listed definitions collected from the SAE Handbook. For further research each definition references the SAE standard or specification from which it was taken. The new Glossary of Automotive Terms is an essential reference for anyone in the industry.

A Guide to American Crime Films of the Thirties

Greenwood Recent crime films such as Scarface, the Dirty Harry series, and The Godfather have captured the American imagination, but they owe a large debt to the early crime talkies such as The Public Enemy, Paul Muni's Scarface, and Little Caesar. More than 1,000 entries are featured in this volume, complete with the names of directors, screen writers, and major players offering a wealth of data supported by plot evaluations. For the serious student of crime films, this work provides a comprehensive treatment of the genre. It is the only one-volume work that includes all crime sub-genres (detective, mystery, cops and robbers, and courtroom dramas) in addition to gangster films. The period between the end of the silent film (1927) and the general acceptance of the sound film (1929) is often referred to as a transition period. The majority of theaters were not wired for sound, so many films were released in both silent and sound versions. Some added only sound effects or music to the sound track, while others offered only brief segments of sound. The early 1930s marked the end of this transition period and firmly established the sound era. This volume pays homage to these early, often crude melodramas. The authors aim to preserve the memories of these films for their own generation and to introduce these works to a new generation thirsty for entertainment and knowledge.

Strategic Management

Concepts and Cases, Global Edition

For undergraduate and graduate courses in strategy. In today's economy, gaining and sustaining a competitive advantage is harder than ever. Strategic Management captures the complexity of the current business environment and delivers the latest skills and concepts with unrivaled clarity, helping students develop their own cutting-edge strategy through skill-developing exercises. The Fifteenth Edition has been thoroughly updated and revised with current research and concepts. This edition includes 29 new cases and end-of- chapter material, including added exercises and review questions. MyManagementLab for Strategic Management is a total learning package. MyManagementLab is an online homework, tutorial, and assessment program that truly engages students in learning. It helps students better prepare for class, quizzes, and exams-resulting in better performance in the course-and provides educators a dynamic set of tools for gauging individual and class progress.

Style Guide

Hachette UK This expanded twelfth edition of the bestselling guide to style is based on the Economist's own updated house style manual, and is an invaluable companion for everyone who wants to communicate with the clarity, style and precision for which the Economist is renowned. As the introduction says, 'clarity of writing usually follows clarity of thought.' The Economist Style Guide gives general advice on writing, points out common errors and clichés, offers guidance on consistent use of punctuation, abbreviations and capital letters, and contains an exhaustive range of reference material - covering everything from accountancy ratios and stock market indices to laws of nature and science. Some of the numerous useful rules and common mistakes pointed out in the guide include: *Which informs, that defines. This is the house that Jack built. But: This house, which Jack built, is now falling down. Discreet means circumspect or prudent; discrete means separate or distinct. Remember that "Questions are never indiscreet. Answers sometimes are" (Oscar Wilde). Flaunt means display, flout means disdain. If you flout this distinction you will flaunt your ignorance. Forgo means do without; forego means go before. Fortuitous means accidental, not fortunate or well-timed. Times: Take care. Three times more than X is four times as much as X. Full stops: Use plenty. They keep sentences short. This helps the reader.

Managing the Risks of Extreme Events and Disasters to Advance Climate Change Adaptation

Special Report of the Intergovernmental Panel on Climate Change

Cambridge University Press This Intergovernmental Panel on Climate Change Special Report (IPCC-SREX) explores the challenge of understanding and managing the risks of climate extremes to advance climate change adaptation. Extreme weather and climate events, interacting with exposed and vulnerable human and natural systems, can lead to disasters. Changes in the frequency and severity of the physical events affect disaster risk, but so do the spatially diverse and temporally dynamic patterns of exposure and vulnerability. Some types of extreme weather and climate events have increased in frequency or magnitude, but populations and assets at risk have also increased, with consequences for disaster risk. Opportunities for managing risks of weather- and climate-related disasters exist or can be developed at any scale, local to international. Prepared following strict IPCC procedures, SREX is an invaluable assessment for anyone interested in climate extremes, environmental disasters and adaptation to climate change, including policymakers, the private sector and academic researchers.

The Long Tail

Why the Future of Business Is Selling Less of More

Hachette Books What happens when the bottlenecks that stand between supply and demand in our culture go away and everything becomes available to everyone? "The Long Tail" is a powerful new force in our economy: the rise of the niche. As the cost of reaching consumers drops dramatically, our markets are shifting from a one-size-fits-all model of mass appeal to one of unlimited variety for unique tastes. From supermarket shelves to advertising agencies, the ability to offer vast choice is changing everything, and causing us to rethink where our markets lie and how to get to them. Unlimited selection is revealing truths about what consumers want and how they want to get it, from DVDs at Netflix to songs on iTunes to advertising on Google. However, this is not just a virtue of online marketplaces; it is an example of an entirely new economic model for business, one that is just beginning to show its power. After a century of obsessing over the few products at the head of the demand curve, the new economics of distribution allow us to turn our focus to the many more products in the tail, which collectively can create a new market as big as the one we already know. The Long Tail is really about the economics of abundance. New efficiencies in distribution, manufacturing, and marketing are essentially resetting the definition of what's commercially viable across the board. If the 20th century was about hits, the 21st will be equally about niches.

The Most Dangerous Game by Richard Connell or The Hounds of Zaroff | Alltime Bestseller Book From the Author of Books Like: The Sin of Monsieur Pettipon, and Other Humorous Tales / El malvado Zaroff / Delitto in mare / What Ho!

The Sin of Monsieur Pettipon / Apes And Angels / From Observables to Unobservables in Science and Philosophy / The Mad Lover

BEYOND BOOKS HUB From the Author of Books Like: 1. The Sin of Monsieur Pettipon, and Other Humorous Tales 2. El malvado Zaroff 3. Delitto in mare 4. What Ho! 5. The Sin of Monsieur Pettipon 6. Apes And Angels 7. From Observables to Unobservables in Science and Philosophy 8. The Mad Lover About the Book: The Most Dangerous Game, also published as The Hounds of Zaroff, is a short story by Richard Connell first published in Collier's magazine on January 19, 1924. It features a big-game hunter from New York who falls off a yacht and swims to an isolated island in the Caribbean where he is hunted by a Cossack aristocrat. The story is an adaptation of the big-game hunting safaris in Africa and South America that were fashionable among wealthy Americans in the 1920s. Big-game hunter Sanger Rainsford and his friend, Whitney, are traveling to the Amazon rainforest for a jaguar hunt. After a discussion about how they are "the hunters" instead of "the hunted," Whitney goes to bed and Rainsford hears gunshots. He climbs onto the yacht's rail and

accidentally falls overboard, swimming to Ship-Trap Island, which is notorious for shipwrecks. On the island, he finds a palatial chateau inhabited by two Cossacks: the owner, General Zaroff, and his gigantic deaf-mute servant, Ivan. Zaroff, another big-game hunter, knows of Rainsford from his published account of hunting snow leopards in Tibet. Over dinner, the middle-aged Zaroff explains that although he has been hunting animals since he was a boy, he has decided that killing big-game has become boring for him, so after escaping the Russian Revolution he moved to Ship-Trap Island and set it up to trick ships into wrecking themselves on the jagged rocks that surround it. He takes the survivors captive and hunts them for sport, giving them food, clothing, a knife, and a three-hour head start, and using only a small-caliber pistol for himself. Any captives who can elude Zaroff, Ivan, and a pack of hunting dogs for three days are set free. He reveals that he has won every hunt to date. Captives are offered a choice between being hunted or turned over to Ivan, who once served as official knouter for The Great White Czar. Rainsford denounces the hunt as barbarism, but Zaroff replies by claiming that "life is for the strong." Realizing he has no way out, Rainsford reluctantly agrees to be hunted. During his head start, Rainsford lays an intricate trail in the forest and then climbs a tree. Zaroff finds him easily, but decides to play with him as a cat would with a mouse, standing underneath the tree Rainsford is hiding in, smoking a cigarette, and then abruptly departing. After the failed attempt at eluding Zaroff, Rainsford builds a Malay man-catcher, a weighted log attached to a trigger. This contraption injures Zaroff's shoulder, causing him to return home for the night, but he shouts his respect for the trap before departing. The next day Rainsford creates a Burmese tiger pit, which kills one of Zaroff's hounds. He sacrifices his knife and ties it to a sapling to make another trap, which kills Ivan when he stumbles into it. To escape Zaroff and his approaching hounds, Rainsford dives off a cliff into the sea; Zaroff, disappointed at Rainsford's apparent suicide, returns home. Zaroff smokes a pipe by his fireplace, but two issues keep him from the peace of mind: the difficulty of replacing Ivan and the uncertainty of whether Rainsford perished in his dive. About the Author : Richard Edward Connell, Jr. was an American author and journalist, best known for his short story "The Most Dangerous Game." Connell was one of the best-known American short story writers of his time and his stories appeared in the *Saturday Evening Post* and *Collier's Weekly*. Connell had equal success as a journalist and screenwriter. He was nominated for an Academy Award in 1942 for best original story for the film *Meet John Doe*.

Ella Enchanted

Harper Collins This beloved Newbery Honor-winning story about a feisty heroine is sure to enchant readers new and old. At her birth, Ella of Frell receives a foolish fairy's gift—the "gift" of obedience. Ella must obey any order, whether it's to hop on one foot for a day and a half, or to chop off her own head! But strong-willed Ella does not accept her fate... Against a bold backdrop of princes, ogres, giants, wicked stepsisters, and fairy godmothers, Ella goes on a quest to break the curse forever. A tween favorite for 25 years—now shared with today's young readers by moms, teachers, and other adults who remember the pleasure of discovering this fun fairy-tale retelling themselves!

Consumer Behavior

Pearson Education India

Transportation Energy Data Book

Essentials of Nursing Research

Appraising Evidence for Nursing Practice

This eighth edition of *Essentials of Nursing Research*, written by AJN awardwinning authors, along with its accompanying Study Guide for *Essentials of Nursing Research*, student learning ancillaries, and instructor teaching materials present a unique learningteaching package that is designed to teach students how to read and critique research reports, and to appreciate the application of research findings to nursing practice. New to this edition: New text organization with separate sections on quantitative and qualitative research offer greater continuity of ideas to better meet the needs of students and faculty. New online chapter supplements for every chapter expand student's knowledge of research topics New chapter on mixed methods research, which involves the blending of qualitative and quantitative data in a single inquiry, responds to the surge of interest in this type of research Increased emphasis on evidencebased practice (EBP) especially in the areas of asking wellworded questions for EBP and searching for such evidence guides the reader from theory to application. Enhanced assistance for instructors with numerous suggestions on how to make learning aboutand teachingresearch methods more rewarding.

Consumer Behaviour in Action

Consumer Behaviour in Action introduces marketing students to the fundamental concepts of consumer behaviour in a contemporary context. The text provides a distinctly balanced approach as it balances theory with practical applications and research methods for understanding consumers. Practical examples and case studies provide global, regional and local industry examples. Research and insights from fields such as psychology, sociology and complex systems are included. Extended cases studies covering topics such as Nike, Cricket Australia, Target, and McDonalds in overseas markets, drawtogether each part of the book to bring together the themes discussed and encourage students to encourage a deeper understanding of the material. The accompanying enriched eBook and supplementary digital resources provides superior ready-to-use support for both students and lecturers.

The Antitrust Paradox

A Policy at War With Itself

The most important book on antitrust ever written. It shows how antitrust suits adversely affect the consumer by encouraging a costly form of protection for inefficient and uncompetitive small businesses.

Ranger Handbook (Large Format Edition)

Allegro Editions The history of the American Ranger is a long and colorful saga of courage, daring, and outstanding leadership. It is a story of men whose skills in the art of fighting have seldom been surpassed. The United States Army Rangers are an elite military formation that has existed, in some form or another, since the American Revolution. A group of highly-trained and well-organized soldiers, US Army Rangers must be prepared to handle any number of dangerous, life-threatening situations at a moment's notice-and they must do so calmly and decisively. This is their handbook. Packed with down-to-earth, practical information, The Ranger Handbook contains chapters on Ranger leadership, battle drills, survival, and first aid, as well as sections on military mountaineering, aviation, waterborne missions, demolition, reconnaissance and communications. If you want to be prepared for anything, this is the book for you. Readers interested in related titles from The U.S. Army will also want to see: Army Guerrilla Warfare Handbook (ISBN: 9781626542730) Army Guide to Boobytraps (ISBN: 9781626544703) Army Improvised Munitions Handbook (ISBN: 9781626542679) Army Leadership Field Manual FM 22-100 (ISBN: 9781626544291) Army M-1 Garand Technical Manual (ISBN: 9781626543300) Army Physical Readiness Training with Change FM 7-22 (ISBN: 9781626544017) Army Special Forces Guide to Unconventional Warfare (ISBN: 9781626542709) Army Survival Manual FM 21-76 (ISBN: 9781626544413) Army/Marine Corps Counterinsurgency Field Manual (ISBN: 9781626544246) Map Reading and Land Navigation FM 3-25.26 (ISBN: 9781626542983) Rigging Techniques, Procedures, and Applications FM 5-125 (ISBN: 9781626544338) Special Forces Sniper Training and Employment FM 3-05.222 (ISBN: 9781626544482) The Infantry Rifle Platoon and Squad FM 3-21.8 / 7-8 (ISBN: 9781626544277) Understanding Rigging (ISBN: 9781626544673)

Networking: A Beginner's Guide, Sixth Edition

McGraw Hill Professional Current, essential IT networking skills--made easy! Thoroughly revised to cover the latest technologies, this practical resource provides you with a solid foundation in networking fundamentals. *Networking: A Beginner's Guide, Sixth Edition* discusses wired and wireless network design, configuration, hardware, protocols, security, backup, recovery, and virtualization. You'll also get step-by-step instructions for installing, configuring, and managing Windows Server 2012, Exchange Server 2013, Oracle Linux, and Apache. This is the perfect book for anyone starting a networking career or in need of an easy-to-follow refresher. Understand network cabling, topologies, hardware, and the OSI seven-layer model Connect LANs and WANs Configure network protocols, such as TCP/IP, IPX/SPX, SMTP, DHCP, HTTP, WINS, and more Explore directory services, such as Microsoft's Active Directory, X.400, and LDAP Enable and support remote network access Secure your network and handle backup and disaster recovery Select, install, and manage reliable network servers, including Windows Server 2012, Exchange Server 2013, Oracle Linux, and Apache Manage network workstation computers Design a robust network from the ground up Work with virtualization technologies, such as Hyper-V, VMWare, and Oracle VM VirtualBox

The Tongue and Quill

Afh 33-337

The Tongue and Quill has been a valued Air Force resource for decades and many Airmen from our Total Force of uniformed and civilian members have contributed their talents to various editions over the years. This revision is built upon the foundation of governing directives and user's inputs from the unit level all the way up to Headquarters Air Force. A small team of Total Force Airmen from the Air University, the United States Air Force Academy, Headquarters Air Education and Training Command (AETC), the Air Force Reserve Command (AFRC), Air National Guard (ANG), and Headquarters Air Force compiled inputs from the field and rebuilt The Tongue and Quill to meet the needs of today's Airmen. The team put many hours into this effort over a span of almost two years to improve the content, relevance, and organization of material throughout this handbook. As the final files go to press it is the desire of The Tongue and Quill team to say thank you to every Airman who assisted in making this edition better; you have our sincere appreciation!

Human Factors Considerations of Undergrounds in Insurgencies

Second Edition

Createspace Independent Publishing Platform From the preface: "The 1966 'Human Factors' edition focused on the contemporary threat of Maoist insurgencies, particularly in Southeast Asia, and also drew extensively on World War II resistance movements in Europe. Much of this information is still relevant and has been retained and integrated. In the post-Cold War world, the most important

insurgencies tend to be ethnic and religious. Long-simmering conflicts, sometimes with roots in colonial policies, have become prominent; examples include the Liberation Tigers of Tamil Eelam (LTTE) in Sri Lanka, Euskadi Ta Askatasuna (Basque Homeland and Freedom or ETA) in Spain, the Hutu-Tutsi genocides, the Ushtia \blacklozenge lirimtare e Kosov \blacklozenge s (Kosovo Liberation Army, or KLA), and the Provisional Irish Republican Army (PIRA). Battle lines in these conflicts are often drawn along ethnic lines, even when land or politics are the immediate issues in contention. The other important new category is extremist religious movements, most prominently Islamic groups, including regional insurgent movements like Hizbollah and Harakat al-Muqawamah al'Is \blacklozenge miyyah (Islamic Resistance Movement, or HAMAS) and global movements like Al Qaeda. These present a different profile of ideology, organizational forms, and psychology than either Cold War Maoists or post-colonial ethnic insurgencies (although the Palestinian cause could be considered a post-colonial issue). Globalization has also changed underground operations in numerous ways. Insurgencies, enabled by low-cost transportation, Internet based communications, and other information technologies, can more easily recruit, communicate, and operate across borders. It is correspondingly much more difficult to contain an insurgency in a region. Global media has led to development of new tactics, in particular new types of terrorism, designed to capture worldwide attention. Compared with what was available in the 1960s, there are orders of magnitude more academic research available relevant to this study's topics. We were able to draw on more recent work in psychology, political science, economics, sociology, organizational studies, and communications studies. Readers of this edition will, over the course of eleven chapters, get a wide exposure to basic concepts from a number of disciplines".

Cuts, burns, punctures

Escape from Impasse

The Decision to Open Japan

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