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New Testament Introduction Stanley E. Porter 1995 Notes and complete bibliographic information helps researchers find 850 leading references to the New Testament, non-canonical literature, and church fathers.

Stories of Italy 1893

Java David Maxwell 2016-02-11 Want To Master The Basics Of Java Programming In A Short Period? If so, you're in the right place! This book is exactly what you need. If you've wanted to learn how to program using Java you have probably thought it was a difficult and long process. This is actually not the case at all. Java can be an extremely easy and straightforward process. The days of searching countless websites to find what you're looking for are over. With this book you will have everything you could possibly need, all in one place! What This Book Will Give You: Java Basics For Beginners This book will take the process of programming and break it down into straightforward simple steps that anyone can follow along to. The Different Types Of Data This book will present all of the important data you need to know and will walk you through how to use it. The Common Errors This book will show you the most common errors you will experience and how to fix them and avoid them all together. What You Will Learn: The basics of Java Must Know Tables How to create programs What are data and variables How to use variables The fundamental concepts Java sequences Selection Statements The different types of data The most common errors and how to handle them And much more! All of this information will be presented to you in easy to understand, straightforward steps. For anyone starting out, this is your best option to learn Java in a quick period of time. Try it out for yourself. You won't be disappointed. Now it's time for you to start your journey into Java programming! Click on the Buy Now button above and get started today! I look forward to hearing about your success! tags: Python, Python course, Python book, learning Python, Python language, Python examples, Python tutorials, Python programming language, Python coding, Python programming for beginners, Python for Dummies

The Sincere Peacock Sri Ulina Oscar is a very pretty peacock with beautiful feathers, yet he is never arrogant. Meanwhile, Willy, a brown cockerel is jealous of Oscar's feathers. One day, Willy is stuck in a bush. No animal wants to help him. Who will help him? This book is in Indonesian and English.

====PEMBELIAN VERSI CETAK==== Untuk pembelian versi cetak, silahkan kunjungi website Kesaint Blanc Book Store di bookstore.kesaintblanc.co.id Untuk informasi lebih lanjut hubungi kami: info@kesaintblanc.co.id

Midwifery Essentials: Postnatal E-Book Helen Baston 2017-04-17 New edition of a title in the popular Midwifery Essentials series originally published in conjunction with The Practising Midwife journal. The

series covers core topics in midwifery education in an engaging and friendly format using a helpful 'jigsaw' approach which encourages readers to explore topics from a variety of perspectives e.g. effective communication, team working and health promotion. Helpful 'scenarios' throughout each volume encourage debate and reflection, core elements of midwifery education. Fully updated to provide a useful, friendly source of information Strong focus on contemporary women-centred care Designed to stimulate debate and reflection upon current practice, local policies and procedures Scenarios enable practitioners to understand the context of maternity care and explore their role in safe and effective service provision Helpful 'jigsaw' approach enables readers to explore specific topics from a variety of perspectives e.g. consent, safety and health promotion Explains the professional and legal issues surrounding clinical procedures Chapters designed to be read as a 'standalone' or in succession Emphasises the crucial role of effective communication Makes reference to the latest national and international guidelines Contains new scenarios to reflect recent changes in practice Improved layout aids retention and learning Fully updated throughout with the latest evidence base for clinical skills and procedures Embraces the principles of 'Better Births'

Woman's Institute Library of Cookery: Milk, butter, and cheese, eggs, vegetables 1925

How to Make Love in a Canoe Jeff Pearce 2010 When it comes to sex in the Great White North, we've definitely mastered the art of staying warm. Join Jeff Pearce as he takes an irreverent romp through Canada's little-known sexual history and peeks into the bedrooms of the nation.

The Company Daughters Samantha Rajaram 2020-10-30 'Blew my mind... so magically written and most of all that it is based on true events... a hard-hitting, soul-crushing book... I loved every moment of it... immersive, heart-wrenching, I feel emotional writing this review.' Goodreads reviewer, 5 stars Wanted: Company Daughters. Virtuous young ladies to become the brides of industrious settlers in a foreign land. The Company will pay the cost of the lady's dowry and travel. Returns not permitted, orphans preferred. Amsterdam, 1620. Jana Beil has learned that life rarely provides moments of joy. Having run away from a violent father, her days are spent searching for work in an effort to stay out of the city brothels, where desperate women trade their bodies for a mouthful of bread. But when Jana is hired as a servant for the wealthy and kind Master Reynst and his beautiful daughter Sontje, Jana's future begins to look brighter. Then Master Reynst loses his fortune on a bad investment, and everything changes. The house is sold to creditors, leaving Jana back on the street and Sontje without a future. With no other choice, Jana and Sontje are forced to sign with the East India Company as Company Daughters: sailing to a colonial Dutch outpost to become the brides of male settlers they know nothing about. With fear in their hearts, the girls begin their journey - but what awaits them on the other side of the world is nothing like what they've been promised... Based on true history, this is a gripping and unputdownable historical novel, perfect for fans of *Girl with a Pearl Earring*, *The Miniaturist* and *The Indigo Girl*. WINNER OF THE 2021 GOLDEN CROWN LITERARY SOCIETY AWARD FOR DEBUT FICTION. FINALIST FOR THE 2021 BISEXUAL BOOK AWARDS. LONGLISTED FOR THE 2021 HWA DEBUT CROWN AWARD. What readers are saying about *The Company Daughters*: 'Blew my mind... a book I've told so many people about purely because I'm still in disbelief that it exists, that it's so magically written and most of all that it is based on true events... a hard-hitting, soul-crushing book of a woman's struggle to survive... I loved every moment of it. Breathlessly, and in a way that took up my entire brain... immersive, heart-wrenching, and I feel emotional writing this review.' Goodreads reviewer, 5 stars 'From the moment I started reading *The Company Daughters*, I was captivated by this historical tale. Although it does contain a love story, it's not a romance... This was a gripping read.' Goodreads reviewer 'This book is so stunningly tender and beautiful, all mixed in with some seriously tragic and heart-wrenching events... Rajaram is an extremely skilled writer, and I love her writing style... The themes of sisterhood and female love were so present in

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this book and I found it very moving.' Goodreads reviewer 'I was enchanted by this book! It's a delightful read that will have your emotions all over the place.' Goodreads reviewer 'I love historical fiction, and this book touched on a topic and time I knew nearly nothing about...There's love, there's loss, there's surviving, there's thriving... It was a very beautiful book.' Goodreads reviewer 'The Company Daughters is a beautifully written love story... a perfect example of the power of human will and the endurance and hope that love can give a person.' Goodreads reviewer, 5 stars 'This book has a beauty and grace to it. The author's writing just flows off the page, and although there are struggles and upsets by the time you close the book over you are filled with a warm glow.' Goodreads reviewer 'A powerful and insightful read. I look forward to reading more historical work by Samantha Rajaram!' Goodreads reviewer 'Heartbreaking... a moving book... vivid, with amazing characters... This is a great read.' Goodreads reviewer

Electrician's Exam Study Guide 2/E Kimberley Keller 2012-10-08 Ace the Journeyman and Master Electrician Exams! Featuring more than 1,500 practice questions and answers, Electrician's Exam Study Guide, Second Edition provides everything you need to prepare for and pass the Journeyman and Master electrician licensing exams on the first try. This practical, up-to-date resource is filled with detailed illustrations, Test Tips which explain how to arrive at the correct answers, and Code Updates which clarify changes in the 2011 NEC. Answer sheets include cross-references to the precise article and section of the NEC from which questions are taken. Fully revised throughout, this careerbuilding guide helps you: Master the material most likely to appear on the licensing exams Improve your test-taking ability with 1,500+ true/false and multiple-choice questions and answers Keep up with the 2011 NEC Acquire the confidence, skills, and knowledge needed to pass your exam Covers essential topics, including: Articles 90 through 110 Wiring requirements and protection Wiring methods and materials Equipment for general use Special occupancies and classifications Special equipment Special conditions Communications Tables, annexes, and examples Math calculations and basic electrical theory Review and applying principles Master electrician skills Techniques for studying and taking your test

Hayek: A Collaborative Biography R. Leeson 2015-01-01 F.A. Hayek (1899-1992), the co-leader of the Austrian free market school, embraced the transparently fraudulent assertion made by Donald McCormick, aka Richard Deacon, in The British Connection which accused A.C. Pigou, the co-leader of the Cambridge market failure school, of being a Soviet spy.

Guide to Netscape Navigator Gold Neil Randall 1996 Netscape Navigator 2.0 Gold is the new product from Netscape which contains the Navigator browser and an array of Web authoring tools. The first guide to offer complete, in-depth coverage of Gold and how to use it, this book takes readers from a brief introduction of NN2.0 and Web pages into using the specific tools that comprise Gold so that they can learn to create vivid, interesting, and dynamic web pages.

Fractions, Decimals, & Percents GMAT Strategy Guide Manhattan Gmat Prep 2008-10-01 The Fractions, Decimals, and Percents guide (1 of the 8 books in Manhattan GMAT's Preparation Guide series) provides a highly organized and structured approach to the variety of questions in this quantitative content area. Students are presented with ways to manipulate part-whole relationships and practice implementing strategic time-efficient shortcuts. The book offers a unique balance between two competing emphases: test-taking strategies and in-depth content understanding. Practice problem sets build specific foundational skills in each topic and include the most advanced content that many other prep books ignore. As the average GMAT score required to gain admission to top b-schools continues to rise, this guide provides test takers with the depth and volume of advanced material essential for succeeding on the GMAT's computer adaptive format. Book also includes online access to 6 full-length Simulated

Practice GMAT Exams at Manhattan GMAT's website.

How Much Does God Know? D. Stuart Briscoe 1993 A young boy is taught by his grandfather that God knows everything

Horse Anatomy for Performance Gillian Higgins 2012-04-01 Examine the anatomy of a horse from an entirely different perspective. This intriguing and original explanation of the 11 internal body systems of horses shows them painted on the outside to describe everything on the inside. The horse is a highly sophisticated living organism so to enable him to reach his full athletic performance and give him a happy, healthy quality of life it is vital to understand both his capabilities and limitations within the context of his structure and function. Gillian Higgins turns her trademark technique of painting internal diagrams directly onto live horses to show how all the systems work, and work together, to influence performance and reduce the risk of injury. Divided into 12 chapters, *Horse Anatomy for Performance* combines high quality photographs and intricate paintings with top tips and fascinating facts to provide a practical and useful guide to horse anatomy. Visually appealing, original and easily understandable, the book explains how anatomy influences the way we manage, ride and train our horses. This book is a sequel to *How Your Horse Moves* by Gillian Higgins; together the books provide a comprehensive guide to horse anatomy in action "Finally a book where you can learn how your horse ticks - inside out - and it is easy to understand and fun to read. A must for every serious equestrian." --Dr W. Bechtolsheimer

The Pathfinder of Love Richard OH 2015-05-01 *The Pathfinders of Love* is a precious for being timely and also for making deafeningly clear that Indonesia is home to a plethora of people. From ethnic Chinese to pribumi, Muslims and Christians, tycoons and tribespeople, of every hue and color. And no one dare say to any them that Indonesia is not their home. _The Jakarta Post Buku Persembahan Penerbit Rosda

Crocheted Wreaths for the Home Anna Nikirowicz 2020-03-01 Create stunning, seasonal wreaths for every month of the year, plus matching mini projects. Wreaths are not just for Christmas—they can be used to decorate your home all year round! Anna Nikirowicz shows you how to create sumptuous, crocheted wreaths and other decorations that will grace your home and look beautiful, whatever the season. There is a wide variety to choose from, including spring, summer, autumn, and winter wreaths plus a gorgeous succulents wreath and Easter, Halloween, and Christmas wreaths. These lovely yarny creations are festooned with flowers, leaves, and other decorations such as birds, owls, pumpkins, stars, bunnies, and foxes. If you love the look but don't want to make an entire wreath, Anna also includes other smaller decorations such as garlands and terrariums. There are also three delightful tiny wreaths to make, featuring a hedgehog, a mouse and a robin. Each main project has a smaller accompanying project to make, and if you love crochet, you'll love Anna's imaginative designs. Praise for *Crocheted Wreaths for the Home* "12 beautiful wreaths to adorn your home are designed to give visual pleasure and a talking point feature to any room.... I loved the Summer wreath, you can make your own color choices to give each design a personal or original look. Perfect for every crochet lover, but you will need an understanding of the craft."—Postcard Reviews "The Succulents Wreath...includes directions for a charming terrarium of crocheted succulents, while other wreaths are accompanied by necklaces, brooches, and pincushions. Every project is beautifully photographed, making the book a stunning as well as useful manual for any crocheter looking to up their decor game."—Interweave Crochet

How to Make Love to a Plastic Cup Greg Wolfe 2010-08-10 "A Guy's Guide to the World of Infertility," *How to Make Love to a Plastic Cup* is a light-hearted, laugh-out-loud funny, yet at the same time helpful and informative handbook to all things infertility-related written with the male wannabe baby maker in

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mind. Greg Wolf, who has “been there,” delivers the goods in a humorous, direct way that every potential dad will love...and every hopeful mom will want to purchase for the often clueless man in her life.

Macramé for the Modern Home Isabella Strambio 2020-03-12 Learn to create breathtaking works of wall art and statement home décor with simple macramé knots, natural dyes, 100% recycled materials—and ease. This gorgeous book begins by guiding readers 18 key knots and 8 beautiful patterns with clear, step-by-step photography. It then shows how to use natural dyes and how to pre-treat and dye your string. Key safety advice is given, as well as helpful tips for working with large pieces of macramé, knotting from an irregular-shaped support, and keeping an even tension. The 16 projects are divided into 4 chapters: Macramé on the wall, Macramé to hang, Macramé for indoors & outdoors, and Macramé to decorate. The projects range from reworked classics such as the wall hanging and the plant hanger, which have been given a fresh, Insta-ready twist, to a wreath, bunting, hanging bedside table, mirror hanger, rug, and tassels. Each project clearly explains which knots to use, the difficulty level, how long the project will take, plus photographs of the steps are provided as necessary. The projects are easy to follow, genuinely desirable and, best of all, really simple to make!

Volunteer Is a Work of Heart Eli Motiv Superb Popular Modern Vintage 2019-10-15 Looking for a great gift to show your appreciation and support for a friend? Need a new journal in your life? This unique funny notebook / journal is the perfect way to express your love and gratitude to your friends and family! Filled with 50+ double sided sheets (110 writing pages!) of lined paper, this inspirational notebook with motivational quote makes a memorable useful present for anybody. Give your friend an inspiring gift they'll remember! With a beautiful matte, full-color paperback cover, this cute lined notebook can be used as a diary to record all your creative stories. High quality ruled journal of ideal size suitable for kids, women or men to write. Best cool small gift under \$10! Desired Awesome Journals are perfect for: Birthday Christmas Gifts New Job Gift Colleague/ Co-worker/ Boss Gifts Journals & Planners Doodle Diaries Homeschool Planners for Kids Creative Writing Notebooks Gifts for Mom Dad, Grandma Grandpa, Cousins, Brother Sister Retirement Gifts School Notebooks Student Graduation Gifts Teacher Thank You Gifts Mom Daughter Journal Journaling For Kids Book Lover Souvenir Novelty Blank Scrapbook Monthly Project Tracker Practical Plan Checklist And much more..... Place your order today!

Snuggle and Play Crochet Carolina Guzman Benitez 2017-10-06 Simple patterns for cuddly characters and cozy blankets! Snuggle up with a crochet comforter or play with a colorful character—these amigurumi patterns are simple to stitch and super cute! Featuring unique crochet toy patterns including boy and girl dolls, dog and cat, bear and bunny, zebra, reindeer, monkey, and more, this amazing collection will give you a wide range of crochet toys and comfy blankets to create to delight the little ones in your life.

Heart of The Night Richard OH 2015-05-01 Set in contemporary Jakarta, Heart of the Night explores the themes of belonging, identity, and destiny among a group of displaced Indonesians. By turns comical and poignantly incisive, this story shuttles between the past and present in a seamless flow and keeps its heightened tempo till the end. Buku Persembahan Penerbit Rosda

Geometric Analysis of the Bergman Kernel and Metric Steven G. Krantz 2013-09-20 This text provides a masterful and systematic treatment of all the basic analytic and geometric aspects of Bergman's classic theory of the kernel and its invariance properties. These include calculation, invariance properties, boundary asymptotics, and asymptotic expansion of the Bergman kernel and metric. Moreover, it presents a unique compendium of results with applications to function theory, geometry,

partial differential equations, and interpretations in the language of functional analysis, with emphasis on the several complex variables context. Several of these topics appear here for the first time in book form. Each chapter includes illustrative examples and a collection of exercises which will be of interest to both graduate students and experienced mathematicians. Graduate students who have taken courses in complex variables and have a basic background in real and functional analysis will find this textbook appealing. Applicable courses for either main or supplementary usage include those in complex variables, several complex variables, complex differential geometry, and partial differential equations. Researchers in complex analysis, harmonic analysis, PDEs, and complex differential geometry will also benefit from the thorough treatment of the many exciting aspects of Bergman's theory.

Survival Handbook John Wiseman 2009 Based on the most recent training techniques of the SAS - the world's most famous elite fighting force - this book provides unrivalled advice about how to survive outdoors, on land, or at sea, in any weather, in any part of the world, whatever your survival situation.

Concepts in Engineering W. Dan Reece 2007-01-09 The second edition of Holtzapple and Reece's popular text, *Concepts in Engineering*, introduces fundamental engineering concepts to freshman engineering students. Its central focus is to positively motivate students for the rest of their engineering education, as well as their future engineering. Due to the book's concise, yet comprehensive coverage, it can be used in a wide variety of introductory courses.

When Life Falls Apart Warren W. Wiersbe 2017-06-20 When life falls apart, where is God? Does he care? Can he fix things? Does he really love us? In an uncertain world, people need to know that God is still in control, that he cares for us and even suffers with us, and that he has a plan that cannot be defeated. In his compassionate and caring style, Warren W. Wiersbe offers discouraged readers a positive treatment of suffering that reveals the Bible's authoritative and comforting answers to big questions. His faith-bolstering insight will show readers that, with God as their source of comfort, strength, and hope, they can weather the storms of life--and come out on top.

How Your Motorcycle Works Peter Henshaw 2012-10-01 A fascinating and complex piece of machinery, the modern motorcycle is easily as complex as the modern car. Clear, jargon-free text, and detailed cutaway illustrations show exactly how the modern bike works. From the basics of the internal combustion engine, to the wide variety of modern transmissions and ancillary systems.

Guide to Biometric Reference Systems and Performance Evaluation Dijana Petrovska-Delacrétaz 2009-04-05 Biometrics has moved from using fingerprints to using many methods of assessing human physical and behavioral traits. This guide introduces a new performance evaluation framework designed to offer full coverage of performance evaluation of biometric systems.

Crochet for Christmas Salena Baca 2015-07-15 Decorate your home for the holidays with festive crocheted decorations, ornaments, and Christmas cozies! Need a quick holiday gift? This book has you covered there, too, with cute crocheted hats, cowls, and other accessories that work up in a jiffy. • 29 crochet patterns for Christmas décor and stylish accessories • Patterns created by members of the Design Wars Challenge, a group of crocheters who compete for votes in various Design Challenges and work together to expand the style of modern crochet • Colorful and fun to crochet patterns include Reindeer Basket, Penguin Ornaments, Catching Stars Shawl, Braided Cables Christmas Stocking, Spice Hood, Fair Isle Hedgehog, and many others

Human Anatomy and Physiology, Laboratory Manual (Pk W/Cd)(Custom Rio Salado Community College)

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Marieb 2008

The New Crochet Stitch Dictionary Nele Braas 2021-05-01 This is the ultimate collection of crochet stitch inspiration! 440 stitches are presented in color, each with a sample swatch of the fabric and charted instructions with notes and detailed chart keys. Divided into ten chapters by the type of stitches, such as shells, waves and chevrons, openwork, cables and textures, and even borders and granny squares, this collection boasts a vast variety of stitches, well organized and presented in an easy-to-use fashion. You'll reference this indispensable resource again and again!

Oral Medication and Insulin Therapies Charlene Freeman 2003 This book will be helpful for any health care professional assisting the patient with diabetes to reach their target goals. The various oral medications and their mechanisms, as well as the types and regimens of the various insulins are discussed. Reaching target goals has been shown to prevent the acute (hypoglycemia and hyperglycemia) and chronic (retinopathy, nephropathy, neuropathy, coronary heart disease and stroke) complications of diabetes. Therefore, it is critical that healthcare professionals have the knowledge to assist their patients in meeting their diabetes goals. This resourceful tool can be yours for just \$14.95. Additionally, nurses will be able to earn continuing education contact hours after reading this book.

For Aged Men Leon J. Alexander 2019-07-12 Then came a time to build my shattered life. I had my legal work, of course, but that was not enough. I rafted for a week down Colorado River rapids. The scenes and feelings evoked there gave birth to river poems presented here. At that time too, I wanted back the home life I'd abandoned recklessly. The love poems written at that time reflect the hopes and fears and turmoil driving me. I also, in those years, wrote legal articles that most properly have since been long forgotten and ignored. I then remarried, and my inner fears and problems vanished for a while. I never wrote more poetry. The ones presented here were packed away and not looked at again. They now are resurrected as a tribute to those days of insecurity and fear.

English for Midwives

Honda C50, C70 & C90 1967 to 1999 Mervyn Bleach 1999 With a Haynes manual, you can do it yourself...from simple maintenance to basic repairs. Haynes writes every book based on a complete teardown of the motorcycle. We learn the best ways to do a job and that makes it quicker, easier and cheaper for you. Our books have clear instructions and plenty of photographs that show each step. Whether you're a beginner or a pro, you can save big with Haynes! • Step-by-step procedures • Easy-to-follow photos • Complete troubleshooting section • Valuable short cuts • Color spark plug diagnosis Complete coverage for your Honda C50, C70 and C90 for 1967 thru 1999: • Routine Maintenance • Tune-up procedures • Engine, clutch and transmission repair • Cooling system • Fuel and exhaust • Emissions control • Ignition and electrical systems • Brakes, wheels and tires • Steering, suspension and final drive • Frame and bodywork • Wiring diagrams

Greenland & the Arctic Etain O'Carroll 2005 Lonely Planet country guides offer down to earth accurate information for every budget.- The complete, practical country guide for independent travellers- Detailed Getting Started and Itineraries chapters for effortless planning- Inspirational full-colour Highlights sections showcase the country's must-see sights- Easy-to-use grid-referenced maps with cross references to the text- Insightful new History, Culture, Food and Environment chapters by specialist contributors Greenland & The Arctic- The only guidebook that covers the Arctic as a travel destination- Full range of travel routes from gateway cities in Scandinavia, Russia, Alaska and Canada, plus comprehensive coverage of increasingly popular Greenland- New title combines information

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previously contained in Iceland, Greenland & the Faroe Islands and The Arctic

Violence and Mental Health Jutta Lindert 2015-02-25 Violence is one of the most important challenges, not only for public health systems, but also for public mental health. Violence can have immediate as well as long-term and even transgenerational effects on the mental health of its victims. This book provides a comprehensive and wide-ranging assessment of the mental health legacy left by violence. It addresses the issues as they affect states, communities and families, in other words at macro-, meso- and microlevels, beginning by describing the impact of violence on neurobiology and mental health, as well as the spectrum of syndromes and disorders associated with different forms of violence. The work moves on to tackle violence at the international—and intranational—level before zeroing in on the nature of violence in communities such as villages or city districts. It also examines the results of violence in the family. Each type of violence has distinct effects on mental health and in each chapter specific groups are explored in depth to demonstrate the heterogeneity of violence as well as the diversity of its outcomes in the realm of public mental health. Finally, the book addresses the notion of 'undoing violence' by detailing case studies of effective interventions and prevention occurring in countries, communities and families. These cases give us pause to reflect on the nature of resilience and dignity in the context of violence and mental health. All the chapters have been written by leading authors in the field and provide a state-of-the-art perspective. The authors, from different fields of expertise, facilitate interdisciplinary and international insights into the impact of violence on mental health.

Sociology as Applied to Health and Medicine Graham Scambler 2018-03-10 A new edition of a seminal textbook that offers an up-to-date, concise and theoretically and empirically informed introduction to the core issues in the sociology of health and health care. It includes updated chapters on established themes of social aspects of health, disease and medical practice, social structures and the organisation of health services, as well as brand new chapters on contemporary topics such as globalisation, the sociology of the body and digital technologies. As proven by previous editions, this text has special salience for students of medicine and allied health programmes. Moreover, with increased attention to international perspectives and examples and an accessible writing style, it remains an ideal choice for undergraduate and postgraduate health modules on sociology courses across the world. New to this Edition: - Increased emphasis on global perspectives and international examples - All existing chapters thoroughly updated - New chapters on globalisation and health, re-conceptualising bodies and digital health and health care ensure that the book takes the latest developments in the discipline into account

Cutting-edge Marketing Analytics Rajkumar Venkatesan 2015 This is today's most complete and practical guide to modern marketing analytics methods and tools. Through real case studies, you'll learn how to connect marketing inputs to customer behavior, use predictive models to develop forward-looking, what-if scenarios, and effectively apply analytics to strategic decision making in marketing. Covering the three core areas of marketing analytics - statistical analysis, experiments, and managerial intuition - the book is organized to help you apply the right analytics processes to each strategic marketing question. For each challenge, the authors fully describe the needed methodology, illuminating it with case studies that show the appropriate quantitative and data analysis tools at work. Each chapter mirrors a module within a typical masters-level Marketing Analytics course. For each marketing problem, the authors help you: Identify the right data and analytics techniques Conduct the analysis and obtain insights from it Outline what-if scenarios and define optimal solutions Connect your insights to strategic marketing decisions As you proceed, you'll gain an in-depth understanding of: The importance of marketing analytics for forward-looking and systematic allocation of marketing resources How to integrate quantitative analysis with managerial sensibility How to conduct strategic marketing data analysis via linear regression, logistic

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regression, cluster analysis, and Anova models The role of careful experimental design in marketing analytics and resource allocation Each chapter contains technical notes that provide the statistical knowledge you'll need to conduct the analysis, paired with case studies of real companies addressing marketing issues, and real data you can use to apply the concepts and perform the analysis yourself.