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KEY=BIOLOGY - PRATT STEWART

BANKING LAW AND REGULATION, 2ND EDITION

Wolters Kluwer *Employment Law Update, 2019 Edition* analyzes recent developments in case law of interest to employment law practitioners representing plaintiffs, defendants, and labor unions and comprehensively covers recent developments in the rapidly changing employment and labor law field. Comprised of ten chapters - each written by an expert in employment law - this updated edition provides timely, incisive analysis of critical issues. *Employment Law Update, 2019 Edition* provides, where appropriate, checklists, forms, and guidance on strategic considerations for litigation and other forms of dispute resolution. Some of the new material discussed in this 2019 Edition includes: How the U.S. Department of Labor enforces federal whistleblower statutes Recent case law circumscribing arbitration, which can, potentially, deprive non-union workers of fundamental statutory and constitutional rights Recent German embrace of minimum wage law Efforts by legislatures, administrative agencies, courts, and public interest groups to transform the "soft law" of the U.N. Guiding Principles on Business and Human Rights into "hard law" binding multinational corporations Special problems relating to aviation personnel who blow the whistle Protection for disabled veterans under the ADA and the USERRA Evolving framework for enforcing the rights of the LGBT population Transnational labor law applicable to expatriates Application of multinational firms' codes of conduct across national borders Application of differing systems of employee rights and obligations to floating employees Previous Edition: *Employment Law Update, 2018 Edition* ISBN 9781454898931

THE U.S. COMMITMENT TO GLOBAL HEALTH

RECOMMENDATIONS FOR THE PUBLIC AND PRIVATE SECTORS

National Academies Press *Health is a highly valued, visible, and concrete investment that has the power to both save lives and enhance the credibility of the United States in the eyes of the world. While the United States has made a major commitment to global health, there remains a wide gap between existing knowledge and tools that could improve health if applied universally, and the utilization of these known tools across the globe. The U.S. Commitment to Global Health concludes that the U.S. government and U.S.-based foundations, universities, nongovernmental organizations, and commercial entities have an opportunity to improve global health. The book includes recommendations that these U.S. institutions increase the utilization of existing interventions to achieve significant health gains; generate and share knowledge to address prevalent health problems in disadvantaged countries; invest in people, institutions, and capacity building with global partners; increase the quantity and quality of U.S. financial commitments to global health; and engage in respectful partnerships to improve global health. In doing so, the U.S. can play a major role in saving lives and improving the quality of life for millions around the world.*

BANKING LAW AND REGULATION

Aspen Publishers Online

THE IMPORTANCE OF NEW TECHNOLOGIES AND ENTREPRENEURSHIP IN BUSINESS DEVELOPMENT: IN THE CONTEXT OF ECONOMIC DIVERSITY IN DEVELOPING COUNTRIES

THE IMPACT OF NEW TECHNOLOGIES AND ENTREPRENEURSHIP ON BUSINESS DEVELOPMENT

Springer Nature *This book introduces the students, researchers and practitioners into the subject and enabling technologies and applications pertaining to of technology, entrepreneurship and business*

development through research articles, case studies etc. It is primarily intended for academic purposes for learners of computer Science, management, accounting and information systems disciplines, economics,- entrepreneurship. Publishing chapters in the book is new innovative idea to spread the book in the Middle East and Arab countries and make the book achieve more sales. As many students in all levels, graduates and undergraduates in addition to research, professionals are not able to get sufficient resources because of the language concern.

CURRENT DEVELOPMENTS IN MONETARY AND FINANCIAL LAW, VOL. 3

International Monetary Fund The Legal Department and the Institute of the IMF held their eighth biennial seminar for legal advisers of central banks of member countries on May 7-17,2000. The papers presented in this volume are based on presentations made by the seminar participants. The seminar covered a broad range of topics, including activities of the IMF and other international financial institutions, sovereign debt restructuring, the architecture of the international financial system, and money laundering and the financing of terrorism. In addition, participants addressed the role of central banks, payment systems, securities, technology in the financial sector, and monetary arrangements.

THE CAMPBELL REVOLUTION?

POWER, POLITICS, AND POLICY IN BRITISH COLUMBIA

McGill-Queen's Press - MQUP How are we to assess Gordon Campbell's decade-long premiership of British Columbia? While to many he was an ideologue set on revolutionizing provincial politics, he was a far more complex figure – polarizing and unpopular, but also a shrewd party manager and successful political operator. Beginning with a detailed account of Gordon Campbell's pre-Liberal Party political activities, *The Campbell Revolution?* then takes a broad look at the policy options open to him in the context of the neoliberal revolution that swept across Canada and elsewhere in the 1980s and 1990s. Contributors discuss the Campbell administration's reforms in social, environmental, and economic policies, focusing on tax system reform, the arts and culture sector, healthcare, and urban development in the context of the 2010 Winter Olympics. More than just a narrative of the career of an enigmatic public official, this book looks at specific public policy examples and asks whether Campbell led a revolution or simply rode a wave of change that had begun years before he came to power. A comprehensive examination of Gordon Campbell's leadership and governance style and the ideological underpinnings of BC's Liberal Party, *The Campbell Revolution?* examines how the Campbell administration attempted to transform politics in British Columbia in the twenty-first century.

INTERNATIONAL FINANCE

A SURVEY

Oxford University Press Understanding the current state of affairs and tools available in the study of international finance is increasingly important as few areas in finance can be divorced completely from international issues. *International Finance* reflects the new diversity of interest in international finance by bringing together a set of chapters that summarizes and synthesizes developments to date in the many and varied areas that are now viewed as having international content. The book attempts to differentiate between what is known, what is believed, and what is still being debated about international finance. The survey nature of this book involves tradeoffs that inevitably had to be made in the process given the vast footprint that constitutes international finance. No single book can cover everything. This book, however, tries to maintain a balance between the micro and macro aspects of international finance. Although each chapter is self-contained, the chapters form a logical whole that follows a logical sequence. The book is organized into five broad categories of interest: (1) exchange rates and risk management, (2) international financial markets and institutions, (3) international investing, (4) international financial management, and (5) special topics. The chapters cover market integration, financial crisis, and the links between financial markets and development in some detail as they relate to these areas. In each instance, the contributors to this book discuss developments in the field to date and explain the importance of each area to finance as a field of study. Consequently, the strategic focus of the book is both broad and narrow, depending on the reader's needs. The entire book provides a broad picture of the current state of international finance, but a reader with more focused interests will find individual chapters illuminating on specific topics.

SIMULATION IN COMPUTATIONAL FINANCE AND ECONOMICS: TOOLS AND EMERGING APPLICATIONS

TOOLS AND EMERGING APPLICATIONS

IGI Global Simulation has become a tool difficult to substitute in many scientific areas like manufacturing, medicine, telecommunications, games, etc. Finance is one of such areas where simulation is a commonly used tool; for example, we can find Monte Carlo simulation in many financial applications like market risk analysis, portfolio optimization, credit risk related applications, etc. *Simulation in Computational Finance and Economics: Tools and Emerging Applications* presents a thorough collection of works, covering several rich and highly productive areas of research including Risk Management,

Agent-Based Simulation, and Payment Methods and Systems, topics that have found new motivations after the strong recession experienced in the last few years. Despite the fact that simulation is widely accepted as a prominent tool, dealing with a simulation-based project requires specific management abilities of the researchers. Economic researchers will find an excellent reference to introduce them to the computational simulation models. The works presented in this book can be used as an inspiration for economic researchers interested in creating their own computational models in their respective fields.

CAMPBELL BIOLOGY

CONCEPTS & CONNECTIONS

Books a la Carte *Previous edition: Campbell biology: concepts & connections, 2012.*

DEFI AND THE FUTURE OF FINANCE

John Wiley & Sons *During the Global Financial Crisis in 2008, our financial infrastructure failed. Governments bailed out the very institutions that let the economy down. This episode spurred a serious rethink of our financial system. Does it make any sense that it takes two days to settle a stock transaction? Why do retailers, operating on razor thin margins, have to pay 3% for every customer credit card swipe? Why does it take two days to transfer money from a bank account to a brokerage—or any other company? Why are savings rates miniscule or negative? Why is it so difficult for entrepreneurs to get financing at traditional banks? In DeFi and the Future of Finance, Campbell R. Harvey, Ashwin Ramachandran and Joey Santoro, introduce the new world of Decentralized Finance. The book argues that the current financial landscape is ripe for disruption and we are seeing, in real time, the reinvention of finance. The authors provide the reader with a clear assessment of the problems with the current financial system and how DeFi solves many of these problems. The essence of DeFi is that we interact with peers—there is no brick and mortar and all of the associated costs. Savings and lending are reinvented. Trading takes place with algorithms far removed from traditional brokerages. The book conducts a deep dive on some of the most innovative protocols such as Uniswap and Compound. Many of the companies featured in the book you might not have heard of—however, you will in the future. As with any new technology, there are a myriad of risks and the authors carefully catalogue these risks and assess which ones can be successfully mitigated. Ideally suited for people working in any part of the finance industry as well as financial policy makers, DeFi and the Future of Finance gives readers a vision of the future. The world of finance will fundamentally be changed over the coming decade. The book enables you to become part of the disruption - not the target of the disruption.*

POPULAR SCIENCE

Popular Science gives our readers the information and tools to improve their technology and their world. The core belief that Popular Science and our readers share: The future is going to be better, and science and technology are the driving forces that will help make it better.

COMMERCE BUSINESS DAILY

HUMAN PAPILLOMAVIRUS

PROVING AND USING A VIRAL CAUSE FOR CANCER

Academic Press *Human Papillomavirus: Proving and Using a Viral Cause for Cancer presents a steady and massive accumulation of evidence about the role of HPV and prevention of HPV-induced cancer, along with the role and personal commitment of many scientists of different backgrounds in establishing global relevance. This exercise involved years of personal commitment to proving or disproving an idea that aroused initial skepticism, and that still has difficult implications for some. It remains one of the big successes of medicine that exploited both established medical science dating back to the nineteenth century and new molecular genetic science during a time of transition in medicine. Presents a comprehensive, up-to-date review of the role of HPV in cancer from those involved in its study Includes the way evidence on the role and utility of HPV based prevention has been accumulated over almost 40 years Gives a series of vignettes of individual scientists involved in the development of the science of HPV and cancer at different stages and their experiences and reasons for involvement*

GEOCOMPUTATION, SECOND EDITION

CRC Press *A revision of Openshaw and Abrahart's seminal work, GeoComputation, Second Edition retains influences of its originators while also providing updated, state-of-the-art information on changes in the computational environment. In keeping with the field's development, this new edition takes a broader view and provides comprehensive coverage across the field of GeoComputation. See What's*

New in the Second Edition: Coverage of ubiquitous computing, the GeoWeb, reproducible research, open access, and agent-based modelling Expanded chapter on Genetic Programming and a separate chapter developed on Evolutionary Algorithms Ten chapters updated by the same or new authors and eight new chapters added to reflect state of the art Each chapter is a stand-alone entity that covers a particular topic. You can simply dip in and out or read it from cover to cover. The opening chapter by Stan Openshaw has been preserved, with only a limited number of minor essential modifications having been enacted. This is not just a matter of respect. Openshaw's work is eloquent, prophetic, and his overall message remains largely unchanged. In contrast to other books on this subject, GeoComputation: Second Edition supplies a state-of-the-art review of all major areas in GeoComputation with chapters written especially for this book by invited specialists. This approach helps develop and expand a computational culture, one that can exploit the ever-increasing richness of modern geographical and geospatial datasets. It also supplies an instructional guide to be kept within easy reach for regular access and when need arises.

CAMPBELL WALSH WEIN UROLOGY, E-BOOK

Elsevier Health Sciences *From the basic science underpinnings to the most recent developments in medical and surgical care, Campbell-Walsh-Wein Urology offers a depth and breadth of coverage you won't find in any other urology reference. Now in three manageable volumes, the revised 12th Edition is a must-have text for students, residents, and seasoned practitioners, with authoritative, up-to-date content in an intuitively organized, easy-to-read format featuring key points, quick-reference tables, and handy algorithms throughout. Features shorter, more practical chapters that help you find key information quickly. Includes new chapters on Urinary Tract Imaging: Basic Principles of Nuclear Medicine · Ethics and Informed Consent · Incisions and Access · Complications of Urologic Surgery · Urologic Considerations in Pregnancy · Intraoperative Consultation · Special Urologic Considerations in Transgender Individuals · and more. Covers hot topics such as minimally invasive and robotic surgery; advancements in urologic oncology, including innovative therapeutics for personalized medicine; new approaches to male infertility; technological advances for the treatment of stones; and advances in imaging modalities. Incorporates current AUA/EAU guidelines in each chapter as appropriate Updates all chapters with new content, new advances, and current references and best practices. Extensively updated chapters include Urological Immunotherapy, Minimally Invasive Urinary Diversion, and Updated Focal Therapy for Prostate Cancer. Features more than 175 video clips, including all-new videos on perineal ultrasound, abdominoplasty in prune belly syndrome, partial penectomy, low dose rate brachytherapy, and many more. Written and edited by key opinion leaders, reflecting essential changes and controversies in the field.*

PORTFOLIO THEORY AND MANAGEMENT

Oxford University Press *Portfolio Theory and Management examines the foundations of portfolio management with the contributions of financial pioneers up to the latest trends. The book discusses portfolio theory and management both before and after the 2007-2008 financial crisis. It takes a global focus by highlighting cross-country differences and practices.*

ANNUAL WORLD BANK CONFERENCE ON DEVELOPMENT ECONOMICS 2005

LESSONS OF EXPERIENCE

World Bank Publications *Annotation Presents selected papers from the 16th Annual Bank Conference on Development Economics, held in May 2004. It reviews the lessons of 60 years of development experience, addressing topics such as infrastructure, behavioural economics, trade, poverty, and globalization.*

FINANCE AND THE GOOD SOCIETY

Princeton University Press *Nobel Prize-winning economist explains why we need to reclaim finance for the common good The reputation of the financial industry could hardly be worse than it is today in the painful aftermath of the 2008 financial crisis. New York Times best-selling economist Robert Shiller is no apologist for the sins of finance—he is probably the only person to have predicted both the stock market bubble of 2000 and the real estate bubble that led up to the subprime mortgage meltdown. But in this important and timely book, Shiller argues that, rather than condemning finance, we need to reclaim it for the common good. He makes a powerful case for recognizing that finance, far from being a parasite on society, is one of the most powerful tools we have for solving our common problems and increasing the general well-being. We need more financial innovation—not less—and finance should play a larger role in helping society achieve its goals. Challenging the public and its leaders to rethink finance and its role in society, Shiller argues that finance should be defined not merely as the manipulation of money or the management of risk but as the stewardship of society's assets. He explains how people in financial careers—from CEO, investment manager, and banker to insurer, lawyer, and regulator—can and do manage, protect, and increase these assets. He describes how finance has historically contributed to the good of society through inventions such as insurance, mortgages, savings accounts, and pensions, and argues that we need to envision new ways to rechannel financial creativity to benefit society as a whole. Ultimately, Shiller shows how society can once again harness the power of finance for the greater good.*

A RESEARCH AGENDA FOR HOUSING

Edward Elgar Publishing *Housing is one of the most pertinent issues of our time. Shaped by rapid urbanization, financialization, and various changes in demography, technology, political ideology and public policy, the provision of affordable, adequate, and suitable housing has become an increasingly challenging feat. From high-rise apartment towers constructed in global cities around the world to informal settlements rapidly expanding across the global south, this volume focuses on how political, economic, and societal changes are shaping housing in a variety of contexts.*

INTRODUCTION TO HEALTH BEHAVIOR THEORY

Jones & Bartlett Learning "Introduction to Health Behavior Theory presents behavior theory in a concise, practical, and easy-to-understand way geared specifically toward the undergraduate audience. The text focuses exclusively on the most common health behavior change theories, and each theory is presented its own chapter to support student comprehension and reduce confusion"--

SOCIOLOGY IN OUR TIMES

Cengage Learning *This best-selling comprehensive book conveys the relevance of sociology by including a timely collection of theories, research, and examples--including its signature first-person accounts that open chapters. Experiences represented in these opening vignettes accurately mirror the richness and complexity of society, while also establishing the themes that are carried throughout the chapters. Author Diana Kendall's vivid, inviting writing style, emphasis on applications, eye for the most compelling current examples, and use of assignable photo essays and companion videos engage readers and further highlight sociology's relevance to all students. Now in its Ninth Edition, SOCIOLOGY IN OUR TIMES is acclaimed in the field for being the first textbook to integrate race, class, and gender issues, and for its thorough presentation of sociological theory, including contemporary perspectives such as feminism and postmodernism. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.*

RESEARCH HANDBOOK ON CORPORATE RESTRUCTURING

Edward Elgar Publishing *This timely Research Handbook examines the increasingly economically vital topic of corporate restructuring. Reflecting a shift in the global approach to insolvency towards a focus on rescuing viable businesses rather than liquidation, chapters consider all areas of the law closely connected to corporate insolvency, rehabilitation and rescue, as well as the introduction of the EU Preventive Restructuring Directive and other reforms from around the world.*

OSWAAL KARNATAKA SSLC QUESTION BANK CLASS 10 SOCIAL SCIENCE BOOK CHAPTERWISE & TOPICWISE (FOR 2023 EXAM)

Oswaal Books and Learning Private Limited • Latest Board Examination Paper-2022 (Held on April-2022) with Board Model Answer • Strictly as per the latest syllabus, blueprint & design of the question paper. • Board-specified typologies of questions for exam success • Perfect answers with Board Scheme of Valuation • Hand written Toppers Answers for exam-oriented preparation • NCERT Textbook Questions fully solved (Only For Science, Social and Maths) • KTBS Textbook Questions fully solved

ESSENTIAL CASE STUDIES IN PUBLIC HEALTH

PUTTING PUBLIC HEALTH INTO PRACTICE

Jones & Bartlett Publishers

FLUNKING DEMOCRACY

SCHOOLS, COURTS, AND CIVIC PARTICIPATION

University of Chicago Press *The 2016 presidential election campaign and its aftermath have underscored worrisome trends in the present state of our democracy: the extreme polarization of the electorate, the dismissal of people with opposing views, and the widespread acceptance and circulation of one-sided and factually erroneous information. Only a small proportion of those who are eligible actually vote, and a declining number of citizens actively participate in local community activities. In Flunking Democracy, Michael A. Rebell makes the case that this is not a recent problem, but rather that for generations now, America's schools have systematically failed to prepare students to be capable citizens. Rebell analyzes the causes of this failure, provides a detailed analysis of what we know about*

how to prepare students for productive citizenship, and considers examples of best practices. Rebell further argues that this civic decline is also a legal failure—a gross violation of both federal and state constitutions that can only be addressed by the courts. *Flunking Democracy* concludes with specific recommendations for how the courts can and should address this deficiency, and is essential reading for anyone interested in education, the law, and democratic society.

ESCAPING DYSTOPIA

REBUILDING A PUBLIC DOMAIN

Policy Press Multiple crises have led many to conclude that the current economic and political system is broken. The present and future look increasingly precarious – if not outright dystopian Stephen McBride calls for radical solutions to these crises to provide a more rational and sustainable future. He critiques other potential responses which would further curtail democracy and increase the inequalities associated with neoliberal globalism. Demonstrating how mainstream ideas, powerful interests and political institutions face major challenges but block progressive alternatives, he argues that for radical transformation to succeed, institutional changes are necessary.

INTERNATIONAL CONVERGENCE OF CAPITAL MEASUREMENT AND CAPITAL STANDARDS

A REVISED FRAMEWORK

Lulu.com

FINANCIAL, MACRO AND MICRO ECONOMETRICS USING R

North Holland *Financial, Macro and Micro Econometrics Using R, Volume 42*, provides state-of-the-art information on important topics in econometrics, including multivariate GARCH, stochastic frontiers, fractional responses, specification testing and model selection, exogeneity testing, causal analysis and forecasting, GMM models, asset bubbles and crises, corporate investments, classification, forecasting, nonstandard problems, cointegration, financial market jumps and co-jumps, among other topics. Presents chapters authored by distinguished, honored researchers who have received awards from the *Journal of Econometrics* or the *Econometric Society* Includes descriptions and links to resources and free open source R Gives readers what they need to jumpstart their understanding on the state-of-the-art

GEORGETOWN JOURNAL OF INTERNATIONAL AFFAIRS, WINTER/SPRING 2015

Georgetown University Press *The Georgetown Journal of International Affairs* is the official publication of the Edmund A. Walsh School of Foreign Service at Georgetown University. Each issue of the journal provides readers with a diverse array of timely, peer-reviewed content penned by top policymakers, business leaders, and academic luminaries. The Journal takes a holistic approach to international affairs and features a 'Forum' that offers focused analysis on a specific key issue with each new edition of the publication, as well as nine regular sections: Books, Business & Economics, Conflict & Security, Culture & Society, Law & Ethics, A Look Back, Politics & Diplomacy, Science & Technology, and View from the Ground.

PROGRAM EVALUATION THEORY AND PRACTICE, SECOND EDITION

Guilford Publications The leading text that covers both the theory and practice of evaluation in one engaging volume has now been revised and updated with additional evaluation approaches (such as mixed methods and principles-focused evaluation) and new methods (such as technologically based strategies). The book features examples of small- and large-scale evaluations from a range of fields, many with reflective commentary from the evaluators; helpful checklists; and carefully crafted learning activities. Major theoretical paradigms in evaluation--and the ways they inform methodological choices--are explained. Readers learn effective strategies for clarifying their own theoretical assumptions; working with stakeholders; developing questions; using quantitative, qualitative, and mixed methods designs; selecting data collection and sampling strategies; analyzing data; and communicating and utilizing findings. The new companion website provides extensive recommended online resources and tools, organized by chapter. New to This Edition *Additional evaluation approaches: collaborative evaluation, principles-focused evaluation, and desk reviews. *Coverage of new data collection technologies and methods of qualitative coding. *Expanded discussions of logic models, cost-benefit analysis, and mixed methods designs. *Many new and updated sample studies. Pedagogical Features *Reflection questions that prepare students to read each chapter. *"Extending Your Thinking" questions and practical activities. *Boxes delving into key concepts and example studies. *End-of-book Glossary, and highlighted key terms throughout. *Companion website with links to helpful resources on all aspects of evaluation.

SALES MANAGEMENT

Excel Books India

CONFLICT AVOIDANCE AND DISPUTE RESOLUTION IN CONSTRUCTION

WOMEN IN BUSINESS

THEORY, CASE STUDIES, AND LEGAL CHALLENGES

Routledge First Published in 2011. Routledge is an imprint of Taylor & Francis, an informa company.

WATER, SECURITY AND U.S. FOREIGN POLICY

Taylor & Francis The prosperity and national security of the United States depend directly on the prosperity and stability of both partner and competing countries around the world. Today, U.S. interests are under rising pressure from water scarcity, extreme weather events and water-driven ecological change in key geographies of strategic interest to the U.S. Those water-driven stresses are undermining economic productivity, weakening governance systems and fraying social cohesion in scores of countries and, in the process, undermining the vitality of rural livelihoods, fostering local and ethnic conflicts, driving broad migratory movements and contributing to the growth of insurgencies and terrorist networks. While the U.S. intelligence community has steadily expanded natural resource concerns in their global threat analyses, our overseas development assistance remains locked into provision of water and hygienic services rather than responding to the full sweep of global water challenges including governance and policy failures, growing conflicts over water and the need for promoting sustainable transboundary water arrangements in partner countries. A fundamental departure from the past is urgently needed. Based on 18 case studies, *Water, Security and U.S. Foreign Policy* provides an analytical framework to help policy makers, scholars and researchers studying the intersection of U.S. foreign policy with the environment and sustainability issues, interpret the impacts of water-driven social disruptions on the stability of partner governments and U.S. interests abroad. The book also delivers specific recommendations to reorient U.S. development and diplomatic engagements that can forestall and prevent social disruptions and ensuing threats to U.S. prosperity and national security.

MODERN BLOOD BANKING & TRANSFUSION PRACTICES

F.A. Davis Join the generations of students who have embarked on successful careers with a firm foundation in the theory and practice of blood banking and transfusion practices. Denise Harmening's classic text teaches you not only how to perform must-know tests and tasks, but to understand the scientific principles behind them.

EMERGING ISSUES IN GLOBAL MARKETING

A SHIFTING PARADIGM

Springer This book examines emerging theories, frameworks, and applications of global marketing for the 21st century. It highlights how global marketing is changing in a globalized and digital economy that is fast increasing in complexity and uncertainty. The traditional approach to global marketing is no longer sufficient to address the emerging issues in global markets. Global companies need to challenge traditional assumptions in global marketing in an era of shifting political, cultural, economic, and technological changes. They need to take a fresh look at the contemporary threats and opportunities in markets, institutions, and technology and how they affect entry and expansion strategies through careful re-calibration of the marketing-mix. This book offers new insights for global marketing that addresses these issues. This book should be an ideal resource to both academic scholars and reflective practitioners globally such as CEOs and chief marketing officers as well as government officials and policy makers interested in formulating strategies/policies for global marketing activities in the face of a globalized and digitized economy. This well-crafted research volume is an excellent addition to the growing literature on new trends in international marketing. The authors present the latest insight on the impact of phenomena such as cross-border e-commerce and digital markets, and they discuss new tools for political risk assessment, international branding and more broadly the reconfiguring of marketing-mix strategies - A powerful reminder that the new global market remains a rugged landscape. - Alain Verbeke, McCaig Research Chair in Management and Editor-in-Chief Journal of International Business Studies, University of Calgary, Canada. Emerging trends in institutions, markets, and societies, along with new technological advances, are redefining the scope and strategy in global marketing. Professors Agarwal and Wu have assembled a remarkable collection of cutting-edge topics and issues that capture the shifting paradigm and contemporary developments in the global marketing field. This is an informative and timely resource that makes a valuable contribution, useful for both scholars and business practitioners of global marketing. - Constantine S. Katsikeas, Arnold Ziff Endowed Research Chair in Marketing & International Management, Editor-in-

Chief Journal of International Marketing, University of Leeds, UK. This book presents new and cutting-edge thinking at a time when the traditional views of international marketing need to be scrapped. Convergence forces are creating new opportunities as well as threats on a daily basis, and marketing practitioners as well as scholars must be forewarned as well as forearmed on how to deal with these changes. The real growth is coming from the emerging nations, and the theories that provided sufficient insights ten years ago have been completely outmoded by the ever-accelerating rate of innovation and technological change as well as the pressures to address the needs of all of the firm's relevant stakeholders. The strategic insights provided here are absolutely invaluable. Don't miss an opportunity to read this book!! - John B. Ford, Professor of Marketing & International Business, Eminent Scholar & Haislip-Rohrer Fellow, Editor-in-Chief, Journal of Advertising Research, Old Dominion University, USA.

ESSENTIAL PRIMARY CARE

John Wiley & Sons Essential Primary Care aims to provide undergraduate students with a comprehensive overview of the clinical problems encountered in primary care. It covers the structure of primary care in the UK, disease prevention and the management of common and important clinical presentations from infancy to old age. Case studies are used in every chapter to illustrate key learning points. The book provides practical advice on how to consult with patients, make sense of their symptoms, explain things to them, and manage their problems. Essential Primary Care: • Is structured in five sections: - The building blocks of primary care: its structure and connection with secondary care, the consultation, the process of making a diagnosis, prescribing, and ethical issues - Health promotion - Common and important presenting problems in roughly chronological order - Cancer - Death and palliative care • Gives advice on how to phrase questions when consulting with patients and how to present information to patients • Provides advice on how management extends to prescribing - often missing from current textbooks • Contains case studies within each chapter which reflect the variety of primary care and provide top tips and advice for consulting with patients • Supported by a companion website at www.wileyessential.com/primarycare featuring MCQs, EMQs, cases and OSCE checklists

EVALUATION IN TODAY'S WORLD

RESPECTING DIVERSITY, IMPROVING QUALITY, AND PROMOTING USABILITY

SAGE Publications Evaluation in Today's World: Respecting Diversity, Improving Quality, and Promoting Usability is a timely and comprehensive textbook that guides students, practitioners, and users of evaluations in understanding evaluation purposes, theories, methodologies, and challenges within today's sociocultural and political context. Veronica G. Thomas and Patricia B. Campbell include discussions of evaluation history, frameworks, models, types, planning, and methods, through a social justice, diversity, and inclusive lens. The authors focus on ethics in diverse cultural contexts, help readers understand how social problems and programs get politicized and, sometimes, framed through a racialized lens, show how to engage stakeholders in the evaluation process, and communicate results in culturally appropriate ways.

FORSAKEN FEMALES

THE GLOBAL BRUTALIZATION OF WOMEN

Rowman & Littlefield Forsaken Females describes the varied types of brutalization women experience through the life course, as well as historical and theoretical perspectives of global violence against women. The book illuminates the diverse ideologies and cultural conditions that condone and perpetuate the brutality that victimizes women. The discussion is structured around the experiences of women who describe their personal victimization. Each chapter concludes with examples of promising policies and practices developed to address and reduce violence perpetrated against women.

EDUCATION SECTOR RESPONSES TO THE USE OF ALCOHOL, TOBACCO AND DRUGS

UNESCO Publishing