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Bayesian Data Analysis, Third Edition *CRC Press* Now in its third edition, this classic book is widely considered the leading text on Bayesian methods, lauded for its accessible, practical approach to analyzing data and solving research problems. **Bayesian Data Analysis, Third Edition** continues to take an applied approach to analysis using up-to-date Bayesian methods. The authors—all leaders in the statistics community—introduce basic concepts from a data-analytic perspective before presenting advanced methods. Throughout the text, numerous worked examples drawn from real applications and research emphasize the use of Bayesian inference in practice. New to the Third Edition Four new chapters on nonparametric modeling Coverage of weakly informative priors and boundary-avoiding priors Updated discussion of cross-validation and predictive information criteria Improved convergence monitoring and effective sample size calculations for iterative simulation Presentations of Hamiltonian Monte Carlo, variational Bayes, and expectation propagation New and revised software code The book can be used in three different ways. For undergraduate students, it introduces Bayesian inference starting from first principles. For graduate students, the text presents effective current approaches to Bayesian modeling and computation in statistics and related fields. For researchers, it provides an assortment of Bayesian methods in applied statistics. Additional materials, including data sets used in the examples, solutions to selected exercises, and software instructions, are available on the book's web page. **The R Book** *John Wiley & Sons* The high-level language of R is recognized as one of the most powerful and flexible statistical software environments, and is rapidly becoming the standard setting for quantitative analysis, statistics and graphics. R provides free access to unrivalled coverage and cutting-edge applications, enabling the user to apply numerous statistical methods ranging from simple regression to time series or multivariate analysis. Building on the success of the author's bestselling *Statistics: An Introduction using R*, **The R Book** is packed with worked examples, providing an all inclusive guide to R, ideal for novice and more accomplished users alike. The book assumes no background in statistics or computing and introduces the advantages of the R environment, detailing its applications in a wide range of disciplines. Provides the first comprehensive reference manual for the R language, including practical guidance and full coverage of the graphics facilities. Introduces all the statistical models covered by R, beginning with simple classical tests such as chi-square and t-test. Proceeds to examine more advance methods, from regression and analysis of variance, through to generalized linear models, generalized mixed models, time series, spatial statistics, multivariate statistics and much more. **The R Book** is aimed at undergraduates, postgraduates and professionals in science, engineering and medicine. It is also ideal for students and professionals in statistics, economics, geography and the social sciences. **The Essential Guide to Doing Your Research Project** *SAGE* **The Essential Guide to Doing Your Research Project 2e** is the ultimate companion to successfully completing your research project. Warm and pragmatic, it gives you the skills and the confidence needed to succeed no matter what happens along the way. The book guides you through every step of your research project, from getting started to analysing data and writing up. Each stage is clearly set out, highlighting best practice and providing practical tips and down-to-earth advice for actually doing research. Key features include: Fully developed companion website including podcasts, worksheets, examples of real projects and links to journal articles Chapter summaries Boxed definitions of key terms Full glossary Suggestions for further reading Bursting with real world examples and multidisciplinary case studies, this book addresses the key questions posed by anyone hoping to complete a research project. It is the must-have textbook every student needs. Available with Perusall—an eBook that makes it easier to prepare for class Perusall is an award-winning eBook platform featuring social annotation tools that allow students and instructors to collaboratively mark up and discuss their *SAGE* textbook. Backed by research and supported by technological innovations developed at Harvard University, this process of learning through collaborative annotation keeps your students engaged and makes teaching easier and more effective. Learn more. **The Psychology of Everyday Things** *Basic Books* **Project Management A Systems Approach to Planning, Scheduling, and Controlling** *John Wiley & Sons* The landmark project management reference, now in a new edition Now in a Tenth Edition, this industry-leading project management "bible" aligns its streamlined approach to the latest release of the Project Management Institute's Project Management Body of Knowledge (PMI®'s PMBOK® Guide), the new mandatory source of training for the Project Management Professional (PMP®) Certification Exam. This outstanding edition gives students and professionals a profound understanding of project management with insights

from one of the best-known and respected authorities on the subject. From the intricate framework of organizational behavior and structure that can determine project success to the planning, scheduling, and controlling processes vital to effective project management, the new edition thoroughly covers every key component of the subject. This Tenth Edition features: New sections on scope changes, exiting a project, collective belief, and managing virtual teams More than twenty-five case studies, including a new case on the Iridium Project covering all aspects of project management 400 discussion questions More than 125 multiple-choice questions (PMI, PMBOK, PMP, and Project Management Professional are registered marks of the Project Management Institute, Inc.) An Introduction to Statistical Learning with Applications in R *Springer Science & Business Media* An Introduction to Statistical Learning provides an accessible overview of the field of statistical learning, an essential toolset for making sense of the vast and complex data sets that have emerged in fields ranging from biology to finance to marketing to astrophysics in the past twenty years. This book presents some of the most important modeling and prediction techniques, along with relevant applications. Topics include linear regression, classification, resampling methods, shrinkage approaches, tree-based methods, support vector machines, clustering, and more. Color graphics and real-world examples are used to illustrate the methods presented. Since the goal of this textbook is to facilitate the use of these statistical learning techniques by practitioners in science, industry, and other fields, each chapter contains a tutorial on implementing the analyses and methods presented in R, an extremely popular open source statistical software platform. Two of the authors co-wrote *The Elements of Statistical Learning* (Hastie, Tibshirani and Friedman, 2nd edition 2009), a popular reference book for statistics and machine learning researchers. An Introduction to Statistical Learning covers many of the same topics, but at a level accessible to a much broader audience. This book is targeted at statisticians and non-statisticians alike who wish to use cutting-edge statistical learning techniques to analyze their data. The text assumes only a previous course in linear regression and no knowledge of matrix algebra. *Speech & Language Processing* *Pearson Education India* *The Design of Everyday Things Revised and Expanded Edition* *Hachette UK* Design doesn't have to be complicated, which is why this guide to human-centered design shows that usability is just as important as aesthetics. Even the smartest among us can feel inept as we fail to figure out which light switch or oven burner to turn on, or whether to push, pull, or slide a door. The fault, argues this ingenious -- even liberating -- book, lies not in ourselves, but in product design that ignores the needs of users and the principles of cognitive psychology. The problems range from ambiguous and hidden controls to arbitrary relationships between controls and functions, coupled with a lack of feedback or other assistance and unreasonable demands on memorization. *The Design of Everyday Things* shows that good, usable design is possible. The rules are simple: make things visible, exploit natural relationships that couple function and control, and make intelligent use of constraints. The goal: guide the user effortlessly to the right action on the right control at the right time. *The Design of Everyday Things* is a powerful primer on how -- and why -- some products satisfy customers while others only frustrate them. *Speculative Everything Design, Fiction, and Social Dreaming* *MIT Press* How to use design as a tool to create not only things but ideas, to speculate about possible futures. Today designers often focus on making technology easy to use, sexy, and consumable. In *Speculative Everything*, Anthony Dunne and Fiona Raby propose a kind of design that is used as a tool to create not only things but ideas. For them, design is a means of speculating about how things could be—to imagine possible futures. This is not the usual sort of predicting or forecasting, spotting trends and extrapolating; these kinds of predictions have been proven wrong, again and again. Instead, Dunne and Raby pose “what if” questions that are intended to open debate and discussion about the kind of future people want (and do not want). *Speculative Everything* offers a tour through an emerging cultural landscape of design ideas, ideals, and approaches. Dunne and Raby cite examples from their own design and teaching and from other projects from fine art, design, architecture, cinema, and photography. They also draw on futurology, political theory, the philosophy of technology, and literary fiction. They show us, for example, ideas for a solar kitchen restaurant; a flypaper robotic clock; a menstruation machine; a cloud-seeding truck; a phantom-limb sensation recorder; and devices for food foraging that use the tools of synthetic biology. Dunne and Raby contend that if we speculate more—about everything—reality will become more malleable. The ideas freed by speculative design increase the odds of achieving desirable futures. *Essentials of Nursing Research Appraising Evidence for Nursing Practice* This eighth edition of *Essentials of Nursing Research*, written by AJN award-winning 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. *Learn Python 3 the Hard Way A Very Simple Introduction to the Terrifyingly Beautiful World of Computers and Code* *Addison-Wesley Professional* *You Will Learn Python 3!* Zed Shaw has perfected the world's best system for learning Python 3. Follow it and you will succeed—just like the millions of beginners Zed has taught to date! You bring the discipline, commitment, and persistence; the author supplies everything else. In *Learn Python 3 the Hard Way*, you'll learn Python by working through 52 brilliantly crafted exercises. Read them. Type their code precisely. (No copying and pasting!) Fix your mistakes. Watch the programs run. As you do, you'll learn how a computer works; what good programs look like; and how to read, write, and think about code. Zed then teaches you even more in 5+ hours of video where he shows you how to break, fix, and debug your code—live, as he's doing the exercises. Install a complete Python environment Organize and write code Fix and break

code Basic mathematics Variables Strings and text Interact with users Work with files Looping and logic Data structures using lists and dictionaries Program design Object-oriented programming Inheritance and composition Modules, classes, and objects Python packaging Automated testing Basic game development Basic web development It'll be hard at first. But soon, you'll just get it—and that will feel great! This course will reward you for every minute you put into it. Soon, you'll know one of the world's most powerful, popular programming languages. You'll be a Python programmer. This Book Is Perfect For Total beginners with zero programming experience Junior developers who know one or two languages Returning professionals who haven't written code in years Seasoned professionals looking for a fast, simple, crash course in Python 3 World Englishes A Resource Book for Students *Psychology Press* Assuming no prior knowledge, this book offers an accessible overview of English dialects, with activities, study questions, sample analyses, commentaries & key readings. It is structured around four sections: introduction, development, exploration & extension. Research Design Qualitative, Quantitative, and Mixed Methods Approaches *SAGE Publications* This best-selling text pioneered the comparison of qualitative, quantitative, and mixed methods research design. For all three approaches, John W. Creswell and new co-author J. David Creswell include a preliminary consideration of philosophical assumptions, key elements of the research process, a review of the literature, an assessment of the use of theory in research applications, and reflections about the importance of writing and ethics in scholarly inquiry. The Fifth Edition includes more coverage of: epistemological and ontological positioning in relation to the research question and chosen methodology; case study, PAR, visual and online methods in qualitative research; qualitative and quantitative data analysis software; and in quantitative methods more on power analysis to determine sample size, and more coverage of experimental and survey designs; and updated with the latest thinking and research in mixed methods. SHARE this Comparison of Research Approaches poster with your students to help them navigate the distinction between the three approaches to research. Mining the Social Web Analyzing Data from Facebook, Twitter, LinkedIn, and Other Social Media Sites "O'Reilly Media, Inc." Provides information on data analysis from a variety of social networking sites, including Facebook, Twitter, and LinkedIn. Designing Clinical Research *Lippincott Williams & Wilkins* Designing Clinical Research sets the standard for providing a practical guide to planning, tabulating, formulating, and implementing clinical research, with an easy-to-read, uncomplicated presentation. This edition incorporates current research methodology—including molecular and genetic clinical research—and offers an updated syllabus for conducting a clinical research workshop. Emphasis is on common sense as the main ingredient of good science. The book explains how to choose well-focused research questions and details the steps through all the elements of study design, data collection, quality assurance, and basic grant-writing. All chapters have been thoroughly revised, updated, and made more user-friendly. An Introduction to Numerical Methods and Analysis *John Wiley & Sons* Praise for the First Edition ". . . outstandingly appealing with regard to its style, contents, considerations of requirements of practice, choice of examples, and exercises." —Zentralblatt Math ". . . carefully structured with many detailed worked examples . . ." —The Mathematical Gazette ". . . an up-to-date and user-friendly account . . ." —Mathematika An Introduction to Numerical Methods and Analysis addresses the mathematics underlying approximation and scientific computing and successfully explains where approximation methods come from, why they sometimes work (or don't work), and when to use one of the many techniques that are available. Written in a style that emphasizes readability and usefulness for the numerical methods novice, the book begins with basic, elementary material and gradually builds up to more advanced topics. A selection of concepts required for the study of computational mathematics is introduced, and simple approximations using Taylor's Theorem are also treated in some depth. The text includes exercises that run the gamut from simple hand computations, to challenging derivations and minor proofs, to programming exercises. A greater emphasis on applied exercises as well as the cause and effect associated with numerical mathematics is featured throughout the book. An Introduction to Numerical Methods and Analysis is the ideal text for students in advanced undergraduate mathematics and engineering courses who are interested in gaining an understanding of numerical methods and numerical analysis. Introducing Qualitative Research A Student's Guide *SAGE* Rosaline Barbour draws on her extensive teaching experience to provide a clear, user-friendly introduction to the craft of doing qualitative research. Each chapter includes examples of real-life qualitative data and a range of exercises to help students get a feel for the process of generating and analysing qualitative data. The second edition includes: New examples from a range of social science disciplines, making this the perfect book no matter what course you're studying More on unobtrusive methods of data collection, such as documentary analysis More on internet research methods, mixed methods and visual methods A new section on using software in qualitative research A brand new companion website full of additional lecturer and student resources. Modern Portfolio Theory and Investment Analysis *John Wiley & Sons* An excellent resource for investors, Modern Portfolio Theory and Investment Analysis, 9th Edition examines the characteristics and analysis of individual securities as well as the theory and practice of optimally combining securities into portfolios. A chapter on behavioral finance is included, aimed to explore the nature of individual decision making. A chapter on forecasting expected returns, a key input to portfolio management, is also included. In addition, investors will find material on value at risk and the use of simulation to enhance their understanding of the field. Complete CAE Class Audio CDs (3) *Cambridge University Press* Complete CAE is a course for the 2008 updated CAE exam. Informed by the Cambridge Learner Corpus and providing a complete CAE exam paper specially prepared by Cambridge ESOL, it is the most authentic exam preparation course available. This topic-based course covers every part of the CAE exam in detail, ensuring that students are fully equipped to tackle each part of every paper. The Class Audio CDs contain all the audio for the Students' Book. Gordis Epidemiology *Elsevier Health Sciences* From the Department of Epidemiology at Johns Hopkins University and continuing in the tradition of award-winning educator and epidemiologist Dr. Leon Gordis, comes the fully revised 6th Edition of Gordis Epidemiology. This bestselling text provides a solid introduction to basic epidemiologic principles as well as practical applications in public health and clinical practice, highlighted by real-world examples throughout. New coverage includes expanded information on genetic epidemiology, epidemiology and

public policy, and ethical and professional issues in epidemiology, providing a strong basis for understanding the role and importance of epidemiology in today's data-driven society. Covers the basic principles and concepts of epidemiology in a clear, uniquely memorable way, using a wealth of full-color figures, graphs, charts, and cartoons to help you understand and retain key information. Reflects how epidemiology is practiced today, with a new chapter organization progressing from observation and developing hypotheses to data collection and analyses. Features new end-of-chapter questions for quick self-assessment, and a glossary of genetic terminology. Provides more than 200 additional multiple-choice epidemiology self-assessment questions online. Evolve Instructor Resources, including a downloadable image and test bank, are available to instructors through their Elsevier sales rep or via request at: <https://evolve.elsevier.com>

Thomas' Calculus *Pearson Education India*

Project Management, Planning and Control *Managing Engineering, Construction and Manufacturing Projects to PMI, APM and BSI Standards* *Butterworth-Heinemann*

A comprehensive book on project management, covering all principles and methods with fully worked examples, this book includes both hard and soft skills for the engineering, manufacturing and construction industries. Ideal for engineering project managers considering obtaining a Project Management Professional (PMP) qualification, this book covers in theory and practice, the complete body of knowledge for both the Project Management Institute (PMI) and the Association of Project Management (APM). Fully aligned with the latest 2005 updates to the exam syllabi, complete with online sample Q&A, and updated to include the latest revision of BS 6079 (British Standards Institute Guide to Project Management in the Construction Industry), this book is a complete and valuable reference for anyone serious about project management.

• The complete body of knowledge for project management professionals in the engineering, manufacturing and construction sectors

• Covers all hard and soft topics in both theory and practice for the newly revised PMP and APMP qualification exams, along with the latest revision of BS 6079 standard on project management in the construction industry

• Written by a qualified PMP exam accreditor and accompanied by online Q&A resources for self-testing

Writing and Reading Across Curriculum Learning and Behavior *Cengage Learning*

LEARNING AND BEHAVIOR, Seventh Edition, is stimulating and filled with high-interest queries and examples. Based on the theme that learning is a biological mechanism that aids survival, this book embraces a scientific approach to behavior but is written in clear, engaging, and easy-to-understand language. Available with InfoTrac Student Collections <http://goengage.com/infotrac>. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

How Languages are Learned An Introduction to the Main Theories of First and Second Language Acquisition (now in a New, Updated Edition). *Oxford University Press*

'How Languages Are Learned' provides a readable introduction to the main theories of first and second language acquisition, relating them to approaches to classroom methodology and practice.

Introduction to Embedded Systems, Second Edition A Cyber-Physical Systems Approach *MIT Press*

An introduction to the engineering principles of embedded systems, with a focus on modeling, design, and analysis of cyber-physical systems. The most visible use of computers and software is processing information for human consumption. The vast majority of computers in use, however, are much less visible. They run the engine, brakes, seatbelts, airbag, and audio system in your car. They digitally encode your voice and construct a radio signal to send it from your cell phone to a base station. They command robots on a factory floor, power generation in a power plant, processes in a chemical plant, and traffic lights in a city. These less visible computers are called embedded systems, and the software they run is called embedded software. The principal challenges in designing and analyzing embedded systems stem from their interaction with physical processes. This book takes a cyber-physical approach to embedded systems, introducing the engineering concepts underlying embedded systems as a technology and as a subject of study. The focus is on modeling, design, and analysis of cyber-physical systems, which integrate computation, networking, and physical processes. The second edition offers two new chapters, several new exercises, and other improvements. The book can be used as a textbook at the advanced undergraduate or introductory graduate level and as a professional reference for practicing engineers and computer scientists. Readers should have some familiarity with machine structures, computer programming, basic discrete mathematics and algorithms, and signals and systems.

Leadership in Organizations This book is about leadership in organizations. The primary focus is on managerial leadership, as opposed to parliamentary leadership, leadership of social movements, or informal leadership in peer groups. The book presents a broad survey of theory and research on leadership in formal organizations. The topic of leadership effectiveness is of special interest.

Psychiatric Rehabilitation *Elsevier*

Psychiatric rehabilitation refers to community treatment of people with mental disorders. Community treatment has recently become far more widespread due to deinstitutionalization at government facilities. This book is an update of the first edition's discussion of types of mental disorders, including etiology, symptoms, course, and outcome, types of community treatment programs, case management strategies, and vocational and educational rehabilitation. Providing a comprehensive overview of this rapidly growing field, this book is suitable both as a textbook for undergraduate and graduate courses, a training tool for mental health workers, and a reference for academic researchers studying mental health. The book is written in an easy to read, engaging style. Each chapter contains highlighted and defined key terms, focus questions and key topics, a case study example, special sections on controversial issues of treatment or ethics, and other special features.

- *New chapters on supported education and integrated dual diagnosis treatment services
- *Comprehensive overview of all models and approaches of psychiatric rehabilitation
- *Special inserts on Evidence-Based Practices
- *New content on Wellness and Recovery
- *Class exercises for each chapter
- *Profiles of leaders in the field
- *Case study examples illustrate chapter points

Essentials of Metaheuristics (Second Edition) Interested in the Genetic Algorithm? Simulated Annealing? Ant Colony Optimization? **Essentials of Metaheuristics** covers these and other metaheuristics algorithms, and is intended for undergraduate students, programmers, and non-experts. The book covers a wide range of algorithms, representations, selection and modification operators, and related topics, and includes 71 figures and 135 algorithms great and small. Algorithms include: Gradient Ascent techniques, Hill-Climbing variants, Simulated Annealing, Tabu Search variants, Iterated Local

Search, Evolution Strategies, the Genetic Algorithm, the Steady-State Genetic Algorithm, Differential Evolution, Particle Swarm Optimization, Genetic Programming variants, One- and Two-Population Competitive Coevolution, N-Population Cooperative Coevolution, Implicit Fitness Sharing, Deterministic Crowding, NSGA-II, SPEA2, GRASP, Ant Colony Optimization variants, Guided Local Search, LEM, PBIL, UMDA, cGA, BOA, SAMUEL, ZCS, XCS, and XCSF. The Indigo Book *Lulu.com* This public domain book is an open and compatible implementation of the Uniform System of Citation. Braiding Sweetgrass Indigenous Wisdom, Scientific Knowledge and the Teachings of Plants *Penguin UK* 'A hymn of love to the world ... A journey that is every bit as mythic as it is scientific, as sacred as it is historical, as clever as it is wise' Elizabeth Gilbert, author of *Eat, Pray, Love* As a botanist, Robin Wall Kimmerer has been trained to ask questions of nature with the tools of science. As a member of the Citizen Potawatomi Nation, she embraces the notion that plants and animals are our oldest teachers. In *Braiding Sweetgrass*, Kimmerer brings these two ways of knowledge together. Drawing on her life as an indigenous scientist, a mother, and a woman, Kimmerer shows how other living beings - asters and goldenrod, strawberries and squash, salamanders, algae, and sweetgrass - offer us gifts and lessons, even if we've forgotten how to hear their voices. In a rich braid of reflections that range from the creation of Turtle Island to the forces that threaten its flourishing today, she circles toward a central argument: that the awakening of a wider ecological consciousness requires the acknowledgment and celebration of our reciprocal relationship with the rest of the living world. For only when we can hear the languages of other beings will we be capable of understanding the generosity of the earth, and learn to give our own gifts in return. Pocket Book of Hospital Care for Children Guidelines for the Management of Common Childhood Illnesses *World Health Organization* The Pocket Book is for use by doctors nurses and other health workers who are responsible for the care of young children at the first level referral hospitals. This second edition is based on evidence from several WHO updated and published clinical guidelines. It is for use in both inpatient and outpatient care in small hospitals with basic laboratory facilities and essential medicines. In some settings these guidelines can be used in any facilities where sick children are admitted for inpatient care. The Pocket Book is one of a series of documents and tools that support the Integrated Management. Action Research in Education, Second Edition A Practical Guide *Guilford Publications* Acclaimed as a text and professional development tool, this user-friendly resource has now been revised and updated, and offers expanded coverage of collaborative action research (CAR) and participatory action research (PAR). Preservice and inservice educators get crucial step-by-step guidance for conducting classroom- and school-based studies to improve their instructional practices. Organized to mirror the full cycle of action research, the book provides balanced coverage of qualitative, quantitative, and mixed methods approaches. Vivid vignettes and examples illustrate research approaches for a range of teaching and learning situations, school subjects, and age groups (PreK-12). Readers learn how research approaches are driven by the research question, as well as how to develop data collection strategies; design and/or evaluate assessment tools; interpret, analyze, report, and implement study results; and design a new cycle of research that builds on the previous one. New to This Edition *In-depth descriptions of CAR and PAR--which enable groups of teachers to work together to solve problems in a classroom or school--plus examples of both throughout the book. *Expanded or new discussions (with examples) of such topics as how research approaches and methods are driven by the research question, how to assess different types of reliability and validity, the differences between analysis and interpretation, and how to use sequential cycles of research for continuous improvement and professional development. *Fully updated references and resources. Pedagogical Features *Both individual and group exercises and activities in every chapter. *New and updated checklists and guidelines that enable busy educators to self-assess the progress and quality of their studies. *Sample templates to assist in development of research instruments. *Example boxes illustrating the components of an action research report. *Summary tables highlighting key aspects of different research strategies. *Chapter summaries (now shorter for ease of use) and suggestions for further reading. Business Research Methods *Bookboon* Understanding Research Methods An Overview of the Essentials *Taylor & Francis* A perennial bestseller since 1997, this updated tenth edition of *Understanding Research Methods* provides a detailed overview of all the important concepts traditionally covered in a research methods class. It covers the principles of both qualitative and quantitative research, and how to interpret statistics without computations, so is suitable for all students regardless of their math background. The book is organized so that each concept is treated independently and can be used in any order without resulting in gaps in knowledge—allowing it to be easily and precisely adapted to any course. It uses lively examples on contemporary topics to stimulate students' interest, and engages them by showing the relevance of research methods to their everyday lives. Numerous case studies and end-of-section exercises help students master the material and encourage classroom discussion. The text is divided into short, independent topic sections, making it easy for you to adapt the material to your own teaching needs and customize assignments to the aspect of qualitative or quantitative methods under study—helping to improve students' comprehension and retention of difficult concepts. Additional online PowerPoint slides and test bank questions make this a complete resource for introducing students to research methods. New to this edition: New topic section on design decisions in research Additional material on production of knowledge and research methods Significant development of material on ethical considerations in research Fresh and contemporary examples from a wide variety of real, published research Topic-specific exercises at the end of each section now include suggestions for further steps researchers can take as they build their research project. Essentials of Marketing *Pearson Education* Brassington and Pettitt's *Essentials of Marketing* is the indispensable introduction to the subject for all students taking a short or one-semester Marketing module - whatever their background. The second edition retains the lively writing style and authority of the authors' *Principles of Marketing*, and highlights the links between theory and practice by using fresh and topical case studies drawn from real-life, whilst focussing on the most important concepts and theories of Marketing. *Essentials of Marketing* also boasts an unrivalled selection of online learning resources at www.pearsoned.co.uk/brassington, which includes multiple choice questions that test your learning and help monitor your progress, video interviews with top Marketing

Managers, answering your questions on how they use the theories of marketing every day in their professional lives, a full online Glossary explaining the key terms of the subject, and weblinks for every chapter that help take your learning further! Dr Frances Brassington is Senior Lecturer in Retail Management and Marketing at Oxford Brookes University Dr Stephen Pettitt is Deputy Vice-chancellor of the University of Bedfordshire

Handbook of Paediatric Dentistry E-Book *Elsevier Health Sciences* The new edition of this internationally recognised text offers comprehensive guidance on the successful management of the child in the dental setting. Prepared by authors of international renown, the Handbook of Paediatric Dentistry presents a volume that takes the reader far beyond the technical skills that are needed to treat disorders of the childhood dentition and instead delivers a whole philosophy of integrative patient care. Richly illustrated and in full colour throughout, the Handbook of Paediatric Dentistry is written in a friendly 'how to' manner and contains useful 'pull out' boxes to act as useful aide-mémoires. Exploring a variety of topics, the book includes discussion of child development, practical communication skills and advice on how to deal with behavioural problems. Clinical topics include the management of caries, fluoridation, restorative dentistry, pulp therapy, trauma management, oral medicine and pathology, dental anomalies, and the treatment of medically compromised children. Chapters also explore the use of orthodontics, the management of cleft lip and palate and speech, language and swallowing. The Handbook of Paediatric Dentistry has become an essential chairside and bedside companion for all practitioners caring for children and is suitable for undergraduate dental students, general dental practitioners, specialist paediatric dentists, orthodontists and paediatricians. Established as the foremost available comprehensive handbook on paediatric dentistry Prepared in an 'easy-to-digest' fashion - which allows for quick reference and easy reading Contains over 550 full colour line artworks, photographs and tables together with 'Clinical Hints' boxes to act as useful aide-mémoires Sets out the essentials for managing conditions such as clefting disorders, haematological and endocrine disorders, congenital cardiac disease, disorders of metabolism, organ transplantation and cancer in children as well as more familiar presentations such as dental trauma, oral infections and caries Detailed appendices provide the reader with information that is often difficult to find and which may be overlooked Designed specifically to give all practitioners confidence when managing children Convenient handbook size ensures that the book can be easily referred to in the clinical setting Endorsed by the Australasian Academy of Paediatric Dentistry ~ Improved layout and completely new colour illustrations Expanded section on sedation and use of nitrous oxide Includes details from the most recent international guidelines Cases expanded to show 20 year follow-up Includes the latest research findings in orthodontics Fully updated section on clefting problems

Applied Corporate Finance A Tale for the Time Being *Canongate Books* In the wake of the 2011 tsunami, Ruth discovers a Hello Kitty lunchbox washed up on the shore of her beach home in British Columbia. Within it lies a diary that expresses the hopes, heartbreak and dreams of a young girl desperate for someone to understand her. Each turn of the page pulls Ruth deeper into the mystery of Nao's life, and forever changes her in a way neither could foresee. Weaving across continents and decades, *A Tale for the Time Being* is an extraordinary novel about our shared humanity and the search for home. **Introducing Qualitative Research in Psychology Adventures in Theory and Method** *Open University Press* "...a textbook much to be recommended...not only locates developments in how psychology has come to be seen in a clearly explained philosophical framework, but provides detailed accounts of a rich sample of current qualitative methodologies. The hard question of choice among methods is tackled 'up front', so that the strengths and weaknesses of each research practice are clearly presented...The device of establishing an epistemological standard and presenting each method in relation to it is original and helps to make clear how these seemingly disparate ways of investigation...can be brought together. The addition of substantial case studies in the use of qualitative methodologies as appendices is just what is needed...The clarity and detail of the exposition throughout is a model for books of this kind." - Rom Harre, Linacre College, Oxford and Georgetown University

* Why use qualitative research in psychology? * How is qualitative research in psychology carried out? * What are the major debates and unresolved issues surrounding this form of research? **Introducing Qualitative Research in Psychology** introduces students to the rationale behind qualitative research methods and provides clear guidance on how to carry out basic qualitative research. It describes and illustrates six distinct approaches to qualitative research in psychology, including grounded theory, interpretative phenomenology, case studies, discursive psychology, Foucauldian discourse analysis, and memory work. Each chapter introduces a different approach and its procedures and techniques for gathering and analysing data, setting out its advantages and disadvantages and discussing ways of writing up research. Useful features in support of the learning process include further reading at the end of each chapter and boxed discussions of the controversies surrounding each method. In addition, examples of work carried out by undergraduates, provided in three appendices, illustrate how qualitative research methods can be applied in practice within the real-world constraints of an undergraduate course. **Introducing Qualitative Research in Psychology** is an invaluable resource for students at all levels who are new to qualitative research. It is particularly suited to the needs of research methods courses and for use in support of student research projects.