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Multiparametric Ultrasound Diagnosis of Breast Diseases Oct 23 2020 This richly illustrated book provides a comprehensive overview of the use of current ultrasound techniques, including contrast-enhanced ultrasound and ultrasonic elastography, in the diagnosis of breast disease. The advantages and pitfalls of the various imaging modalities are identified, and it is explained how combined use of the modalities – multiparametric ultrasound – aids diagnosis and in particular assists in the differentiation of benign and malignant disease. Readers will find detailed description and illustration of the imaging appearances of age-related features (including in children and adolescents), the most important benign diseases, different forms of breast cancer, mammary gland pathology in the contexts of pregnancy and female reproductive system disease, chest gland pathology in males, and recurrent and metastatic disease. In addition, ultrasound-guided breast interventions and imaging of breast implants are discussed. Specialists in ultrasound diagnostics, radiologists, oncologists, and surgeons will all find this topical book to be both interesting and helpful in daily clinical practice.

Effective Utilization and Management of Emerging Information Technologies Sep 21 2020 Technological advances of the past decades have allowed organizations of all sizes to use information technology in all aspects of organizational management. This book presents more than 200 papers that address this growing corporate phenomena.

Analytical Ultracentrifugation Mar 08 2022 Analytical Ultracentrifugation, the latest volume in Methods in Enzymology, focuses on analytical ultracentrifugation. The scope of this technique has greatly expanded in recent years due to advances in instrumentation, algorithms and software. This volume describes the latest innovations in the field and in the applications of analytical ultracentrifugation in the analysis of macromolecules, macromolecular assemblies, and biopharmaceuticals. Timely contribution that describes a rapidly changing field Leading researchers in the field Broad coverage: instrumentation, basic theory, data analysis, and applications

Network Security First-step Jan 26 2021 Learn about network security, including the threats and the ways a network is protected from them. The book also covers firewalls, viruses and virtual private networks.

Kiplinger's Personal Finance Feb 24 2021 The most trustworthy source of information available today on savings and investments, taxes, money management, home ownership and many other personal finance topics.

Nursing and Midwifery Research Jun 11 2022 Nursing and Midwifery Research is an essential guide in assisting students and practitioners develop sound research skills to enhance their knowledge and practice. Written by Dean Whitehead and Caleb Ferguson, the 6th ANZ edition includes the most recent updates and developments in Australian and New Zealand nursing and midwifery practice, with a focus on evidence-based practice, along with a range of contemporary research articles and pedagogy to support specific chapter content. Using clear language and examples, the 6th edition of Nursing and Midwifery Research provides a valuable resource to assist healthcare students and practitioners in developing strong skills in research literacy and critical appraisal, as well as the confidence to successfully conduct research and apply outcomes to practice. A focus on digital communication - includes overviews and tips on navigating professional and personal electronic media Individual and group activities throughout to encourage skill development, reflection and awareness of self and others An extensive suite of scenarios - practise and apply your communication skills using realistic situations and individuals that healthcare professionals encounter in clinical practice Additional resources on Evolve eBook on VitalSource Instructor resources: Answer guides to Tutorial Triggers PowerPoint presentations Student and Instructor resources: Answer guides to An Unexpected Hurdle Answers to Learning Activities Research Articles and Questions Answer guides to Time to Reflect Glossary New co-editor, Caleb Ferguson, from Western Sydney University Fully updated Chapter 15 'Indigenous Peoples and Research' offers leading cultural insights into Indigenous approaches to research Fully updated Chapter 20 'A Research Project Journey: from Conception to Completion' fully details the process of a mixed methods project, from beginning to dissemination, that explores the topical issue of patients and carers living with bladder cancer Updated chapters throughout reflect current nursing and midwifery perspectives to provide you with the latest data and most recent examples of evidence-based practice A stronger focus on the role of social media and bibliometrics in conducting and disseminating research outcomes ensures latest best practice guidelines Real-world examples of the research process prepare you for common experiences you can expect during your own research journey and the processes that you are likely to encounter An eBook included in all print purchases

Rhetorical Figures in Science Jun 18 2020 Rhetorical Figures in Science breaks new ground in the rhetorical study of scientific argument as the first book to demonstrate how figures of speech other than metaphor have been used to accomplish key conceptual moves in scientific texts. Examples, both verbal and visual, range across disciplines and centuries to reaffirm the positive value of these once widely-taught devices.

Python: Penetration Testing for Developers Oct 03 2021 Unleash the power of Python scripting to execute effective and efficient penetration tests About This Book Sharpen your pentesting skills with Python Develop your fluency with Python to write sharper scripts for rigorous security testing Get stuck into some of the most powerful tools in the security world Who This Book Is For If you are a Python programmer or a security researcher who has basic knowledge of Python programming and wants to learn about penetration testing with the help of Python, this course is ideal for you. Even if you are new to the field of ethical hacking, this course can help you find the vulnerabilities in your system so that you are ready to tackle any kind of attack or intrusion. What You Will Learn Familiarize yourself with the generation of Metasploit resource files and use the Metasploit Remote Procedure Call to automate exploit generation and execution Exploit the Remote File Inclusion to gain administrative access to systems with Python and other scripting languages Crack an organization's Internet perimeter and chain exploits to gain deeper access to an organization's resources Explore wireless traffic with the help of various programs and perform wireless attacks with Python programs Gather passive information from a website using automated scripts and perform XSS, SQL injection, and parameter tampering attacks Develop complicated header-based attacks through Python In Detail Cybercriminals are always one step ahead, when it comes to tools and techniques. This means you need to use the same tools and adopt the same mindset to properly secure your software. This course shows you how to do just that, demonstrating how effective Python can be for powerful pentesting that keeps your software safe. Comprising of three key modules, follow each one to push your Python and security skills to the next level. In the first module, we'll show you how to get to grips with the fundamentals. This means you'll quickly find out how to tackle some of the common challenges facing pentesters using custom Python tools designed specifically for your needs. You'll also learn what tools to use and when, giving you complete confidence when deploying your pentester tools to combat any potential threat. In the next module you'll begin hacking into the application layer. Covering everything from parameter tampering, DDoS, XSS and SQL injection, it will build on the knowledge and skills you learned in the first module to make you an even more fluent security expert. Finally in the third module, you'll find more than 60 Python pentesting recipes. We think this will soon become your trusted resource for any pentesting situation. This Learning Path combines some of the best that Packt has to offer in one complete, curated package. It includes content from the following Packt products: Learning Penetration Testing with Python by Christopher Duffy Python Penetration Testing Essentials by Mohit Python Web Penetration Testing Cookbook by Cameron Buchanan, Terry Ip, Andrew Mabbitt, Benjamin May and Dave Mound Style and approach This course provides a quick access to powerful, modern tools, and customizable scripts to kick-start the creation of your own Python web penetration testing toolbox.

Computed Tomography & Magnetic Resonance Imaging Of The Whole Body E-Book Nov 16 2022 Now more streamlined and focused than ever before, the 6th edition of CT and MRI of the Whole Body is a definitive reference that provides you with an enhanced understanding of advances in CT and MR imaging, delivered by a new team of international associate editors. Perfect for radiologists who need a comprehensive reference while working on difficult cases, it presents a complete yet concise overview of imaging applications, findings, and interpretation in every anatomic area. The new edition of this classic reference — released in its 40th year in print — is a must-have resource, now brought fully up to date for today's radiology practice. Includes both MR and CT imaging applications, allowing you to view correlated images for all areas of the body. Coverage of interventional procedures helps you apply image-guided techniques. Includes clinical manifestations of each disease with cancer staging integrated throughout. Over 5,200 high quality CT, MR, and hybrid technology images in one definitive reference. For the radiologist who needs information on the latest cutting-edge techniques in rapidly changing imaging technologies, such as CT, MRI, and PET/CT, and for the resident who needs a comprehensive resource that gives a broad overview of CT and MRI capabilities. Brand-new team of new international associate editors provides a unique global perspective on the use of CT and MRI across the world. Completely revised in a new, more succinct presentation without redundancies for faster access to critical content. Vastly expanded section on new MRI and CT technology keeps you current with continuously evolving innovations.

Conversations After Sex and Trade Aug 01 2021 Multiple award-winning Mark O'Halloran is one of Ireland's most celebrated writers. Two play spanning 12 years of work come together in one published edition to coincide with the New York premiere in January 2023. CONVERSATIONS AFTER SEX You remind me of someone though. I mean you're not like him. Not physically like him. Nowhere near. But there's something there. Your voice or how you hold yourself. Your hands. In a series of unexpected and unguarded conversations after anonymous sexual encounters, a woman discovered men with the same deep need to communicate and connect in the lonely, atomised city. 'A portrayal of grief that is unforgettable in its rawness' - The Guardian TRADE "This is just this. It isn't real. It's money." In a guesthouse in Dublin's north inner city, a vulnerable and confused young rent-boy sits with a middle-aged client. It's not the first time they've met but today the older man has blood on his shirt. A lot has happened since they last met. 'It closes around your heart like a fist' - The Irish Times

Envisioning the Future of Reference: Trends, Reflections, and Innovations Dec 17 2022 Offering a broad overview of consequential changes in the landscape of reference services, this guide also provides practical guidance on how to meet the new challenges they present. For the past decade, librarians have been lamenting the demise of reference services. Encouraging recent research shows that reference librarians are actually in more demand than ever; however, nearly everything about reference has changed—from technologies, tools, and techniques to models of service. What are these changes, and how can the profession respond to and prepare for shifting priorities and user needs? In this volume, business librarians Diane Zabel and Lauren Reiter bring together a host of experts to answer these timely questions. Topics range from the education and training of professionals to meeting the needs and wants of employers. Covered are trends in chat reference, research consultations, do-it-yourself reference, tracking trends with user populations,

assessment, and data-driven decisions about reference services. Grounded in the principle that regardless of the evolutions in service, the user remains at the center of reference, this guide offers readers an exciting look at the future of this important public service. Informs librarians of trends currently affecting the profession and shows how to deal with them. Covers a wide array of topics, from those affecting the education of reference services to assessment of services. Provides an in-depth look at new models in reference services.

Advertising: Principles and Practice Feb 13 2020 The 3rd edition of *Advertising: Principles and Practice* is the only practical, applied guide to the real world of advertising in Australasia using award-winning examples of how and why great advertising is achieved. It features new coverage of advertising's role within the integrated marketing communications (IMC). Moriarty explores the ever-changing media landscape and encourages readers to think about the ways in which advertising operates as part of a broader communication strategy. How do you define great advertising? How do you encourage creativity in advertising? How can interactive and digital media add value to advertising? These questions, and many more are comprehensively answered inside this Australian adaptation of the US text, *Advertising & IMC: Principles and Practice* by Moriarty, Mitchell and Wells.

Activity, Diet and Social Practice Feb 07 2022 Day-to-day activities are important in the development of social identities, the establishment of social standing, and the communal understanding of societal rules. This perspective is broadly referred to as practice theory and relates to the power of an overarching social structure and the individual actors that exist within it. Practice theory has made an important contribution to anthropological and archaeological research as these fields are particularly interested in daily life and the importance of these actions. This volume argues that practice theory can also be used in a bioarchaeological context through the examination of human skeletal remains and the archaeological context in which they were excavated. Bioarchaeology offers a unique perspective on these day-to-day experiences—skeletal tissue is constantly undergoing a process of change and, as a living biological system, it can adapt to external forces. Furthermore, bioarchaeological studies are multi-scalar and can examine individuals, groups, or entire populations. Using osteological indicators of activity patterns (entheseal changes, osteoarthritis) and dietary isotopes (carbon, nitrogen) as examples, this book addresses patterns of everyday life in the ancient past. Physical activities and food consumption are actions that are carried out on a daily basis. While bioarchaeology does not have the ability to recreate specific day-to-day activities, we can assess broad trends in everyday life. The volume illustrates these points using examples from the Ancient Nile Valley. Through the examination of over 800 Egyptian and Nubian individuals from five different archaeological sites, the research addresses patterns of everyday life as they relate to social inequality, agency, and practice. Beyond osteological indicators of activity and dietary patterns, this book also discusses additional methods that can be pursued to draw attention to daily life. Lastly, this book also highlights the applicability of and potential contribution that practice theory can make to this area of research.

Cognitive Grammar Aug 21 2020 This introductory text draws together and refines the descriptive and theoretical aspects of cognitive grammar. In a unified manner, it accommodates both the conceptual and the social-interactive basis of linguistic structure, as well as the need for both functional explanation and explicit structural description--Résumé de l'éditeur.

Rules of Play Jul 12 2022 An impassioned look at games and game design that offers the most ambitious framework for understanding them to date. As pop culture, games are as important as film or television—but game design has yet to develop a theoretical framework or critical vocabulary. In *Rules of Play* Katie Salen and Eric Zimmerman present a much-needed primer for this emerging field. They offer a unified model for looking at all kinds of games, from board games and sports to computer and video games. As active participants in game culture, the authors have written *Rules of Play* as a catalyst for innovation, filled with new concepts, strategies, and methodologies for creating and understanding games. Building an aesthetics of interactive systems, Salen and Zimmerman define core concepts like "play," "design," and "interactivity." They look at games through a series of eighteen "game design schemas," or conceptual frameworks, including games as systems of emergence and information, as contexts for social play, as a storytelling medium, and as sites of cultural resistance. Written for game scholars, game developers, and interactive designers, *Rules of Play* is a textbook, reference book, and theoretical guide. It is the first comprehensive attempt to establish a solid theoretical framework for the emerging discipline of game design.

Supervised and Unsupervised Pattern Recognition Sep 02 2021 There are many books on neural networks, some of which cover computational intelligence, but none that incorporate both feature extraction and computational intelligence, as *Supervised and Unsupervised Pattern Recognition* does. This volume describes the application of a novel, unsupervised pattern recognition scheme to the classification of various types of waveforms and images. This substantial collection of recent research begins with an introduction to Neural Networks, classifiers, and feature extraction methods. It then addresses unsupervised and fuzzy neural networks and their applications to handwritten character recognition and recognition of normal and abnormal visual evoked potentials. The third section deals with advanced neural network architectures—including modular design—and their applications to medicine and three-dimensional NN architecture simulating brain functions. The final section discusses general applications and simulations, such as the establishment of a brain-computer link, speaker identification, and face recognition. In the quickly changing field of computational intelligence, every discovery is significant. *Supervised and Unsupervised Pattern Recognition* gives you access to many notable findings in one convenient volume.

Misdiagnosed Oct 11 2019 "Berger movingly details her journey to healing. Her indefatigable quest...underscores the fact that there is no such thing as one size fits all in medicine."—Gayatri Devi, MD, clinical associate professor, NYU School of Medicine, and author of *A Calm Brain* Taking charge of your health has never been so important as it is today. Jody Berger has discovered this first hand: at forty-three, the award-winning journalist and marathoner sees a doctor about a minor tingling sensation in her hands and feet. One MRI later, she is diagnosed with multiple sclerosis and told to pick a drug and accept her fate. Instead Jody starts asking questions—only to receive a different diagnosis from each specialist she turns to, from vitamin deficiencies to metal toxicity to depression. In this powerful, witty, and eye-opening account of her misadventures from misdiagnosis to miraculous recovery, Jody offers insightful tips on how to ask doctors the right questions to get the answers and treatment you need, listen to your body, and choose health over illness. After all, while we can't always heal, we can always take control of our health and ourselves—starting now. "In this compelling, beautifully written book, Jody Berger offers an empowering look at the importance of finding the strength and confidence to take charge of your health."—Mary Shomon, New York Times bestselling author and patient advocate

The SAGE Handbook of Social Network Analysis Mar 16 2020 This sparkling Handbook offers an unrivalled resource for those engaged in the cutting edge field of social network analysis. Systematically, it introduces readers to the key concepts, substantive topics, central methods and prime debates. Among the specific areas covered are: Network theory Interdisciplinary applications Online networks Corporate networks Lobbying networks Deviant networks Measuring devices Key Methodologies Software applications. The result is a peerless resource for teachers and students which offers a critical survey of the origins, basic issues and major debates. The Handbook provides a one-stop guide that will be used by readers for decades to come.

Essentials of Cognitive Grammar Jul 20 2020 Tailored to students, this abridged version of *Cognitive Grammar* positions Langacker's authoritative work as an accessible, attractive cornerstone of cognitive linguistics as the field continues to evolve.

Strategy Making in a Crisis Dec 05 2021 Michael Gibbert presents a thoughtful theoretical framework allowing readers to critically think about imaginations related to strategy making. His research is based on a highly complex case and diversified context allowing us to understand the use of different theories in an integrated way. Gilbert Probst, World Economic Forum, Geneva, Switzerland Putting imagination center stage in strategy making is a long overdue perspective, one that can renew the field. Michael Gibbert makes an important contribution through this integrative framing. Yves Doz, INSEAD, France If you can't imagine the future of your company, how are you supposed to shape it? This book helps appreciate and execute imaginative strategy making. Martin Hoegl, WHU Otto Beisheim Graduate School of Management, Germany Which strategy making approach works best in a crisis? In current literature, the recommendations oscillate between prediction, control, and practice, but this unique book focuses specifically on strategy making in a crisis. In a crisis, the business landscape is neither stable nor predictable, resources are scarce rather than abundant, customers disappear and shareholders revolt, all of which can make prediction and control very difficult. Drawing on evidence from philosophy, and on a multi-year case study of a major multinational, Michael Gibbert points to three different kinds of imaginations and proposes a three-step model for imaginative strategy making. Introducing new topics on this subject, *Strategy Making in a Crisis* will strongly appeal to top-level managers, including corporate development departments, and business-unit level strategy. Postgraduate students will also receive ideas for their own theses, not only from the content, but also from the approach which is deductive and integrates management theories using social science literature and methodology.

Biometrics Feb 19 2023 Biometric technologies, such as finger- or facial-scan, are being deployed across a variety of social contexts in order to facilitate and guarantee identity verification and authentication. In the post-9/11 world, biometric technologies have experienced an extraordinary period of growth as concerns about security and screening have increased. This book analyses biometric systems in terms of the application of biopolitical power – corporate, military and governmental – on the human body. It deploys cultural theory in examining the manner in which biometric technologies constitute the body as a target of surveillance and as a data-information object. The book thereby provides a comprehensive overview and critical analysis of both the local and global ramifications of biometric technologies.

Welsh Mythology May 18 2020 A little-known lecture by Levi-Strauss is the inspiration for this work. In this lecture, he intuitively suggested that in medieval Europe there once existed a set of myths, centred on the grail, which are structurally the opposite of the goatsucker myths that he famously analyzed in his *mythologiques* series. This work uses Levi-Strauss' inspirational lecture as a launchpad for an exploration of a group of related medieval Welsh myths, two of which have been briefly considered previously by Levi-Strauss himself. The root of the methodological approach this book employs throughout is the Structuralism of Claude Levi-Strauss; however, it has been modified to incorporate the suggestions of later neo-Structuralists. This analysis tool is applied to a group of myths, which have become conveniently--if somewhat erroneously--known as the Mabinogion. The name Mabinogion appears as part of a colophon at the end of one of the myth of Pwyll and it was later adopted first by Pugh (1835), and then by Lady Charlotte Guest (1838) as a title for their now famous translations of Welsh mythology. Consequently, the title has stuck to describe the material that is contained within their translations and, while it is a somewhat inaccurate way to describe the myths, it has the virtues of being both a succinct and widely recognised signifier. The term has come to signify eight myths, or perhaps more accurately eight groups of myths, which are all present in the late fourteenth-century manuscript *Llyfr Coch Hergest* (The Red Book of Hergest), and all but one of which can be found in the slightly earlier *Llyfr Gwyn Rhydderch* (The White Book of Rhydderch). As such, the Mabinogion is the key collection of medieval Welsh mythology and an important source for early Arthurian material. Although Structuralism and the Mabinogion have attracted a good deal of attention from the academic world, there has been never been a sustained attempt to follow Levi-Strauss' intuitive insights with a methodical Structuralist analysis of this material. In the year of Levi-Strauss' centenary celebrations, this work is the first sustained attempt to follow his intuitive suggestions about several Mabinogion myths with a detailed Structuralist analysis of the Mabinogion. This work is therefore a unique anthropological presentation and analysis of the Mabinogion, which argues for a radical, new interpretation of these myths in light of the existence of a central system of interlocking symbols that has the Grail at its heart. Through the analysis, the book reveals a logical organizational principle that underlies a body of material that has previously been viewed as disparate and confusing. This underlying structure is demonstrated to be, as Levi-Strauss suggested it may, the opposite of that which Levi-Strauss himself uncovered in the Americas. The revelation of this new form of underlying structure leads to a rethinking of some important aspects of Structuralism, including the Canonical formula, at the same time as acting as a tribute to the farsightedness of Levi-Strauss. This book makes important contributions to the fields of Arthurian studies, anthropology, Celtic studies, cultural studies, medieval studies, mythology and religious studies."

Learning Penetration Testing with Python Apr 09 2022 Utilize Python scripting to execute effective and efficient penetration tests About This Book Understand how and where Python

scripts meet the need for penetration testing Familiarise yourself with the process of highlighting a specific methodology to exploit an environment to fetch critical data Develop your Python and penetration testing skills with real-world examples Who This Book Is For If you are a security professional or researcher, with knowledge of different operating systems and a conceptual idea of penetration testing, and you would like to grow your knowledge in Python, then this book is ideal for you. What You Will Learn Familiarise yourself with the generation of Metasploit resource files Use the Metasploit Remote Procedure Call (MSFRPC) to automate exploit generation and execution Use Python's Scapy, network, socket, office, Nmap libraries, and custom modules Parse Microsoft Office spreadsheets and eXtensible Markup Language (XML) data files Write buffer overflows and reverse Metasploit modules to expand capabilities Exploit Remote File Inclusion (RFI) to gain administrative access to systems with Python and other scripting languages Crack an organization's Internet perimeter Chain exploits to gain deeper access to an organization's resources Interact with web services with Python In Detail Python is a powerful new-age scripting platform that allows you to build exploits, evaluate services, automate, and link solutions with ease. Python is a multi-paradigm programming language well suited to both object-oriented application development as well as functional design patterns. Because of the power and flexibility offered by it, Python has become one of the most popular languages used for penetration testing. This book highlights how you can evaluate an organization methodically and realistically. Specific tradecraft and techniques are covered that show you exactly when and where industry tools can and should be used and when Python fits a need that proprietary and open source solutions do not. Initial methodology, and Python fundamentals are established and then built on. Specific examples are created with vulnerable system images, which are available to the community to test scripts, techniques, and exploits. This book walks you through real-world penetration testing challenges and how Python can help. From start to finish, the book takes you through how to create Python scripts that meet relative needs that can be adapted to particular situations. As chapters progress, the script examples explain new concepts to enhance your foundational knowledge, culminating with you being able to build multi-threaded security tools, link security tools together, automate reports, create custom exploits, and expand Metasploit modules. Style and approach This book is a practical guide that will help you become better penetration testers and/or Python security tool developers. Each chapter builds on concepts and tradecraft using detailed examples in test environments that you can simulate.

Picturing Personhood May 30 2021 By showing us the human brain at work, PET (positron emission tomography) scans are subtly--and sometimes not so subtly--transforming how we think about our minds. Picturing Personhood follows this remarkable and expensive technology from the laboratory into the world and back. It examines how PET scans are created and how they are being called on to answer myriad questions with far-reaching implications: Is depression an observable brain disease? Are criminals insane? Do men and women think differently? Is rationality a function of the brain? Based on interviews, media analysis, and participant observation at research labs and conferences, Joseph Dumit analyzes how assumptions designed into and read out of the experimental process reinforce specific notions about human nature. Such assumptions can enter the process at any turn, from selecting subjects and mathematical models to deciding which images to publish and how to color them. Once they leave the laboratory, PET scans shape social debates, influence courtroom outcomes, and have positive and negative consequences for people suffering mental illness. Dumit follows this complex story, demonstrating how brain scans, as scientific objects, contribute to our increasing social dependence on scientific authority. The first book to examine the cultural ramifications of brain-imaging technology, Picturing Personhood is an unprecedented study that will influence both cultural studies and the growing field of science and technology studies.

Report Nov 23 2020

Consumer-Centric Category Management Aug 13 2022 In some parts of the world, especially in developing markets, category management today remains a stretch goal – a new idea full of untapped potential. In other areas, the original eight-step process that emerged in the late 1980's forms the foundation of many companies' approach to category management. In still others, particularly in developed countries like the U.S., the U.K., and others, refinements are being made – most of them designed to place consumer understanding front and center. New ideas are emerging – from "trip management" to "aisle management" to "customer management." Whether a new descriptor emerges to replace "category management" is yet to be seen. Even if that does happen, what won't change is the overall objective – to help retailers and their manufacturer partners succeed by offering the right selection of products that are marketed and merchandised based on a complete understanding of the consumers they are committed to serving. This book, which explores both the state of and the state-of-the-art in category management, is for everyone with a vested interest in category management. It can serve such a broad audience because category management is about bringing a structured process to how executives think and make decisions about their businesses, no matter what information and information technology they have access to.

Computed Tomography of the Whole Body Mar 28 2021

Thyroid Cancer Jan 14 2020 Leonard Wartofsky, MD, past president of the American Thyroid Association, and a panel of world-class clinicians critically review all aspects of thyroid cancer from pathogenesis to prognosis, including management and treatment. Organized for rapid access by busy physicians, the book covers both differentiated tumors (papillary carcinoma and follicular carcinoma) and undifferentiated cancers (anaplastic carcinoma, lymphoma, and medullary carcinoma), as well as miscellaneous and unusual cancers of the thyroid. For each tumor type the authors succinctly discuss the key aspects of their clinical presentation, cytology, diagnosis, nuclear isotope scanning evaluation, imaging by MRI or CT, monitoring, surgery, pathology, post-operative care, and prognosis. Authoritative and evidenced-based, Thyroid Cancer: A Comprehensive Guide to Clinical Management provides in one place everything that physicians treating thyroid cancer patients need to know.

CT and MRI of the Whole Body Apr 28 2021 The updated 5th edition of this easy-to-read, comprehensive resource is now in full color to provide you with enhanced understanding of this highly visual field. Clinically focused, it provides quick access to step-by-step descriptions of all MR and CT imaging applications in every anatomic area, with particular emphasis on the revolutionary multislice CT. Use the latest sectional imaging approaches to accurately diagnose a full range of conditions. Any radiologist will find this book indispensable for CT and MR imaging. Includes both MR and CT so you can see correlated images for all areas of the body. Covers interventional procedures to help you apply image-guided techniques. Presents material with a practical, clinical focus, featuring clinical manifestations for most entities. Shows you how to interpret findings from the latest cutting-edge techniques-multislice CT, 3-Tesla MRI, PET/CT, and more. Presents new-generation multislice CT images throughout the book to help you interpret findings from this revolutionary new imaging modality. Includes a completely updated image-guided interventions chapter, plus five new chapters-Liver Transplants; Male Pelvis; Female Pelvis; Evaluation of the Airway; and Contrast Nephrology-to keep you up to speed on the latest approaches. Features a new full-color format for a more user-friendly resource. Provides digital-quality images throughout for enhanced detail.

State Departments of Transportation Sep 14 2022

The SAGE Handbook of Applied Social Research Methods Jan 06 2022 This Handbook addresses the methodology of social science research and the appropriate use of different methods.

Principles of Marketing Nov 04 2021 This user-friendly textbook offers students an overview of each aspect of the marketing process, explored uniquely from the value perspective. Delivering value to customers is an integral part of contemporary marketing. For a firm to deliver value, it must consider its total market offering – including the reputation of the organization, staff representation, product benefits, and technological characteristics – and benchmark this against competitors' market offerings and prices. Principles of Marketing takes this thoroughly into account and ensures that students develop a strong understanding of these essential values. The book also looks in detail at the impact of social media upon marketing practices and customer relationships, and the dramatic impact that new technologies have had on the marketing environment. Written by a team of experienced instructors, Principles of Marketing is an ideal companion for all undergraduate students taking an introductory course in marketing.

Computed Tomography & Magnetic Resonance Imaging Of The Whole Body E-Book Oct 15 2022 Over 5,200 high quality CT, MR, and hybrid technology images in one definitive reference. For the radiologist who needs information on the latest cutting-edge techniques in rapidly changing imaging technologies, such as CT, MRI, and PET/CT, and for the resident who needs a comprehensive resource that gives a broad overview of CT and MRI capabilities. Brand-new team of new international associate editors provides a unique global perspective on the use of CT and MRI across the world. Completely revised in a new, more succinct presentation without redundancies for faster access to critical content. Vastly expanded section on new MRI and CT technology keeps you current with continuously evolving innovations.

Computed Tomography and Magnetic Resonance Imaging of the Whole Body Dec 25 2020

Transforming Teacher Education with Mobile Technologies Apr 16 2020 Transforming Teacher Education with Mobile Technologies provides an international, comparative overview of current thinking and research in the field of mobile learning and teaching/teacher education, with case studies from Australia, Germany, Ireland, Norway, Sweden, Turkey and the United Kingdom. Drawing together contributions with teachers and teacher educators engaged in a European project, this book investigates practices further afield and provides insight into research and cutting-edge pedagogical practice in teaching and teacher education using mobile learning. Students use personal technologies like their mobile phones, extensively and expect to be constantly connected and engaged in a networked world. It is imperative, therefore, that teachers keep pace with this ever-shifting landscape and this is a challenge to those in the profession and more widely to teacher education which is tasked with preparing the next generation of teachers. This volume provides some answers to these challenges, linking theory to practice and developing theoretical models. The contributors also explore possible future developments in this field using an innovative methodology associated with Future Thinking Scenario Planning (Snoek, 2004).

InfoWorld Dec 13 2019 InfoWorld is targeted to Senior IT professionals. Content is segmented into Channels and Topic Centers. InfoWorld also celebrates people, companies, and projects.

Counterintuitive Marketing May 10 2022 Why does American business seem to sputter along where it ought to thrive? What is the source of the current plague of downsizing, disappearing companies, dot-com crashes, and here-today-gone-tomorrow advertising campaigns? Why do more products flop than ever before? Marketing experts Kevin J. Clancy and Peter C. Krieg have the answers. In Counterintuitive Marketing, Clancy and Krieg trace the high rate of business failure back to bad marketing strategy, and the even worse implementation of that strategy. Excess testosterone, they argue, compels senior managers to make decisions intuitively, instinctively, quickly, and, unfortunately, disastrously. In this informative and enlightening book, Clancy and Krieg confront these "over-and-over-again" marketers, who don't have time to do it right the first time, but endless time and a company bankroll to do it wrong over and over again. The authors draw from their decades of consumer and business-to-business marketing experience to describe the intuitive decision-making practices that permeate business today, and demonstrate how these practices lead to disappointing performance. Chapter by chapter, Counterintuitive Marketing contrasts how marketing decisions are made today with how they should be made. The authors give equal treatment to targeting, positioning, product development, pricing, customer service, e-commerce, marketing planning, implementation, and more as they present counterintuitive ideas for building and introducing blockbuster marketing programs. Readers will discover in this iconoclastic treasure chest hundreds of penetrating insights that have enabled the authors' firm, Copernicus, to transform companies and become a "brand guardian" to the Fortune 500 and emerging businesses around the world. The tools to create exceptional marketing programs really do exist, and they are all here in Counterintuitive Marketing, the ultimate practical guide for any company of any size.

Strategic Planning and Management Guidelines for Transportation Agencies Jan 18 2023

Foresight for Science, Technology and Innovation Nov 11 2019 ?Decision-makers at all levels are being confronted with novel complexities and uncertainties and face long-term challenges which require foresight about long-term future prospects, assumptions, and strategies. This book explores how foresight studies can be systematically undertaken and used in this context. It explicates why and how methods like horizon scanning, scenario planning, and roadmapping should be applied when dealing with high levels of uncertainty. The scope of the book moves beyond "narrow" technology foresight, towards addressing systemic interrelations between social, technological, economic, environmental, and political systems. Applications of foresight tools to such fields as energy, cities, health, transportation, education, and sustainability are considered as well as enabling technologies including nano-, bio-, and information technologies and cognitive sciences. The approaches will be illustrated with specific actual cases.

Hard Sell Jun 30 2021 Along with fast-food workers, retail workers are capturing the attention of the public and the media with the Fight for \$15. Like fast-food workers, retail workers are underpaid, and fewer than five percent of them belong to unions. In *Hard Sell*, Peter Ikeler traces the low-wage, largely nonunion character of U.S. retail through the history and ultimate failure of twentieth-century retail unionism. He asks pivotal questions about twenty-first-century capitalism: Does the nature of retail work make collective action unlikely? Can working conditions improve in the absence of a union? Is worker consciousness changing in ways that might encourage or further inhibit organizing? Ikeler conducted interviews at New York City locations of two iconic department stores—Macy's and Target. Much of the book's narrative unfolds from the perspectives of these workers in America's most unequal city. When he speaks to workers, Ikeler finds that the Macy's organization displays an adversarial relationship between workers and managers and that Target is infused with a "teamwork" message that enfolds both parties. Macy's workers identify more with their jobs and are more opposed to management, yet Target workers show greater solidarity. Both groups, however, are largely unhappy with the pay and precariousness of their jobs. Combined with workplace-generated feelings of unity and resistance, these grievances provide promising inroads to organizing that could help take the struggle against inequality beyond symbolic action to real economic power.

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