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Effective security rules and procedures do not exist for their own sake—they are put in place to protect critical assets, thereby supporting overall business objectives. Recognizing security as a business enabler is the first step in building a successful program. *Information Security Fundamentals* allows future security professionals to gain a solid understanding of the foundations of the field and the entire range

of issues that practitioners must address. This book enables students to understand the key elements that comprise a successful information security program and eventually apply these concepts to their own efforts. The book examines the elements of computer security, employee roles and responsibilities, and common threats. It examines the need for management controls, policies and procedures, and risk analysis, and also presents a comprehensive list of tasks and objectives that make up a typical information protection program. The volume discusses organizationwide policies and their documentation, and legal and business requirements. It explains policy format, focusing on global, topic-specific, and application-specific policies. Following a review of asset classification, the book explores access control, the components of physical security, and the foundations and processes of risk analysis and risk management. *Information Security Fundamentals* concludes by describing business continuity planning, including preventive controls, recovery strategies, and ways to conduct a business impact analysis. Salary surveys worldwide regularly place software architect in the top 10 best jobs, yet no real guide exists to help developers become architects. Until now. This book provides the first comprehensive overview of software architecture's many aspects. Aspiring and existing architects alike will examine architectural characteristics, architectural patterns, component determination, diagramming and presenting architecture, evolutionary architecture, and many other topics. Mark Richards and Neal Ford—hands-on practitioners who have taught software architecture classes professionally for years—focus on architecture principles that apply across all technology stacks. You'll explore software architecture in a modern light, taking into account all the innovations of the past decade. This book examines: Architecture

patterns: The technical basis for many architectural decisions  
Components: Identification, coupling, cohesion, partitioning, and granularity  
Soft skills: Effective team management, meetings, negotiation, presentations, and more  
Modernity: Engineering practices and operational approaches that have changed radically in the past few years  
Architecture as an engineering discipline: Repeatable results, metrics, and concrete valuations that add rigor to software architecture  
With today's popular television programs about criminal justice and crime scene investigation and the surge of detective movies and books, students often have a passion for exploring forensic science. Now you can guide that excitement into a profitable learning experience with the help of the innovative, new **FORENSIC SCIENCE: FUNDAMENTALS AND INVESTIGATIONS, 2E**. This dynamic, visually powerful text has been carefully crafted to ensure solid scientific content and an approach that delivers precisely what you need for your high school course. Now an established best-seller, **FORENSIC SCIENCE: FUNDAMENTALS AND INVESTIGATIONS, 2E** offers a truly experiential approach that engages students in active learning and emphasizes the application of integrated science in your course. Student materials combine math, chemistry, biology, physics, and earth science with content aligned to the National Science Education Standards, clearly identified by icons. This book balances extensive scientific concepts with hands-on classroom and lab activities, readings, intriguing case studies, and chapter-opening scenarios. The book's exclusive Gale Forensic Science eCollection™ database provides instant access to hundreds of journals and Internet resources that spark the interest of today's high school students. The new edition includes one new chapter on entomology and new capstone projects that integrate the concepts learned throughout the text. Comprehensive, time-saving teacher support and lab activities deliver exactly what you need to ensure that students receive a solid, integrated science education that keeps readers at all learning levels enthused about science. **FORENSIC SCIENCE: FUNDAMENTALS AND INVESTIGATIONS, 2E** sets the standard in high school forensic science

. . . case closed. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version. (Black & White version) **Fundamentals of Business** was created for Virginia Tech's MGT 1104 Foundations of Business through a collaboration between the Pamplin College of Business and Virginia Tech Libraries. This book is freely available at: <http://hdl.handle.net/10919/70961> It is licensed with a Creative Commons-NonCommercial ShareAlike 3.0 license. A "street smart" look at incident management in all its permutations  
**Incident Management Systems (IMS)** provide the means by which to coordinate the efforts of individual agencies in order to stabilize an incident and protect life, property, and the environment. Born from the FireScope project of the late 1960s, which was developed in response to the major wildfires that regularly plagued Southern California, these systems have evolved with many similarities and certain fundamental differences. **Emergency Incident Management Systems: Fundamentals and Applications** contrasts the major forms of Incident Management/Incident Command Systems. The author illuminates these differences and offers a fresh perspective on the concepts on which these systems are founded in order to make them more accessible and user-friendly. Without suggesting major changes in the systems, he bridges the gap between their theoretical and academic foundations and their real-world applications, and makes them more applicable to the professional's daily needs. Timely features of the book include: \* An "in the field" point of view \* Coverage of incidents of mass destruction \* Filled-out sample forms designed to aid professionals in completing reports  
In post-9/11 America, where incident management has become a national priority-one that must be easily understood and applicable across all emergency systems-this book provides a useful tool for helping today's emergency workers be more informed and more prepared than ever. Is it possible to learn something without being aware of it? How does emotion influence the way we think? How can we improve our memory? **Fundamentals of Cognition**, third edition, provides a basic, reader-friendly introduction to the key cognitive processes we use to interact

successfully with the world around us. Our abilities in attention, perception, learning, memory, language, problem solving, thinking, and reasoning are all vitally important in enabling us to cope with everyday life. Understanding these processes through the study of cognitive psychology is essential for understanding human behaviour. This edition has been thoroughly updated and revised with an emphasis on making it even more accessible to introductory-level students. Bringing on board Professor Marc Brysbaert, a world-leading researcher in the psychology of language, as co-author, this new edition includes: developed and extended research activities and "In the Real World" case studies to make it easy for students to engage with the material; new real-world topics such as discussions of attention-deficit/hyperactivity disorder, the reading problems of individuals with dyslexia, why magic tricks work, and why we cannot remember the Apple logo accurately; a supporting companion website containing multiple choice questions, flashcards, sample essay answers, instructor resources, and more. The book provides a perfect balance between traditional approaches to cognition and cutting-edge cognitive neuroscience and cognitive neuropsychology. Covering all the key topics within cognition, this comprehensive overview is essential reading for all students of cognitive psychology and related areas such as clinical psychology. Prepare for Microsoft Exam AZ-900—and help demonstrate your real-world mastery of cloud services and how they can be provided with Microsoft Azure. Designed for professionals in any non-technical or technical role, Exam Ref focuses on the critical thinking and decision-making acumen needed for success at the Microsoft Certified Fundamentals level. Focus on the expertise measured by these objectives: Understand cloud concepts Understand core Azure services Understand security, privacy, compliance, and trust Understand Azure pricing and support This Microsoft Exam Ref: Organizes its coverage by exam objectives Features strategic, what-if scenarios to challenge you Assumes you want to show foundational knowledge of cloud services and their delivery with Microsoft Azure; no technical background or IT experience is required About the Exam Exam AZ-900 focuses

on knowledge needed to evaluate cloud service's value; explain IaaS, PaaS, and SaaS; compare public, private, and hybrid cloud models; understand core Azure architectural components, products, and management tools; describe the Azure Marketplace, its usage, and key solutions; understand Azure security, identity services, and monitoring; manage privacy, compliance, and data protection; price subscriptions and manage costs; choose support options; use Service Level Agreements; and understand the Azure service lifecycle. About Microsoft Certification Passing this exam fulfills your requirements for the Microsoft Certified Azure Fundamentals credential, demonstrating that you understand cloud concepts, core Azure Services, Azure pricing and support, and the fundamentals of cloud security, privacy, compliance, and trust. See full details at: [www.microsoft.com/learn](http://www.microsoft.com/learn) Fundamentals of Engineering Economic Analysis offers a powerful, visually-rich approach to the subject—delivering streamlined yet rigorous coverage of the use of economic analysis techniques in engineering design. This award-winning textbook provides an impressive array of pedagogical tools to maximize student engagement and comprehension, including learning objectives, key term definitions, comprehensive case studies, classroom discussion questions, and challenging practice problems. Clear, topically—organized chapters guide students from fundamental concepts of borrowing, lending, investing, and time value of money, to more complex topics such as capitalized and future worth, external rate of return, depreciation, and after-tax economic analysis. This fully-updated second edition features substantial new and revised content that has been thoroughly re-designed to support different learning and teaching styles. Numerous real-world vignettes demonstrate how students will use economics as practicing engineers, while plentiful illustrations, such as cash flow diagrams, reinforce student understanding of underlying concepts. Extensive digital resources now provide an immersive interactive learning environment, enabling students to use integrated tools such as Excel. The addition of the WileyPLUS platform provides tutorials, videos, animations, a complete library of Excel

video lessons, and much more. Fundamentals of Economics for Business is an innovative text designed specifically for students in business education programs. It provides a comprehensive yet accessible introduction to the key economic issues relevant to present or future business decision-makers. Reflecting the requirements of globalization, the content is international in scope and is applicable worldwide. The material is easily adaptable to courses of different lengths and educational objectives, including a one-semester MBA course, economics courses in an undergraduate commerce or business degree, or an executive MBA program. This second edition adds significant new material on production costs, managerial economics, growth and competitiveness, and includes new case studies with applications to international business. Annotation Strategies for configuring, monitoring, and troubleshooting new Cisco telephony software! First book with specific coverage of Cisco CallManager written by its key developers. Includes specific configuration examples, configuration guidelines, troubleshooting tips, and case studies. Provides detailed information about such complex issues as Cisco CallManager routing and diagnostics. Cisco CallManager Fundamentals provides reference information about Cisco CallManager. This book fully details the innerworkings of Cisco CallManager, which will empower those responsible for designing and maintaining the system with the availability to make intelligent decisions about what, when, and how features within Cisco CallManager can be used. John Alexander is a software development manager for Cisco Systems. John managed the development of the call processing softwares as well as software development tasks. Chris Pearce has been a software engineer in telecommunications for the past nine years. In 1994 he was one of the first four engineers that designed and implemented what would eventually become the Cisco CallManager. Anne Smith is a senior technical writer at Cisco Systems, author of over two-dozen user guides, online help files, and Web-based documentation for various software and telephony companies. Delon Whetten is the technical lead of the Cisco CallManager software group at Cisco Systems.

He has been involved in the design and development of message switching, voice messaging, video teleconferencing, and Voice over IP call management systems for the last 24 years. A fully revised and updated edition of this back-to-basics title, packed with the fundamental concepts, conventions and theory needed when creating art. Programming Fundamentals - A Modular Structured Approach using C++ is written by Kenneth Leroy Busbee, a faculty member at Houston Community College in Houston, Texas. The materials used in this textbook/collection were developed by the author and others as independent modules for publication within the Connexions environment. Programming fundamentals are often divided into three college courses: Modular/Structured, Object Oriented and Data Structures. This textbook/collection covers the rest of those three courses. Produced for undergraduate unit MAF101 (Fundamentals of finance) offered by the Faculty of Business and Law's School of Accounting, Economics and Finance in Deakin University's Flexible Learning Program. From theory and fundamentals to the latest advances in computational and experimental modal analysis, this is the definitive, updated reference on structural dynamics. This edition updates Professor Craig's classic introduction to structural dynamics, which has been an invaluable resource for practicing engineers and a textbook for undergraduate and graduate courses in vibrations and/or structural dynamics. Along with comprehensive coverage of structural dynamics fundamentals, finite-element-based computational methods, and dynamic testing methods, this Second Edition includes new and expanded coverage of computational methods, as well as introductions to more advanced topics, including experimental modal analysis and "active structures." With a systematic approach, it presents solution techniques that apply to various engineering disciplines. It discusses single degree-of-freedom (SDOF) systems, multiple degrees-of-freedom (MDOF) systems, and continuous systems in depth; and includes numeric evaluation of modes and frequency of MDOF systems; direct integration methods for dynamic response of SDOF systems and MDOF systems; and component mode synthesis. Numerous

illustrative examples help engineers apply the techniques and methods to challenges they face in the real world. MATLAB(r) is extensively used throughout the book, and many of the .m-files are made available on the book's Web site. Fundamentals of Structural Dynamics, Second Edition is an indispensable reference and "refresher course" for engineering professionals; and a textbook for seniors or graduate students in mechanical engineering, civil engineering, engineering mechanics, or aerospace engineering. Mastering Music Fundamentals is a prescriptive, hands-on introduction to the fundamentals of music theory that presents the subject in a user-friendly format so that students immediately are comfortable with the material. The organization and presentation of chapter topics revolve around essential principles explained and reinforced with numerous problems for students to solve. The book does not simply present basic theory; rather, it guides students using a visual step-by-step process that anticipates and answers their questions. Highlights of the Second Edition include an improved and streamlined approach to pedagogy, homework assignments, worksheets with answers at the end of each chapter, and an innovative hybrid methodology that addresses both traditional and programmatic learning styles. For sophomore-level courses in Bioengineering, Biomedical Engineering, and related fields. A unifying, interdisciplinary approach to the fundamentals of bioengineering Now in its 2nd Edition, Bioengineering Fundamentals combines engineering principles with technical rigor and a problem-solving focus, ultimately taking a unifying, interdisciplinary approach to the conservation laws that form the foundation of bioengineering: mass, energy, charge, and momentum. The text emphasizes fundamental concepts, practical skill development, and problem-solving strategies while incorporating a wide array of examples and case studies. This 2nd Edition has been updated and expanded with new and clarified content, plus new homework and example problems. Veterinary Assisting Fundamentals and Applications provides a well-rounded, complete approach to learning the skills required in the field of veterinary assisting. Beginning with basic skills such as veterinary

medical terminology and office procedures, the book progresses to more advanced skills such as nursing care and radiology. There is a section on animal production and management covering companion animals, large animals, and exotic animals. Clinical scenarios are provided in each chapter to help demonstrate application of the skills to real world practice. Robust instructor support materials are also provided including an instructor's guide, presentations on PowerPoint, and a testbank. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version. A back-to-basics look at the fundamental concepts, conventions and theory that should be considered when creating art. Automotive technicians must learn how to safely and effectively maintain, diagnose, and repair every system on the automobile. Fundamentals of Automotive Technology provides students with the critical knowledge and essential skills to master these tasks successfully. With a focus on clarity and accuracy, the Second Edition offers students and instructors a single source of unparalleled coverage for every task from MLR through MAST. Fully updated and reorganized, the revised format enhances student comprehension and encourages critical thinking. Fundamentals of Ecosystem Science, Second Edition provides a comprehensive introduction to modern ecosystem science covering land, freshwater and marine ecosystems. Featuring full color images to support learning and written by a group of experts, this updated edition covers major concepts of ecosystem science, biogeochemistry, and energetics. Case studies of important environmental problems offer personal insights into how adopting an ecosystem approach has helped solve important intellectual and practical problems. For those choosing to use the book in a classroom environment, or who want to enrich further their reading experience, teaching and learning assets are available at Elsevier.com. Covers both aquatic (freshwater and marine) and terrestrial ecosystems with updated information Includes a new chapter on microbial biogeochemistry Features vignettes throughout the book with real examples of how an ecosystem approach has led to important change in policy, management, and ecological understanding

Demonstrates the application of an ecosystem approach in synthesis chapters and case studies  
Contains new coverage of human-environment interactions  
Fundamentals of Business Statistics is intended to serve as a core textbook for undergraduate students of BBA, BCA, B Com and CA, ICWA and those who need to understand the basic concepts of business statistics and apply results directly to real-life business problems. The book also suits the requirement of students of AMIE, who need both theoretical and practical knowledge of business statistics. The second edition has been extensively revised with the objective of enhancing and strengthening the conceptual, as well as practical knowledge of readers about various techniques of business statistics. Its easy-to-understand approach will enable readers to develop the required skills and apply statistical techniques to decision-making problems. With a completely new look and feel, this book will facilitate the teaching of business statistics techniques as well as enhance the learning experience for students. New in This Edition • Completely revised and reorganized text to make explanations more cogent through relevant and interesting examples. • Large number of new business-oriented solved as well as practice problems representing the various business statistics techniques. • Explanations well illustrated with numerous interesting and varied business-oriented examples. • Pedagogical features like Conceptual Questions, Self Practice Problems with Hints and Answers. • Complete conformity to the latest trends of questions appearing in universities and professional examinations. Microsoft Azure Essentials from Microsoft Press is a series of free ebooks designed to help you advance your technical skills with Microsoft Azure. The first ebook in the series, Microsoft Azure Essentials: Fundamentals of Azure, introduces developers and IT professionals to the wide range of capabilities in Azure. The authors - both Microsoft MVPs in Azure - present both conceptual and how-to content for key areas, including: Azure Websites and Azure Cloud Services Azure Virtual Machines Azure Storage Azure Virtual Networks Databases Azure Active Directory Management tools Business scenarios Watch Microsoft Press's blog and Twitter

(@MicrosoftPress) to learn about other free ebooks in the "Microsoft Azure Essentials" series. Learn to master essential volleyball skills such as serving, receiving, setting, attacking, blocking and digging. With this book's coverage of scoring systems, rules, rotations, and common tactics, it's never been easier to teach or learn the game. No matter which industry a company is a part of, its profitability, like its products, is driven by the reliability and performance of its plant(s). The fundamentals for maintenance found in this volume are applicable to a multitude of industries: power, process, materials, manufacturing, transportation, communication, and many others. This book shows the engineer how to select, install, maintain, and troubleshoot critical plant machinery, equipment, and systems. NEW to this edition: New material includes a chapter on inspections, providing practical guidelines for effective visual inspections, the key to effective preventive maintenance. Also included in the revision will be multiple chapters on equipment, such as pumps, compressors, and fans. Provides practical knowledge about plant machinery, equipment, and systems for the new hire or the veteran engineer Covers a wide array of topics, from shaft alignment and bearings to rotor balancing and flexible intermediate drives Delivers must-have information to the engineer which he/she will use on a daily basis, in day-to-day activities, that will affect the reliability and profitability of the plant Fundamental design principles will always remain the same, but the digital technology that can support them is evolving and affecting their application in a profound way. In this unique and timely book, artist and educator James Bennett explores essential elements of design within the context of the new media reality in which today's designers learn and work. With a brand new design and dozens of striking new images, this new edition covers extensive updates to digital technology including interactive media, web color and typography, and designing for mobile devices. Combining timeless principles with cutting-edge technology in a smart, visually rich, full-color package, DESIGN FUNDAMENTALS FOR NEW MEDIA, Second Edition, provides a thorough and engaging introduction to modern applications of essential design techniques.

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Perfect for hand therapy specialists, hand therapy students, and any other professional who encounters clients with upper extremity issues, *Fundamentals of Hand Therapy, 2nd Edition* contains everything you need to make sound therapy decisions. Coverage includes hand anatomy, the evaluation process, and diagnosis-specific information. Expert tips, treatment guidelines, and case studies round out this comprehensive text designed to help you think critically about each client's individual needs. "Overall, a very clear readable style is adopted throughout, with theory supported by various anecdotal case studies. Excellent use is made of illustrations, and many chapters contain the helpful addition of 'clinical pearls' or 'tips from the field', which are an attempt to make transparent the links between theory and practice. In conclusion, this is an excellent core text for reference purposes." Reviewed by: *British Journal of Occupational Therapy* Date: Aug 2014

Clinical Pearls and Precautions highlight relevant information learned by the experienced author and contributors that you can apply to clinical practice. Case examples included in the diagnoses chapters in Part Three demonstrate the use of clinical reasoning and a humanistic approach in treating the client. Diagnosis-specific information in the final section of the book is well-organized to give you quick access to the information you need. Special features sections such as Questions to Discuss with the Physician, What to Say to Clients, Tips from the Field, and more help readers find their own clinical voices. Online sample exercises give you a pool to pull from during professional practice. NEW! Chapters on yoga and pilates provide guidance into new ways to treat upper extremity problems. NEW! Chapter on wound care gives you a thorough foundation on how wounds impact therapeutic outcomes. NEW! Chapter on orthotics has been added to cover basic splinting patterns. NEW! Online resources help assess your understanding and retention of the material. Instructor Resources: Test Bank, PowerPoint slides, a sample course syllabus, solutions to the end-of chapter questions and problems, and solutions

to the online cases. To see a sample, click on the Instructor Resource sample tab above. Bonus Chapters 14-17 Student Companion Website - Cases Student Companion Website - Appendix A Student Companion Website - Appendix B

*Corrections Fundamentals of Healthcare Finance*, in its second edition, continues to be ideal for individuals needing basic healthcare finance skills. This easy-to-read, content-filled book presents a broad overview of healthcare finance, but focuses on tasks that are essential to the operational management of clinical services, including estimating costs and profits, planning and budgeting, analyzing new equipment purchases, using metrics to monitor operations, and working with financial statements. To assist the learning process, this book includes critical concepts, practical scenarios, self-test questions, industry-practice sidebars, and a running glossary. The second edition has been thoroughly updated, including its many real-world examples. In addition, a section on healthcare reform has been added that includes discussions of value-based purchasing, bundling, accountable care organizations, and medical homes. Additional features in the second edition include updated accounting coverage that conforms to the latest AICPA formats and a new student engagement tool, For Your Consideration sidebars, which present scenarios designed to make students think about current, sometimes controversial, issues. Companion website includes: Bonus chapters that cover financial markets and securities; lease financing and business valuation; distributions to owners; and capitation, rate setting, and risk sharing

Appendixes of financial and operational ratios and their definitions Introductory, real-world cases with questions intended for either self-directed learning or in-class use Companion casebook *Cases In Healthcare Finance, Fifth Edition* is an ideal supplement to this text. Through real-world cases, it provides the opportunity to bridge the gap between learning concepts in a lecture setting and applying these concepts on the job. Be better prepared to deal with the multitude of issues that arise in the practice of healthcare finance. "This book is divided into three parts-one on the Good Life, another on Doing the Right Thing, and the last

on the Status of Morality. You can read these parts in any order. Many will want to begin at the end, for instance, with a discussion of whether morality is a human invention, or is in some way objective. Some will prefer to start in the middle, asking about the supreme principle of morality (and whether there is any such thing). And others may want to begin at the beginning, by thinking about human well-being and the quality of life. Each part can be understood independently of the others, though there are of course many points of connection across the three main branches of moral philosophy. No matter where you begin, there are footnotes in most chapters that provide cross-references to relevant discussions elsewhere in the book. When beginning a new area of study, you're bound to encounter some unfamiliar jargon. I've tried to keep this to a minimum, and I suppose that you can be thankful that we're doing ethics here, rather than physics or anatomy. I define each technical term when I first use it, and have also put together a glossary, which appears at the end of the book. Each specialized term that appears in boldface has an entry there. You may be interested enough in what you read here that you'll want to continue your studies in moral philosophy. There is a natural place to begin—the companion volume to this book, *The Ethical Life*, described later in this preface. I have also compiled a list of Suggestions for Further Reading for each chapter or pair of chapters. This list appears at the end of the book, just before the glossary. I have selected the readings with an eye to what might be accessible and interesting to those just beginning their study of moral philosophy"--

Digital Marketing Fundamentals is the first comprehensive digital marketing textbook to cover the entire marketing process. The academic theory behind Digital Marketing, as well as techniques and media, is discussed. Digital Marketing Fundamentals is easy to read and contains many international examples and cases. The Dutch version of this book (Basisboek Online Marketing) has become a standard issue in The Netherlands. In this book, all relevant aspects of digital marketing are addressed: strategic aspects, the use of the Internet for market research, product development and realisation,

branding, customer acquisition, customer loyalty and order processing. The book also discusses effective websites and apps, digital analytics and planning, and management. The application of social media and mobile communications is seamlessly integrated into the topics. Digital Marketing Fundamentals is suitable for commercial and management courses in higher education, including universities and business schools, and for professionals working in digital marketing. To request access to the book's online resources, please click here: <http://www.digitalmarketing.noordhoff.nl> For FAQs: <https://www.basisboek-onlinemarketing.nl/faq-lecturers.html> Provides the comprehensive knowledge required to perform ERCP safely and effectively Authored by the very best in the field, this "how-to" guide to mastering the crucial yet complex gastrointestinal procedure called endoscopic retrograde cholangiopancreatography (ERCP) covers the entire range of both standard and advanced techniques, using a highly practical approach. It also places a strong emphasis on patient education, safety, and minimizing risks, offering "tips and tricks" and key points throughout to aid rapid understanding. The book is filled with over 250 illustrations Covering ERCP preparation, techniques, clinical applications, and quality and safety, ERCP: The Fundamentals, 3rd Edition begins with chapters on "getting prepared," including training and competence; facilities and equipment; risk assessment and reduction; sedation, anesthesia, and medications. It then covers "what can be done," describing standard devices and techniques; intraductal therapies; ampullectomy; and reporting and documentation. Next it has chapters on "what should be done," clinical applications of ERCP in acute cholangitis; pericholecystectomy; difficult bile duct stones; biliary pain; and numerous forms of pancreatitis. The book finishes with coverage of adverse events and how to ensure competent practice. Teaches all of the standard and advanced ERCP techniques Focuses on patient safety/comfort throughout Brilliantly-illustrated with endoscopic, EUS and radiologic images, and anatomical drawings Offers a step-by-step, practical approach to ERCP—highlighting



potential technical and anatomical hazards  
Packed with tips and tricks boxes and key points  
boxes to assist comprehension 20 high-definition  
videos of ERCP performed by the experts,  
perfect to improve clinical technique Full  
reference to the very latest ASGE, ACG, ASG and  
UEGW guidelines throughout Brought to you by  
world pioneers in endoscopy, ERCP: The  
Fundamentals, 3rd Edition is an essential  
purchase for gastroenterologists and  
endoscopists of all levels. This bestselling  
text/reference provides a comprehensive  
treatment of the fundamentals of fracture  
mechanics. It presents theoretical background  
as well as practical applications, and it  
integrates materials science with solid  
mechanics. In the Second Edition, about 30% of  
the material has been updated and expanded;  
new technology is discussed, and feedback from  
users of the first edition has been incorporated.  
This book provides a comprehensive  
introduction to advanced drug delivery and  
targeting, covering their principles, current  
applications, and potential future developments.  
This edition has been updated to reflect  
significant trends and cutting-edge advances  
that have occurred since the first edition was  
published. All the original chapters have been  
retained, but the material therein has been  
updated. Eight new chapters have been added  
that deal with entirely new technologies and  
approaches. Features: Offers a comprehensive  
introduction to the fundamental concepts and  
underlying scientific principles of drug delivery  
and targeting Presents an in-depth analysis of  
the opportunities and obstacles afforded by the  
application of nanotechnologies for drug delivery  
and targeting Includes a revised and expanded  
section on the major epithelial routes of drug  
delivery currently under investigation Describes  
the most recent, emerging, and innovative  
technologies of drug delivery Provides real-life  
examples of the clinical translation of drug  
delivery technologies through the use of case  
studies Discusses the pertinent regulatory  
hurdles and safety issues of drug delivery and  
targeting systems—crucial considerations in  
order to achieve licensing approval for these  
new technologies Fundamentals of Corporate  
Finance helps students develop the intuition and  
analytical skills necessary to effectively apply

financial tools in real-world decision-making  
situations. The authors provide a fully integrated  
framework for understanding how value creation  
relates to all aspects of corporate finance;  
whether it be evaluating an investment  
opportunity, determining the appropriate  
financing for a business, or managing working  
capital. This unique and integrated framework  
also provides robust coverage of problem solving  
and decision-making skills. A complete, up-to-  
date, introductory guide to fuel cell technology  
and application Fuel Cell Fundamentals provides  
a thorough introduction to the principles and  
practicalities behind fuel cell technology.  
Beginning with the underlying concepts, the  
discussion explores fuel cell thermodynamics,  
kinetics, transport, and modeling before moving  
into the application side with guidance on  
system types and design, performance, costs,  
and environmental impact. This new third  
edition has been updated with the latest  
technological advances and relevant  
calculations, and enhanced chapters on  
advanced fuel cell design and electrochemical  
and hydrogen energy systems. Worked  
problems, illustrations, and application examples  
throughout lend a real-world perspective, and  
end-of chapter review questions and  
mathematical problems reinforce the material  
learned. Fuel cells produce more electricity than  
batteries or combustion engines, with far fewer  
emissions. This book is the essential introduction  
to the technology that makes this possible, and  
the physical processes behind this cost-saving  
and environmentally friendly energy source.  
Understand the basic principles of fuel cell  
physics Compare the applications, performance,  
and costs of different systems Master the  
calculations associated with the latest fuel cell  
technology Learn the considerations involved in  
system selection and design As more and more  
nations turn to fuel cell commercialization  
amidst advancing technology and dropping  
deployment costs, global stationary fuel cell  
revenue is expected to grow from \$1.4 billion to  
\$40.0 billion by 2022. The sector is forecasted to  
explode, and there will be a tremendous demand  
for high-level qualified workers with advanced  
skills and knowledge of fuel cell technology. Fuel  
Cell Fundamentals is the essential first step  
toward joining the new energy revolution.

Construction Management Fundamentals is intended as an introduction to both technical and business sides of construction, and is intended for use in an undergraduate Civil Engineering curriculum or for graduate courses in Construction Management. The text covers fundamentals of construction in a logical, simple, and concise format, and many examples reinforce construction and management concepts through applications, photographs, and illustrations derived from actual projects. Based upon professional practice, standard formats for analyzing common problems are presented and explained preparing students for fast-paced bid preparation. The second edition of Construction Management Fundamentals includes coverage of the Construction Specifications Institute's new MasterFormat 2004 edition, as well as a completely rewritten safety chapter incorporating the latest OSHA required safety practices and reporting practices. The book will help prepare the student who may take one or two courses in construction or the construction management professional. Widely known and used throughout the astrodynamics and aerospace engineering communities, this teaching text was developed at the U.S. Air Force Academy. Completely revised and updated 2013 edition. Stage Lighting: The Fundamentals is written specifically for introductory stage lighting courses. The book begins with an examination of the nature of light, perception, and color, then leads into a conversation of stage lighting equipment and technicians. Lamps, luminaries, controls/dimming, and electricity form the basis of these chapters. The book also provides a detailed explanation and overview of the lighting design process for the theatre and several other traditional forms of entertainment. Finally, the book explores a variety of additional areas where lighting designers can find related future employment, such as concert and corporate lighting, themed design, architectural and landscape lighting, and computer animation. New for this edition: enlarged full-color illustrations, photographs, light plots and examples of lighting design; updated information on LED lighting and equipment; expanded discussion of the practical use of color as a designer; expanded discussion of psychological/perceptual effects of color; new

discussion of color mixing through light sources that make use of additive mixing; expanded discussion of industry professions; expanded discussion and illustrations relating to photometrics; expanded discussion and examples of control protocols and new equipment; and updated designer profiles along with the addition of still more designer profiles. Launch your Medical Assisting career with Kinn's Medical Assisting Fundamentals: Administrative and Clinical Competencies with Anatomy & Physiology! This practical, hands-on text features an easy-to-understand writing style and detailed visuals designed to help you master all the Medical Assisting knowledge, procedures, and skills needed for career success. Based on trusted content from the bestselling Kinn's product suite, this brand-new text and its accompanying resources incorporate the latest standards and competencies throughout, as well as approachable coverage of math, medical terminology, soft skills, and anatomy and physiology. Easy-to-grasp writing style is appropriate for all levels of learners in all types of Medical Assisting programs. Trusted Kinn's content supports the following exam plans: CMA from the American Association of Medical Assistants; RMA and CMAS from American Medical Technologist; CCMA and CMAA from the National Healthcareer Association; NCMA from the National Center for Competency Testing; and CMAC from the American Medical Certification Association. Emphasis on anatomy and physiology — along with pathology, signs/symptoms, diagnostic procedures, and treatments — enables you to meet key competencies. Strong focus on medical terminology includes feature boxes that highlight chapter-related medical terminology to help you learn word parts, pronunciation, and definitions. Math exercises embedded throughout the text challenge you to sharpen your math skills. Procedures are mapped to CAAHEP and ABHES accreditation standards down to the step, offer rationales for each step, and can be conveniently performed in the classroom. Customer Service boxes in appropriate chapters help you develop the soft skills that employers seek when hiring Medical Assistants. Applied learning approach introduces a case scenario at the beginning of each chapter

and then revisits it throughout the chapter to help you understand new concepts as they are presented. Chapter learning tools include vocabulary with definitions, critical thinking applications, and content that ties directly to the order of learning objectives. Pharmacology glossary of the top 100-150 most common over-the-counter and prescription medications gives you quick access to pronunciation guides, generic and trade names, and drug classification.

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