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### KEY=ULTIMATE - MASON GIANCARLO

**The Ultimate Cheat Sheets The Practical Guide for Dentists 2006-2007 The Ultimate Cheat Sheets The Practical Guide for Dentists 2013 The Ultimate Cheat Sheets The Practical Guide for Dentists 2012 Principles and Practice of Oral Medicine Saunders** The 2nd Edition of this definitive guide to oral medicine includes a new section on evaluation and management of the patient with infectious disease, stressing AIDS, hepatitis, tuberculosis, and infection control measures in the dental office. Also added is a section that presents and evaluates radiographic techniques in the diagnosis of oral disease, including discussions of radionuclides, CT, and NMR. Tables at the end of each chapter summarise important points, giving readers at-a-glance access to key data. The basics of diagnosis and management are emphasised to ensure competency when managing oral diseases or oral manifestations of systemic diseases. Therapeutic procedures are categorised by risk level to help readers make smart care decisions. **The Psychology of Fake News Accepting, Sharing, and Correcting Misinformation Routledge** This volume examines the phenomenon of fake news by bringing together leading experts from different fields within psychology and related areas, and explores what has become a prominent feature of public discourse since the first Brexit referendum and the 2016 US election campaign. Dealing with misinformation is important in many areas of daily life, including politics, the marketplace, health communication, journalism, education, and science. In a general climate where facts and misinformation blur, and are intentionally blurred, this book asks what determines whether people accept and share (mis)information, and what can be done to counter misinformation? All three of these aspects need to be understood in the context of online social networks, which have fundamentally changed the way information is produced, consumed, and transmitted. The contributions within this volume summarize the most up-to-date empirical findings, theories, and applications and discuss cutting-edge ideas and future directions of interventions to counter fake news. Also providing guidance on how to handle misinformation in an age of "alternative facts", this is a fascinating and vital reading for students and academics in psychology, communication, and political science and for professionals including policy makers and journalists. **Toxicological Profile for Polycyclic Aromatic Hydrocarbons Truth Decay An Initial Exploration of the Diminishing Role of Facts and Analysis in American Public Life Rand Corporation** Political and civil discourse in the United States is characterized by "Truth Decay," defined as increasing disagreement about facts, a blurring of the line between opinion and fact, an increase in the relative volume of opinion compared with fact, and lowered trust in formerly respected sources of factual information. This report explores the causes and wide-ranging consequences of Truth Decay and proposes strategies for further action. **World Development Report 2018 Learning to Realize Education's Promise World Bank Publications** Every year, the World Bank's World Development Report (WDR) features a topic of central importance to global development. The 2018 WDR—LEARNING to Realize Education's Promise—is the first ever devoted entirely to education. And the time is right: education has long been critical to human welfare, but it is even more so in a time of rapid economic and social change. The best way to equip children and youth for the future is to make their learning the center of all efforts to promote education. The 2018 WDR explores four main themes: First, education's promise: education is a powerful instrument for eradicating poverty and promoting shared prosperity, but fulfilling its potential requires better policies—both within and outside the education system. Second, the need to shine a light on learning: despite gains in access to education, recent learning assessments reveal that many young people around the world, especially those who are poor or marginalized, are leaving school unequipped with even the foundational skills they need for life. At the same time, internationally comparable learning assessments show that skills in many middle-income countries lag far behind what those countries aspire to. And too often these shortcomings are hidden—so as a first step to tackling this learning crisis, it is essential to shine a light on it by assessing student learning better. Third, how to make schools work for all learners: research on areas such as brain science, pedagogical innovations, and school management has identified interventions that promote learning by ensuring that learners are prepared, teachers are both skilled and motivated, and other inputs support the teacher-learner relationship. Fourth, how to make systems work for learning: achieving learning throughout an education system requires more than just scaling up effective interventions. Countries must also overcome technical and political barriers by deploying salient metrics for mobilizing actors and tracking progress, building coalitions for learning, and taking an adaptive approach to reform. **The Dental Reference Manual A Daily Guide for Students and Practitioners Springer** This book is designed to meet the needs of both dental students and dentists by providing succinct and quickly retrievable answers to common dental questions. Students will find both that it clearly presents the particulars which should be familiar to every dentist and that it enables them to see the big picture and contextualize information introduced to them in the future. Practicing dentists, on the other hand, will employ the book as a daily reference to source information on important topics, materials, techniques, and conditions. The book is neither discipline nor specialty specific. The first part is wide ranging and covers the essentials of dental practice while the second part addresses individual specialties and the third is devoted to emergency dental treatment. Whether as a handy resource in the student's backpack or as a readily available tool on the office desk, this reference manual fills an important gap in the dental literature. **The Civil Engineering Handbook CRC Press** First published in 1995, the award-winning Civil Engineering Handbook soon became known as the field's definitive reference. To retain its standing as a complete, authoritative resource, the editors have incorporated into this edition the many changes in techniques, tools, and materials that over the last seven years have found their way into civil engineering research and practice. The Civil Engineering Handbook, Second Edition is more comprehensive than ever. You'll find new, updated, and expanded coverage in every section. In fact, more than 1/3 of the handbook is new or substantially revised. In particular you'll find increased focus on computing reflecting the rapid advances in computer technology that has revolutionized many aspects of civil engineering. You'll use it as a survey of the field, you'll use it to explore a particular subject, but most of all you'll use The Civil Engineering Handbook to answer the problems, questions, and conundrums you encounter in practice. **First Episode Psychosis CRC Press** The new edition of this popular handbook has been thoroughly updated to include the latest data concerning treatment of first-episode patients. Drawing from their experience, the authors discuss the presentation and assessment of the first psychotic episode and review the appropriate use of antipsychotic agents and psychosocial approaches in effective management. **Linguistic Engineering Language and Politics in Mao's China University of Hawaii Press** When Mao and the Chinese Communist Party won power in 1949, they were determined to create new, revolutionary human beings. Their most precise instrument of ideological transformation was a massive program of linguistic engineering. They taught everyone a new political vocabulary, gave old words new meanings, converted traditional terms to revolutionary purposes, suppressed words that expressed "incorrect" thought, and required the whole population to recite slogans, stock phrases, and scripts that gave "correct" linguistic form to "correct" thought. They assumed that constant repetition would cause the revolutionary formulae to penetrate people's minds, engendering revolutionary beliefs and values. In an introductory chapter, Dr. Ji assesses the potential of linguistic engineering by examining research on the relationship between language and thought. In subsequent chapters, she traces the origins of linguistic engineering in China, describes its development during the early years of communist rule, then explores in detail the unprecedented manipulation of language during the Cultural Revolution of 1966-1976. Along the way, she analyzes the forms of linguistic engineering associated with land reform, class struggle, personal relationships, the Great Leap Forward, Mao-worship, Red Guard activism, revolutionary violence, Public Criticism Meetings, the model revolutionary operas, and foreign language teaching. She also reinterprets Mao's strategy during the early stages of the Cultural Revolution, showing how he manipulated exegetical principles and contexts of judgment to "frame" his alleged opponents. The work concludes with an assessment of the successes and failures of linguistic engineering and an account of how the Chinese Communist Party relaxed its control of language after Mao's death. **Transanal Minimally Invasive Surgery (TAMIS) and Transanal Total Mesorectal Excision (taTME) Springer** This book captures cornerstone developments in a new body of knowledge and provides an expert resource on a "hot topic" in rectal surgery. Transanal minimally invasive surgery (TAMIS) was designed for local excision of select rectal neoplasms, however soon it became realized that the TAMIS technique could be used for applications beyond local excision, most notably for transanal total mesorectal excision (taTME). This new operative technique has revolutionized our approach to the distal rectum by allowing for improved access, especially in obese male patients with an android pelvis, and by minimizing abdominal wall access trauma. The endpoints of improved oncologic resection, as defined by mesorectal envelope completeness, negative circumferential resection margins, and negative distal margin, are assessed. This book details controversies, pitfalls, and future directions of taTME and TAMIS. Chapters are authored by those on the forefront of innovation with TAMIS and taTME, and each is considered an authority on the topic. **Transanal Minimally Invasive Surgery (TAMIS) and Transanal Total Mesorectal Excision (taTME) is a must-have reference for surgeons who are performing this operation and fellows in training who want to completely understand the various nuances of TAMIS and taTME. International Handbook of Mathematical Learning Difficulties From the Laboratory to the Classroom Springer** This comprehensive volume provides teachers, researchers and education professionals with cutting edge knowledge developed in the last decades by the educational, behavioural and neurosciences, integrating cognitive, developmental and socioeconomic approaches to deal with the problems children face in learning mathematics. The neurocognitive mechanisms and the cognitive processes underlying acquisition of arithmetic abilities and their significance for education have been the subject of intense research in the last few decades, but the most part of this research has been conducted in non-applied settings and there's still a deep discrepancy between the level of scientific knowledge and its implementation into actual educational settings. Now it's time to bring the results from the laboratory to the classroom. Apart from bringing the theoretical discussions to educational settings, the volume presents a wide range of methods for early detection of children with risks in mathematics learning and strategies to develop effective interventions based on innovative cognitive test instruments. It also provides insights to translate research knowledge into public policies in order to address socioeconomic issues. And it does so from an international perspective, dedicating a whole section to the cultural diversity of mathematics learning difficulties in different parts of the world. All of this makes the International Handbook of Mathematical Learning Difficulties an essential tool for those involved in the daily struggle to prepare the future generations to succeed in the global knowledge society. **Differential Diagnosis of Cardiopulmonary Disease A Handbook Springer** This clinical handbook is designed to aid with the fast and accurate diagnosis of cardiopulmonary disease. Chapters are structured to support the clinical decision-making process and cover key points such as differential diagnosis, typical and atypical presentation, co-morbidities, and critical steps that should not be missed. The text also outlines time-dependent interventions, overall principles of treatment, and disease course. Abundant images and links to external audio and video resources reinforce understanding. Although the chapters are organized to provide ready access to essential information, the scope of the book is comprehensive and addresses topics including acute coronary syndrome, heart failure, pulmonary embolism, primary and secondary lung diseases, and relevant upper gastrointestinal and neuromuscular diseases. Both adult and pediatric considerations are presented. The book is intended for diagnosticians in emergency medicine, critical care, internal medicine, primary care, and related fields. Medical students, residents, and other medical professionals will appreciate the concise and clear approach. **Children's Speech Sound Disorders John Wiley & Sons** Speaking directly to experienced and novice clinicians, educators and students in speech-language pathology/speech and language therapy via an informative essay-based approach, Children's Speech Sound Disorders provides concise, easy-to-understand explanations of key aspects of the classification, assessment, diagnosis and treatment of articulation disorders, phonological disorders and childhood apraxia of speech. It also includes a range of searching questions to international experts on

their work in the child speech field. This new edition of *Children's Speech Sound Disorders* is meticulously updated and expanded. It includes new material on Apps, assessing and treating two-year-olds, children acquiring languages other than English and working with multilingual children, communities of practice in communication sciences and disorders, distinguishing delay from disorder, linguistic sciences, counselling and managing difficult behaviour, and the neural underpinnings of and new approaches to treating CAS. This bestselling guide includes: Case vignettes and real-world examples to place topics in context Expert essays by sixty distinguished contributors A companion website for instructors at [www.wiley.com/go/bowen/speechlanguagetherapy](http://www.wiley.com/go/bowen/speechlanguagetherapy) and a range of supporting materials on the author's own site at [speech-language-therapy.com](http://speech-language-therapy.com) Drawing on a range of theoretical, research and clinical perspectives and emphasising quality client care and evidence-based practice, *Children's Speech Sound Disorders* is a comprehensive collection of clinical nuggets, hands-on strategies, and inspiration.

**Prevention and Treatment of Complications in Proctological Surgery** *Springer Science & Business Media* The volume is authored by a colorectal surgeon with long-standing clinical and scientific experience and is devoted to the management of complications following surgery of the anorectum and the pelvic floor. It is aimed not only at general surgeons, perineologists and, of course, proctologists, but also at gastroenterologists, endoscopists, radiologists and physiotherapists, i.e. those who may be involved in both diagnosis and cure whenever an adverse event, either unpredictable or potentially preventable, causes an intra- or postoperative, early or late, mild or life-threatening complication. Severe bleeding, dehiscence, perforation, anorectal stricture, fecal incontinence, and even caval vein thrombosis, fatal Fournier gangrene and pneumomediastinum may occur after anal surgery. The incidence, pathogenesis prevention and treatment of such events are discussed in detail in 10 chapters with 30 tables, 200 illustrations and more than 1000 references. Both conventional procedures and recent innovations are reported. "Unforgettable clinical cases (complications with litigation)" and "Tips and Tricks" are sections increasing the appeal of this book. The approach is "evidence-based" and holistic, focusing on anorectal problems while taking into consideration whole body-mental unity—showing, for example, that a non-healing perineal wound may be due to hypo-pituitarism, and failure after a re-intervention may be related to psychological distress.

**Multilingualism and Creativity** *Multilingual Matters* In this monograph, Anatoly V. Kharkhurin presents the results of his empirical investigation into the impact of multilingual practice on an individual's creative potential. Until now, the relationship between these two activities has received little attention in the academic community. The book makes an attempt to resuscitate this theme and provides a solid theoretical framework supported by contemporary empirical research conducted in a variety of geographic, linguistic, and sociocultural locations. This study demonstrates that several factors - such as the multilinguals' age of language acquisition, proficiency in these languages and experience with cultural settings in which these languages were acquired - have a positive impact on selective attention and language mediated concept activation mechanisms. Together, these facilitate generative and innovative capacities of creative thinking. This book will be of great interest not only to scholars in the fields of multilingualism and creativity, but also to educators and all those interested in enhancing foreign language learning and fostering creativity.

**Augmented Reality in Tourism, Museums and Heritage A New Technology to Inform and Entertain** *Springer Nature* This book provides extensive research into the use of augmented reality in the three interconnected and overlapping fields of the tourism industry, museum exhibitions, and cultural heritage. It is written by a virtual team of 50 leading researchers and practitioners from 16 countries around the world. The authors explore the opportunities and challenges of augmented reality applications, their current status and future trends, informal learning and heritage preservation, mixed reality environments and immersive installations, cultural heritage education and tourism promotion, visitors with special needs, and emerging post-COVID-19 museums and heritage sites. *Augmented Reality in Tourism, Museums and Heritage: A New Technology to Inform and Entertain* is essential reading not only for researchers, application developers, educators, museum curators, tourism and cultural heritage promoters, but also for students (both graduates and undergraduates) and anyone who is interested in the efficient and practical use of augmented reality technology.

**Diversity Dimensions in Mathematics and Language Learning Perspectives on Culture, Education and Multilingualism** *Walter de Gruyter GmbH & Co KG* Wie hängen sprachliche und mathematische Entwicklung zusammen? Dieser Frage wird derzeit mit großem Interesse aus unterschiedlichen Perspektiven nachgegangen. Dieser Sammelband vereint Erkenntnisse aus Psychologie, Neurowissenschaften, Mathematikdidaktik, (Psycho-)Linguistik und Mehrsprachigkeitsforschung. Der interdisziplinäre Ansatz bietet einen umfassenden Blick auf den aktuellen Forschungsstand, dargestellt von national und international renommierten Forschenden. Das Buch gliedert sich in drei Teile. Der erste Teil „Modelle und Theorien“ fasst theoretische Überlegungen zusammen und stellt Strukturen für Forschung und Praxis bereit. Dieser Teil dient dazu, den Grundstein für die anderen Teile sowie für zukünftige Forschung zu legen. Der zweite Teil „Kindergartenalter“ sowie der dritte Teil „Grundschulalter“ decken empirische Befunde über die Korrelation zwischen Sprache und mathematischem Lernen in der jeweiligen Altersgruppe ab. Ein besonderer Fokus liegt hierbei auf dem Aspekt der Mehrsprachigkeit. Damit bietet dieser Sammelband eine große Bandbreite fachspezifischen Wissens für Bildungswissenschaftler\*innen, Lehramtsstudierende, Psycholog\*innen und Forschende zur Mehrsprachigkeit.

**Clinical Cardiogenetics** *Springer Science & Business Media* Clinical management and signs are the focus of this practical cardiogenetic reference for those who are involved in the care for cardiac patients with a genetic disease. With detailed discussion of the basic science of cardiogenetics in order to assist in the clinical understanding of the topic. The genetic causes of various cardiovascular diseases are explained in a concise clinical way that reinforces the current management doctrine in a practical manner. The authors will cover the principles of molecular genetics in general but also specific to cardiac diseases. They will discuss the etiology, pathogenesis, pathophysiology, clinical presentation, clinical diagnosis, molecular diagnosis and treatment of each cardiogenetic disease separately. Therapy advice, ICD indications, indications for and manner of further family investigation will all be covered, while each chapter will also contain take-home messages to reinforce the key points. The chapters reviewing the different diseases will each contain a table describing the genes involved in each. Each chapter will also contain specific illustrations, cumulatively giving a complete, practical review of each cardiogenetic disease separately. Special emphasis will be given to advice on how to diagnose and manage cardiogenetic diseases in clinical practice, which genes should be investigated and why, and the pros and cons of genetic testing. Guidelines for investigation in families with sudden cardiac death at young age will also be included. This book will be written for the general cardiologist and the clinical geneticist who is involved in cardiac patients and will provide answers to question such as: Which genes are involved and which mutations? What is the effect of the mutation at cellular level? Which genes should be tested and why? What is the value of a molecular diagnosis? Does it influence therapy? When should the first degree relatives be tested and in which way? 4th International Conference on Internet of Things and Connected Technologies (ICIoTCT), 2019 Internet of Things and Connected Technologies *Springer Nature* This book presents the proceedings of the 4th International Conference on Internet of Things and Connected Technologies (ICIoTCT), held on May 9-10, 2019, at Malaviya National Institute of Technology (MNIT), Jaipur, India. The Internet of Things (IoT) promises to usher in a revolutionary, fully interconnected "smart" world, with relationships between objects and their environment and objects and people becoming more tightly intertwined. The prospect of the Internet of Things as a ubiquitous array of devices bound to the Internet could fundamentally change how people think about what it means to be "online". The ICIoTCT 2019 conference provided a platform to discuss advances in Internet of Things (IoT) and connected technologies, such as various protocols and standards. It also offered participants the opportunity to interact with experts through keynote talks, paper presentations and discussions, and as such stimulated research. With the recent adoption of a variety of enabling wireless communication technologies, like RFID tags, BLE, ZigBee, embedded sensor and actuator nodes, and various protocols such as CoAP, MQTT and DNS, IoT has moved on from its infancy. Today smart sensors can collaborate directly with machines to automate decision-making or to control a task without human involvement. Further, smart technologies, including green electronics, green radios, fuzzy neural approaches, and intelligent signal processing techniques play an important role in the development of the wearable healthcare devices.

**Encyclopedia of Nursing Education** *Springer Publishing Company* Written by luminaries in the field of nursing education, this is the only current and comprehensive compendium of important topics in nursing education. It contains more than 175 detailed entries, and will be a valuable reference text for doctoral- and master's-level nursing students, nursing faculty, university and hospital libraries worldwide, and hospital nursing departments and schools. The listing of entries has been carefully culled from recent nursing literature and six volumes of the Annual Review of Nursing Education. Each entry follows a standard template that includes definition, application in nursing education, a synopsis including a brief summary of what is in the literature on the topic, and a concluding summary discussing future development in nursing education. Listings are alphabetized for easy access, and are accompanied by a comprehensive reference list. **KEY FEATURES:** The only current compendium of important topics in nursing education Includes all topics relevant to nursing education based on a review of the literature Alphabetized and consistently formatted for easy access to information Includes comprehensive reference lists per topic Written by expert nurse educators A listing of teaching topics compiled by the editors is available to instructors

**Atherosclerosis Molecular and Cellular Mechanisms** *John Wiley & Sons* With atherosclerosis being the number one cause of death in the western world, this handbook and ready reference provides a comprehensive account of the different stages and factors in the development of the atherosclerotic plaque. Each chapter is written by experts in the field and highlights the role of specific mediators of atherosclerotic plaque development, as well as potential therapeutic targets. A large amount of this up-to-date information is conveyed by way of tables and schematic figures, in a readily comprehensible manner. A must-have for master and PhD students, researchers, MDs and lecturers in vascular biology and cardiology, as well as for academics and scientists in the pharmaceutical industry.

**Geriatric Psychiatry Study Guide Mastering the Competencies** *Springer* Trainees in subspecialty of geriatric psychiatry and general psychiatry need to master core competencies in geriatric psychiatry in order to practice. This book is designed to provide short-answer question-based learning centering around the core curriculum topics in geriatric psychiatry and is primarily ideal not only for medical students, residents, and fellows, but also for psychiatrists preparing for re-certification. This book features approximately 300 short-answer questions on geriatric psychiatry topics, each comprising the stem of a brief clinical scenario or concise question with expected number of answers. The book also features detailed teaching notes, graphics, and the respective source references. The format is consistently structured from chapter to chapter, practical and concise, and designed to enhance the reader's diagnostic and management ability and clinical understanding. Each answer includes a concise discussion, pertinent illustrations, and source references. This text is a valuable reference and teaching tool that provides an opportunity for learning across a rapidly growing field. The material covered matches the existing postgraduate curricula in geriatric psychiatry and helps prepare candidates for their specialty and subspecialty certification examinations. The cases map well to both the American Geriatric Psychiatry Association and Canadian Academy of Geriatric Psychiatry as well as other international postgraduate curricula. The book covers main topics within geriatric psychiatry, some such as substance use disorders and sexuality and sexual dysfunction in later life. As the Baby Boomers age, this reference will continue to be a valuable staple in geriatric workforce training. *Geriatric Psychiatry Study Guide* is the ultimate resource for students, residents, fellows, psychiatrists, psychologists, family practitioners, nurses, social workers, and all clinicians rising to the challenges of the mental health segment of the geriatric workforce.

**Handbook of Advanced Chromatography /Mass Spectrometry Techniques** *Elsevier* Handbook of Advanced Chromatography /Mass Spectrometry Techniques is a compendium of new and advanced analytical techniques that have been developed in recent years for analysis of all types of molecules in a variety of complex matrices, from foods to fuel to pharmaceuticals and more. Focusing on areas that are becoming widely used or growing rapidly, this is a comprehensive volume that describes both theoretical and practical aspects of advanced methods for analysis. Written by authors who have published the foundational works in the field, the chapters have an emphasis on lipids, but reach a broader audience by including advanced analytical techniques applied to a variety of fields. *Handbook of Advanced Chromatography / Mass Spectrometry Techniques* is the ideal reference for those just entering the analytical fields covered, but also for those experienced analysts who want a combination of an overview of the techniques plus specific and pragmatic details not often covered in journal reports. The authors provide, in one source, a synthesis of knowledge that is scattered across a multitude of literature articles. The combination of pragmatic hints and tips with theoretical concepts and demonstrated applications provides both breadth and depth to produce a valuable and enduring reference manual. It is well suited for advanced analytical instrumentation students as well as for analysts seeking additional knowledge or a deeper understanding of familiar techniques. Includes UHPLC, HILIC, nano-liquid chromatographic separations, two-dimensional LC-MS (LCxLC), multiple parallel MS, 2D-GC (GCxGC) methodologies for lipids analysis, and more Contains both practical and theoretical knowledge, providing core understanding for implementing modern chromatographic and mass spectrometric techniques Presents chapters on the most

popular and fastest-growing new techniques being implemented in diverse areas of research Global Security, Safety, and Sustainability 6th International Conference, ICGS3 2010, Braga, Portugal, September 1-3, 2010. *Proceedings Springer Science & Business Media* The annual International Conference on Global Security, Safety and Sustainability (ICGS3) is an established platform in which security, safety and sustainability issues can be examined from several global perspectives through dialogue between academics, students, government representatives, chief executives, security professionals, and research scientists from the United Kingdom and from around the globe. The three-day conference focused on the challenges of complexity, rapid pace of change and risk/opportunity issues associated with modern products, systems, special events and infrastructures. The importance of adopting systematic and systemic approaches to the assurance of these systems was emphasized within a special stream focused on strategic frameworks, architectures and human factors. The conference provided an opportunity for systems scientists, assurance researchers, owners, operators and maintainers of large, complex and advanced systems and infrastructures to update their knowledge on the state of best practice in these challenging domains while networking with the leading researchers and solution providers. ICGS3 2010 received paper submissions from more than 17 different countries in all continents. Only 31 papers were selected and were presented as full papers. The program also included a number of keynote lectures by leading researchers, security professionals and government representatives. Consumer Behaviour in Action Consumer Behaviour in Action introduces marketing students to the fundamental concepts of consumer behaviour in a contemporary context. The text provides a distinctly balanced approach as it balances theory with practical applications and research methods for understanding consumers. Practical examples and case studies provide global, regional and local industry examples. Research and insights from fields such as psychology, sociology and complex systems are included. Extended cases studies covering topics such as Nike, Cricket Australia, Target, and McDonalds in overseas markets, draw together each part of the book to bring together the themes discussed and encourage students to encourage a deeper understanding of the material. The accompanying enriched eBook and supplementary digital resources provides superior ready-to-use support for both students and lecturers. Persuasive Advertising Evidence-based Principles *Springer* Written by a leading authority, this book is a comprehensive and definitive guide to advertising that incorporates a vast amount of research and expert opinion. It draws upon the evidence to establish principles that can be applied to achieve successful and effective advertising and evaluates all of the relevant attributes and aspects of this. Fecal Incontinence Diagnosis and Treatment *Springer Science & Business Media* Fecal incontinence is a common and embarrassing condition with a devastating impact on patients' lives. Since it may result from a variety of pathophysiological situations, an accurate diagnostic work-up is crucial. A range of therapies is available, but choosing the correct option is pivotal to successful management. This book reviews the latest advances in the epidemiologic, socio-economic, psychological, diagnostic, and therapeutic aspects of fecal incontinence, helping to establish effective treatment guidelines. Ingle's Endodontics *PMPH USA* Ingle's Endodontics, 7th edition, is the most recent revision of the text that has been known as the "Bible of Endodontics" for half a century. The new edition, published in two volumes, continues the tradition of including the expertise of international leaders in the field. Eighty-six authors contributed cutting-edge knowledge and updates on topics that have formed the core of this book for years. New chapters reflect the ways in which the field of endodontics has evolved over the 50 years since the pioneer John I. Ingle authored Endodontics. Ingle's Endodontics will continue to be the standard against which all other endodontic texts will be measured. The 40 chapters are arranged in two volumes under three sections: The Science of Endodontics; The Practice of Endodontics: Diagnosis, Clinical Decision Making, Management, Prognosis; and Interdisciplinary Endodontics. With contributions from the world's experts in all phases of the specialty, Ingle's Endodontics, 7th edition promises to be an indispensable dentistry textbook, an essential part of every endodontist's library. Minimizing Incisions and Maximizing Outcomes in Cataract Surgery *Springer Science & Business Media* Many ophthalmologists are in the transition from the traditional cataract surgery technique to the new minimally incision cataract surgery (MICS) technique. They are in the need of updated information on how to make this transition smoothly. In this book, world-renowned opinion leaders present up-to-date information on the new and fast-developing trends in cataract surgery. It reflects the state of the art of microincisional cataract surgery with the concept of minimizing incision. It offers all necessary information on the new technology as well as on the surgical technique. Further, it demonstrates how to handle difficult cataract cases as well as new intraocular lenses. Antimicrobial Drug Resistance Clinical and Epidemiological Aspects, Volume 2 *Springer Science & Business Media* This first edition of Antimicrobial Drug Resistance grew out of a desire by the editors and authors to have a comprehensive resource of information on antimicrobial drug resistance that encompassed the current information available for bacteria, fungi, protozoa and viruses. We believe that this information will be of value to clinicians, epidemiologists, microbiologists, virologists, parasitologists, public health authorities, medical students and fellows in training. We have endeavored to provide this information in a style which would be accessible to the broad community of persons who are concerned with the impact of drug resistance in our clinics and across the broader global communities. Antimicrobial Drug Resistance is divided into Volume 1 which has sections covering a general overview of drug resistance and mechanisms of drug resistance first for classes of drugs and then by individual microbial agents including bacteria, fungi, protozoa and viruses. Volume 2 addresses clinical, epidemiologic and public health aspects of drug resistance along with an overview of the conduct and interpretation of specific drug resistance assays. Together, these two volumes offer a comprehensive source of information on drug resistance issues by the experts in each topic. Patient Safety and Quality in Pediatric Hematology/Oncology and Stem Cell Transplantation *Springer* This volume provides a concise yet comprehensive overview of patient safety issues and quality improvement for the pediatric hematology/oncology/stem cell transplant practice. The book reviews patient safety in complex healthcare delivery systems, delineates the various safety issues affecting pediatric hematology/oncology patients, and discusses quality improvement methods and improvement science that allow the reader to implement and sustain change in their home institution. The text also explores mechanisms to measure quality and safety outcomes, allowing the provider to implement proven processes shown to minimize harm to patients. Written by experts in the field, Patient Safety and Quality in Pediatric Hematology/Oncology and Stem Cell Transplantation is a valuable resource for healthcare professionals treating pediatric hematology, oncology and stem cell transplant patients. Nanotechnology, Food Security and Water Treatment *Springer* This book reviews advanced nanotechnology in food, health, water and agriculture. In food, nanobiosensors display an unprecedented efficiency for the detection of allergens, genetically modified organisms and pathogens. In agriculture, nanofertilisers improve plant nutrition by releasing nutrients slowly and steadily. Nanomaterials synthesised using biomass such as fungi are further found remarkable to clean waters polluted by heavy metals. However, as newly introduced materials in the environment, nanoparticles may exhibit toxic effects, which are reviewed in this book. In the context of climate change, methods for water desalination are also presented. GMOs Implications for Biodiversity Conservation and Ecological Processes *Springer* This book covers a broad spectrum of topics related to GMOs and allied new gene-based technologies, biodiversity, and ecosystem processes, bringing together the contributions of researchers and regulators from around the world. The aim is to offer a clear view of the benefits and effects of genetically modified crops, insects, and other animals on the soil microbiome and ecological processes. Contributors examine issues related to the development of risk assessment procedures and regulations designed to maximize benefits while minimizing risks. Beyond the scientific challenges of GMOs, the book explores the broad and contentious terrain of ethical considerations. The contributors discuss such questions as the unintended, possibly unforeseen, consequences of releasing GMOs into ecosystems, and the likelihood that the full effects of GMOs could take years, even decades, of close monitoring to become evident. The importance of developing a precautionary approach is stressed. The final chapter describes the critical issues of governance and regulation of new and emerging gene-based technologies, as nations grapple with the consequences of adopting the Cartagena Protocol on Biosafety (CPB). The volume includes an extensive Annex which outlines legal perspectives on the state of GMO governance around the world, with more than 20 examples from nations in Africa, South and Central America, Asia, Australasia, and Europe. Youth Culture in Global Cinema *University of Texas Press* Coming of age is a pivotal experience for everyone. So it is no surprise that filmmakers around the globe explore the experiences of growing up in their work. From blockbuster U.S. movies such as the Harry Potter series to thought-provoking foreign films such as Bend It Like Beckham and Whale Rider, films about youth delve into young people's attitudes, styles, sexuality, race, families, cultures, class, psychology, and ideas. These cinematic representations of youth also reflect perceptions about youth in their respective cultures, as well as young people's worth to the larger society. Indeed, as the contributors to this volume make plain, films about young people open a very revealing window on the attitudes and values of cultures across the globe. Youth Culture in Global Cinema offers the first comprehensive investigation of how young people are portrayed in film around the world. Eighteen established film scholars from eleven different national backgrounds discuss a wide range of films that illuminate the varied conditions in which youth live. The essays are grouped thematically around the issues of youthful resistance and rebellion; cultural and national identity, including religion and politics; and sexual maturation, including gender distinctions and coming-of-age queer. Some essays engage in close readings of films, while others examine the advertising and reception of films or investigate psychological issues. The volume concludes with filmographies of over 700 youth-related titles arranged by nation and theme. Handbook of Attitudes, Volume 2: Applications 2nd Edition *Routledge* Attitudes are evaluations of people, places, things, and ideas. They help us to navigate through a complex world. They provide guidance for decisions about which products to buy, how to travel to work, or where to go on vacation. They color our perceptions of others. Carefully crafted interventions can change attitudes and behavior. Yet attitudes, beliefs, and behavior are often formed and changed in casual social exchanges. The mere perception that other people—say, rich people—favor something may be sufficient to make another person favor it. People's own actions also influence their attitudes, such that they adjust to be more supportive of the actions. People's belief systems even change to align with and support their preferences, which at its extreme is a form of denial for which people lack awareness. These two volumes of The Handbook of Attitudes provide authoritative, critical surveys of theory and research about attitudes, beliefs, persuasion, and behavior from key authors in these areas. This second volume covers applications to measurement, behavior prediction, and interventions in the areas of cancer, HIV, substance use, diet, and exercise, as well as in politics, intergroup relations, aggression, migrations, advertising, accounting, education, and the environment. Twelve Years a Slave *Prabhat Prakashan* "Having been born a freeman, and for more than thirty years enjoyed the blessings of liberty in a free State—and having at the end of that time been kidnapped and sold into Slavery, where I remained, until happily rescued in the month of January, 1853, after a bondage of twelve years—it has been suggested that an account of my life and fortunes would not be uninteresting to the public." -an excerpt Grabb's Encyclopedia of Flaps *Lippincott Williams & Wilkins* Now in its thoroughly updated Third Edition, this classic work is the most comprehensive reference ever published on surgical flaps for reconstructing defects in the head and neck. In clearly organized chapters, internationally recognized surgeons describe and illustrate every clinically proven flap option available for repairing every routine and unusual defect. Complementing the text are hundreds of clinical photographs and diagrams of anatomy, blood supply, flap design, and operative procedures. The book is extensively indexed and organized by anatomic region, and chapters follow a uniform format that clearly presents all the information needed on each flap. The Third Edition features new chapters by the original experts who have made landmark contributions to the recent literature. Many chapters from the previous edition have been completely revised. Wherever appropriate, the editors have added editorial comments to guide the reader in selection of flaps.