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The text provides operating
instructions for an electric cooker.
Unsurpassed as a text for upper-
division and beginning graduate

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students, Raman Selden's classic text is the liveliest, most readable and most reliable guide to contemporary literary theory. Includes applications of theory, cross-referenced to Selden's companion volume, *Practicing Theory and Reading*

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Literature.

Hard-headed evidence on why the returns from investing in girls are so high that no nation or family can afford not to educate their girls.

Gene Sperling, author of the seminal 2004 report published by the

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Council on Foreign Relations, and Rebecca Winthrop, director of the Center for Universal Education, have written this definitive book on the importance of girls' education. As Malala Yousafzai expresses in her foreword, the idea that any child

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could be denied an education due to poverty, custom, the law, or terrorist threats is just wrong and unimaginable. More than 1,000 studies have provided evidence that high-quality girls' education around the world leads to wide-ranging

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returns: Better outcomes in
economic areas of growth and
incomes Reduced rates of infant and
maternal mortality Reduced rates of
child marriage Reduced rates of the
incidence of HIV/AIDS and malaria
Increased agricultural productivity

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Increased resilience to natural
disasters Women's empowerment
What Works in Girls' Education is a
compelling work for both concerned
global citizens, and any academic,
expert, nongovernmental
organization (NGO) staff member,

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policymaker, or journalist seeking to dive into the evidence and policies on girls' education.

For many years to come this volume . . . is surely going to be the ultimate reference work on international business. . . thanks to Dunning and

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Lundan, have at their disposal, a wealth of relevant data, as well as theoretical and empirical analyses, which will enable them to assess the capabilities, contributions and challenges posed by the multinational enterprises to the

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global economy. Seev Hirsch,
International Business Review
Multinational Enterprises and the
Global Economy has become a
classic in international business. . .
Yet , the book s second edition is
even better than the first, in part

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because of Professor Dunning's wise decision to choose Dr Lundan as his co-author and to draw upon her deep knowledge of various strands of research on business government relations and the societal effects of firm behaviour. . . In addition to

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being a remarkably useful reference book, *Multinational Enterprises and the Global Economy* is the first book any IB doctoral student should read to understand the significance and richness of IB scholarship as it has developed over the past 50 years.

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Alain Verbeke, Journal of
International Business Studies The
second edition of Multinational
Enterprises and the Global Economy
provides unparalleled coverage not
only of the literature relevant to IB
research but also of the evolution of

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IB in the world economy. Dunning and Lundan offer powerful insights into the societal effects of MNEs and the role of business government relations in the IB context. Journal of International Business Studies This wonderful book offers the definitive

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synthesis of the modern literature on the economic aspects of international business. It is encyclopedic yet full of incisive insights. It is a creative masterpiece which unbundles the DNA of the multinational enterprise and shows

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how it is the cornerstone of the field of international business. Alan M. Rugman, University of Reading, UK
The rise of the multinational enterprise, and the consequent globalisation of the world economy, was arguably the single most

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important phenomenon of the second half of the twentieth century. This magisterial book, written by two leading authorities, examines this phenomenon in depth. It explains how foreign investment by multinationals diffused advanced

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technologies and novel management methods, driving productivity growth in Europe, Asia and North America; however, economic inequalities were reinforced as rich countries attracted more foreign investment than poor ones. This new

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edition of a classic work is not only an authoritative guide to contemporary multinational business, but a major historical resource for the future. Mark Casson, University of Reading, UK
This thoroughly updated and revised

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edition of a widely acclaimed, classic text will be required reading for academics, policymakers and advanced students of international business worldwide. Employing a distinctive and unified framework, this book draws together research

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across a range of academic fields to offer a synthesis of the determinants of MNE activity, and its effects on the economic and social well-being of developed and developing countries. Unique to the new edition is its focus on the institutional

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underpinnings of the resources and capabilities of MNEs, and the role of MNE activity in transmitting and facilitating institutional change. Since the initial publication of this book more than a decade ago, the economic, managerial and social

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implications of globalisation and technological advancement have become even more varied and prominent. Accompanying these developments, there has been a rise in scholarly interest in interdisciplinary research addressing

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the important challenges of an ever-changing physical and human environment. Drawing on articles and books from international business and economics, as well as economic geography, political economy and strategic management,

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a systematic overview of the
developments in scholarly thinking is
prese

Department of Defense Dictionary
of Military and Associated Terms
Brand New Justice

Oil and Gas Production Handbook:
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An Introduction to Oil and Gas
Production

Professional Licensure for
Geologists

The Complete Guide to Home
Picture Framing

The Cambridge Handbook of

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Cognition and Education

Lean Thinking

This powerhouse best-selling text remains the most comprehensive, up-to-date guide to the music industry. The breadth of coverage that Music Business Handbook and

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Career Guide, Eleventh Edition offers surpasses any other resource available. Readers new to the music business and seasoned professionals alike will find David Baskerville and Tim Baskerville ' s handbook an indispensable resource, regardless of their

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specialty within the music field. This text is ideal for introductory courses such as Introduction to the Music Business, Music and Media, and Music Business Foundations as well as more specialized courses such as the record industry, music careers, artist

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management, and more. The fully updated Eleventh Edition includes coverage of key topics such as copyright, licensing, songwriting, concert venues, and the entrepreneurial musician.

Uniquely, it provides career-planning insights on dozens of job

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categories in the diverse music industry.

The term arthrogryposis describes a range of congenital contractures that lead to childhood deformities. It encompasses a number of syndromes and sporadic deformities that are rare

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individually but collectively are not uncommon. Yet, the existing medical literature on arthrogyriposis is sparse and often confusing. The aim of this book is to provide individuals affected with arthrogyriposis, their families, and health care professionals with a

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helpful guide to better understand the condition and its therapy. With this goal in mind, the editors have taken great care to ensure that the presentation of complex clinical information is at once scientifically accurate, patient oriented, and accessible to readers without a

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medical background. The book is authored primarily by members of the medical staff of the Arthrogyriposis Clinic at Children's Hospital and Medical Center in Seattle, Washington, one of the leading teams in the management of the condition, and will be an

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invaluable resource for both health care professionals and families of affected individuals.

This open access book brings together research findings and experiences from science, policy and practice to highlight and debate the importance of nature-

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based solutions to climate change adaptation in urban areas.

Emphasis is given to the potential of nature-based approaches to create multiple-benefits for society. The expert contributions present recommendations for creating synergies between

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ongoing policy processes,
scientific programmes and
practical implementation of climate
change and nature conservation
measures in global urban areas.
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International License. To view a copy of this license, visit <http://creativecommons.org/licenses/by/4.0/> Lean Thinking was launched in the fall of 1996, just in time for the recession of 1997. It told the story of how American, European, and Japanese firms applied a simple

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set of principles called 'lean thinking' to survive the recession of 1991 and grow steadily in sales and profits through 1996. Even though the recession of 1997 never happened, companies were starving for information on how to make themselves leaner and more

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efficient. Now we are dealing with the recession of 2001 and the financial meltdown of 2002. So what happened to the exemplar firms profiled in Lean Thinking? In the new fully revised edition of this bestselling book those pioneering lean thinkers are

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brought up to date. Authors James Womack and Daniel Jones offer new guidelines for lean thinking firms and bring their groundbreaking practices to a brand new generation of companies that are looking to stay one step ahead of the competition.

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Homo Symbolicus

New Directions in the Sociology
and History of Technology

China's Secret Strategy to Replace
America as the Global Superpower

Arthrogryposis

Nature-Based Solutions to Climate
Change Adaptation in Urban Areas

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Seeing Like a State

A History: From the Telegraph to
the Internet

*Intercultural competence and
collaboration with individuals from
diverse national origins are today
important skills. This handbook
comprehends an overall strategic*

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concept for interculturality in corporations. The ability to communicate with people from diverse cultural backgrounds is becoming increasingly important. Many employers consider intercultural competence to be a key criterion for selecting qualified

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candidates. The authors discuss practical approaches for intercultural trainings, methodology, and evaluation procedures based on current research. They explore the intercultural factor within corporations particularly as it relates to human resource development,

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negotiating, dealing with conflict, and project management. Thoughts on developing an overall strategy for interculturality round off this handbook.

Public Administration Evolving: From Foundations to the Future demonstrates how the theory and

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practice of public administration has evolved since the early decades of the twentieth century. Each chapter approaches the field from a unique perspective and describes the seminal events that have been influential in shaping its evolution. This book presents major trends in

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theory and practice in the field, provides an overview of its intellectual development, and demonstrates how it has professionalized. The range from modernism to metamodernism is reflected from the perspective of accomplished scholars in the field,

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each of whom captures the history, environment, and development of a particular dimension of public administration. Taken together, the chapters leave us with an understanding of where we are today and a grounding for forecasting the future.

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Product Design offers a broad and comprehensive introduction to the field of product design and the key role of product designers. It follows through all the stages and activities involved in the creation of a new product - from concept design to manufacture, prototyping to

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marketing. It encourages the reader to challenge conventions and to think about the subject in new and exciting ways. The book also explores the diverse nature of product design, including new and emerging forms of practice. A rich overview of influential design movements and

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individuals are covered, together with interviews and examples from prominent product designers, and working practices and career guidance relevant to today. Full of visual examples and practical information, the book is an essential guide for students or anyone

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*interested in product design.
This Handbook reviews a wealth of
research in cognitive and educational
psychology that investigates how to
enhance learning and instruction to
aid students struggling to learn and
to advise teachers on how best to
support student learning. The*

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Handbook includes features that inform readers about how to improve instruction and student achievement based on scientific evidence across different domains, including science, mathematics, reading and writing. Each chapter supplies a description of the learning goal, a balanced

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presentation of the current evidence about the efficacy of various approaches to obtaining that learning goal, and a discussion of important future directions for research in this area. It is the ideal resource for researchers continuing their study of this field or for those

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*only now beginning to explore how to
improve student achievement.*

*Linkages between Science, Policy
and Practice*

*The Design and Integration Process
for the AV and Construction
Industries*

Product Design

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*Music Business Handbook and
Career Guide*

An Exploration of Issues

IAEG/AEG Annual Meeting

*Proceedings, San Francisco,
California, 2018—Volume 6*

Public Administration Evolving

Recently vilified as the

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prime dynamic driving home
the breach between poor
and rich nations, here the
branding process is
rehabilitated as a
potential saviour of the
economically

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underprivileged. Brand New Justice, now in a revised paperback edition, systematically analyses the success stories of the Top Thirteen nations, demonstrating that their

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wealth is based on the
'last mile' of the
commercial process: buying
raw materials and
manufacturing cheaply in
third world countries,
these countries realise

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their lucrative profits by adding value through finishing, packaging and marketing and then selling the branded product on to the end-user at a hugely inflated price. The use of

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sophisticated global media techniques alongside a range of creative marketing activities are the lynchpins of this process. Applying his observations on economic

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history and the development and impact of global marketing, Anholt presents a cogent plan for developing nations to benefit from globalization. So long the

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helpless victim of
capitalist trading
systems, he shows that
they can cross the divide
and graduate from supplier
nation to producer nation.
Branding native produce on

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a global scale, making a commercial virtue out of perceived authenticity and otherness and fully capitalising on the 'last mile' benefits are key to this graduation and

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fundamental to forging a new global economic balance. Anholt argues with a forceful logic, but also backs his hypothesis with enticing glimpses of this process actually

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beginning to take place. Examining activities in India, Thailand, Russia and Africa among others, he shows the risks, challenges and pressures inherent in 'turning the

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tide', but above all he demonstrates the very real possibility of enlightened capitalism working as a force for good in global terms.

The book presents a number

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of empirical case studies
of community economies in
the context of a Nordic
welfare state to better
understand the potential
of community economies and
the interaction and

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friction with state governance, and more generally the conditions in which community economies and Nordic welfare states can co-exist and cooperate.

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The emergence of symbolic culture, classically identified with the European cave paintings of the Ice Age, is now seen, in the light of recent groundbreaking

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discoveries, as a complex nonlinear process taking root in a remote past and in different regions of the planet. In this book the archaeologists responsible for some of

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these new discoveries,
flanked by ethologists
interested in primate
cognition and cultural
transmission, evolutionary
psychologists modelling
the emergence of

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metarepresentations, as well as biologists, philosophers, neuroscientists and an astronomer combine their research findings. Their results call into question

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our very conception of human nature and animal behaviour, and they create epistemological bridges between disciplines that build the foundations for a novel vision of our

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lineage's cultural trajectory and the processes that have led to the emergence of human societies as we know them. This book is one out of six IAEG XIII Congress and

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AEG 61st Annual Meeting proceeding volumes, and deals with topics related to the advances made in engineering geology with emphasis on education, soil and rock properties,

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and modeling. The theme of the IAEG/AEG Meeting, held in San Francisco from September 17-21, 2018, is Engineering Geology for a Sustainable World. The meeting proceedings

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analyze the dynamic role of engineering geology in our changing world. The meeting topics and subject areas of the six volumes are: Slope Stability: Case Histories, Landslide

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Mapping, Emerging
Technologies; Geotechnical
and Environmental Site
Characterization; Mining,
Aggregates, Karst; Dams,
Tunnels, Groundwater
Resources, Climate Change;

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Geologic Hazards:
Earthquakes, Land
Subsidence, Coastal
Hazards, and Emergency
Response; and Advances in
Engineering Geology:
Education, Soil and Rock

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Properties, Modeling.

What Works in Girls'
Education

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Enacting Community
Economies Within a Welfare
State
Multinational Enterprises
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Electrification in Western
Society, 1880-1930

Corporate Reputation and
Competitiveness

One of the U.S. government's
leading China experts
reveals the hidden strategy

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fueling that country's rise
- and how Americans have
been seduced into helping
China overtake us as the
world's leading superpower.
For more than forty years,
the United States has played
an indispensable role

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helping the Chinese government build a booming economy, develop its scientific and military capabilities, and take its place on the world stage, in the belief that China's rise will bring us cooperation,

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diplomacy, and free trade.
But what if the "China
Dream" is to replace us,
just as America replaced the
British Empire, without
firing a shot? Based on
interviews with Chinese
defectors and newly

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declassified, previously
undisclosed national
security documents, The
Hundred-Year Marathon
reveals China's secret
strategy to supplant the
United States as the world's
dominant power, and to do so

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by 2049, the one-hundredth anniversary of the founding of the People's Republic. Michael Pillsbury, a fluent Mandarin speaker who has served in senior national security positions in the U.S. government since the

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days of Richard Nixon and Henry Kissinger, draws on his decades of contact with the "hawks" in China's military and intelligence agencies and translates their documents, speeches, and books to show how the

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teachings of traditional Chinese statecraft underpin their actions. He offers an inside look at how the Chinese really view America and its leaders - as barbarians who will be the architects of their own

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demise. Pillsbury also explains how the U.S. government has helped - sometimes unwittingly and sometimes deliberately - to make this "China Dream" come true, and he calls for the United States to implement a

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new, more competitive strategy toward China as it really is, and not as we might wish it to be. The Hundred-Year Marathon is a wake-up call as we face the greatest national security challenge of the twenty-

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first century.

"One of the most profound and illuminating studies of this century to have been published in recent decades."—John Gray, New York Times Book Review
Hailed as "a magisterial

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critique of top-down social planning" by the New York Times, this essential work analyzes disasters from Russia to Tanzania to uncover why states so often fail—sometimes catastrophically—in grand

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efforts to engineer their society or their environment, and uncovers the conditions common to all such planning disasters.

"Beautifully written, this book calls into sharp relief the nature of the world we

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now inhabit."—New Yorker "A
tour de force."— Charles
Tilly, Columbia University
A comprehensive look at the
enormous growth and
evolution of distressed debt,
corporate bankruptcy, and
credit risk default This

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Third Edition of the most authoritative finance book on the topic updates and expands its discussion of corporatedistress and bankruptcy, as well as the related markets dealingwith high-yield and distressed

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debt, and offers state-of-the-art analysis and research on the costs of bankruptcy, credit default prediction, the post-emergence period performance of bankrupt firms, and more.
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Versatile Built-in Oven :
User Instruction
Advances in Engineering
Geology: Education, Soil and
Rock Properties, Modeling
Networks of Power
The Architects' Handbook
How Asia Works

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From Foundations to the
Future

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Getting Into Life

An anniversary edition of an influential book that introduced a groundbreaking approach to the study of science, technology, and society. This pioneering

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book, first published in 1987, launched the new field of social studies of technology. It introduced a method of inquiry—social construction of technology, or SCOT—that became a key part of the wider discipline of science and technology studies. The book helped the MIT Press shape its STS list and inspired

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the Inside Technology series. The thirteen essays in the book tell stories about such varied technologies as thirteenth-century galleys, eighteenth-century cooking stoves, and twentieth-century missile systems. Taken together, they affirm the fruitfulness of an approach to the study of technology that gives equal weight to

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technical, social, economic, and political questions, and they demonstrate the illuminating effects of the integration of empirics and theory. The approaches in this volume—collectively called SCOT (after the volume's title) have since broadened their scope, and twenty-five years after the publication of this book, it

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is difficult to think of a technology that has not been studied from a SCOT perspective and impossible to think of a technology that cannot be studied that way.

Advertising has traditionally communicated messages to consumers with strong local and national identities.

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However, increasingly, products, producers, advertising agencies and media are becoming internationalized. In the development of strategies that appeal to a large multinational consumer base, advertising language takes on new 'multilingual' features. The author explores the role of advertising language

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in this new globalized environment, from a communicative theory point of view, as well as from a close linguistic analysis of some major advertising campaigns within a multicultural and multilingual marketplace.

For designers working in every medium, layout is arguable the most basic, and

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most important, element. Effective layout is essential to communication and enables the end user to not only be drawn in with an innovative design but to digest information easily. Making and Breaking the Grid is a comprehensive layout design workshop that assumes that in order to effectively break the rules of grid-based

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design, one must first understand those rules and see them applies to real-world projects. Text reveals top designersÆ work in process and rationale. Projects with similar characteristics are linked through a simple notational system that encourages exploration and comparison of structure ideas. Also included are

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historical overviews that summarize the development of layout concepts, both grid-based and non-grid based, in modern design practice.

Awarded the Dexter Prize by the Society for the History of Technology, this book offers a comparative history of the evolution of modern electric power

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systems. It described large-scale technological change and demonstrates that technology cannot be understood unless placed in a cultural context.

*Advertising as Multilingual
Communication*

Sports and Entertainment Marketing

Making and Breaking the Grid

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*How Certain Schemes to Improve the
Human Condition Have Failed*

A Text Atlas

The Investor's Guide to Singapore

*The Dawn of Language, Imagination and
Spirituality*

The fifth edition of Balance
of Payments Manual, issued

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in 1993, presents revised and updated standards for concepts, definitions, classifications, and conventions for compilation of balance of payments and international investment position statistics that

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reflect the widespread changes that have taken place in international transactions since the fourth edition was published in 1977. As the international standard, the Manual serves as a guide for IMF member

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countries that regularly report balance of payments data to the IMF. The Manual contains significantly expanded and restructured coverage of financial flows and stocks and international transactions in services.

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Harmonization with the System of National Accounts and other IMF statistical systems is also greatly increased. See also companion volumes, the Balance of Payments Compilation Guide and the

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Balance of Payments
Textbook.

This Intergovernmental Panel
on Climate Change Special
Report (IPCC-SREX) explores
the challenge of
understanding and managing
the risks of climate

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extremes to advance climate change adaptation. Extreme weather and climate events, interacting with exposed and vulnerable human and natural systems, can lead to disasters. Changes in the frequency and severity of

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the physical events affect disaster risk, but so do the spatially diverse and temporally dynamic patterns of exposure and vulnerability. Some types of extreme weather and climate events have increased in

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frequency or magnitude, but populations and assets at risk have also increased, with consequences for disaster risk. Opportunities for managing risks of weather- and climate-related disasters exist or can be

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developed at any scale,
local to international.
Prepared following strict
IPCC procedures, SREX is an
invaluable assessment for
anyone interested in climate
extremes, environmental
disasters and adaptation to

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climate change, including policymakers, the private sector and academic researchers.

Substantially revising and updating the classic reference in the field, this handbook offers a valuable

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overview and myriad details on current chemical processes, products, and practices. No other source offers as much data on the chemistry, engineering, economics, and infrastructure of the

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industry. The Handbook serves a spectrum of individuals, from those who are directly involved in the chemical industry to others in related industries and activities. It provides not only the underlying science

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and technology for important industry sectors, but also broad coverage of critical supporting topics.

Industrial processes and products can be much enhanced through observing the tenets and applying the

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methodologies found in chapters on Green Engineering and Chemistry (specifically, biomass conversion), Practical Catalysis, and Environmental Measurements; as well as expanded treatment of

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Safety, chemistry plant security, and Emergency Preparedness. Understanding these factors allows them to be part of the total process and helps achieve optimum results in, for example, process development, review,

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and modification. Important topics in the energy field, namely nuclear, coal, natural gas, and petroleum, are covered in individual chapters. Other new chapters include energy conversion, energy storage, emerging

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nanoscience and technology.
Updated sections include
more material on biomass
conversion, as well as three
chapters covering
biotechnology topics,
namely, Industrial
Biotechnology, Industrial

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Enzymes, and Industrial
Production of Therapeutic
Proteins.

This unique book written by
four world leaders in
reputation research,
presents the latest cutting-
edge thinking on

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organizational improvement. It covers media management, crisis management, the use of logos and other aspects of corporate identity, and argues the case for reputation management as a way of overseeing long-term

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organizational strategy. It presents a new approach to managing reputation, one that relies on surveying customers and employees on their view of the corporate character and in harmonizing the values of both. This

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approach has been trialled in a number of organizations and here the authors demonstrate how improving reputation, merely by learning more about what a company is already doing, is worth some five per cent

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sales growth. The book is a vital, up to date resource for specialists in corporate communication, public relations, marketing, HRM, and business strategy as well as for all senior management. Highly

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illustrated with over eighty diagrams and tables, it includes up to the minute illustrative case studies and interviews with leading authorities in the field.

A Graphic Design Layout
Workshop

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A Reader's Guide to
Contemporary Literary Theory
The Versatile Built-in Oven
: User Instruction
Banish Waste And Create
Wealth In Your Corporation
Evidence for the World's
Best Investment

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Success and Failure In the
World's Most Dynamic Region
Predict and Avoid
Bankruptcy, Analyze and
Invest in Distressed Debt

**“A good read for anyone
who wants to understand
what actually determines**

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whether a developing economy will succeed” (Bill Gates, “Top 5 Books of the Year”). An Economist Best Book of the Year from a reporter who has spent two decades in the region, and

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**who The Financial Times
said “should be named chief
myth-buster for Asian
business.” In How Asia
Works, Joe Studwell distills
his extensive research into
the economies of nine**

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countries—Japan, South Korea, Taiwan, Indonesia, Malaysia, Thailand, the Philippines, Vietnam, and China—into an accessible, readable narrative that debunks Western

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misconceptions, shows what really happened in Asia and why, and for once makes clear why some countries have boomed while others have languished. Studwell's in-depth analysis focuses on

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three main areas: land policy, manufacturing, and finance. Land reform has been essential to the success of Asian economies, giving a kick-start to development by utilizing a

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large workforce and providing capital for growth. With manufacturing, industrial development alone is not sufficient, Studwell argues. Instead, countries need

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“export discipline,” a government that forces companies to compete on the global scale. And in finance, effective regulation is essential for fostering, and sustaining growth. To

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explore all of these subjects, Studwell journeys far and wide, drawing on fascinating examples from a Philippine sugar baron's stifling of reform to the explosive growth at a

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