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Basic Principles and Calculations in Chemical Engineering - David Mautner

Himmelblau 2012

Best-selling introductory chemical engineering book - now updated with far more coverage of

biotech, nanotech, and green engineering
Thoroughly covers material balances, gases, liquids, and energy balances. Contains new biotech and bioengineering problems throughout.

Moral Psychology, Volume 4 - Walter Sinnott-Armstrong 2014-02-21

Leading philosophers, psychologists, and neuroscientists address issues of moral responsibility and free will, drawing on new findings from empirical science. Traditional philosophers approached the issues of free will and moral responsibility through conceptual analysis that seldom incorporated findings from empirical science. In recent decades, however, striking developments in psychology and neuroscience have captured the attention of many moral philosophers. This volume of *Moral Psychology* offers essays, commentaries, and replies by leading philosophers and scientists who explain and use empirical findings from psychology and neuroscience to illuminate old and new problems regarding free will and moral responsibility. The contributors—who include such prominent scholars as Patricia Churchland, Daniel Dennett, and Michael Gazzaniga—consider issues raised by

determinism, compatibilism, and libertarianism; epiphenomenalism, bypassing, and naturalism; naturalism; and rationality and situationism. These writings show that although science does not settle the issues of free will and moral responsibility, it has enlivened the field by asking novel, profound, and important questions. Contributors Roy F. Baumeister, Tim Bayne, Gunnar Björnsson, C. Daryl Cameron, Hanah A. Chapman, William A. Cunningham, Patricia S. Churchland, Christopher G. Coutlee, Daniel C. Dennett, Ellen E. Furlong, Michael S. Gazzaniga, Patrick Haggard, Brian Hare, Lasana T. Harris, John-Dylan Haynes, Richard Holton, Scott A. Huettel, Robert Kane, Victoria K. Lee, Neil Levy, Alfred R. Mele, Christian Miller, Erman Misirlisoy, P. Read Montague, Thomas Nadelhoffer, Eddy Nahmias, William T. Newsome, B. Keith Payne, Derk Pereboom, Adina L. Roskies, Laurie R. Santos, Timothy Schroeder, Michael N. Shadlen, Walter Sinnott-Armstrong, Chandra Sripada, Christopher L.

Suhler, Manuel Vargas, Gideon Yaffe
Successful Project Management (with Microsoft Project and InfoTrac) - Clements Gido
2008-05-01

This text covers everything students need to know about working successfully in a project environment, including how to organize and manage effective project teams. Communication is also emphasized, with a focus on how to document and communicate project developments within and outside of the team. In-depth coverage of planning, scheduling, and cost estimating is also provided.

Análisis químico cuantitativo - Daniel C. Harris 2007

Además de la actualización y revisión de todo el libro, esta nueva edición introduce un capítulo independiente (el 22) sobre Espectrometría de masas y otro nuevo, el capítulo 29, sobre garantía de calidad. Los temas han sido introducidos e ilustrados con ejemplos concretos de interés y extraídos del mundo real. Una

sucesión de recuadros a lo largo de cada capítulo amplían y explican puntos importantes que hay en el texto. Los ejemplos resueltos están pensados como una herramienta pedagógica importante para enseñar a resolver problemas. Las hojas de cálculo siguen teniendo gran importancia. En esta edición se introducen por primera vez algunas herramientas muy útiles de Microsoft Excel, como el trazado de gráficos, las funciones estadísticas, la resolución de ecuaciones.... Existe una página web (en inglés) www.whfreeman.com/qca que contiene prácticas, cuestiones, problemas adicionales con sus soluciones, temas complementarios, las imágenes del libro en formato PowerPoint....

Informacion Tecnologica - 1996

[Probabilidad y estadística para ciencias e ingenierías](#) - Rosario Delgado de la Torre
2007-09

Science of Logic - Georg Wilhelm Friedrich

Hegel 2020-04-22

Science of Logic is the work in which Georg Wilhelm Friedrich Hegel outlined his vision of logic. For Hegel, the most important achievement of German idealism, starting with Immanuel Kant and culminating in his own philosophy, was the argument that reality is shaped through and through by thought and is, in a strong sense, identical to thought. Thus ultimately the structures of thought and being, subject and object, are identical. Since for Hegel the underlying structure of all of reality is ultimately rational, logic is not merely about reasoning or argument but rather is also the rational, structural core of all of reality and every dimension of it. Thus Hegel's Science of Logic includes among other things analyses of being, nothingness, becoming, existence, reality, essence, reflection, concept, and method. As developed, it included the fullest description of his dialectic.

Principles of Operations Management - Jay

Heizer 2011-07-14

ALERT: Before you purchase, check with your instructor or review your course syllabus to ensure that you select the correct ISBN. Several versions of Pearson's MyLab & Mastering products exist for each title, including customized versions for individual schools, and registrations are not transferable. In addition, you may need a CourseID, provided by your instructor, to register for and use Pearson's MyLab & Mastering products. Packages Access codes for Pearson's MyLab & Mastering products may not be included when purchasing or renting from companies other than Pearson; check with the seller before completing your purchase. Used or rental books If you rent or purchase a used book with an access code, the access code may have been redeemed previously and you may have to purchase a new access code. Access codes Access codes that are purchased from sellers other than Pearson carry a higher risk of being either the wrong ISBN or

a previously redeemed code. Check with the seller prior to purchase. --

A textbook of organic chemistry : (for B.Sc. students) - Arun Bahl 1997

Análisis químico cuantitativo - Daniel C. Harris 2016

Organic Chemistry - Norman L. Allinger 1976-01-01

Numerous exercises illuminate specific concepts concerning the structure, physical properties, and chemical behavior of molecules, and the structure and synthesis of complicated compounds

The Third Wave - Alvin Toffler 2022-01-04

From the author of Future Shock, a striking way out of today's despair . . . a bracing, optimistic look at our new potentials. The Third Wave makes startling sense of the violent changes now battering our world. Its sweeping synthesis casts fresh light on our new forms of marriage and

family, on today's dramatic changes in business and economics. It explains the role of cults, the new definitions of work, play, love, and success. It points toward new forms of twenty-first-century democracy. Praise for The Third Wave "Magnificent . . . an astonishing array of information."—The Washington Post "Imperishably fresh."—Business Week "Will mesmerize readers, and rightly so."—Vogue "Alvin Toffler . . . has written another blockbuster . . . a powerful book."—The Guardian "Fresh ideas, clearly explained. . . . Toffler has proven again that he is a master."—United Press International "Toffler has imagination and an ability to think of various future possibilities by transcending prevailing values, assumptions and myths."—Associated Press "Once you have walked into his version of the future, you may decide never again to whitewash some of the built-in frailties of the real present."—Financial Post "Rich, stimulating and basically optimistic . . . will unquestionably

aid many to a greater understanding of [today's] puzzling social changes.”—The Globe & Mail “A detailed breathtakingly bold projection of the social changes required if we are to survive. . . . Toffler’s vision of a democratic, self-sustaining utopia is a brave alternative to recent grim warnings.”—Cosmopolitan

Our Kind - Marvin Harris 1990-09-26

Writing with the same wit, humor, and style of his earlier bestsellers, noted anthropologist Marvin Harris traces our roots and views our destiny.

Instrumental Methods of Analysis - Hobart Hurd Willard 1965

Physical Chemistry - Ira N. Levine 2003

Provides students with an in-depth fundamental treatment of physical chemistry. At the same time, the treatment in this book is made easy to follow by giving step-by-step derivations, explanations and by avoiding advanced mathematics unfamiliar to students.

Iniciación a la probabilidad y la estadística - Rosario Delgado de la Torre 2004

Quantitative Chemical Analysis - Daniel C. Harris 2015-05-29

The gold standard in analytical chemistry, Dan Harris’ *Quantitative Chemical Analysis* provides a sound physical understanding of the principles of analytical chemistry and their applications in the disciplines.

Celiac Disease and Non-Celiac Gluten Sensitivity - Luis Rodrigo 2014-11-07

Celiac disease is a systemic autoimmune process and appears in genetically predisposed individuals, with a well-known cause, consisting in a permanent intolerance to gluten, a protein contained in the flour of wheat, rye, barley and oats. Worldwide celiac disease affects to 1% of the Caucasian and there is recent evidence that the disease is increasing in USA and Finland among other regions in the world. It is considered to be the most prevalent disease with

a genetic predisposition. The clinical forms of presentation are varied. The classical form consisting of diarrhea, anemia and failure to thrive is still common in children, but in the adult patients the symptoms resemble the irritable bowel syndrome. Mono-symptomatic forms with extra-intestinal manifestations are frequent. Hematological, cutaneous, articular, hepatic, bone and neurological manifestations are often described. This protean presentation and the lack of awareness explain the delay in diagnosis and suggest that screening in high-risk groups is indicated. The publication of this book written mainly by Spanish and Latin-American clinicians, researchers, and teachers, demonstrates the wide interest and the involvement of different disciplines that are necessary to understand celiac disease and gluten-related pathologies, such as non-celiac gluten-sensitivity. This has a great impact in the general public and in the industry. However, the knowledge of non-celiac gluten-related

pathologies remains scarce but presently in the process of being properly defined. This book also highlights the importance of recognizing non-celiac gluten-sensitivity and briefly discusses a new definition. It also provides some perspectives to take into account when studying celiac disease in China and Central America. It describes new observations in Mexico, El Salvador and Costa Rica. The psychosocial impact as studied and reported by Argentinean investigators also adds to the value of this book. Written with a multidisciplinary team, we think that this book could be of interest to a great variety of medical specialists. Due to the systemic nature and variable presentation of celiac disease it certainly is of interest to pediatricians, gastroenterologists, hepatologists, specialists in internal medicine, general practitioners as well as hematologists, immunologists, geneticists, pathologists, rheumatologists, dermatologists, neurologists, gynecologists, neurologists, psychiatrists,

psychologists, orthopedic surgeons, specialists in rehabilitation medicine, endocrinologists. Being gluten the cause of these disorders, the food industry, dietitians and nutritionists will benefit from the valuable information presented in this book.

Quantitative Analytical Chemistry - James Sherwood Fritz 1987-01-01

Frontiers of Development Economics - Gerald M. Meier 2001

With contributions from 35 leading economists, this forward-looking book explores the future of development economics against the background of the past half-century of development thought and practice. Outstanding representatives of the past two generations of development economists assess development thinking at the turn of the century and look to the unsettled questions confronting the next generation. The volume offers a thorough analysis of the broad range of issues involved in development economics, and it

is especially timely in its critique of what is needed in development theory and policy to reduce poverty. An overriding issue is whether in the future 'development economics' is to be regarded simply as applied economics or whether the nature and scope of development economics will constitute a need for a special development theory to supplement general economic theory. 'Frontiers of Development Economics' is an ideal reference for all those working in the international development community.

The Fractal Geometry of Nature - Benoit Mandelbrot 2021-07-16

The Essential Guide that Introduced Fractals to the World Explore the wondrously complex repeating shapes of the natural world in The Fractal Geometry of Nature. Written in a style that is accessible to a wide audience, computer scientist, professor, mathematician, economist, and visionary Benoit B Mandelbrot's fascinating work has inspired popular interest in the

geometry inherent in the natural world. Unlike the squares, circles, spheres, and cones of fundamental geometry, nature has rough edges and no straight lines or perfect curves. Mandelbrot observed that, even with this roughness, there still exists a kind of symmetry, which he dedicated his work to document and study. This became the basis for his development of a new kind of geometry; indeed, he coined the term "fractal." Mandelbrot spent 35 years with IBM, which allowed him access to the level of computing power that would enable him to manipulate computer-generated images and develop his theory of a geometry found throughout our natural environment. He was among the first to use computer graphics to illustrate and test these kinds of concepts, demonstrating that natural phenomena which appear to be rough or chaotic actually have a certain degree of order and predictability. This definitive overview builds on Mandelbrot's 1977 work, *Fractals: Form, Chance and Dimension*

(also published by Echo Point Books), revealing an in depth look at this still-emerging field. Richly illustrated and presented in an engaging manner which embraces geometric and visual dimensions interspersed with aspects of theory, this book will inspire curiosity and wonder in artists, mathematicians and naturalists alike. This book is also available from Echo Point Books in hardcover (ISBN 1648370403). Be sure to check out Benoit Mandelbrot's other definitive work, also available from Echo Point books: *Fractals: Form, Chance and Dimension* (use the web address <https://www.amazon.com/dp/1635619025/>). *Modern Methods of Chemical Analysis* - Robert L. Pecsok 1976

Theories of Personality - Duane P. Schultz 2001
This revision of the Schultz's popular text surveys the field, presenting theory-by-theory coverage of the major theorists who represent the psychoanalytic, neopsychanalytic, life-span,

trait, humanistic, cognitive, behavioral, and social-learning approaches, as well as clinical and experimental work. Where warranted, the authors show how the development of certain theories was influenced by events in a theorist's personal and professional life. This thoroughly revised Seventh Edition now incorporates more examples, tables, and figures to help bring the material to life for students. The new content in this edition reflects the dynamism in the field. The text explores how race, gender, and culture issues figure in the study of personality and in personality assessment. In addition, a final integrative chapter looks at the study of personality theories and suggests conclusions that can be drawn from the many theorists' work.

Los residuos minero-metalúrgicos en el medio ambiente - Roberto Rodríguez Fernández 2006

Skoog and West's Fundamentals of

Analytical Chemistry - Douglas Arvid Skoog
2013-12-18

This Cengage Technology Edition is the result of an innovative and collaborative development process. The textbook retains the hallmark approach of this respected text, whilst presenting the content in a print and digital hybrid that has been tailored to meet the rapidly developing demands of today's lecturers and students. This blended solution offers a streamlined textbook for greater accessibility and convenience, complemented by a bolstered online presence, for a truly multi-faceted learning experience. Skoog and West's Fundamentals of Analytical Chemistry provides a thorough background in the chemical principles that are particularly important to analytical chemistry. Students using this book will develop an appreciation for the difficult task of judging the accuracy and precision of experimental data and to show how these judgements can be sharpened by applying statistical methods to

analytical data. The book introduces a broad range of modern and classic techniques that are useful in analytical chemistry; as well as giving students the skills necessary for both obtaining data in the laboratory and solving quantitative analytical problems.

Química analítica contemporánea - Judith F. Rubinson 2000-01

Analytical Chemistry - Gary D. Christian
2013-10-07

The 7th Edition of Gary Christian's Analytical Chemistry focuses on more in-depth coverage and information about Quantitative Analysis (aka Analytical Chemistry) and related fields. The content builds upon previous editions with more enhanced content that deals with principles and techniques of quantitative analysis with more examples of analytical techniques drawn from areas such as clinical chemistry, life sciences, air and water pollution, and industrial analyses.

Principios de bioquímica clínica y patología

molecular - A. González Hernández 2010-09-09

La obra se presenta como un libro de texto en donde de forma novedosa se combina la bioquímica clínica y la patología molecular, su objetivo es unir las alteraciones fisiopatológicas con la patología molecular, presentar las pruebas bioquímicas más adecuadas para su estudio, así como dar una visión clara del uso de dichas pruebas. La obra se divide en 10 grandes secciones en donde se repasan desde los aspectos introductorios de ambas disciplinas hasta el estudio bioquímico de las diferentes patologías que pueden afectar a los diferentes sistemas de órganos y el estudio bioquímico de la patología tumoral. Para que el texto no resulte excesivamente complicado, los autores han obviado profundizar en los diferentes aspectos metodológicos, presentando sólo aquellos que son esenciales para la interpretación analítica, que incluso se separan del texto incluyéndolos en un recuadro. Se dedican varios capítulos a las patologías metabólicas de base genética, que si

bien son poco frecuentes individualmente, tienen una elevada incidencia en conjunto, ya que son la principal causa de mortalidad neonatal en nuestra sociedad. Igualmente, dichas patologías se contemplan expresamente en el Libro Blanco de las Titulaciones de Grado y Postgrado de Bioquímica y Biotecnología elaborado por la ANECA, y que sirve de base en los nuevos programas de Licenciatura que se adaptan al Espacio Europeo de Educación Superior. Es, también, especialmente remarcable que el grupo de trabajo responsable de la obra es heterogéneo en cuanto a su formación (el Dr. Monreal es profesor responsable de Análisis Biológicos en Farmacia, el Dr. González es profesor de Bioquímica Clínica en Biología y Bioquímica, la Dra. Mugueta es profesora de Bioquímica Clínica en Medicina, la Dra. Varo es profesora de Experimentación en Química Clínica en Químicas). De esa manera la obra puede dirigirse, tanto a estudiantes de Bioquímica, Farmacia, Biología, Medicina como

a los residentes de Bioquímica Clínica y Análisis Clínico. La obra cuenta con una parte de contenidos en formato online, recogidos en la plataforma casos clínicos, anexos, bibliografía recomendada, esquemas complementarios, mediciones analíticas, etc. La obra se presenta como un libro de texto en donde de forma novedosa se combina la bioquímica clínica y la patología molecular, su objetivo es unir las alteraciones fisiopatológicas con la patología molecular, presentar las pruebas bioquímicas más adecuadas para su estudio, así como dar una visión clara del uso de dichas pruebas. La obra se divide en 10 grandes secciones en donde se repasan desde los aspectos introductorios de ambas disciplinas hasta el estudio bioquímico de las diferentes patologías que pueden afectar a los diferentes sistemas de órganos y el estudio bioquímico de la patología tumoral. Para que el texto no resulte excesivamente complicado, los autores han obviado profundizar en los diferentes aspectos metodológicos, presentando

sólo aquellos que son esenciales para la interpretación analítica, que incluso se separan del texto incluyéndolos en un recuadro. La obra cuenta con una parte de contenidos en formato online, recogiendo en la plataforma casos clínicos, anexos, bibliografía recomendada, esquemas complementarios, mediciones analíticas, etc.

Unit Operations of Chemical Engineering - Warren L. 1976

Análisis químico - Herbert A. Laitinen 1982

Chemistry - Charles E. Mortimer 1983
Good, No Highlights, No Markup, all pages are intact, Slight Shelfwear, may have the corners slightly dented, may have slight color changes/slightly damaged spine.

Pocket Pediatrics - Paritosh Prasad 2019-04-23
Ideal for medical students, interns and residents, the latest edition of this portable quick-reference—part of the popular Pocket Medicine

series, prepared by residents and attending physicians—has been updated with new contributors and information on pediatric disorders and problems encountered in any clinical situation, including the ICU. The book is heavy on bulleted lists, tables, and algorithms, and the small size means it can fit snugly in anyone's white coat pocket!

[Philoponus: On Aristotle Categories 1-5 with Philoponus: A Treatise Concerning the Whole and the Parts](#) - Riin Sirkel 2014-12-18

Philoponus' On Aristotle Categories 1-5 discusses the nature of universals, preserving the views of Philoponus' teacher Ammonius, as well as presenting a Neoplatonist interpretation of Aristotle's Categories. Philoponus treats universals as concepts in the human mind produced by abstracting a form or nature from the material individual in which it has its being. The work is important for its own philosophical discussion and for the insight it sheds on its sources. For considerable portions, On Aristotle

Categories 1-5 resembles the wording of an earlier commentary which declares itself to be an anonymous record taken from the seminars of Ammonius. Unlike much of Philoponus' later writing, this commentary does not disagree with either Aristotle or Ammonius, and suggests the possibility that Philoponus either had access to this earlier record or wrote it himself. This edition explores these questions of provenance, alongside the context, meaning and implications of Philoponus' work. The English translation is accompanied by an introduction, comprehensive commentary notes, bibliography, glossary of translated terms and a subject index. The latest volume in the Ancient Commentators on Aristotle series, the edition makes this philosophical work accessible to a modern readership. Philoponus was a Christian writing in Greek in 6th century CE Alexandria, where some students of philosophy were bilingual in Syriac as well as Greek. In this Greek treatise translated from the surviving Syriac version,

Philoponus discusses the logic of parts and wholes, and he illustrates the spread of the pagan and Christian philosophy of 6th century CE Greeks to other cultures, in this case to Syria. Philoponus, an expert on Aristotle's philosophy, had turned to theology and was applying his knowledge of Aristotle to disputes over the human and divine nature of Christ. Were there two natures and were they parts of a whole, as the Emperor Justinian proposed, or was there only one nature, as Philoponus claimed with the rebel minority, both human and divine? If there were two natures, were they parts like the ingredients in a chemical mixture? Philoponus attacks the idea. Such ingredients are not parts, because they each inter-penetrate the whole mixture. Moreover, he abandons his ingenious earlier attempts to support Aristotle's view of mixture by identifying ways in which such ingredients might be thought of as potentially preserved in a chemical mixture. Instead, Philoponus says that the ingredients are

destroyed, unlike the human and divine in Christ. This English translation of Philoponus' treatise is the latest volume in the Ancient Commentators on Aristotle series and makes this philosophical work accessible to a modern readership. The translation in each volume is accompanied by an introduction, comprehensive commentary notes, bibliography, glossary of translated terms and a subject index.

Fundamentals of Analytical Chemistry - Douglas A. Skoog 2013-01-01

Known for its readability and systematic, rigorous approach, this fully updated Ninth Edition of FUNDAMENTALS OF ANALYTICAL CHEMISTRY offers extensive coverage of the principles and practices of analytic chemistry and consistently shows students its applied nature. The book's award-winning authors begin each chapter with a story and photo of how analytic chemistry is applied in industry, medicine, and all the sciences. To further reinforce student learning, a wealth of dynamic

photographs by renowned chemistry photographer Charlie Winters appear as chapter-openers and throughout the text. Incorporating Excel spreadsheets as a problem-solving tool, the Ninth Edition is enhanced by a chapter on Using Spreadsheets in Analytical Chemistry, updated spreadsheet summaries and problems, an Excel Shortcut Keystrokes for the PC insert card, and a supplement by the text authors, EXCEL APPLICATIONS FOR ANALYTICAL CHEMISTRY, which integrates this important aspect of the study of analytical chemistry into the book's already rich pedagogy. New to this edition is OWL, an online homework and assessment tool that includes the Cengage YouBook, a fully customizable and interactive eBook, which enhances conceptual understanding through hands-on integrated multimedia interactivity. Available with InfoTrac Student Collections <http://gocengage.com/infotrac>. Important Notice: Media content referenced within the

product description or the product text may not be available in the ebook version.

Strategic Management - Fred R. David 2009
"Both the challenges and opportunities facing organizations of all sizes today are greater than ever. Illegal immigration across the U.S.-Mexico border has reached emergency levels. There is less room than ever for error today in the formulation and implementation of a strategic plan. This textbook provides a systematic effective approach for developing a clear strategic plan. Changes made in this twelfth edition are aimed squarely at illustrating the effect of this new world order on strategic-management theory and practice. ... This twelfth edition provides updated coverage of strategic-management concepts, theory, research, and techniques in the chapters."--Preface.

Introduction to Quantitative Chemical Analysis - Ernest Grunwald 1972

Just the Essentials of Elementary Statistics -

Robert Russell Johnson 2008

In their own classrooms, through their popular texts, and in the conferences they lead, Bob Johnson and Pat Kuby have inspired hundreds of thousands of students and their instructors to see the utility and practicality of statistics.

Robert Johnson and Patricia Kuby's ELEMENTARY STATISTICS, Tenth Edition has been consistently praised by users and reviewers for its clear exposition and relevant examples, exercises, and applications. The Essentials version consists of the first 11 chapters from ELEMENTARY STATISTICS, Tenth Edition. *Analisis Instrumental* - Isabel Sierra Alonso 2009-08

Entre las implicaciones que supone la adaptación de las actuales titulaciones al Espacio Europeo de Educación Superior (EEES) destaca el diseño de guías docentes para las asignaturas basadas en competencias y objetivos de aprendizaje. Este hecho, afecta tanto a las metodologías de enseñanza-aprendizaje

necesarias para la adquisición de dichas competencias, como al sistema de evaluación de las mismas. Por ello, con objeto de adaptar la enseñanza en las universidades españolas a este nuevo espacio, es necesario reflexionar sobre algunas cuestiones relacionadas con los cambios metodológicos y de evaluación. El libro que se presenta supone una innovación respecto a los tradicionalmente utilizados para el estudio del “Análisis Instrumental”, ya que con él se apuesta por un modelo de aprendizaje centrado en el alumno y una formación basada en competencias. De esta forma, el libro ha sido concebido para ofrecer al estudiante y al profesor materiales y recursos que permitan la enseñanza-aprendizaje de esta materia en el nuevo marco del EEES. Las actividades presentadas están encaminadas al desarrollo-evaluación de competencias genéricas especialmente valoradas en estudiantes de Grados Científico-Tecnológicos, favoreciéndose el aprendizaje autónomo por parte del mismo así

como su participación activa en el desarrollo de la asignatura.

Sales Force Management - Mark W. Johnston
2016-04-14

In this latest edition of Sales Force Management, Mark Johnston and Greg Marshall continue to build on the tradition of excellence established by Churchill, Ford, and Walker, increasing the book’s reputation globally as the leading textbook in the field. The authors have strengthened the focus on managing the modern tools of selling, such as customer relationship management (CRM), social media and technology-enabled selling, and sales analytics. It’s a contemporary classic, fully updated for modern sales management practice. Pedagogical features include: Engaging breakout questions designed to spark lively discussion Leadership challenge assignments and mini-cases to help students understand and apply the principles they have learned in the classroom Leadership, Innovation, and Technology boxes that simulate

real-world challenges faced by salespeople and their managers New Ethical Moment boxes in each chapter put students on the firing line of making ethical choices in sales Role Plays that enable students to learn by doing A selection of comprehensive sales management cases on the companion website A companion website features an instructor's manual, PowerPoints, and other tools to provide additional support for students and instructors.

Medicina de urgencias y emergencias - Luis Jiménez 2018-07-24

En esta nueva edición de Medicina de urgencias emergencias se llevará a cabo una revisión exhaustiva del contenido, sobre todo en aquellos aspectos relacionados con el diagnóstico y el tratamiento, siempre recogiendo la evidencia más actual. En esta 6a edición vuelve a primar el enfoque práctico ofreciendo a los lectores soluciones a la diversidad de situaciones a las que tienen que hacer frente día tras día los

profesionales de urgencias. Sus directores, los doctores Luis Jiménez Murillo y F. Javier Montero Pérez, han contado con la colaboración de especialistas de diversas áreas del Hospital Universitario Reina Sofía de Córdoba, así como con facultativos de urgencias de otros hospitales españoles. Los autores llevan a cabo un enorme esfuerzo de síntesis en esta nueva edición aunque incluyendo todos aquellos aspectos novedosos y fundamentales que convierten a esta obra en una herramienta fundamental para todos los especialistas que trabajan en este área. Entre las novedades de esta nueva edición cabe destacar la inclusión de 6 nuevos capítulos y 5 nuevos casos clínicos, así como el acceso a imágenes a color en la sección de Dermatología. Medicina de urgencias y emergencias se dirige al especialista en Medicina de urgencias y emergencias, tanto de nivel hospitalario como extrahospitalario, así como a los médicos residentes de cualquier especialidad que recalán en los servicios de urgencias.