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### KEY=METODI - JANIAH ORTIZ

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### STATISTICS: PRINCIPLES AND METHODS. EDIZ. MYLAB

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### MICROECONOMICS

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The contents of this text book cover markets and prices; producers, consumers and competitive markets; market structure and competitive strategy; and information, market failure and the role of government.

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### ENCICLOPEDIA MEDICA ITALIANA. 3. AGGIORNAMENTO DELLA SECONDA EDIZIONE

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### ACIDO-BASE EQUILIBRIO-LYME, MALATTIA DI

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### STATISTICA PER LE DECISIONI AZIENDALI

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### ELEMENTS OF ECOLOGY

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Pearson Educacion Known for its evolution theme and strong coverage of the relevance of ecology to everyday life and the human impact on ecosystems, the thoroughly revised Eighth Edition features expanded quantitative exercises, a restructured chapter on life history, a thoroughly revised species interactions unit including a chapter introducing the subject, and a new chapter on species interactions. To emphasize the dynamic and experimental nature of ecology, each chapter draws upon current research in the various fields of ecology while providing accessible examples that help you understand species natural history, specific ecosystems, the process of science, and ecological patterns at both an evolutionary and demographic scale. To engage you in using and interpreting data, a wide variety of Quantifying Ecology boxes walk through step-by-step examples of equations and statistical techniques.

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### VALORIZZARE LA RESILIENZA DELL'INDUSTRIA INTANGIBILE. L'UTOPIA OLIVETTI E LA SALOM◊ JUNHGHIANA.

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Lulu.com

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### STATISTICS FOR BUSINESS AND ECONOMICS

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### STUDENT SOLUTIONS MANUAL

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Prentice Hall Steven C. Huchendorf, University of Minnesota. Contains detailed solutions to all even-numbered exercises.

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### JAVA

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### AN INTRODUCTION TO COMPUTER SCIENCE & PROGRAMMING

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Prentice Hall Best-selling author, Walter Savitch, uses a conversational style to teach programmers problem solving and programming techniques with Java. Readers are introduced to object-oriented programming and important computer science concepts such as testing and debugging techniques, program style, inheritance, and exception handling. It includes thorough coverage of the Swing libraries and event driven programming. The Java coverage is a concise, accessible introduction that covers key language features. Thorough early coverage of objects is included, with an emphasis on applications over applets. The author includes a highly flexible format that allows readers to adapt coverage of topics to their preferred order. Although the book does cover such more advanced topics as inheritance, exception handling, and the Swing libraries, it starts from the beginning, and it teaches traditional, more basic techniques, such as algorithm design. The volume provides concise coverage of computers and Java objects, primitive types, strings, and interactive I/O, flow of control, defining classes and methods, arrays, inheritance, exception handling, streams and file I/O, recursion, window interfaces using swing objects, and applets and HTML. For Programmers.

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### ESSENTIALS OF ECONOMICS

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Cengage Learning Now readers can master the basics of economics with the help of the most popular introductory book in economics today that is widely used around the world -- Mankiw's ESSENTIALS OF ECONOMICS, 8E. With its clear and engaging writing style, this book emphasizes only the key material that readers are likely to find most interesting about the economy, particularly if they are studying economics for the very first time. Reader discover interesting coverage of the latest relevant economic developments with real-life scenarios, useful economic facts, and clear explanations of the many ways essential economic concepts play a role in the decisions that individuals make every day. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

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### FUNDAMENTALS OF STATISTICS

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Pearson This is the eBook of the printed book and may not include any media, website access codes, or print supplements that may come packaged with the bound book. Drawing upon his passion for statistics and teaching, Mike Sullivan addresses the needs of today's students, the challenges teachers face, and changes in the statistics community. With feedback from his own students and classroom experience, Fundamentals of Statistics provides the tools to help students learn better and think statistically in a concise, friendly presentation. The CD conatins all the student supplement content , the data sets, graphing calculator manual, excel manual, a PDF of the Formula and Table card from the back of the book, and a guide to using statcrunch with the title. Note: This is just the standalone book and CD, it does not come with an Access Card. If an Access Card is required ask your instructor for the ISBN of the package which would include the Book & CD plus the Access Card..

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## DEVELOPMENTAL PSYCHOLOGY

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[Pearson Higher Ed](#) Why does our memory of our first birthday differ from our memory of our last birthday? What makes children with the same parents have different characters? At what age are children likely to become involved in cyberbullying? **Developmental Psychology 1st edition** provides a clear and lively coverage of the main topics and concepts required by the British Psychological Society (BPS). The book takes a broadly topical organisation addressing the social and cognitive strands of development, providing an intuitive pathway through the core topics, and a final section which focuses on the clinical and applied aspects of the subject. The text has been pedagogically developed to encourage the reader to engage with empirical research as well as theory, to make links between different areas of development, and to recognise common themes.

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## BECKER'S WORLD OF THE CELL TECHNOLOGY UPDATE, BOOKS A LA CARTE EDITION

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Revised edition of: *World of the cell* / Wayne M. Becker [and others]. 7th ed.

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## EXPLORATORY DATA ANALYSIS WITH R

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[Lulu.com](#) This book covers the essential exploratory techniques for summarizing data with R. These techniques are typically applied before formal modeling commences and can help inform the development of more complex statistical models. Exploratory techniques are also important for eliminating or sharpening potential hypotheses about the world that can be addressed by the data you have. We will cover in detail the plotting systems in R as well as some of the basic principles of constructing informative data graphics. We will also cover some of the common multivariate statistical techniques used to visualize high-dimensional data. Some of the topics we cover are making exploratory graphs, principles of analytic graphics, plotting systems and graphics devices in R, the base and ggplot2 plotting systems in R, clustering methods, and dimension reduction techniques. (Quelle: buchcover).

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## OPERATING SYSTEM CONCEPTS

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[Addison Wesley Publishing Company](#) This textbook provides coverage of the fundamental concepts which make up the foundation of operating systems and also gives practical experience with a fully functioning instructional operating system called NACHOS. This edition also features new chapters on the history of the operating systems and on computer ethics, as well as a further case study on WindowsNT. Memory management, including modern computer architectures and file system design and implementation are also covered. Common operating systems (MS-DOS, OS/2, Sun OS5 and Macintosh) are used throughout to illustrate concepts and provide examples of performance characteristics.

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## POLITICHE EUROPEE PER IL PAESAGGIO: PROPOSTE OPERATIVE

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[Gangemi Editore spa](#) Nell'attuale società, il tema del paesaggio suscita "esigenze" e stimola "attese" di tipo diverso a causa delle tante componenti sociali, scientifiche e culturali che lo coinvolgono, in particolare per la profonda "crisi dei luoghi", quel malessere che si manifesta nelle periferie prive di identità, nelle campagne e lungo le coste spesso sfigurate, nel mutato rapporto tra l'ambiente naturale e le comunità che lo abitano. Per "esigenze" della società contemporanea intendiamo le diffuse aspirazioni nei confronti di un generale miglioramento della qualità della vita, di un cambiamento di rotta nelle politiche di trasformazione territoriale, di una revisione del concetto di tutela e di conservazione da intendere in senso attivo e innovativo con il ripristino della stabilità degli ecosistemi, con un'attenta considerazione dell'identità dei luoghi, un rinnovato e più corretto rapporto con l'ambiente naturale e i valori culturali e sociali del territorio. Le "attese" possono riguardare la maggiore e migliore disponibilità di aree verdi ricreative nelle conurbazioni metropolitane; la bonifica e la riqualificazione dei paesaggi degradati e un corretto riuso delle aree industriali dismesse; il recupero dell'identità culturale e delle connotazioni naturali dei siti storici; un idoneo inserimento di nuove opere nel territorio e un'accurata valorizzazione delle risorse paesistiche da trasmettere alle generazioni future. La "Convenzione Europea del Paesaggio" recupera una centralità strategica, nei confronti del paesaggio, nelle politiche territoriali e nella considerazione della nostra società, richiamando l'attenzione degli Stati Membri ad una unitarietà di regole e di governo che guidi l'azione umana nel territorio, secondo comportamenti coerenti e azioni sostenibili; sottolinea l'importanza di un'attenzione al paesaggio ed ai suoi valori non solo nei parchi, nelle aree protette o in zone di particolare bellezza, ma in ogni territorio, in tutti gli strumenti urbanistici e nell'attività progettuale in genere.

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## CYBERSECURITY KIT DI SOPRAVVIVENZA. IL WEB È UN LUOGO PERICOLOSO. DOBBIAMO DIFENDERCI! SECONDA EDIZIONE AGGIORNATA E AMPLIATA

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[goWare](#) Perché dovrebbero attaccare proprio me? Oggi nessuno può considerarsi al sicuro, perché la Cybersecurity riguarda tutti: non è solo un problema tecnico, ma è soprattutto culturale. Gli strumenti informatici sono importanti, ma il punto debole della sicurezza è sempre il fattore umano. È noto che oltre il 90% dei cyber attacchi sono causati da un errore umano, può bastare il click di un utente per perdere tutti i propri dati o per mettere in crisi un'intera azienda. Questo libro, giunto alla seconda edizione, illustra con casi reali e storie vere le azioni più recenti del cybercrime che ha evoluto sempre di più le sue tecniche di attacco e che si stima abbia raggiunto nel 2021 un giro d'affari a livello mondiale pari a sei miliardi di dollari (in pratica il triplo del PIL dell'Italia!). Vengono illustrate anche le tecniche d'attacco, dal phishing ai ransomware, dai malware sugli smartphone all'uso sbagliato delle password. E soprattutto spiega come fare per difenderci, con consigli utili per gli utenti e con approfondimenti tecnici per i più esperti. Tutto questo raccolto in un unico testo che ci mostra - a 360° - che cosa è la Cybersecurity, disciplina affascinante e mai noiosa, che si evolve ogni giorno con nuovi attori e attacchi sempre diversi.

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## PROGRAMMING LANGUAGES: PRINCIPLES AND PARADIGMS

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[Springer Science & Business Media](#) This excellent addition to the UTiCS series of undergraduate textbooks provides a detailed and up to date description of the main principles behind the design and implementation of modern programming languages. Rather than focusing on a specific language, the book identifies the most important principles shared by large classes of languages. To complete this general approach, detailed descriptions of the main programming paradigms, namely imperative, object-oriented, functional and logic are given, analysed in depth and compared. This provides the basis for a critical understanding of most of the programming languages. An historical viewpoint is also included, discussing the evolution of programming languages, and to provide a context for most of the constructs in use today. The book concludes with two chapters which introduce basic notions of syntax, semantics and computability, to provide a completely rounded picture of what constitutes a programming language. /div

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## HUMAN ANATOMY

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[Pearson Higher Ed](#) This is the eBook of the printed book and may not include any media, website access codes, or print supplements that may come packaged with the bound book. Celebrated for its atlas-style format, appropriately detailed anatomical illustrations, and exceptionally clear photographs of tissues and cadavers, the Seventh Edition of the award-winning Human Anatomy presents practical applications of anatomy and physiology in a highly visual format. Select Clinical Notes feature dynamic layouts that integrate text with visuals for easy reading. Clinical Cases relate clinical stories that integrate text with patient photos and diagnostic images for applied learning. Time-saving study tools, including end-of-chapter practice and review, help students arrive at a complete understanding of human anatomy. This is the standalone book. If you want the package order: 0321687949 / 9780321687944 Human Anatomy with MasteringA&P™ Package consists of: 0321688155 / 9780321688156 Human 0321724569 / 9780321724564 Martini's Atlas of the Human Body 0321734890 / 9780321734891 MasteringA&P™ with Pearson eText Student Access Code Card for Human Anatomy 0321754182 / 9780321754189 Practice Anatomy Lab 3. 0321766296 / 9780321766298 Wrap Card for Human Anatomy with MasteringA&P

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## THE BRILL DICTIONARY OF ANCIENT GREEK

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[Brill Academic Pub](#) "The Brill Dictionary of Ancient Greek" is also available online and as a two-volume boxed set. "The Brill Dictionary of Ancient Greek" is the English translation of Franco Montanari's "Vocabolario della Lingua Greca." With an established reputation as the most important modern dictionary for Ancient Greek, it brings together 140,000 headwords taken from the literature, papyri, inscriptions and other sources of the archaic period up to the 6th Century CE, and occasionally beyond. "The Brill Dictionary of Ancient Greek" is an invaluable companion for the study of Classics and Ancient Greek, for beginning students and advanced scholars alike. Translated and edited under the auspices of The Center for Hellenic Studies in Washington, DC, "The Brill Dictionary of Ancient Greek" is based on the completely revised 3rd Italian edition published in 2013 by Loescher Editore, Torino. Features The principal parts of some 15,000 verbs are listed directly following the entry and its etymology. For each of these forms, the occurrence in the ancient texts

has been certified. When found only once, the location is cited. Nearly all entries include citations from the texts with careful mention of the source. The dictionary is especially rich in personal names re-checked against the sources for the 3rd Italian edition, and in scientific terms, which have been categorized according to discipline. Each entry has a clear structure and typography making it easy to navigate. "For a number of years now, scholars at ease in Italian have benefitted enormously from the riches, layout, concision, and accuracy of Professor Montanari's "Vocabolario della Lingua Greca," with its added advantage of the inclusion of names. Hence classicists in general will welcome the English version of this very valuable resource." Professor Richard Janko, "University of Michigan" Franco Montanari is a giant in our field, and his Dictionary is a major leap forward for us . Professor Gregory Nagy, "Harvard University""

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## INTRODUCTION TO PROBABILITY AND STATISTICS FOR ENGINEERS AND SCIENTISTS

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[John Wiley & Sons Incorporated](#) Elements of probability; Random variables and expectation; Special; random variables; Sampling; Parameter estimation; Hypothesis testing; Regression; Analysis of variance; Goodness of fit and nonparametric testing; Life testing; Quality control; Simulation.

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## ESSENTIALS OF SOCIAL PSYCHOLOGY

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[Pearson Education](#) Essentials of Social Psychology provides a clear, concise and engaging introduction to the field. Covering all the major topics and theoretical perspectives, this exciting new book provides straightforward explanation of key terms and concepts in a lively and student-friendly manner. Debates and controversies are brought to life and the wider practical relevance of the subject is emphasised throughout. Pedagogical features that appear across the book include Research Classic sections which describe classic studies, Research Applications boxes that highlight more contemporary developments in social psychological research and their practical applications, Real World features that look at the everyday relevance of social psychology, and Literature, Film and TV features that demonstrate how social psychological concepts are dealt with in popular media. An international balance of research alerts students to the cross cultural dimensions of social psychology Essentials of Social Psychology is accompanied by MyPsychLab, an interactive online study resource designed to help students to consolidate and further their understanding. Together, the book and online support make this an ideal resource for those studying the subject for the first time, or as part of a more general programme of study.

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## MACROECONOMICS

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### A EUROPEAN PERSPECTIVE

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An integrated, global view of macroeconomics, showing the connections between goods markets, financial markets, and labour markets worldwide. This is a book rooted in the real-world: from the major economic crisis of the late 2000s to the profound economic effects caused by the COVID-19 pandemic, from monetary policy in the US, to Brexit, the problems of the Euro area and growth in China, it will help your students make sense not only of current macroeconomic events but also those that may unfold in the future.

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## DO DICE PLAY GOD?

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## THE MATHEMATICS OF UNCERTAINTY

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[Profile Books](#) Uncertainty is everywhere. It lurks in every consideration of the future - the weather, the economy, the sex of an unborn child - even quantities we think that we know such as populations or the transit of the planets contain the possibility of error. It's no wonder that, throughout that history, we have attempted to produce rigidly defined areas of uncertainty - we prefer the surprise party to the surprise asteroid. We began our quest to make certain an uncertain world by reading omens in livers, tea leaves, and the stars. However, over the centuries, driven by curiosity, competition, and a desire be better gamblers, pioneering mathematicians and scientists began to reduce wild uncertainties to tame distributions of probability and statistical inferences. But, even as unknown unknowns became known unknowns, our pessimism made us believe that some problems were unsolvable and our intuition misled us. Worse, as we realized how omnipresent and varied uncertainty is, we encountered chaos, quantum mechanics, and the limitations of our predictive power. Bestselling author Professor Ian Stewart explores the history and mathematics of uncertainty. Touching on gambling, probability, statistics, financial and weather forecasts, censuses, medical studies, chaos, quantum physics, and climate, he makes one thing clear: a reasonable probability is the only certainty.

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## LINUX ADMINISTRATION HANDBOOK

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[Addison-Wesley Professional](#) "As this book shows, Linux systems are just as functional, secure, and reliable as their proprietary counterparts. Thanks to the ongoing efforts of thousands of Linux developers, Linux is more ready than ever for deployment at the frontlines of the real world. The authors of this book know that terrain well, and I am happy to leave you in their most capable hands." -Linus Torvalds "The most successful sysadmin book of all time—because it works!" -Rik Farrow, editor of ;login: "This book clearly explains current technology with the perspective of decades of experience in large-scale system administration. Unique and highly recommended." -Jonathan Corbet, cofounder, LWN.net "Nemeth et al. is the overall winner for Linux administration: it's intelligent, full of insights, and looks at the implementation of concepts." -Peter Salus, editorial director, Matrix.net Since 2001, Linux Administration Handbook has been the definitive resource for every Linux® system administrator who must efficiently solve technical problems and maximize the reliability and performance of a production environment. Now, the authors have systematically updated this classic guide to address today's most important Linux distributions and most powerful new administrative tools. The authors spell out detailed best practices for every facet of system administration, including storage management, network design and administration, web hosting, software configuration management, performance analysis, Windows interoperability, and much more. Sysadmins will especially appreciate the thorough and up-to-date discussions of such difficult topics such as DNS, LDAP, security, and the management of IT service organizations. Linux® Administration Handbook, Second Edition, reflects the current versions of these leading distributions: Red Hat® Enterprise Linux® Fedora™ Core SUSE® Linux Enterprise Debian® GNU/Linux Ubuntu® Linux Sharing their war stories and hard-won insights, the authors capture the behavior of Linux systems in the real world, not just in ideal environments. They explain complex tasks in detail and illustrate these tasks with examples drawn from their extensive hands-on experience.

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## LOVE, HATE AND REPARATION

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[W. W. Norton & Company](#) Examines the instinctual and mental sources of hate, greed, aggression, love, guilt, and reparation and probes the natural human desire for balance between positive and destructive forces

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## INTRODUCTION TO LINEAR ALGEBRA

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[Chapman & Hall/CRC](#) "Linear algebra provides the essential mathematical tools to tackle all the problems in Science. Introduction to Linear Algebra is primarily aimed at students in applied fields (e.g. Computer Science and Engineering), providing them with a concrete, rigorous approach to face and solve various types of problems for the applications of their interest. This book offers a straightforward introduction to linear algebra that requires a minimal mathematical background to read and engage with. Features Presented in a brief, informative and engaging style Suitable for a wide broad range of undergraduates Contains many worked examples and exercises"--

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## ELOQUENT JAVASCRIPT

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## A MODERN INTRODUCTION TO PROGRAMMING

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[No Starch Press](#) JavaScript is at the heart of almost every modern Web application, whether it's Google Apps, Twitter, or the newest browser-based game. Though it's simple for beginners to pick up and play with, JavaScript is not a toy—it's a flexible and complex language that can be used to build full-scale applications. Eloquent JavaScript dives into this flourishing language and teaches you to write code that's beautiful and effective. By immersing you in example code and encouraging experimentation right from the start, the author quickly gives you the tools you need to build your own programs. As you follow along with examples like an artificial life simulation and a version of the classic game Sokoban, you'll learn to: -Understand the essential elements of programming: syntax, control,

and data -Use object-oriented and functional programming techniques to organize and clarify your programs -Script the browser and make basic Web applications -Work with tools like regular expressions and XMLHttpRequest objects And since programming is an art that's best learned by doing, all example code is available online in an interactive sandbox for you to experiment with. With Eloquent JavaScript as your guide, you can tweak, expand, and modify the author's code, or throw it away and build your own creations from scratch. Before you know it, you'll be fluent in the language of the Web.

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### MATHEMATICS FOR THE LIFE SCIENCES

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Princeton University Press The life sciences deal with a vast array of problems at different spatial, temporal, and organizational scales. The mathematics necessary to describe, model, and analyze these problems is similarly diverse, incorporating quantitative techniques that are rarely taught in standard undergraduate courses. This textbook provides an accessible introduction to these critical mathematical concepts, linking them to biological observation and theory while also presenting the computational tools needed to address problems not readily investigated using mathematics alone. Proven in the classroom and requiring only a background in high school math, Mathematics for the Life Sciences doesn't just focus on calculus as do most other textbooks on the subject. It covers deterministic methods and those that incorporate uncertainty, problems in discrete and continuous time, probability, graphing and data analysis, matrix modeling, difference equations, differential equations, and much more. The book uses MATLAB throughout, explaining how to use it, write code, and connect models to data in examples chosen from across the life sciences. Provides undergraduate life science students with a succinct overview of major mathematical concepts that are essential for modern biology Covers all the major quantitative concepts that national reports have identified as the ideal components of an entry-level course for life science students Provides good background for the MCAT, which now includes data-based and statistical reasoning Explicitly links data and math modeling Includes end-of-chapter homework problems, end-of-unit student projects, and select answers to homework problems Uses MATLAB throughout, and MATLAB m-files with an R supplement are available online Prepares students to read with comprehension the growing quantitative literature across the life sciences A solutions manual for professors and an illustration package is available

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### WINDOWS 10 FOR DUMMIES

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John Wiley & Sons Illustrates the new features of Windows 10.

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### MATHEMATICAL ANALYSIS I

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Springer The purpose of the volume is to provide a support for a first course in Mathematics. The contents are organised to appeal especially to Engineering, Physics and Computer Science students, all areas in which mathematical tools play a crucial role. Basic notions and methods of differential and integral calculus for functions of one real variable are presented in a manner that elicits critical reading and prompts a hands-on approach to concrete applications. The layout has a specifically-designed modular nature, allowing the instructor to make flexible didactical choices when planning an introductory lecture course. The book may in fact be employed at three levels of depth. At the elementary level the student is supposed to grasp the very essential ideas and familiarise with the corresponding key techniques. Proofs to the main results befit the intermediate level, together with several remarks and complementary notes enhancing the treatise. The last, and farthest-reaching, level requires the additional study of the material contained in the appendices, which enable the strongly motivated reader to explore further into the subject. Definitions and properties are furnished with substantial examples to stimulate the learning process. Over 350 solved exercises complete the text, at least half of which guide the reader to the solution. This new edition features additional material with the aim of matching the widest range of educational choices for a first course of Mathematics.

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### STARDOM IN CINEMA, TELEVISION AND THE WEB

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Cambridge Scholars Publishing In the last 50 years, the social importance of stars has steadily grown, to the point that stars have now become key role models who strongly influence people's behaviours. This book considers the connections between the three main media (cinema, television and the web) and each of the three phases into which the history of stardom can be divided. The first phase can largely be credited with the creation and codification of contemporary stardom, while the second is linked to the spread of television, which weakened the Hollywood stardom model and gradually transformed the figure of the star, making it more intimate and familiar. In the last of these phases, we have many 'outsiders' (personalities from a variety of professional domains and experiences) who are able to achieve considerable social visibility thanks to their skilful use of the web.

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### PHYSICAL OPTICS

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#### CONCEPTS, OPTICAL ELEMENTS, AND TECHNIQUES

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Springer Nature This textbook provides a sound foundation in physical optics by covering key concepts in a rigorous but accessible manner. Propagation of electromagnetic waves is examined from multiple perspectives, with explanation of which viewpoints and methods are best suited to different situations. After an introduction to the theory of electromagnetism, reflection, refraction, and dispersion, topics such as geometrical optics, interference, diffraction, coherence, laser beams, polarization, crystallography, and anisotropy are closely examined. Optical elements, including lenses, mirrors, prisms, classical and Fabry-Perot interferometers, resonant cavities, multilayer dielectric structures, interference and spatial filters, diffraction gratings, polarizers, and birefringent plates, are treated in depth. The coverage also encompasses such seldom-covered topics as modeling of general astigmatism via 4x4 matrices, FFT-based numerical methods, and bianisotropy, with a relativistic treatment of optical activity and the Faraday and Fresnel-Fizeau effects. Finally, the history of optics is discussed.

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### SOCIAL MEDIA MARKETING

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SAGE \*\*Winner of the TAA 2017 Textbook Excellence Award\*\* "Social Media Marketing deserves special kudos for its courage in tackling the new frontier of social media marketing. This textbook challenges its readers to grapple with the daunting task of understanding rapidly evolving social media and its users."—TAA Judges Panel Social Media Marketing was the first textbook to cover this vital subject. It shows how social media fits into and complements the marketer's toolbox. The book melds essential theory with practical application as it covers core skills such as strategic planning for social media applications, incorporating these platforms into the brand's marketing communications executions, and harnessing social media data to yield customer insights. The authors outline the "Four Zones" of social media that marketers can use to achieve their strategic objectives. These include: 1. Community (e.g. Instagram) 2. Publishing (e.g. Tumblr) 3. Entertainment (e.g. Candy Crush Saga) 4. Commerce (e.g. Groupon) This Second Edition contains new examples, industry developments and academic research to help students remain current in their marketing studies, as well as a new and improved user-friendly layout to make the text easy to navigate. The textbook also provides a free companion website that offers valuable additional resources for both instructors and students. Visit: [study.sagepub.com/smm](http://study.sagepub.com/smm). Readers of the book are also invited to join the authors and others online by using the hashtag: #smm

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### INTRODUCTION TO ORGANIC CHEMISTRY

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John Wiley & Sons Incorporated This book enables readers to see the connections in organic chemistry and understand the logic. Reaction mechanisms are grouped together to reflect logical relationships. Discusses organic chemistry as it is applied to real-world compounds and problems. Electrostatic potential plots are added throughout the text to enhance the recognition and importance of molecular polarity. Presents problems in a new "Looking-Ahead" section at the end of each chapter that show how concepts constantly build upon each other. Converts many of the structural formulas to a line-angle format in order to make structural formulas both easier to recognize and easier to draw.

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### PROFESSIONAL PHOTOSHOP

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#### THE CLASSIC GUIDE TO COLOR CORRECTION, FIFTH EDITION

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Peachpit Press The commonsense, by-the-numbers approach of Professional Photoshop has shaped the workflows of a generation of Photoshop experts. This new edition, the first in nearly five years, is completely updated for the age of digital photography. It continues

the book's tradition of introducing astoundingly effective, previously unknown methods of image enhancement. The original photographs found in the book come from a variety of professional sources, and all correction exercises are on the included CD. Professional Photoshop has changed radically from edition to edition, and this time is no exception—with almost 90 percent new content and completely overhauled coverage of curves, channel blending, and sharpening. Professional Photoshop offers a full explanation of: How curves bring out detail in the most important areas of the image A comprehensive strategy for blending channels to create deeper, stronger images The strengths and weaknesses of CMYK, LAB, and RGB, and when to use each one The first detailed look at the Shadow/Highlight command—and even more sophisticated ways to enhance contrast in the lightest and darkest parts of the image Sharpening strategies, in three full chapters, including the innovative hiraloom method (High Radius, Low Amount). Plus, a fiendishly effective method of merging hiraloom and conventional unsharp masking The realities—and the politics—of preparing files for commercial offset printing and how to deal with colors that are out of the press's gamut What Camera Raw and similar acquisition modules can offer Typical problems of digital captures that were not found in the age of film— and how to correct for them

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#### SCIENTIFIC PROGRAMMING

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#### C-LANGUAGE, ALGORITHMS AND MODELS IN SCIENCE

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World Scientific The book teaches students to model a scientific problem and write a computer program in C language to solve that problem. It introduces the basics of C language, and then describes and discusses algorithms commonly used in scientific applications (e.g. searching, graphs, statistics, equation solving, Monte Carlo methods etc.).

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#### ECONOMIC STATISTICS FOR BUSINESS: THEORY AND EXERCISES

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#### THE ELEMENTS OF PHYSICAL CHEMISTRY

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W. H. Freeman A brief version of the best-selling physical chemistry book. Its ideal for the one-semester physical chemistry course, providing an introduction to the essentials of the subject without too much math.

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#### OPTIONS, FUTURES AND OTHER DERIVATIVES

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#### SOLUTIONS MANUAL

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Saleable.

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#### CONSUMER CULTURE

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#### HISTORY, THEORY AND POLITICS

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SAGE 'Roberta Sassatelli has written a thorough and wide-ranging synthetic account of social scientific research on consumption which will set the standard for the second generation of textbooks on cultures of consumption. Consumer Culture is an appealing and lucid introduction to the major themes - historical and contemporary, theoretical and empirical - surrounding the growth, nature and consequences of consumer culture. It will be of professional interest as well as serving a student audience' - Alan Warde, University of Manchester Showing the cultural and institutional processes that have brought the notion of the 'consumer' to life, this book guides the reader on a comprehensive journey through the history of how we have come to understand ourselves as consumers in a consumer society and reveals the profound ambiguities and ambivalences inherent within. While rooted in sociology, Sassatelli draws on the traditions of history, anthropology, geography and economics to give: - A history of the rise of consumer culture around the world; - A richly illustrated analysis of theory from neo-classical economics, to critical theory, to theories of practice and ritual de-commodification; and - A compelling discussion of the politics underlying our consumption practices. An exemplary introduction to the history and theory of consumer culture, this book provides nuanced answers to some of the most central questions of our time.