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KEY=HAYT - AMARIS GRETCHEN

Strengthening Forensic Science in the United States

A Path Forward

National Academies Press Scores of talented and dedicated people serve the forensic science community, performing vitally important work. However, they are often constrained by lack of adequate resources, sound policies, and national support. It is clear that change and advancements, both systematic and scientific, are needed in a number of forensic science disciplines to ensure the reliability of work, establish enforceable standards, and promote best practices with consistent application. Strengthening Forensic Science in the United States: A Path Forward provides a detailed plan for addressing these needs and suggests the creation of a new government entity, the National Institute of Forensic Science, to establish and enforce standards within the forensic science community. The benefits of improving and regulating the forensic science disciplines are clear: assisting law enforcement officials, enhancing homeland security, and reducing the risk of wrongful conviction and exoneration. Strengthening Forensic Science in the United States gives a full account of what is needed to advance the forensic science disciplines, including upgrading of systems and organizational structures, better training, widespread adoption of uniform and enforceable best practices, and mandatory certification and accreditation programs. While this book provides an essential call-to-action for congress and policy makers, it also serves as a vital tool for law enforcement agencies, criminal prosecutors and attorneys, and forensic science educators.

Schaum's Outline of Theory and Problems of Basic Circuit Analysis

McGraw-Hill Companies Confusing Textbooks? Missed Lectures? Not Enough Time?. . Fortunately for you, there's Schaum's Outlines. More than 40 million students have trusted Schaum's to help them succeed in the classroom and on exams. Schaum's is the key to faster learning and higher grades in every subject. Each Outline presents all the essential course information in an easy-to-follow, topic-by-topic format. You also get hundreds of examples, solved problems, and practice exercises to test your skills. . . This Schaum's Outline gives you. . Practice problems with full explanations that reinforce knowledge. Coverage of the most up-to-date developments in your course field. In-depth review of practices and applications. . . Fully compatible with your classroom text, Schaum's highlights all the important facts you need to know. Use Schaum's to shorten your study time-and get your best test scores!. . Schaum's Outlines-Problem Solved.. . .

Introduction to PSpice Manual for Electric Circuits

Using Orcad Release 9.2

The fourth edition of this work continues to provide a thorough perspective of the subject, communicated through a clear explanation of the concepts and techniques of electric circuits. This edition was developed with keen attention to the learning needs of students. It includes illustrations that have been redesigned for clarity, new problems and new worked examples. Margin notes in the text point out the option of integrating PSpice with the provided Introduction to PSpice; and an instructor's roadmap (for instructors only) serves to classify homework problems by approach. The author has also given greater attention to the importance of circuit memory in electrical engineering, and to the role of electronics in the electrical engineering curriculum.

Report of the Presidential Commission on the Space Shuttle Challenger Accident

DIANE Publishing Reviews the circumstances surrounding the Challenger accident to establish the probable cause or causes of the accident. Develops recommendations for corrective or other action based upon the Commission's findings and determinations. Color photos, charts and tables.

Contemporary College Physics

Addison-Wesley

Power System Analysis and Design

Cengage Learning The new edition of POWER SYSTEM ANALYSIS AND DESIGN provides students with an introduction to the basic concepts of power systems along with tools to aid them in applying these skills to real world situations. Physical concepts are highlighted while also giving necessary attention to mathematical techniques. Both theory and modeling are developed from simple beginnings so that they can be readily extended to new and complex situations. The authors incorporate new tools and material to aid students with design issues and reflect recent trends in the field. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Transmission Electron Microscopy

Diffraction, Imaging, and Spectrometry

Springer This text is a companion volume to Transmission Electron Microscopy: A Textbook for Materials Science by Williams and Carter. The aim is to extend the discussion of certain topics that are either rapidly changing at this time or that would benefit from more detailed discussion than space allowed in the primary text. World-renowned researchers have contributed chapters in their area of expertise, and the editors have carefully prepared these chapters to provide a uniform tone and treatment for this exciting material. The book features an unparalleled collection of color figures

showcasing the quality and variety of chemical data that can be obtained from today's instruments, as well as key pitfalls to avoid. As with the previous TEM text, each chapter contains two sets of questions, one for self assessment and a second more suitable for homework assignments. Throughout the book, the style follows that of Williams & Carter even when the subject matter becomes challenging—the aim is always to make the topic understandable by first-year graduate students and others who are working in the field of Materials Science Topics covered include sources, in-situ experiments, electron diffraction, Digital Micrograph, waves and holography, focal-series reconstruction and direct methods, STEM and tomography, energy-filtered TEM (EFTEM) imaging, and spectrum imaging. The range and depth of material makes this companion volume essential reading for the budding microscopist and a key reference for practicing researchers using these and related techniques.

Basic Engineering Circuit Analysis

Engineering Fundamentals: An Introduction to Engineering, SI Edition

Cengage Learning Specifically designed as an introduction to the exciting world of engineering, *ENGINEERING FUNDAMENTALS: AN INTRODUCTION TO ENGINEERING* encourages students to become engineers and prepares them with a solid foundation in the fundamental principles and physical laws. The book begins with a discovery of what engineers do as well as an inside look into the various areas of specialization. An explanation on good study habits and what it takes to succeed is included as well as an introduction to design and problem solving, communication, and ethics. Once this foundation is established, the book moves on to the basic physical concepts and laws that students will encounter regularly. The framework of this text teaches students that engineers apply physical and chemical laws and principles as well as mathematics to design, test, and supervise the production of millions of parts, products, and services that people use every day. By gaining problem solving skills and an understanding of fundamental principles, students are on their way to becoming analytical, detail-oriented, and creative engineers. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Bioprocess Engineering Principles

Elsevier The emergence and refinement of techniques in molecular biology has changed our perceptions of medicine, agriculture and environmental management. Scientific breakthroughs in gene expression, protein engineering and cell fusion are being translated by a strengthening biotechnology industry into revolutionary new products and services. Many a student has been enticed by the promise of biotechnology and the excitement of being near the cutting edge of scientific advancement. However, graduates trained in molecular biology and cell manipulation soon realise that these techniques are only part of the picture. Reaping the full benefits of biotechnology requires manufacturing capability involving the large-scale processing of biological material. Increasingly, biotechnologists are being employed by companies to work in co-operation with chemical engineers to achieve pragmatic commercial goals. For many years aspects of biochemistry and molecular genetics have been included in chemical engineering curricula, yet there has been little attempt until recently to teach aspects of engineering applicable to process design to biotechnologists. This textbook is the first to present the principles of bioprocess engineering in a way that is accessible to biological scientists. Other texts on bioprocess engineering currently available assume that the reader already has engineering training. On the other hand, chemical engineering textbooks do not consider examples from bioprocessing, and are written almost exclusively with the petroleum and chemical industries in mind. This publication explains process analysis from an engineering point of view, but refers exclusively to the treatment of biological systems. Over 170 problems and worked examples encompass a wide range of applications, including recombinant cells, plant and animal cell cultures, immobilised catalysts as well as traditional fermentation systems. * * First book to present the principles of bioprocess engineering in a way that is accessible to biological scientists * Explains process analysis from an engineering point of view, but uses worked examples relating to biological systems * Comprehensive, single-authored * 170 problems and worked examples encompass a wide range of applications, involving recombinant plant and animal cell cultures, immobilized catalysts, and traditional fermentation systems * 13 chapters, organized according to engineering sub-disciplines, are grouped in four sections - Introduction, Material and Energy Balances, Physical Processes, and Reactions and Reactors * Each chapter includes a set of problems and exercises for the student, key references, and a list of suggestions for further reading * Includes useful appendices, detailing conversion factors, physical and chemical property data, steam tables, mathematical rules, and a list of symbols used * Suitable for course adoption - follows closely curricula used on most bioprocessing and process biotechnology courses at senior undergraduate and graduate levels.

Springer Handbook of Mechanical Engineering

Springer Science & Business Media This resource covers all areas of interest for the practicing engineer as well as for the student at various levels and educational institutions. It features the work of authors from all over the world who have contributed their expertise and support the globally working engineer in finding a solution for today's mechanical engineering problems. Each subject is discussed in detail and supported by numerous figures and tables.

Understanding Machine Learning

From Theory to Algorithms

Cambridge University Press Introduces machine learning and its algorithmic paradigms, explaining the principles behind automated learning approaches and the considerations underlying their usage.

Distribution System Modeling and Analysis

CRC Press For decades, distribution engineers did not have the sophisticated tools developed for analyzing transmission systems—often they had only their instincts. Things have changed, and we now have computer programs that allow engineers to simulate, analyze, and optimize distribution systems. Powerful as these programs are, however, without a real unders

Building Secure and Reliable Systems

Best Practices for Designing, Implementing, and Maintaining Systems

O'Reilly Media Can a system be considered truly reliable if it isn't fundamentally secure? Or can it be considered secure if it's unreliable? Security is crucial to the design and operation of scalable systems in production, as it plays an important part in product quality, performance, and availability. In this book, experts from Google share best practices to help your organization design scalable and reliable systems that are fundamentally secure. Two previous O'Reilly books from Google—*Site Reliability Engineering* and *The Site Reliability Workbook*—demonstrated how and why a commitment to the entire service lifecycle enables organizations to successfully build, deploy, monitor, and maintain software systems. In this latest guide, the authors offer insights into system design, implementation, and maintenance from practitioners who specialize in security and reliability. They also discuss how building and adopting their recommended best practices requires a culture that's supportive of such change. You'll learn about secure and reliable systems through: Design strategies Recommendations for coding, testing, and debugging practices Strategies to prepare for, respond to, and recover from incidents Cultural best practices that help teams across your organization collaborate effectively

The Analysis and Design of Linear Circuits

Laplace Early

*Wiley Now revised with a stronger emphasis on applications and more problems, this new Fourth Edition gives readers the opportunity to analyze, design, and evaluate linear circuits right from the start. The book's abundance of design examples, problems, and applications, promote creative skills and show how to choose the best design from several competing solutions. * Laplace first. The text's early introduction to Laplace transforms saves time spent on transitional circuit analysis techniques that will be superseded later on. Laplace transforms are used to explain all of the important dynamic circuit concepts, such as zero state and zero-input responses, impulse and step responses, convolution, frequency response, and Bode plots, and analog filter design. This approach provides students with a solid foundation for follow-up courses.*

Practical Malware Analysis

The Hands-On Guide to Dissecting Malicious Software

No Starch Press Malware analysis is big business, and attacks can cost a company dearly. When malware breaches your defenses, you need to act quickly to cure current infections and prevent future ones from occurring. For those who want to stay ahead of the latest malware, Practical Malware Analysis will teach you the tools and techniques used by professional analysts. With this book as your guide, you'll be able to safely analyze, debug, and disassemble any malicious software that comes your way. You'll learn how to: -Set up a safe virtual environment to analyze malware -Quickly extract network signatures and host-based indicators -Use key analysis tools like IDA Pro, OllyDbg, and WinDbg -Overcome malware tricks like obfuscation, anti-disassembly, anti-debugging, and anti-virtual machine techniques -Use your newfound knowledge of Windows internals for malware analysis -Develop a methodology for unpacking malware and get practical experience with five of the most popular packers -Analyze special cases of malware with shellcode, C++, and 64-bit code Hands-on labs throughout the book challenge you to practice and synthesize your skills as you dissect real malware samples, and pages of detailed dissections offer an over-the-shoulder look at how the pros do it. You'll learn how to crack open malware to see how it really works, determine what damage it has done, thoroughly clean your network, and ensure that the malware never comes back. Malware analysis is a cat-and-mouse game with rules that are constantly changing, so make sure you have the fundamentals. Whether you're tasked with securing one network or a thousand networks, or you're making a living as a malware analyst, you'll find what you need to succeed in Practical Malware Analysis.

Introduction to Materials Science for Engineers

Pearson Education India This Text Provides A Balanced And Current Treatment Of The Full Spectrum Of Engineering Materials, Covering All The Physical Properties, Applications And Relevant Properties Associated With The Subject. It Explores All The Major Categories Of Materials While Offering Detailed Examinations Of A Wide Range Of New Materials With High-Tech Applications.

A First Course in Design and Analysis of Experiments

W. H. Freeman Oehlert's text is suitable for either a service course for non-statistics graduate students or for statistics majors. Unlike most texts for the one-term grad/upper level course on experimental design, Oehlert's new book offers a superb balance of both analysis and design, presenting three practical themes to students: • when to use various designs • how to analyze the results • how to recognize various design options Also, unlike other older texts, the book is fully oriented toward the use of statistical software in analyzing experiments.

IEEE Recommended Practice for Industrial and Commercial Power Systems Analysis

This Recommended Practice is a reference source for engineers involved in industrial and commercial power systems analysis. It contains a thorough analysis of the power system data required, and the techniques most commonly used in computer-aided analysis, in order to perform specific power system studies of the following: short-circuit, load flow, motor-starting, cable ampacity, stability, harmonic analysis, switching transient, reliability, ground mat, protective coordination, dc auxiliary power system, and power system modeling.

Electromagnetics and Network Theory and their Microwave Technology Applications

A Tribute to Peter Russer

Springer Science & Business Media This volume provides a discussion of the challenges and perspectives of electromagnetics and network theory and their microwave applications in all aspects. It collects the most interesting contribution of the symposium dedicated to Professor Peter Russer held in October 2009 in Munich.

Electric Machinery and Transformers

Oxford University Press, USA For this revision of their bestselling junior- and senior-level text, Guru and Hiziroglu have incorporated eleven years of cutting-edge developments in the field since Electric Machinery and Transformers was first published. Completely re-written, the new Second Edition also incorporates suggestions from students and instructors who have used the First Edition, making it the best text available for junior- and senior-level courses in electric machines. The new edition features a wealth of new and improved problems and examples, designed to complement the authors' overall goal of encouraging intuitive reasoning rather than rote memorization of material. Chapter 3, which presents the conversion of energy, now includes: analysis of magnetically coupled coils, induced emf in a coil rotating in a uniform magnetic field, induced emf in a coil rotating in a time-varying magnetic field, and the concept of the revolving field. All problems and examples have been rigorously tested using Mathcad.

Essential MATLAB for Scientists and Engineers

*Butterworth-Heinemann Based on a teach-yourself approach, the fundamentals of MATLAB are illustrated throughout with many examples from a number of different scientific and engineering areas, such as simulation, population modelling, and numerical methods, as well as from business and everyday life. Some of the examples draw on first-year university level maths, but these are self-contained so that their omission will not detract from learning the principles of using MATLAB. This completely revised new edition is based on the latest version of MATLAB. New chapters cover handle graphics, graphical user interfaces (GUIs), structures and cell arrays, and importing/exporting data. The chapter on numerical methods now includes a general GUI-driver ODE solver. * Maintains the easy informal style of the first edition * Teaches the basic principles of scientific programming with MATLAB as the vehicle * Covers the latest version of MATLAB*

Power System Restructuring and Deregulation Trading, Performance and Information Technology

[John Wiley & Sons](#) The restructuring and deregulation of the power utility industry is resulting in significant competitive, technological and regulatory changes. Independent power producers, power marketers and brokers have added a new and significant dimension to the task of maintaining a reliable electric system. Power System Restructuring and Deregulation provides comprehensive coverage of the technological advances, which have helped redesign the ways in which utility companies manage their business. With the aid of practical case studies, an international panel of contributors address the most up to date problems and their solutions in a cohesive manner, making this book indispensable to graduates and engineers in the power industry field. Presents state of the art techniques in power industry restructuring Includes applications of new technology in power industry deregulation Includes practical examples of changes in load forecasting techniques and methods International contributors offer a global perspective detailing power utility restructuring and deregulation from various countries

Fundamentals of Electrical Engineering

[McGraw-Hill Higher Education](#) Rizzoni's Fundamentals of Electrical Engineering provides a solid overview of the electrical engineering discipline that is especially geared toward the many non-electrical engineering students who take this course. The book was developed to fit the growing trend of the Intro to EE course morphing into a briefer, less comprehensive course. The hallmark feature of this text is its liberal use of practical applications to illustrate important principles. The applications come from every field of engineering and feature exciting technologies. The appeal to non-engineering students are the special features such as Focus on Measurement sections, Focus on Methodology sections, and Make the Connections sidebars.

Materials Selection in Mechanical Design

[Pergamon](#) New materials enable advances in engineering design. This book describes a procedure for material selection in mechanical design, allowing the most suitable materials for a given application to be identified from the full range of materials and section shapes available. A novel approach is adopted not found elsewhere. Materials are introduced through their properties; materials selection charts (a new development) capture the important features of all materials, allowing rapid retrieval of information and application of selection techniques. Merit indices, combined with charts, allow optimisation of the materials selection process. Sources of material property data are reviewed and approaches to their use are given. Material processing and its influence on the design are discussed. The book closes with chapters on aesthetics and industrial design. Case studies are developed as a method of illustrating the procedure and as a way of developing the ideas further.

Descartes Error

5th International Conference on Biomedical Engineering in Vietnam

[Springer](#) This volume presents the proceedings of the Fifth International Conference on the Development of Biomedical Engineering in Vietnam which was held from June 16-18, 2014 in Ho Chi Minh City. The volume reflects the progress of Biomedical Engineering and discusses problems and solutions. It aims identifying new challenges, and shaping future directions for research in biomedical engineering fields including medical instrumentation, bioinformatics, biomechanics, medical imaging, drug delivery therapy, regenerative medicine and entrepreneurship in medical devices.

Electronic Devices And Circuit Theory,9/e With Cd

[Pearson Education India](#)

Microwave Engineering

[John Wiley & Sons](#) Pozar's new edition of Microwave Engineering includes more material on active circuits, noise, nonlinear effects, and wireless systems. Chapters on noise and nonlinear distortion, and active devices have been added along with the coverage of noise and more material on intermodulation distortion and related nonlinear effects. On active devices, there's more updated material on bipolar junction and field effect transistors. New and updated material on wireless communications systems, including link budget, link margin, digital modulation methods, and bit error rates is also part of the new edition. Other new material includes a section on transients on transmission lines, the theory of power waves, a discussion of higher order modes and frequency effects for microstrip line, and a discussion of how to determine unloaded.

Energy Project Financing

Resources and Strategies for Success

This practical application reference provides a resource for those seeking to utilize the innovative methods now available to finance energy projects. The full scope of current project financing practices are fully examined and assessed, including coverage of energy service performance contracting, rate of return analysis, measurement and verification of energy savings, and more. Readers will receive the facts they need to assess a project's payback in advance, anticipate and avoid potential risks and/or hidden costs, and assure that your energy project is an overall economic success. Other topics covered include financing international projects and ESCO's (Energy Service Company's) financing.

500 Social Media Marketing Tips

Essential Advice, Hints and Strategy for Business: Facebook, Twitter, Instagram, Pinterest, Linkedin, Youtube, Snapchat, and More!

[Independently Published](#) »» Updated SPRING 2019! Always The Newest Social Media Strategy ««Struggling with social media marketing for business? No likes, comments and clicks, no matter what you try? Feeling overwhelmed or just don't even know where to begin? This book will help.The key to success on social media is to build a strong and consistent social media marketing plan: with ideas that drive brand awareness, attract loyal customers, and help you reach your business goals - like increasing website traffic, delivering top customer service, or making sales. And that's what you'll learn in

500 Social Media Marketing Tips. 500 Social Media Marketing Tips is your guide to social media success for business, featuring hundreds of actionable strategies for success on Facebook, Twitter, Instagram, Pinterest, YouTube, Snapchat, and more!»» DOWNLOAD:: *500 Social Media Marketing Tips: Essential Advice, Hints and Strategy for Business* ««The goal of this book is simple: I will show you how to build and grow a successful social media marketing strategy for your business. Unlike other books on the subject, *500 Social Media Marketing Tips* is uncluttered and concise to ensure that you'll take away something valuable every single time you read, whether it's for five minutes at breakfast, half an hour on your commute, or all day at the weekend! You will learn: * Why Every Business Needs A Social Media Marketing Strategy * The Key Foundations For Every Successful Social Media Marketing Plan * The Most Effective Content to Share on Social Media (And How to Make It) * Hundreds of Tips to Grow Your Audience and Succeed on All The Biggest Social Networks: Facebook, Twitter, Instagram, Snapchat, Pinterest, YouTube, and LinkedIn. * How to Use Blogging to Underpin and Drive your Social Media Marketing Efforts * Plus: Access to Over 250 Social Media Marketing Video Tutorials and FREE Monthly Book Updates Forever (Kindle version only)»» Ready to Kick Start Your Social Media Marketing? ««Join over 80,000 people already using *500 Social Media Marketing Tips* to make the most of everything social media has to offer your business. Download now to stop worrying and, in no time, start seeing the benefits that a strong social media strategy can deliver. Scroll to the top of the page and select the "buy now" button.

Engineering Ethics: Concepts and Cases

Cengage Learning Bridging the gap between theory and practice, ENGINEERING ETHICS, Fifth Edition, will help you quickly understand the importance of your conduct as a professional and how your actions can affect the health, safety, and welfare of the public. ENGINEERING ETHICS, Fifth Edition, provides dozens of diverse engineering cases and a proven and structured method for analyzing them; practical application of the Engineering Code of Ethics; focus on critical moral reasoning as well as effective organizational communication; and in-depth treatment of issues such as sustainability, acceptable risk, whistle-blowing, and globalized standards for engineering. Additionally, a new companion website offers study questions, self-tests, and additional case studies. 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.

Proceedings of Integrated Intelligence Enable Networks and Computing

IIENC 2020

Springer Nature This book presents best selected research papers presented at the First International Conference on Integrated Intelligence Enable Networks and Computing (IIENC 2020), held from May 25 to May 27, 2020, at the Institute of Technology, Gopeshwar, India (Government Institute of Uttarakhand Government and affiliated to Uttarakhand Technical University). The book includes papers in the field of intelligent computing. The book covers the areas of machine learning and robotics, signal processing and Internet of things, big data and renewable energy sources.

Unthought

The Power of the Cognitive Nonconscious

University of Chicago Press N. Katherine Hayles is known for breaking new ground at the intersection of the sciences and the humanities. In Unthought, she once again bridges disciplines by revealing how we think without thinking—how we use cognitive processes that are inaccessible to consciousness yet necessary for it to function. Marshalling fresh insights from neuroscience, cognitive science, cognitive biology, and literature, Hayles expands our understanding of cognition and demonstrates that it involves more than consciousness alone. Cognition, as Hayles defines it, is applicable not only to nonconscious processes in humans but to all forms of life, including unicellular organisms and plants. Startlingly, she also shows that cognition operates in the sophisticated information-processing abilities of technical systems: when humans and cognitive technical systems interact, they form “cognitive assemblages”—as found in urban traffic control, drones, and the trading algorithms of finance capital, for instance—and these assemblages are transforming life on earth. The result is what Hayles calls a “planetary cognitive ecology,” which includes both human and technical actors and which poses urgent questions to humanists and social scientists alike. At a time when scientific and technological advances are bringing far-reaching aspects of cognition into the public eye, Unthought reflects deeply on our contemporary situation and moves us toward a more sustainable and flourishing environment for all beings.

Independent Component Analysis

*John Wiley & Sons A comprehensive introduction to ICA for students and practitioners Independent Component Analysis (ICA) is one of the most exciting new topics in fields such as neural networks, advanced statistics, and signal processing. This is the first book to provide a comprehensive introduction to this new technique complete with the fundamental mathematical background needed to understand and utilize it. It offers a general overview of the basics of ICA, important solutions and algorithms, and in-depth coverage of new applications in image processing, telecommunications, audio signal processing, and more. Independent Component Analysis is divided into four sections that cover: * General mathematical concepts utilized in the book * The basic ICA model and its solution * Various extensions of the basic ICA model * Real-world applications for ICA models Authors Hyvarinen, Karhunen, and Oja are well known for their contributions to the development of ICA and here cover all the relevant theory, new algorithms, and applications in various fields. Researchers, students, and practitioners from a variety of disciplines will find this accessible volume both helpful and informative.*

The Symbolic Species: The Co-evolution of Language and the Brain

W. W. Norton & Company "A work of enormous breadth, likely to pleasantly surprise both general readers and experts."—New York Times Book Review This revolutionary book provides fresh answers to long-standing questions of human origins and consciousness. Drawing on his breakthrough research in comparative neuroscience, Terrence Deacon offers a wealth of insights into the significance of symbolic thinking: from the co-evolutionary exchange between language and brains over two million years of hominid evolution to the ethical repercussions that followed man's newfound access to other people's thoughts and emotions. Informing these insights is a new understanding of how Darwinian processes underlie the brain's development and function as well as its evolution. In contrast to much contemporary neuroscience that treats the brain as no more or less than a computer, Deacon provides a new clarity of vision into the mechanism of mind. It injects a renewed sense of adventure into the experience of being human.

Natural Electromagnetic Fields in Pure and Applied Geophysics

Springer Nature This research monograph presents all the branches of geophysics based on natural electromagnetic fields and their associated subjects. Meant for postgraduate and research level courses, it includes research guidance and collection of magnetotelluric data in some parts of Eastern India and their qualitative and quantitative interpretation. Specific topics highlighted include (i) Electrotellurics, (ii) Magnetotellurics, (iii) Geomagnetic Depth Sounding and Magnetometer Array Studies, (iv) Audio Frequency Magnetotellurics and Magnetic Methods, (v) Marine Magnetotelluric and Marine Controlled Source Electromagnetic Methods, (vi) Electrical Conductivity of Rocks and Minerals and (vii) Mathematical Modelling and Some Topics on Inversion needed for Interpretation of Geoelectrical Data.

Principles of Marketing

An introduction to marketing concepts, strategies and practices with a balance of depth of coverage and ease of learning. Principles of Marketing keeps pace with a rapidly changing field, focussing on the ways brands create and capture consumer value. Practical content and linkage are at the heart of this edition. Real local and international examples bring ideas to life and new feature 'linking the concepts' helps students test and consolidate understanding as they go. The latest edition enhances understanding with a unique learning design including revised, integrative concept maps at the start of each chapter, end-of-chapter features summarising ideas and themes, a mix of mini and major case studies to illuminate concepts, and critical thinking exercises for applying skills.

A HEAT TRANSFER TEXTBOOK

Phlogiston Press

Fundamentals of Electrical Engineering

Oxford Series in Electrical and Computer Engineering Divided into four parts: circuits, electronics, digital systems, and electromagnetics, this text provides an understanding of the fundamental principles on which modern electrical engineering is based. It is suitable for a variety of electrical engineering courses, and can also be used as a text for an introduction to electrical engineering.