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A Roadmap to Successful Scientific Publishing - Sarah Cuschieri 2022
In the age of "publish or perish," this book provides everything one needs to know about conducting research and successfully publishing it in a scientific journal. The reader learns about the complete process of scientific publishing: from selecting the most appropriate research design, to obtaining permissions and funding, to resourcefully presenting the research results in a poster and oral presentation. Additionally, the practical tips provided here help the reader formulate a compelling scientific article and choose the most suitable journal (subscription vs. the various open access modalities) for their publication. This book also addresses "invisible aspects" of scholarly publishing that are nonetheless important and that everyone should know and understand: avoiding predatory journals, understanding the editor's perspective, and becoming familiar with the various research metrics (from author to journal) that can all determine success or failure of a publication. Written in an informal style in which the author shares personal perspectives and experiences, the book is easily accessible to the reader. The book offers early career scientists in biomedicine and medicine a unique perspective

on publishing research articles and how this process can enhance the authors' "scientific value" within the scientific ecosystem as well as their personal CVs.

A Historical Guide to NGOs in Britain - M. Hilton 2012-07-20
Aiming to furnish the reader with the historical data to engage with the debates surrounding the Cameron government's 'Big Society' and civil society, this book gives the reader a greater and more informed historical consciousness of how the NGO sector has grown and influenced.

The British Journal of Photography - 2006

Directory of Research Grants 2001 - Grants Program 2000
The Directory provides the most accurate and current data on funds available from foundations, private sources, and state and local organization, as well as federal sources. The latest facts are presented on nearly 6,000 sources, including 300 programs identified for the first time. All major disciplines and subject areas are covered. The Directory provides the most accurate and current data on funds available from

foundations, private sources, and state and local organization, as well as federal sources. The latest facts are presented on nearly 6,000 sources, including 300 programs identified for the first time. All major disciplines and subject areas are covered. Programs listed include funding for basic research, materials and equipment acquisition, centers, dissertation research, faculty development, and symposiums.

Murder For Two - Kellen Blair 2019-10

Officer Marcus Moscovicz is a small town policeman with dreams of making it to detective. One fateful night, shots ring out at the surprise birthday party of Great American Novelist Arthur Whitney and the writer is killed...fatally. With the nearest detective an hour away, Marcus jumps at the chance to prove his sleuthing skills—with the help of his silent partner, Lou. But whodunit? Did Dahlia Whitney, Arthur's scene-stealing wife, give him a big finish? Is Barrette Lewis, the prima ballerina, the prime suspect? Did Dr. Griff, the overly-friendly psychiatrist, make a frenemy? Marcus has only a short amount of time to find the killer and make his name before the real detective arrives... and the ice cream melts!

Cause-Related Marketing - Jenny Graff 2003-03-11

Inhaltsangabe:Abstract: Cause-related marketing (CRM) has become a widely discussed topic as well as an increasingly important marketing technique. In this paper, the subject is analysed not from the usual perspective of companies, but from the charities point of view, focusing on the example of British cancer charities. The study shows that cause-related marketing has developed in context of a changing business environment and growing customer demand. Its relevance is highlighted with regard to consumer behaviour theories, introducing CRM as an innovative and promising marketing tool. From the fierce competition in today's market-place for charities and the changing attitude of donors, emerges the need for new charity marketing techniques. CRM is already widely used in the marketing of cancer-related organisations, as show various examples outlined in the text. However, the potential is not yet fully exploited and some substantial problems remain, especially in terms of company cooperation and missing empirical data. As a result of the

investigation, cancer charities are recommended to extend their CRM activities, to prepare for the arising tasks internally and to communicate their programmes openly to the public. Additionally, extensive future research is suggested to gain more knowledge about the effects of cause-related marketing. This study comprises comprehensive material from secondary sources, such as books, articles and reports, along with extensive Internet research. Complementary, an in-depth interview provides insight into the work of Cancer Research UK. The findings of this paper are of special interest for charities and companies alike, as well as for marketing students and lecturers. Inhaltsverzeichnis:Table of Contents: 1.Introduction5 1.1Scope and Objectives of the Paper5 1.2Structure of the Study6 2.Methodology7 2.1Secondary Research7 2.2Primary Research8 2.3Case Study Approach8 PART I - CAUSE-RELATED MARKETING AS A MARKETING TOOL9 3.Background and Implications of Cause-related Marketing10 3.1The Rise of Corporate Social Responsibility10 3.2The History and Development of Cause-related Marketing12 3.3The Definition of Cause-related Marketing13 3.4Different Types of CRM Activities14 3.4.1Product Endorsement14 3.4.2Non-sales Orientated CRM14 3.4.3CRM Advertising and Sponsorship14 3.4.4CRM Community Partnerships14 4.Cause-related Marketing and Consumer Behaviour15 4.1Maslow's Hierarchy of Needs and the [...]

Oak Flat - Lauren Redniss 2021-11-09

NATIONAL BESTSELLER • A powerful work of visual nonfiction about three generations of an Apache family struggling to protect sacred land from a multinational mining corporation, by MacArthur “Genius” and National Book Award finalist Lauren Redniss, the acclaimed author of *Thunder & Lightning* “Brilliant . . . virtuosic . . . a master storyteller of a new order.”—Eliza Griswold, *The New York Times Book Review* (Editors' Choice) NAMED ONE OF THE BEST BOOKS OF THE YEAR BY KIRKUS REVIEWS Oak Flat is a serene high-elevation mesa that sits above the southeastern Arizona desert, fifteen miles to the west of the San Carlos Apache Indian Reservation. For the San Carlos tribe, Oak Flat is a holy place, an ancient burial ground and religious site where Apache girls

celebrate the coming-of-age ritual known as the Sunrise Ceremony. In 1995, a massive untapped copper reserve was discovered nearby. A decade later, a law was passed transferring the area to a private company, whose planned copper mine will wipe Oak Flat off the map—sending its natural springs, petroglyph-covered rocks, and old-growth trees tumbling into a void. Redniss's deep reporting and haunting artwork anchor this mesmerizing human narrative. Oak Flat tells the story of a race-against-time struggle for a swath of American land, which pits one of the poorest communities in the United States against the federal government and two of the world's largest mining conglomerates. The book follows the fortunes of two families with profound connections to the contested site: the Nosies, an Apache family whose teenage daughter is an activist and leader in the Oak Flat fight, and the Gorhams, a mining family whose patriarch was a sheriff in the lawless early days of Arizona statehood. The still-unresolved Oak Flat conflict is ripped from today's headlines, but its story resonates with foundational American themes: the saga of westward expansion, the resistance and resilience of Native peoples, and the efforts of profiteers to control the land and unearth treasure beneath it while the lives of individuals hang in the balance.

A Conceptual History of Chinese -isms - Ivo Spira 2015-05-12

In *A Conceptual History of Chinese -isms*, Ivo Spira explores the emergence of Chinese -isms and the key concept zhùyì ("ism") in the years 1895–1925, covering linguistic, conceptual, and rhetorical aspects of their use in ideological reasoning.

Popular Mechanics - 1992-02

Popular Mechanics inspires, instructs and influences readers to help them master the modern world. Whether it's practical DIY home-improvement tips, gadgets and digital technology, information on the newest cars or the latest breakthroughs in science -- *PM* is the ultimate guide to our high-tech lifestyle.

Space Safety is No Accident - Tommaso Sgobba 2015-06-04

Includes the proceedings from the 7th IAASS Conference, "Space Safety is No Accident," held in Friedrichshafen, Germany, in October 2014. The

7th IAASS Conference, "Space Safety is No Accident" is an invitation to reflect and exchange information on a number of topics in space safety and sustainability of national and international interest. The conference is also a forum to promote mutual understanding, trust and the widest possible international cooperation in such matters. The once exclusive "club" of nations with autonomous sub-orbital and orbital space access capabilities is becoming crowded with fresh and ambitious new entrants. New commercial spaceports are starting operations and others are being built. In the manned spaceflight arena a commercial market is becoming a tangible reality with suborbital spaceflights and government use of commercial services for cargo and crew transportation to orbit. Besides the national ambitions in space, the international cooperation both civil and commercial is also gaining momentum. In the meantime robotic space exploration will accelerate and with it the need to internationally better regulate the usage of nuclear power sources. Space-bound systems and aviation traffic will share more and more a crowded airspace, while aviation will increasingly rely on space-based safety-critical services. Finally, most nations own nowadays space assets, mainly satellites of various kinds and purposes, which are under the constant threat of collision with other spacecraft and with the ever increasing number of space debris. Awareness is increasing internationally (as solemnly declared since decades in space treaties) that space is a mankind asset and that we all have the duty of caring for it. Without proactive and courageous international initiatives to organize space, we risk to negate access and use of space to future generations.

Sponsorship - Ryan McGinness 2005

Collection of essays and interviews with various artists, curators, and writers.

Walter and Miller's Textbook of Radiotherapy: Radiation Physics, Therapy and Oncology - E-Book - R Paul Symonds 2019-07-11

Walter and Miller's Textbook of Radiotherapy is a key textbook for therapeutic radiography students as well as trainee clinical and medical oncologists, clinical physicists and technologists. The book is divided into 2 sections. The first section covers physics and provides a comprehensive

review of radiotherapy physics. This section is designed to be non-physicist friendly, to simply and clearly explain the physical principles upon which radiotherapy and its technology are based. The second section is a systematic review by tumour site giving an up to date summary of radiotherapy practice. The title also covers the place of chemotherapy, surgery and non-radiotherapy treatments as well as the principles of cancer patient treatment including supportive care and palliative treatments. It is a comprehensive must-have resource for anyone studying therapeutic radiotherapy. Highly illustrated in full colour including 350 photographs. Clearly and simply explains the fundamental physics for clinicians Gives an up to date summary of radiotherapy practice organised by tumour site making it very easy to navigate. Describes the wide range of devices and clearly explains the principles behind their operation. Comprehensively explains the calculation models of dose predictions for treatment preparation. Heavy emphasis on how clinical trials have influenced current practice. Shows how radiobiological knowledge has influenced current practice such as the fractionation regimens for breast and prostate cancer Proton therapy; machines, dose measurement, covering the clinical advantages and pitfalls of this treatment modality. New radiotherapy modalities such as stereotactic radiotherapy, types of intensity modulated radiotherapy and imaged guided radiotherapy are comprehensively covered as are recent advances in chemotherapy and molecular targeted therapy. In depth coverage of dose measurement and new devices.

The 100 - Michael H. Hart 1978

A list of the one hundred most influential people in history features descriptions of the careers, contributions, and accomplishments of the political and religious leaders, inventors, writers, artists, and others who changed the course of history. Simultaneous.

Why Docudrama? - Alan Rosenthal 1999

Rosenthal notes that docudrama wields more influence than the documentary and that ""reality-based stories taken from topical journalism are the most popular drama genre on US and British television today"". This collection of essays addresses the dominant

questions and controversies of the genre.

Micropalaeontology, Sedimentary Environments and Stratigraphy - J. E. Whittaker 2010

Dennis Curry was a remarkable polymath and philanthropist, leading a double-life as one of the UK's most gifted amateur geologists, whilst at the same time being an extremely successful businessman (as Managing Director of Currys Ltd). This Festschrift, authored by friends and specialists from Britain and France, pays tribute to his often seminal research as well as exhibiting the wide range of his geological interest. It contains 12 chapters and covers several differing aspects of micropalaeontology (pteropods, diatoms and especially foraminifera), Strontium Isotope Stratigraphy, Hampshire Basin stratigraphy and palaeogeography, as well as major contributions on English Channel sedimentology and the great faunal turnover affecting mammals at the Eocene-Oligocene boundary. A scientific appreciation of Dennis Curry, "the professional amateur", with recollections of former colleagues at University College, London (where he was Visiting Professor), together with an assessment of the valuable collections he established and donated to The Natural History Museum, are also included. Copiously illustrated, this book is a must for all geologists.

The Immortal Life of Henrietta Lacks - Rebecca Skloot 2010-02-02
#1 NEW YORK TIMES BESTSELLER • "The story of modern medicine and bioethics—and, indeed, race relations—is refracted beautifully, and movingly."—Entertainment Weekly NOW A MAJOR MOTION PICTURE FROM HBO® STARRING OPRAH WINFREY AND ROSE BYRNE • ONE OF THE "MOST INFLUENTIAL" (CNN), "DEFINING" (LITHUB), AND "BEST" (THE PHILADELPHIA INQUIRER) BOOKS OF THE DECADE • ONE OF ESSENCE'S 50 MOST IMPACTFUL BLACK BOOKS OF THE PAST 50 YEARS • WINNER OF THE CHICAGO TRIBUNE HEARTLAND PRIZE FOR NONFICTION NAMED ONE OF THE BEST BOOKS OF THE YEAR BY The New York Times Book Review • Entertainment Weekly • O: The Oprah Magazine • NPR • Financial Times • New York • Independent (U.K.) • Times (U.K.) • Publishers Weekly • Library Journal • Kirkus Reviews • Booklist • Globe and Mail Her name was Henrietta Lacks, but

scientists know her as HeLa. She was a poor Southern tobacco farmer who worked the same land as her slave ancestors, yet her cells—taken without her knowledge—became one of the most important tools in medicine: The first “immortal” human cells grown in culture, which are still alive today, though she has been dead for more than sixty years. HeLa cells were vital for developing the polio vaccine; uncovered secrets of cancer, viruses, and the atom bomb’s effects; helped lead to important advances like in vitro fertilization, cloning, and gene mapping; and have been bought and sold by the billions. Yet Henrietta Lacks remains virtually unknown, buried in an unmarked grave. Henrietta’s family did not learn of her “immortality” until more than twenty years after her death, when scientists investigating HeLa began using her husband and children in research without informed consent. And though the cells had launched a multimillion-dollar industry that sells human biological materials, her family never saw any of the profits. As Rebecca Skloot so brilliantly shows, the story of the Lacks family—past and present—is inextricably connected to the dark history of experimentation on African Americans, the birth of bioethics, and the legal battles over whether we control the stuff we are made of. Over the decade it took to uncover this story, Rebecca became enmeshed in the lives of the Lacks family—especially Henrietta’s daughter Deborah. Deborah was consumed with questions: Had scientists cloned her mother? Had they killed her to harvest her cells? And if her mother was so important to medicine, why couldn’t her children afford health insurance? Intimate in feeling, astonishing in scope, and impossible to put down, *The Immortal Life of Henrietta Lacks* captures the beauty and drama of scientific discovery, as well as its human consequences.

Radiation-induced and oxidative DNA damages - Antonio Monari
2015-10-02

DNA stores and passes the genetic information of almost all living organisms. Its molecular structure and their intramolecular interactions are particularly suitable to maximize stability against oxidative stress and UV-light absorption. Yet the protection and repair strategies are still error-prone: DNA lesions are produced, including the most complex and

highly mutagenic ones. An important threat to DNA stability comes from photosensitization, i.e. from the dramatic multiplication of radiation-induced defects mediated by the presence of organic or organometallic dyes compared to the direct exposure to UVA radiation. Moreover, the photo-induced production of singlet oxygen generates an extremely high oxidative stress on DNA that, in vivo, normally results in extended cellular apoptosis. Elucidating the processes leading to DNA damages, from the production of a simple radical entity to deleterious lesions, as well as the opportunities of repair by devoted enzymes, is a cornerstone towards the development of more efficient protection strategies. Sensitization and selective production of DNA lesions can also be exploited to induce the selective apoptosis of cancer cells upon exposition to radiation or to oxidative stress, for instance in the field of photodynamic therapy. The importance and relevance of the field is witnessed by the impressive amount of high-level papers dealing with this complex subject, and notably tackling the structural elucidation of DNA and DNA-drug adducts, the mechanisms of formation of DNA lesions (including the precise detection of the final lesion products), as well as the influence of the lesions on the DNA stability and dynamics and the consequences on the ease of repair. Due to the complexity of the field lying at the frontiers between chemistry, physics and biology, multidisciplinary strategies allying modeling and experience are needed. This topic aims at giving an extended overview of the current research in the domain, with fundamental contribution from the leading groups in the field of DNA reactivity, structural characterization, photo-chemistry and photo-physics, as well as repair mechanism. It will therefore be a fundamental guide for scientists wanting to address the field of DNA lesion and repair, but also more generally for researchers working in rational drug design or in the development of biomarkers and medical imaging techniques

Writing about the World - Susan McLeod 1991

Ideal for your freshman composition or freshman seminar course, WRITING ABOUT THE WORLD is a thematically-arranged reader that focuses on the social sciences, sciences, and the humanities.

The Horticulturist - 1994

Official Journal of the European Communities - 1998

Intelligence, Genes, and Success - Bernie Devlin 2013-12-01

A scientific response to the best-selling *The Bell Curve* which set off a hailstorm of controversy upon its publication in 1994. Much of the public reaction to the book was polemic and failed to analyse the details of the science and validity of the statistical arguments underlying the book's conclusion. Here, at last, social scientists and statisticians reply to *The Bell Curve* and its conclusions about IQ, genetics and social outcomes.

Schools and Kindergartens - Mark Dudek 2007-03-02

As a new generation of educational environments are designed and built, this design manual helps architects to grasp the underlying educational theories and how they can be realized in built form, so that the building fulfills its role as a 3-dimensional curriculum plan. It presents over 80 international case studies.

Time Out Film Guide - 2007

[Encyclopedia of Decision Making and Decision Support Technologies](#) -

Adam, Frederic 2008-04-30

As effective organizational decision making is a major factor in a company's success, a comprehensive account of current available research on the core concepts of the decision support agenda is in high demand by academicians and professionals. Through 110 authoritative contributions by over 160 of the world's leading experts the *Encyclopedia of Decision Making and Decision Support Technologies* presents a critical mass of research on the most up-to-date research on human and computer support of managerial decision making, including discussion on support of operational, tactical, and strategic decisions, human vs. computer system support structure, individual and group decision making, and multi-criteria decision making.

Rockefeller and the Internationalization of Mathematics Between the Two World Wars - Reinhard Siegmund-Schultze 2012-12-06

Philanthropic societies funded by the Rockefeller family were prominent in the social history of the twentieth century, for their involvement in medicine and applied science. This book provides the first detailed study of their relatively brief but nonetheless influential foray into the field of mathematics.

Mentoring and Sponsoring - Maria Angela Capello 2020-11-11

This book is a compilation of very personal approaches to mentoring and sponsoring, breaking the stereotypes of seniority, age or experience. The authors have provided a platform to understand that mentoring and especially sponsoring are in fact a win-win relation, in which both sides, mentors and mentees; and sponsors and sponsored individuals learn from each other, enhancing their career paths. How they managed to create a growth space for themselves and their teams through mentoring and sponsoring, is a story of professional leadership. They shared a privileged outlook to understand the root causes of barriers, as well as to envision plausible solutions for difficult career crossroads, in which mentorship or sponsoring was key to steer step changes. The authors propose not only their vision, but a remarkable collection of unfiltered interviews with young and renowned professionals in many sectors, from photography to music, research, sports, energy, and more, completing a vision of what is key for both sides of the equation pertinent to mentoring and sponsoring: the givers and the receivers. They explain what is needed to gain the most out of the mentoring and sponsoring loops, with their own career stories. Success is supported by many factors, in which the most important are the technical competency and performance aligned with resilience. However, in the long path of a career, mentors and particularly sponsors play a foundational and frequently a changing-life role, improving our perspective or triggering reflections and actions that benefitted our journeys at work and in life. This book provides insights on what works for an effective mentoring and sponsoring process. It is useful for all professionals, especially those starting their career journeys.

Data Analysis for Network Cyber-Security - Niall Adams 2014-02-28

There is increasing pressure to protect computer networks against

unauthorized intrusion, and some work in this area is concerned with engineering systems that are robust to attack. However, no system can be made invulnerable. Data Analysis for Network Cyber-Security focuses on monitoring and analyzing network traffic data, with the intention of preventing, or quickly identifying, malicious activity. Such work involves the intersection of statistics, data mining and computer science. Fundamentally, network traffic is relational, embodying a link between devices. As such, graph analysis approaches are a natural candidate. However, such methods do not scale well to the demands of real problems, and the critical aspect of the timing of communications events is not accounted for in these approaches. This book gathers papers from leading researchers to provide both background to the problems and a description of cutting-edge methodology. The contributors are from diverse institutions and areas of expertise and were brought together at a workshop held at the University of Bristol in March 2013 to address the issues of network cyber security. The workshop was supported by the Heilbronn Institute for Mathematical Research. Contents: Inference for Graphs and Networks: Adapting Classical Tools to Modern Data (Benjamin P Olding and Patrick J Wolfe) Rapid Detection of Attacks in Computer Networks by Quickest Change-point Detection Methods (Alexander G Tartakovsky) Statistical Detection of Intruders Within Computer Networks Using Scan Statistics (Joshua Neil, Curtis Storie, Curtis Hash and Alex Brugh) Characterizing Dynamic Group Behavior in Social Networks for Cybernetics (Sumeet Dua and Pradeep Chowriappa) Several Approaches for Detecting Anomalies in Network Traffic Data (Céline Lévy-Leduc) Monitoring a Device in a Communication Network (Nicholas A Heard and Melissa Turcotte) Readership: Researchers and graduate students in the fields of network traffic data analysis and network cyber security. Key Features: This book is unique in being a treatise on the statistical analysis of network traffic data. The contributors are leading researchers in the field and will give authoritative descriptions of cutting edge methodology. The book features material from diverse areas, and as such forms a unified view of network cyber security. Keywords: Network Data Analysis; Cyber Security; Change

Detection; Anomaly Detection

Bulletin of the Atomic Scientists - 1954-03

The Bulletin of the Atomic Scientists is the premier public resource on scientific and technological developments that impact global security. Founded by Manhattan Project Scientists, the Bulletin's iconic "Doomsday Clock" stimulates solutions for a safer world.

Tiny Beautiful Things - Cheryl Strayed 2012-07-10

NATIONAL BESTSELLER • Soon to be a Hulu Original series • The internationally acclaimed author of *Wild* collects the best of *The Rumpus's* Dear Sugar advice columns plus never-before-published pieces. Rich with humor and insight—and absolute honesty—this "wise and compassionate" (New York Times Book Review) book is a balm for everything life throws our way. Life can be hard: your lover cheats on you; you lose a family member; you can't pay the bills—and it can be great: you've had the hottest sex of your life; you get that plum job; you muster the courage to write your novel. Sugar—the once-anonymous online columnist at *The Rumpus*, now revealed as Cheryl Strayed, author of the bestselling memoir *Wild*—is the person thousands turn to for advice.

Green Nanomaterials - Kaushik Pal 2022-02-17

Recent technological advancements in green nanotechnology have opened a brand-new avenue for research and development in the field of medicinal plant-mediated nanoparticles, biopolymers, biotechnology, and antimicrobial and biomedical research. This new volume explores several eco-friendly technologies in green materials synthesis, which are of considerable importance. It takes an inter- and cross-multidisciplinary approach to the green chemistry of nanoengineering and green nanotechnology application in materials research. It provides informative coverage of this exciting and dynamic new field as well as relates the fundamentals of soft-nanomaterials fabrication and spectroscopic integration. The book explores bio-inspired self-assembly green nanomaterials for multifunctional applications as well as the design and synthesis of green polymeric nanomaterials for several pharmaceutical and biomedical applications, including biosensors, drug delivery,

antimicrobial applications, etc. Also discussed is the fabrication of green polymer nanocomposites from waste and natural fibers, such as chitin fiber, chitin whisker fiber, cellulose fiber, nanocellulose fiber, eggshells, and cotton waste.

Peterson's Study Abroad - 2006

Self-help in Public Housing - 1995

Congressional Record - United States. Congress 1948

American Prometheus - Kai Bird 2007-12-18

WINNER OF THE PULITZER PRIZE FOR NONFICTION • “The definitive biography” (Newsweek) of J. Robert Oppenheimer, one of the iconic figures of the twentieth century, a brilliant physicist who led the effort to build the atomic bomb for his country in a time of war, and who later found himself confronting the moral consequences of scientific progress. In this magisterial, acclaimed biography twenty-five years in the making, Kai Bird and Martin Sherwin capture Oppenheimer’s life and times, from his early career to his central role in the Cold War. This is biography and history at its finest, riveting and deeply informative. “A masterful account of Oppenheimer’s rise and fall, set in the context of the turbulent decades of America’s own transformation. It is a tour de force.” —Los Angeles Times Book Review

Women and Scientific Employment - J. Glover 2000-02-17

Women and Scientific Employment combines rich empirical data and theoretical discussion on the 'problem' of women's representation in scientific education and employment. A distinction is made throughout between 'quantitative feminization' and 'vertical feminization' - a distinction which is frequently confused in policy on women and the sciences. Comparisons are made with the USA and France, revealing considerable similarity with the UK. The case is put for the different scientific disciplines to be examined separately, both empirically and theoretically.

Bulletin of the Atomic Scientists - 1954-03

The Bulletin of the Atomic Scientists is the premier public resource on scientific and technological developments that impact global security. Founded by Manhattan Project Scientists, the Bulletin's iconic "Doomsday Clock" stimulates solutions for a safer world.

The Olympic Games Effect - John Davis 2008-12-03

This book explains and examines why companies vie to be Olympic sponsors and the tangible and intangible returns they reap for their investment.

Marketing Communications Management - Paul Copley 2014-09-24

Praise for the first edition: ‘An excellent text for exploring marketing communications in the 21st century.’ - Ann Torres, Lecturer in Marketing, National University of Ireland, Galway ‘First rate and comprehensive. This book has got it just right: a rich blend of academic underpinning and practical examples in a very readable style.’ - Martin Evans, Senior Teaching in Marketing, Cardiff Business School, University of Cardiff This book introduces the core components and concepts of marketing communications for those studying at both undergraduate and postgraduate levels. It covers essential topics such as advertising, direct marketing, corporate communications, public relations, product placement, sales promotion, social media, sponsorship and many more. The author provides a set of managerial frameworks that include analysis, planning and implementation to help prepare those who go on to strategically create and effectively manage marketing communications campaigns. Every chapter includes Snapshots that help you to apply theory to engaging real-world examples. These include: BMW, Harrods, Levi’s, Lynx, Tesco, Tencent, United Colors of Benetton and Wonga. Additionally, Stop Points encourage you to pause and critically reflect upon the topic for deeper learning and higher grades. The Assignment boxes invite you to test your knowledge in the form of a task based on what you have just read to also help push yourself further. The Companion Website includes longer case studies, video feeds and other useful web links, a larger glossary of key terms, and links to SAGE journal articles. Password-protected resources are also available to lecturers, including: PowerPoint slides, a tutor manual, activities for the

classroom and indicative responses to the assignments and discussion questions provided in each chapter.

Applied Mechanics Reviews - 1989

Magnetic Resonance and Its Applications - Vladimir I. Chizhik
2014-04-08

The book is devoted to the description of the fundamentals in the area of magnetic resonance. The book covers two domains: radiospectroscopy and quantum radioelectronics. Radiospectroscopy comprises nuclear magnetic resonance, electron paramagnetic resonance, nuclear

quadrupolar resonance, and some other phenomena. The radiospectroscopic methods are widely used for obtaining the information on internal (nano, micro and macro) structure of objects. Quantum radioelectronics, which was developed on the basis of radiospectroscopic methods, deals with processes in quantum amplifiers, generators and magnetometers. We do not know analogues of the book presented. The book implies a few levels of the general consideration of phenomena, that can be useful for different groups of readers (students, PhD students, scientists from other scientific branches: physics, chemistry, physical chemistry, biochemistry, biology and medicine).