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Principles of Marketing - Gary M. Armstrong 2018

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.

Midnight Magic - Jo-Ann Carson 2021-04-12

As the janitor in a haunted house, single mom Abby Jenkins has many contacts with the living and the dead in the small Pacific Northwest town of Sunset Cove, which puts her in a perfect position to solve local mysteries. Or so she thinks. Hired to find diamonds hidden in a haunted manor she gets help from a Viking ghost with existential issues. Will she survive? This book contains bad-boy ghosts, mischievous magic, and a woman who knows what she wants in a Viking hayloft.

The Encyclopedia of Philosophy - Donald M. Borchert 1996

The first English-language reference of its kind, The Encyclopedia of Philosophy was hailed as 'a remarkable and unique work' (Saturday Review) that contained 'the international who's who of philosophy and cultural history' (Library Journal).

What is Art? and Essays on Art - Leo Graf Tolstoy 2021-09-09

This work has been selected by scholars as being culturally important and is part of the knowledge base of civilization as we know it. This work is in the public domain in the United States of America, and possibly other nations. Within the United States, you may freely copy and distribute this work, as no entity (individual or corporate) has a copyright on the body of the work. Scholars believe, and we concur, that this work is important enough to be preserved, reproduced, and made generally available to the public. To ensure a quality reading experience, this work has been proofread and republished using a format that seamlessly blends the original graphical elements with text in an easy-to-read typeface. We appreciate your support of the preservation process, and thank you for being an important part of keeping this knowledge alive and relevant.

Culture and Environment - Irwin Altman 1984-05-25

It covers a wide range of topics dealing with the complex relationship between people and the environment.

The Analysis of Art - De Witt Henry Parker 1926

Good City Form - Kevin Lynch 1984-02-23

A summation and extension of Lynch's vision for the exploration of city form. With the publication of The Image of the City in 1959, Kevin Lynch embarked upon the process of exploring city form. Good City Form is both a summation and an extension of his vision, a high point from which he views cities past and possible. First published in hardcover under the title A Theory of Good City Form.

Remote Sensing Handbook for Tropical Coastal Management - Christopher D. Clark 2000

The Handbook provides a detailed evaluation of what can realistically be achieved by remote sensing in an

operational coastal management context. It takes the user through the planning and implementation of remote sensing projects from the setting of realistic objectives, deciding which imagery will be most appropriate to achieve those objectives, the acquisition, geometric and radiometric correction of imagery, the field survey methods needed to ground-truth the imagery and guide image classification, the image processing techniques required to optimise outputs, through the image interpretation and evaluation of the accuracy of outputs. Linked to the Handbook is a computer-based remote sensing distance-learning module: Applications of satellite and airborne image data to coastal management available free of charge via www.unesco.bilko.org

Etika K. Bertens - K Bertens 1993

The Hellenistic Philosophers: Volume 1, Translations of the Principal Sources with Philosophical Commentary - A. A. Long 1987-04-09

Volume 1 presents the texts in new translations by the authors, and these are accompanied by a philosophical and historical commentary designed for use by all readers, including those with no background in the classical world. With its glossary and indexes, this volume can stand alone as an independent tool of study.

Encyclopedia of Human Geography - 2020

Marketing Aesthetics - Alex Simonson 1997-08-30

There is no way to mistake the ubiquitous trademarked Coca-Cola bottle, or the stylish ads for Absolut Vodka with any of their competitors. How have these companies created this irresistible appeal for their brands? How have they sustained a competitive edge through aesthetics? Bernd Schmitt and Alex Simonson, two leading experts in the emerging field of identity management, offer clear guidelines for harnessing a company's total aesthetic output -- its "look and feel" -- to provide a vital competitive advantage. Going beyond standard traditional approaches on branding, this fascinating book is the first to combine branding, identity, and image and to show how aesthetics can be managed through logos, brochures, packages, and advertisements, as well as sounds, scents, and lighting, to sell "the memorable experience." The authors explore what makes a corporate or brand identity irresistible, what styles and themes are crucial for different contexts, and what meanings certain visual symbols convey. Any person in any organization in any industry can benefit from employing the tools of "marketing aesthetics." Schmitt and Simonson describe how a firm can use these tools strategically to create a variety of sensory experiences that will (1) ensure customer satisfaction and loyalty; (2) sustain lasting customer impressions about a brand's or organization's special personality; (3) permit premium pricing; (4) provide legal "trade dress" protection from competitive attacks; (5) lower costs and raise productivity; and (6) most importantly, create irresistible appeal. The authors show how to manage identity globally and how to develop aesthetically pleasing retail spaces and environments. They also address the newly emergent topic of how to manage corporate and brand identity on the Internet. Supporting their thesis with numerous real-world success stories such as Absolut Vodka, Nike, the Gap, Cathay Pacific Airlines, Starbucks, the New Beetle Website, and Lego, the authors explain how actual companies have developed, refined, and maintained distinct corporate identities that set them apart from competitors.

The Systematic Design of Instruction - Walter Dick 2015-10-08

This classic book simply and clearly introduces readers to the fundamentals of instructional design and helps them learn the concepts and procedures for designing, developing, and evaluating instruction for all delivery formats. The new edition covers the impact of critical new technologies and the Internet. The book also addresses current design processes used in instructional settings and delivery systems across many curriculum and business areas including Internet-based distance education."

Our Common Future - 1990

The Dictionary of Philosophy - Dagobert D (Dagobert David) Runes 2021-09-09

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Isagoge 1887 - Adolf Busse 1887

Intentions in Architecture - Christian Norberg-Schulz 1968-09-15

The chief focus of the book is on the symbolic and linguistic. The purpose is to develop an integrated theory of architectural description and architectural intention (and this includes the intention of the user as well as that of the designer), insofar as architecture is an art. Norberg-Schulz is a practicing architect; his buildings stand in several countries; and he elucidates the nature of architectural reality with a practiced eye and from a practical viewpoint. Although the methods and theory that his book develops are uncompromisingly rigorous and tightly formed, they are everywhere related to actual building, through specific examples and through the use of over 100 photographs. The structure that Norberg-Schulz has fashioned is surely one of the most impressive intellectual edifices that any architect has ever produced. The materials that are organically worked into it include Gestalt psychology, the mechanics of perception, information theory, modern analytic philosophy, and in particular, linguistic analysis, and the general theory of signs and symbols. The result, however, is not an eclectic hodge-podge; all these materials have their place and purpose; none is applied extraneously for "show" or purely decorative effect. And all this divergent material had to be joined according to plan within formal bounds in order to produce a theory with equally divergent applications: one that can treat not only of the aesthetics of architecture but equally well of its social, psychological, and cultural effects. The chief focus of the book is on the symbolic and linguistic. The purpose is to develop an integrated theory of architectural description and architectural intention (and this includes the intention of the user as well as that of the designer), insofar as architecture is an art.

How To Design Trademarks & Logos (Graphic Designers Library) - John Murphy 1991-01-03

Explains the creation of successful trademarks by examining the creative process from design conceptualization and refinement to product placement and offers case studies and samples of successful trademarks

The Power of Identity - Manuel Castells 2011-09-20

In this second volume of The Information Age trilogy, with an extensive new preface following the recent global economic crisis, Manuel Castells deals with the social, political, and cultural dynamics associated with the technological transformation of our societies and with the globalization of the economy. Extensive new preface examines how dramatic recent events have transformed the socio-political landscape of our world Applies Castells' hypotheses to contemporary issues such as Al Qaeda and global terrorist networks, American unilateralism and the crisis of political legitimacy throughout the world A brilliant account of social, cultural, and political conflict and struggle all over the world Analyzes the importance of cultural,

religious, and national identity as sources of meaning for people, and its implications for social movement Throws new light on the dynamics of global and local change

Educating for Character - Thomas Lickona 2009-09-02

Calls for renewed moral education in America's schools, offering dozens of programs schools can adopt to teach students respect, responsibility, hard work, and other values that should not be left to parents to teach.

Principles of Digital Design - Daniel D. Gajski 1997

This book is designed to facilitate a thorough understanding of fundamental principles without requiring readers to memorize an excess of confusing technological details. Rather than focusing on techniques for one particular phase of design, it covers the complete design process, from specification to manufacturing.

Lean Six Sigma -

The Management of Natural Coastal Carbon Sinks - Dan Laffoley 2009

pH of the Skin: Issues and Challenges - C. Surber 2018-08-21

The concept of expressing acidity as the negative logarithm of the hydrogen ion concentration was defined and termed pH in the beginning of the 20th century. The general usefulness of the pH concept for life science was recognized and later gained importance to analytical research. Reports on results of pH measurements from living skin established the term acid mantle - the skin's own protective shield that maintains a naturally acid pH. It is invisible to the eye but crucial to the overall wellbeing of skin. Chronic alkalization can throw this acid mantle out of balance, leading to inflammation, dermatitis, and atopic skin diseases. It is therefore no surprise, that skin pH shifts have been observed in various skin pathologies. It is also obvious that the pH in topically applied preparations may play an important role. Optimal pH and buffer capacity within topical preparations not only support stability of active ingredients and auxiliary materials, but may also increase absorption of the non-ionized species of an acidic or a basic active ingredient. They may even open up opportunities to modify and "correct" skin pH and hence accelerate barrier recovery and maintain or enhance barrier integrity. Further efforts are needed to standardize and improve pH measurements in biological media or pharmaceutical/cosmetic vehicles to increase and ensure quality, comparability, and relevance of research data. In this volume, we present a unique collection of papers that address past, present and future issues of the pH of healthy and diseased skin. It is hoped that this collection will foster future efforts in clinical and experimental skin research.

The Theory of Beauty - E F 1876-1964 Carritt 2018-10-12

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Remote Sensing of Urban and Suburban Areas - Tarek Rashed 2010-06-03

"Remote Sensing of Urban and Suburban Areas" provides instructors with a text reference that has a logical and easy-to-follow flow of topics around which they can structure the syllabi of their urban remote sensing courses. Topics have been chosen to bridge the gap between remote sensing and urban studies through a better understanding of the science that underlies both fields. In so doing, the book includes 17 chapters written by leading international experts in respected fields to provide a balanced coverage of fundamental issues in both remote sensing and urban studies. Emphasis is placed on: theoretical and practical issues in contemporary urban studies and remote sensing; the spectral, spatial and temporal requirements of remotely sensed data in relation to various urban phenomena; methods and techniques for analyzing and integrating remotely sensed data and image processing with geographic information systems

to address urban problems; and examples of applications in which applying remote sensing to tackle urban problems is deemed useful and important.

Law and Society - Lawrence Meir Friedman 1977

Surveys the functions and practice of law, its origins, history, and twentieth-century developments and characteristics, and theories and research bearing on legal systems

The Principles of Aesthetics - De Witt Henry Parker 1920

Professional Nursing - Beth Perry Black 2013-01-24

Rev. ed. of: Professional nursing / Kay Kittrell Chitty, Beth Perry Black. 6th ed. c2011.

Sustaining the Earth - G. Tyler Miller 2014-01-01

SUSTAINING THE EARTH provides the basic scientific tools for understanding and thinking critically about the environmental problems we face. About half the price of other environmental science texts, this 14-chapter, one-color core book offers an integrated approach that emphasizes how environmental and resource problems and solutions are related. The new edition of SUSTAINING THE EARTH is fully updated with the latest statistics and reports of important scientific studies. New Connections boxes show surprising but important connections between environmental problems and aspects of daily life. In addition, new Thinking About boxes help students apply the concepts of the book to their own lives. Sustainability is the integrating theme of this current and thought-provoking book. The concept-centered approach transforms complex environmental topics and issues into key concepts that students will understand and remember. By framing the concepts with goals for more sustainable lifestyles and human communities, students see how promising the future can be. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Self Expressions - Owen Flanagan 1996

Human beings have the unique ability to consciously reflect on the nature of the self. But reflection has its costs. We can ask what the self is, but as David Hume pointed out, the self, once reflected upon, may be nowhere to be found. The favored view is that we are material beings living in the material world. But if so, a host of destabilizing questions surface. If persons are just a sophisticated sort of animal, then what sense is there to the idea that we are free agents who control our own destinies? What makes the life of any animal, even one as sophisticated as Homo sapiens, worth anything? What place is there in a material world for God? And if there is no place for a God, then what hold can morality possibly have on us--why isn't everything allowed? Flanagan's collection of essays takes on these questions and more. He continues the old philosophical project of reconciling a scientific view of ourselves with a view of ourselves as agents of free will and meaning-makers. But to this project he brings the latest insights of neuroscience, cognitive science, and psychiatry, exploring topics such as whether the conscious mind can be explained scientifically, whether dreams are self-expressive or just noise, the moral socialization of children, and the nature of psychological phenomena such as multiple personality disorder and false memory syndrome. What emerges from these explorations is a liberating vision which can make sense of the self, agency, character transformation, and the value and worth of human life. Flanagan concludes that nothing about a scientific view of persons must lead to nihilism.

Aquaculture Economics - Yung C. Shang 1981

Australia 2000! - Don Fabun 1974

The Oxford Dictionary of Phrase and Fable - Elizabeth Knowles 2006-10-12

This Dictionary is part of the Oxford Reference Collection: using sustainable print-on-demand technology to make the acclaimed backlist of the Oxford Reference programme perennially available in hardback format. What is a ham-and-egger? What are Anglo-Saxon attitudes? Who or what is liable to jump the shark? Who first tried to nail jelly to the wall? The answers to these and many more questions are in this fascinating book. Here in one volume you can track down the stories behind the names and sayings you meet, whether in classic literature or today's news. Drawing on Oxford's unrivalled bank of reference and language online resources, this dictionary covers classical and other mythologies, history, religion, folk customs,

superstitions, science and technology, philosophy, and popular culture. Extensive cross referencing makes it easy to trace specific information, while every page points to further paths to explore. A fascinating slice of cultural history, and a browser's delight from start to finish. What is the fog of war? Who first wanted to spend more time with one's family? When was the Dreamtime? How long since the first cry of Women and children first? Where might you find dark matter? Would you want the Midas touch? Should you worry about grey goo?

Change in Myanmar - Vikash Ranjan (Research fellow) 2014

Proceedings of the Conference 'Change in Myanmar: Impact on India-Myanmar Relations', held at Rangoon on 6th March 2013.

Code of Conduct for Responsible Fisheries - Food and Agriculture Organization of the United Nations 1995

The Image of the City - Kevin Lynch 1964-06-15

The classic work on the evaluation of city form. What does the city's form actually mean to the people who live there? What can the city planner do to make the city's image more vivid and memorable to the city dweller? To answer these questions, Mr. Lynch, supported by studies of Los Angeles, Boston, and Jersey City, formulates a new criterion—imageability—and shows its potential value as a guide for the building and rebuilding of cities. The wide scope of this study leads to an original and vital method for the evaluation of city form. The architect, the planner, and certainly the city dweller will all want to read this book.

Hermeneutics: interpretation theory in Schleiermacher, Dilthey, Heidegger and Gadamer - Richard E. Palmer 1982

Medical and Dental Space Planning - Jain Malkin 2014-06-30

THE UPDATED DEFINITIVE REFERENCE ON MEDICAL AND DENTAL OFFICE DESIGN Medical and Dental Space Planning is an indispensable guide to the myriad of details that make a medical or dental practice efficient and productive. The unique needs of more than thirty specialties, as well as primary care, are explained in the context of new technology and the many regulatory and compliance issues influencing design. Concepts are also presented for ambulatory surgical centers, diagnostic imaging, clinical laboratories, breast care clinics, endoscopy centers, community health centers, radiation oncology, and single-specialty and multispecialty group practices and clinics. A thorough review of the latest dental technology and many creative space plans and design ideas for each dental specialty will be of interest to both dentists and design professionals. Important topics like infection control are top of mind, influencing every aspect of dental office design. An "inside look" at what goes on in each specialist's office will familiarize readers with medical and dental procedures, how they are executed, and the types of equipment used. Technology has radically impacted medical and dental practice: digital radiography, electronic health records, mobile health devices, point-of-care diagnostic testing, digital diagnostic instrumentation, CAD/CAM systems for digital dental impressions and milling of restorations in the dentist's office, portable handheld X-ray, and 3D cone beam computed tomography for dentists all have major implications for facility design. The influence of the Affordable Care Act is transforming primary care from volume-based to value-based, which has an impact on the design of facilities, resulting in team collaboration spaces, larger consultative examination/assessment rooms, and accommodation for multidisciplinary practitioners who proactively manage patient care, often in a patient-centered medical home context. The wealth of information in this book is organized to make it easy to use and practical. Program tables accompany each medical and dental specialty to help the designer compute the number and sizes of required rooms and total square footage for each practice. This handy reference can be used during interviews for a "reality check" on a client's program or during space planning. Other features, for example, help untangle the web of compliance and code issues governing office-based surgery. Illustrated with more than 600 photographs and drawings, Medical and Dental Space Planning is an essential tool for interior designers and architects as well as dentists, physicians, and practice management consultants.

Metropolitan Management - K. C. Sivaramakrishnan 1986

This is a study of the management problems experienced by selected metropolitan cities in South and East

Asia and of the approaches adopted in resolving them. Although the region contains many of the world's developing countries, it is not an exception to the universal trends in urbanization, which have had a massive impact on its metropolitan cities. Apart from Tokyo, the cities concerned tend to dominate the economic and political scene in their respective countries, but for the purposes of this discussion it is not inappropriate to refer to them and the problems they face as being broadly metropolitan. Urban

geographers and planners now tend to use the term 'metropolitan' to refer to a large identifiable area of continuous urbanization consisting of several administrative jurisdictions. Demographers today often classify cities with populations of more than one million people as metropolitan, and in common usage the term is widely employed to symbolize social, economic, and political status. All of these characteristics apply to the cities studied here.