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Contemporary Engineering Economics, Global Edition Pearson Higher Ed For courses in engineering and economics Comprehensively blends engineering concepts with economic theory Contemporary Engineering Economics teaches engineers how to make smart financial decisions in an effort to create economical products. As design and manufacturing become an integral part of engineers' work, they are required to make more and more decisions regarding money. The 6th Edition helps students think like the 21st century engineer who is able to incorporate elements of science, engineering, design, and economics into his or her products. This text comprehensively integrates economic theory with principles of engineering, helping students build sound skills in financial project analysis. The full text downloaded to your computer With eBooks you can: search for key concepts, words and phrases make highlights and notes as you study share your notes with friends eBooks are downloaded to your computer and accessible either offline through the Bookshelf (available as a free download), available online and also via the iPad and Android apps. Upon purchase, you'll gain instant access to this eBook. Time limit The eBooks products do not have an expiry date. You will continue to access your digital ebook products whilst you have your Bookshelf installed. **Contemporary Engineering Economics** Prentice Hall Contemporary Engineering Economics, 5/e, is intended for undergraduate engineering students taking introductory engineering economics while appealing to the full range of engineering disciplines for which this course is often required: industrial, civil, mechanical, electrical, computer, aerospace, chemical, and manufacturing engineering, as well as engineering technology. This edition has been thoroughly revised and updated while continuing to adopt a contemporary approach to the subject, and teaching, of engineering economics. This text aims not only to build a sound and comprehensive coverage of engineering economics, but also to address key educational challenges, such as student difficulty in developing the analytical skills required to make informed financial decisions. **Fundamentals of Engineering Economics** Prentice Hall For Engineering Economics courses, found in departments of Industrial, Civil, Mechanical, and Electrical Engineering. New from the author of the best-selling Contemporary Engineering Economics text, Fundamentals of Engineering Economics offers a concise, but in-depth coverage of all fundamental topics of Engineering Economics. **Contemporary Engineering Economics Pearson New International Edition** Contemporary Engineering Economics is intended for undergraduate engineering students taking introductory engineering economics while appealing to the full range of engineering disciplines for which this course is often required: industrial, civil, mechanical, electrical, computer, aerospace, chemical, and manufacturing engineering, as well as engineering technology. This edition has been thoroughly revised and updated while continuing to adopt a contemporary approach to the subject, and teaching, of engineering economics. This text aims not only to build a sound and comprehensive coverage of engineering economics, but also to address key educational challenges, such as student difficulty in developing the analytical skills required to make informed financial decisions. **Advanced Engineering Economics** John Wiley & Sons Advanced Engineering Economics, Second Edition, provides an integrated framework for understanding and applying project evaluation and selection concepts that are critical to making informed individual, corporate, and public investment decisions. Grounded in the foundational principles of economic analysis, this well-regarded reference describes a comprehensive range of central topics, from basic concepts such as accounting income and cash flow, to more advanced techniques including deterministic capital budgeting, risk simulation, and decision tree analysis. Fully updated throughout, the second edition retains the structure of its previous iteration, covering basic economic concepts and techniques, deterministic and stochastic analysis, and special topics in engineering economics analysis. New and expanded chapters examine the use of transform techniques in cash flow modeling, procedures for replacement analysis, the evaluation of public investments, corporate taxation, utility theory, and more. Now available as interactive eBook, this classic volume is essential reading for both students and practitioners in fields including engineering, business and economics, operations research, and systems analysis. **Fundamentals of Economics for Applied Engineering** CRC Press An easy-to-follow contemporary engineering economics text that helps making sound economic decisions without advanced mathematics. This one-semester introduction to the fundamentals of engineering economics provides an overview of the basic theory and mathematics underlying operational business decisions that engineering technology, engineering, and industrial technology students will face in the workplace. A basic knowledge of economics empowers a manager to balance costs with production. This new edition of Fundamentals of Economics for Engineering Technologists and Engineers is written in plain language. Concepts have been simplified and kept straightforward with an emphasis on "how to apply" economic principles. Practical examples as a tool for managing business data and giving detailed analysis of business operations. throughout the text make good use of Microsoft Excel templates, provided on the book's companion website, for students. Chapter-end exercises provide discussion and multiple-choice questions along with numerical problems, and a solutions manual and instructor resources is given for adopting instructors. **Fundamentals of Modern Manufacturing 2e Update Wit H Manufacturing Processes Sampler Dvd Set** John Wiley & Sons Incorporated Reflecting the increasing importance of ceramics, polymers, composites, and silicon in manufacturing, Fundamentals of Modern Manufacturing Second Edition provides a comprehensive treatment of these other materials and their processing, without sacrificing its solid coverage of metals and metal processing. Topics include such modern processes as rapid prototyping, microfabrication, high speed machining and nanofabrication. Additional features include: Emphasis on how material properties relate to the process variables in a given process. Emphasis on manufacturing science and quantitative engineering analysis of manufacturing processes. More than 500 quantitative problems are included as end of chapter exercises. Multiple choice quizzes in all but one chapter (approximately 500 questions). Coverage of electronics manufacturing, one of the most commercially important areas in today's technology oriented economy. Historical notes are included to introduce manufacturing from the earliest materials and processes, like woodworking, to the most recent. **Foundations of Intercultural Communication** University Press of Amer Foundations of Intercultural Communication is the broadest, most inclusive overview of the field of intercultural communication available. It treats the history of the field, covers topics like ethics and multiculturalism, and describes how new advances in theory are starting to diverge from earlier emphasis. Outstanding features of the book include: 1) Integration of theoretical and practical perspectives; 2) Targeting of undergraduate and basic-level graduate classes as well as professionals; 3) Inclusion of all neglected levels of inquiry; and 4) Designation of both domestic and foreign cultures as essential to the field of intercultural communication. These features will render the current book uniquely attractive to academics and professionals. At the college level, this book is best used in undergraduate and basic graduate-level intercultural communication courses. It will also serve as an excellent reference work for administrators, nurses, engineers, and business practitioners. **Engineering Economy** McGraw-Hill College This student-friendly text on the current economic issues particular to engineering covers the topics needed to analyze engineering alternatives. Students use both hand-worked and spreadsheet solutions of examples, problems and case studies. In this edition the options have been increased with an expanded spreadsheet analysis component, twice the number of case studies, and virtually all new end-of-chapter problems. The chapters on factor derivation and usage, cost estimation, replacement studies, and after-tax evaluation have been heavily revised. New material is included on public sector projects and cost estimation. A reordering of chapters puts the fundamental topics up front in the text. Many chapters include a special set of problems that prepare the students for the Fundamentals of Engineering (FE) exam. This text provides students and practicing professionals with a solid preparation in the financial understanding of engineering problems and projects, as well as the techniques needed for evaluating and making sound economic decisions. Distinguishing characteristics include learning objectives for each chapter, an easy-to-read writing style, many solved examples, integrated spreadsheets, and case studies throughout the text. Graphical cross-referencing between topics and quick-solve spreadsheet solutions are indicated in the margin throughout the text. While the chapters are progressive, over three-quarters can stand alone, allowing instructors flexibility for meeting course needs. A complete online learning center (OLC) offers supplemental practice problems, spreadsheet exercises, and review questions for the the Fundamentals of Engineering (FE) exam. **Simio and Simulation Modeling, Analysis, Applications: Economy Edition** CreateSpace Enjoy learning a key technology. Undergraduates and beginning graduates in both first and second simulation courses have responded positively to the approach taken in this text, which illustrates simulation principles using the popular Simio product. This economy version substitutes grayscale interior graphics to keep costs low for students. Content: This textbook explains how to use simulation to make better business decisions in application domains from healthcare to mining, heavy manufacturing to supply chains, and everything in between. It is written to help both technical and non-technical users better understand the concepts and usefulness of simulation. It can be used in a classroom environment or in support of independent study. Modern software makes simulation more useful and accessible than ever and this book illustrates simulation concepts with Simio, a leader in simulation software. Author Statement: This book can serve as the primary text in first and second courses in simulation at both the undergraduate and beginning-graduate levels. It is written in an accessible tutorial-style writing approach centered on specific examples rather than general concepts, and covers a variety of applications including an international flavor. Our experience has shown that these characteristics make the text easier to read and absorb, as well as appealing to students from many different cultural and applications backgrounds. A first simulation course would probably cover Chapter 1 through 8 thoroughly, and likely Chapters 9 and 10, particularly for upper class or graduate level students. For a second simulation course, it might work to skip or quickly review Chapters 1-3 and 6, thoroughly cover all other chapters up to Chapter 10, and use Chapter 11 as reinforcing assignments. The text or components of it could also support a simulation module of a few weeks within a larger survey course in programs without a stand-alone simulation course (e.g., MBA). For a simulation module that's part of a larger survey course, we recommend concentrating on Chapters 1, 4, and 5, and then perhaps lightly touch on Chapters 7 and 8. The extensibility introduced in Chapter 10 could provide some interesting project work for a graduate student with some programming background, as it could be easily linked to other research topics. Likewise Appendix A could be used as the lead-in to some advanced study or research in the latest techniques in simulation-based planning and scheduling. Supplemental course material is also available on-line. Third Edition: The new third edition adds sections on Randomness in Simulation, Model Debugging, and Monte Carlo simulation. In addition, the coverage of animation, input analysis and output analysis has been significantly expanded. There is a new appendix on simulation-based scheduling, end-of-chapter problems have been improved and expanded, and we have incorporated many reader suggestions. We have reorganized the material for improved flow, and have updates throughout the book for many of the new Simio features recently added. A new format better supports our e-book users, and a new publisher supports significant cost reduction for our readers. **Manufacturing Engineering and Technology** Pearson College Division The authors describe time-tested and modern methods of manufacturing engineering in this fourth edition. Every chapter has been reviewed and updated, as have all the bibliographies. 30% of the problems cited are also new. **Linear Programming: Foundations and Extensions** Springer This book focuses largely on constrained optimization. It begins with a substantial treatment of linear programming and proceeds to convex analysis, network flows, integer programming, quadratic programming, and convex optimization. Along the way, dynamic programming and the linear complementarity problem are touched on as well. This book aims to be the first introduction to the topic. Specific examples and concrete algorithms precede more abstract topics. Nevertheless, topics covered are developed in some depth, a large number of numerical examples worked out in detail, and many recent results are included, most notably interior-point methods. The exercises at the end of each chapter both illustrate the theory, and, in some cases, extend it. Optimization is not merely an intellectual exercise: its purpose is to solve practical problems on a computer. Accordingly, the book comes with software that implements the major algorithms studied. At this point, software for the following four algorithms is available: The two-phase simplex method The primal-dual simplex method The path-following interior-point method The homogeneous self-dual methods. **E/LISTE. Communities in Action Pathways to Health Equity** National Academies Press In the United States, some populations suffer from far greater disparities in health than others. Those disparities are caused not only by fundamental differences in health status across segments of the population, but also because of inequities in factors that impact health status, so-called determinants of health. Only part of an individual's health status depends on his or her behavior and choice; community-wide problems like poverty, unemployment, poor education, inadequate housing, poor public transportation, interpersonal violence, and decaying neighborhoods also contribute to health inequities, as well as the historic and ongoing interplay of structures, policies, and norms that shape lives. When these factors are not optimal in a community, it does not mean they are intractable: such inequities can be mitigated by social policies that can shape health in powerful ways. Communities in Action: Pathways to Health Equity seeks to delineate the causes of and the solutions to health inequities in the United States. This report focuses on what communities can do to promote health equity, what actions are needed by the many and varied stakeholders that are part of communities or support them, as well as the root causes and structural barriers that need to be overcome. **Discrete-event System Simulation** Pearson College Division Offers comprehensive coverage of discrete-event simulation, emphasizing and describing the procedures

used in operations research - methodology, generation and testing of random numbers, collection and analysis of input data, verification of simulation models and analysis of output data. **23 Things They Don't Tell You about Capitalism** Bloomsbury Publishing USA INTERNATIONAL BESTSELLER "For anyone who wants to understand capitalism not as economists or politicians have pictured it but as it actually operates, this book will be invaluable."-Observer (UK) If you've wondered how we did not see the economic collapse coming, Ha-Joon Chang knows the answer: We didn't ask what they didn't tell us about capitalism. This is a lighthearted book with a serious purpose: to question the assumptions behind the dogma and sheer hype that the dominant school of neoliberal economists-the apostles of the freemarket-have spun since the Age of Reagan. Chang, the author of the international bestseller *Bad Samaritans*, is one of the world's most respected economists, a voice of sanity-and wit-in the tradition of John Kenneth Galbraith and Joseph Stiglitz. **23 Things They Don't Tell You About Capitalism** equips readers with an understanding of how global capitalism works-and doesn't. In his final chapter, "How to Rebuild the World," Chang offers a vision of how we can shape capitalism to humane ends, instead of becoming slaves of the market. **Zen Ritual Studies of Zen Buddhist Theory in Practice** QUP USA Written by prominent scholars, this text covers rituals from the early Chan period to modern Japan and key developments that occurred in the Linji/Rinzai and Caodan/Soto schools. It describes how rituals mould the lives of its practitioners in accordance with the ideal of Zen awakening. **Democracy and Education An Introduction to the Philosophy of Education**, John Dewey's *Democracy and Education* addresses the challenge of providing quality public education in a democratic society. In this classic work Dewey calls for the complete renewal of public education, arguing for the fusion of vocational and contemplative studies in education and for the necessity of universal education for the advancement of self and society. First published in 1916, *Democracy and Education* is regarded as the seminal work on public education by one of the most important scholars of the century. **Solutions Manual to Accompany Engineering Economics for Capital Investment Analysis Engineering Economic Analysis** Praised for its accessible tone and extensive problem sets, this trusted text familiarizes students with the universal principles of engineering economics. This essential introduction features a wealth of specific Canadian examples and has been fully updated with new coverage of inflation and environmental stewardship as well as a new chapter on project management. **Interactive Microcomputer Graphics** Addison Wesley Publishing Company **Oxford Textbook of Global Public Health** Oxford University Press Sixth edition of the hugely successful, internationally recognised textbook on global public health and epidemiology comprehensively covering the scope, methods, and practice of the discipline. **Ordinary Mind as the Way The Hongzhou School and the Growth of Chan Buddhism** Oxford University Press Under the leadership of Mazu Daoyi (709-788) and his numerous disciples, the Hongzhou School emerged as the dominant tradition of Chan (Zen) Buddhism in China during the middle part of the Tang dynasty(618-907). Mario Poceski offers a systematic examination of the Hongzhou School's momentous growth and rise to preeminence as the bearer of Chan orthodoxy, and analyzes its doctrines against the backdrop of the intellectual and religious milieu of Tang China. Poceski demonstrates that the Hongzhou School represented the first emergence of an empire-wide Chan tradition that had strongholds throughout China and replaced the various fragmented Schools of early Chan with an inclusive orthodoxy. Poceski's study is based on the earliest strata of permanent sources, rather than on the later apocryphal "encounter dialogue" stories regularly used to construe widely-accepted but historically unwarranted interpretations about the nature of Chan in the Tang dynasty. He challenges the traditional and popularly-accepted view of the Hongzhou School as a revolutionary movement that rejected mainstream mores and teachings, charting a new path for Chan's independent growth as a unique Buddhist tradition. This view, he argues, rests on a misreading of key elements of the Hongzhou School's history. Rather than acting as an unorthodox movement, the Hongzhou School's success was actually based largely on its ability to mediate tensions between traditionalist and iconoclastic tendencies. Going beyond conventional romanticized interpretations that highlight the radical character of the Hongzhou School, Poceski shows that there was much greater continuity between early and classical Chan-and between the Hongzhou School and the rest of Tang Buddhism-than previously thought. **Oxford Textbook of Palliative Medicine** Oxford University Press, USA The definitive Oxford Textbook of Palliative Medicine, now in its fifth edition, has again been thoroughly updated to offer a truly global perspective in this field of extraordinary talent and thoughtfulness. Updated to include new sections devoted to assessment tools, care of patients with cancer, and the management of issues in the very young and the very old, this leading textbook covers all the new and emerging topics since its original publication in 1993. In addition, the multi-disciplinary nature of palliative care is emphasized throughout the book, covering areas from ethical and communication issues, the treatment of symptoms and the management of pain. The printed book is complemented with 12 months free access to the online version, which includes expanded chapter information and links from the references to primary research journal articles, ensuring this edition continues to be at the forefront of palliative medicine. This fifth edition of the Oxford Textbook of Palliative Medicine is dedicated to the memory of Professor Geoffrey Hanks, pioneer in the field of palliative medicine, and co-editor of the previous four editions. A truly comprehensive text, no hospital, hospice, palliative care service, or medical library should be without this essential source of information. **Field and Wave Electromagnetics** Pearson Education India **Zen Classics Formative Texts in the History of Zen Buddhism** Oxford University Press on Demand A companion volume to 'The Koan' and 'The Zen Canon' this text concentrates primarily on texts from Korea and Japan that brought the Zen tradition to fruition. **Enlightenment in Dispute The Reinvention of Chan Buddhism in Seventeenth-Century China** Oxford University Press Enlightenment in Dispute is the first comprehensive study of the revival of Chan Buddhism in seventeenth-century China. Focusing on the evolution of a series of controversies about Chan enlightenment, Jiang Wu describes the process by which Chan reemerged as the most prominent Buddhist establishment of the time. He investigates the development of Chan Buddhism in the seventeenth century, focusing on controversies involving issues such as correct practice and lines of lineage. In this way, he shows how the Chan revival reshaped Chinese Buddhism in late imperial China. Situating these controversies alongside major events of the fateful Ming-Qing transition, Wu shows how the rise and fall of Chan Buddhism was conditioned by social changes in the seventeenth century. **Parenting Matters Supporting Parents of Children Ages 0-8** National Academies Press Decades of research have demonstrated that the parent-child dyad and the environment of the family"which includes all primary caregivers"are at the foundation of children's well-being and healthy development. From birth, children are learning and rely on parents and the other caregivers in their lives to protect and care for them. The impact of parents may never be greater than during the earliest years of life, when a child's brain is rapidly developing and when nearly all of her or his experiences are created and shaped by parents and the family environment. Parents help children build and refine their knowledge and skills, charting a trajectory for their health and well-being during childhood and beyond. The experience of parenting also impacts parents themselves. For instance, parenting can enrich and give focus to parents' lives; generate stress or calm; and create any number of emotions, including feelings of happiness, sadness, fulfillment, and anger. Parenting of young children today takes place in the context of significant ongoing developments. These include: a rapidly growing body of science on early childhood, increases in funding for programs and services for families, changing demographics of the U.S. population, and greater diversity of family structure. Additionally, parenting is increasingly being shaped by technology and increased access to information about parenting. Parenting Matters identifies parenting knowledge, attitudes, and practices associated with positive developmental outcomes in children ages 0-8; universal/preventive and targeted strategies used in a variety of settings that have been effective with parents of young children and that support the identified knowledge, attitudes, and practices; and barriers to and facilitators for parents' use of practices that lead to healthy child outcomes as well as their participation in effective programs and services. This report makes recommendations directed at an array of stakeholders, for promoting the wide-scale adoption of effective programs and services for parents and on areas that warrant further research to inform policy and practice. It is meant to serve as a roadmap for the future of parenting policy, research, and practice in the United States. **The Shaolin Chanwuyi A Chinese Chan Buddhism** Chanwuyi Publishing House Limited Shaolin Chanwuyi (Chan, Wushu, and Healing) is a unique Chan Buddhism branch that has been the tradition in the Yonghuatang within the Shaolin Temple. Since it has been an inclusive practice within the temple and was not revealed to others, the principles and authentic methods remain unknown to many. This book, as the first introductory book of Shaolin Chanwuyi, was written based upon the teaching of Master Shi Dejian who is the eighteenth successor of Shaolin Chanwuyi. This book describes the history and philosophy of Shaolin Chanwuyi and explains the methods for practicing. The goal of Chanwuyi is to obtain enlightenment and wisdom, develop virtuous character, and maintain good health. This is the ultimate Chan; it cannot be expressed in words. Shaolin Chan, Wu, and Yi are united and complementary. Shaolin Wushu first focuses on training the mind, which is the essence for perfecting Shaolin Wushu. It is only when one has become proficient in Shaolin Wushu that can one understand the mind and body, then can improve the mental and physical problems. By healing oneself and others, one in turn can nurture a heart of Chan. Chan, Wu, and Yi go together; the three components are united into one thing. **Introduction to e-Business** Routledge An Introduction to e-Business provides the contemporary knowledge of the key issues affecting the modern e-business environment and links theory and practice of management strategies relating to e-business. This book brings together the most cogent themes for an introduction to e-business and constitutes a valuable contribution to formalising common themes for teaching the subject in higher education. It brings together theoretical perspectives based on academic research and the application of e-business strategies. These concepts are further explored in the six case studies that follow the set chapters. This new textbook integrates the main themes to provide a complete picture of the key elements relevant to an introductory text in e-business. To fully appreciate the e-business environment it is necessary to understand the links between the different disciplines that come together to form **Computer Networking A Top-Down Approach** Addison-Wesley Longman Computer Networking provides a top-down approach to this study by beginning with applications-level protocols and then working down the protocol stack. Focuses on a specific motivating example of a network-the Internet-as well as introducing students to protocols in a more theoretical context. New short "interlude" on "putting it all together" that follows the coverage of application, transport, network, and datalink layers ties together the various components of the Internet architecture and identifying aspects of the architecture that have made the Internet so successful. A new chapter covers wireless and mobile networking, including in-depth coverage of Wi-Fi, Mobile IP and GSM. Also included is expanded coverage on BGP, wireless security and DNS. This book is designed for readers who need to learn the fundamentals of computer networking. It also has extensive material, on the very latest technology, making it of great interest to networking professionals. **Engineering Economics** The fourth edition of this text has streamlined the material into 15 chapters. The sequence flows through fundamentals required for economic analysis, structural procedures for performing those analyses, specific considerations for the public sector, depreciation and income tax considerations, inflation considerations, advanced concepts, including risk and decision. An emphasis on a clear writing style with numerous examples and review exercises offsets traditional ideas that the subject matter can be dull. **Organizational Culture and Leadership** John Wiley & Sons Regarded as one of the most influential management books of all time, this fourth edition of *Leadership and Organizational Culture* transforms the abstract concept of culture into a tool that can be used to better shape the dynamics of organization and change. This updated edition focuses on today's business realities. Edgar Schein draws on a wide range of contemporary research to redefine culture and demonstrate the crucial role leaders play in successfully applying the principles of culture to achieve their organizational goals. **Principles of Macroeconomics Monetary Economics** Oxford University Press, USA Mervyn Lewis and Paul Mizen have written a clear and interesting account of both theoretical and practical aspects of money's role in the economy. Taking the UK as their starting point, they have incorporated international data to illuminate key concepts. Grounded in theory throughout, and including helpful chapter conclusions summarizing the key ideas of each topic area, this analysis will allow students world-wide to understand the role of money in the modern economy. **Spend Analysis and Specification Development Using Failure Interpretation** CRC Press Considering that the biggest machines that do the most work are made up of smaller machines and components, it becomes obvious that when a large machine breaks, it is normally due to small components acting antagonistically. Detailing a time-tested method for increasing productivity and lowering operational costs, *Spend Analysis and Specification Development Using Failure Interpretation* explains how to establish performance-based procurement specifications for the components, devices, and items that contribute the most to operational downtime and repair/replacement costs. The book emphasizes the critical need to perform both spend and failure analysis in order to develop a procurement document, which will ultimately reduce overall costs. Accompanied by a CD with helpful material such as, specification checklists, case study worksheets, form letters, and return on investment (ROI) worksheets that you can customize to your needs, the text discusses how to: Identify the products that will cost the most if they fail Develop performance-based procurement specifications to reduce direct and indirect costs Examine cost analysis as it relates to operations, maintenance, and production Determine effective criteria based on properties, test results, and standards for each operation Written by an industry expert with decades of experience giving seminars, training customers and associates, and authoring numerous papers and articles, the text provides the real-world understanding of the influential components and materials' physical properties needed to engage in effective failure and spend analysis. It addresses product submission and monitoring and includes helpful tools so you can immediately get started on conducting your own cost-saving analysis. **Engineering Economy The Economics of Money, Banking, and Financial Markets** Pearson Education *Economics of Money, Banking, and Financial Markets* heralded a dramatic shift in the teaching of the money and banking course in its first edition, and today it is still setting the standard. By applying an analytical framework to the patient, stepped-out development of models, Frederic Mishkin draws students into a deeper understanding of modern monetary theory, banking, and policy. His landmark combination of common sense applications with current, real-world events provides authoritative, comprehensive coverage in an informal tone students appreciate. **Managerial Economics and Business Strategy** McGraw-Hill/Irwin Baye's *Managerial Economics and Business Strategy* is one of the best-selling managerial economics textbooks. It is the first textbook to blend tools from intermediate microeconomics, game theory, and industrial organization for a managerial economics text. Baye is known for its balanced coverage of traditional and modern topics, and the fourth edition continues to offer the diverse managerial economics marketplace a flexible and up-to-date textbook. Baye offers coverage of frontier research in his new chapter on advanced topics. The Fourth Edition also offers completely new problem material, data, and much more. **Molecular Biotechnology Principles and Applications of Recombinant DNA** The second edition explains the principles of

recombinant DNA technology as well as other important techniques such as DNA sequencing, the polymerase chain reaction, and the production of monoclonal antibodies. **The Designer's Guide to Product Vision** New Riders Publishing As organizations increasingly recognize the centrality of design to strategy, designers have an opportunity to shape decisions at the highest level, moving beyond low-level UI/UX decisions to product vision and strategy. In *The Designer's Guide to Product Vision*, pioneering product design visionary Laura Fish helps you level up your skills and become a modern design leader. Fish shows how to make the hard-won transformation to strategic designer, and harness your new power by championing product visions that make a powerful difference. You'll learn how to: Lead digital product journeys in an agile world, using product vision as a strategic compass that keeps everyone aligned in the face of change Bind your product to purposeful direction: delivering the best experience that solves for user problems through the lens of business objectives Master the exceptional business communication skills you need to command business endeavors based on product or service vision Secure dedicated resources, assemble your team, and captain your visioneering expedition to success Fish provides practical tools that help you apply her strategies, including product vision proposal document deliverables, storytelling arc templates, vision solution story templates, and more. With her guidance and resources, you can leave pixel-pushing behind -- and change your world.