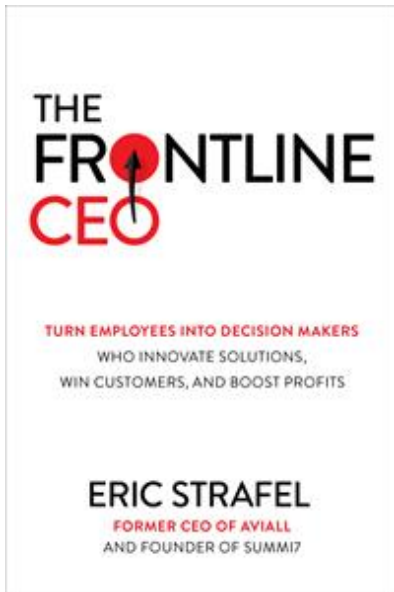




**Fall 2021  
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# The Frontline CEO: Turn Employees into Decision Makers Who Innovate Solutions, Win Customers, and Boost Profits

Eric Strafel

## Key Selling Points

- A leadership road map perfectly suited to our time:** In today's fast-paced, ever-changing business landscape, the agility of effective and efficient problem solving and decision-making is critical to a company's success.
- A proven framework that not only boosts profits but also engages and empowers all employees:** This book provides the methods and tools for decentralizing and democratizing leadership through every level of the workforce, an approach that respects employees, recognizes their expertise, and enables them to act on it.
- A business solution that addresses larger societal issues:** The flatter, more egalitarian structure advocated in this book serves the goals of greater diversity, inclusion, and equity in the workplace—and tackles the question of purpose and meaning in our professional lives.

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## Summary

**The leader's guide to growing their company by empowering every employee at every level to become a skilled and effective frontline decision maker**

Today, the pace of change is so great that no company can afford to wait to respond to new developments. They need nimble and creative problem solving, and the most intelligent and efficient decision-making doesn't come from the top—it comes from the employees on the frontlines who interact with customers and have the ability to see and respond to the shifting landscape before anyone else.

The leaders whose organizations are best able to innovate solutions, win customers, and boost profits during this era of rapid change will be the ones who realize that everyone—from the CEO down to the frontline employee—is a leader, capitalize on that knowledge, and use it to grow. In this book, Eric Strafel draws on 20 years of experience as a top executive at Fortune 500 companies to show business leaders how to decentralize and democratize decision-making through every level of the workforce, while ensuring that the company stays aligned, that each employee understands the company's underlying purpose, and that everyone works toward the same goal. Readers learn how to leverage frontline leadership to improve corporate agility; maximize internal innovation; create a highly engaged, empowered, and energized workforce in every department; equip the company to break through barriers, overcome plateaus, and scale; and much more.

The key to success is turning every employee into a frontline CEO.

- A top executive, Strafel was responsible for the growth and transformation of a \$20 billion global services business.
- An award-winning professional, he received a Supply & Demand Chain Executive's "Pros to Know Award" in recognition of his excellence in preparing his companies' supply chains for the significant challenges of today's business climate. He is also a certified Six Sigma Black Belt, certified Project Management Professional (PMP), and APICS Certified in Production and Inventory Management (CPIM).
- The author will leverage his sizable executive network and is a member of YPO, formerly the Young Presidents' Organization, which is a community of 28,000

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top-level executives.

**Eric Strafel** was the President and CEO of Aviall, a global provider of new aviation parts, supply chain management, and other services to the aerospace aftermarket, which was later acquired by Boeing. Previously, Eric held various leadership and program management positions in engineering, supply chain, continuous improvement, and international business development at L3 Communications, Honeywell, and Precision Conversions. He is the founder of the consulting firm, SUMMI7, which helps businesses grow profits and scale innovation with mission-driven purpose.

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Chapter 3: Practice Radical Transparency

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Chapter 5: Maintain Alignment Through Change

Chapter 6: Create a Learning Organization

Chapter 7: Remove Complexity

Chapter 8: Partner to Advance Together

Epilogue



## Built to Innovate: Essential Practices to Wire Innovation into Your Company's DNA

Ben M. Bensaou

### Key Selling Points

- *Built to Innovate* takes readers beyond the typical topics of technology and product innovation, exploring business activities rarely addressed as arenas for innovation, including new business models, customer service, distribution, finance, talent development, and sales
- Bensaou supports his practices for driving innovation with clear evidence of how they have worked for companies in a wide range of industries, such as BASF (chemicals), Valve (video games), Starwood (hotels), Domino's Pizza (fast food), Bayer (pharmaceuticals), Marvel Studios (entertainment), Allianz (insurance), Whirlpool (appliances), Fiskars (housewares), the San Jose Sharks (pro sports).
- Unlike most business innovation guides, this book shows teams how to create and implement a systematic approach to innovation, explaining specifically how to choose a target for innovation; create a project team; visualize and evaluate current business models; analyze the customer experience; explore the non-customer space; generate new ideas; and select the best ideas for testing, prototyping, and implementation.

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9781259582950 \$39.95

### Summary

**Drive and leverage continuous innovation to meet the challenges of digital disruption, changing markets, evolving customer needs, and increasingly fierce competition**

A major question on the mind of every business leader today is: *What can I do to create extra value for my company and the customers we serve?*

Built to Innovate takes you through the process of answering this critical question and executing it with skill and precision. It explores the nine essential practices of the world's most innovative organizations—including BASF, Starwood Hotels, Domino's Pizza, Bayer, Marvel Studios, Allianz, and Whirlpool—and demonstrates how to leverage them in real and practical ways. You'll learn how to drive innovation in product design and creative use of technology—as well as “in the weeds” business activities, such as business model redesign, customer service, distribution, finance, talent development, and sales. This highly practical guide shows how to:

- Build your execution and innovation engines
- Master the innovation perspective
- Launch the three processes of innovation
- Engage everyone in innovation
- Generate ideas from the front lines
- Empower coaches
- Create a culture of innovation
- Catalyze the innovation process
- Keep the ideas flowing

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Introduction: Why a New Book on Innovation?

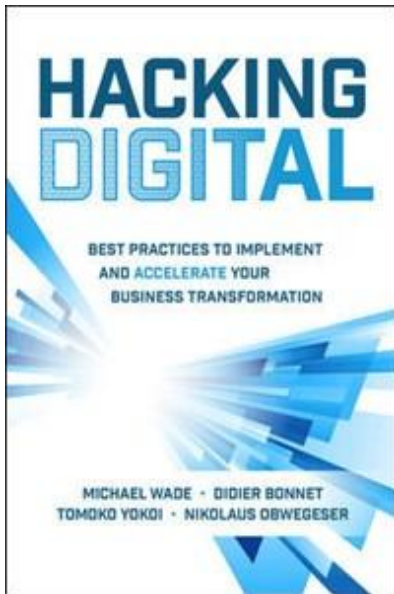
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10. Priming the Pump: Seven Tools for Creating Innovative Ideas
11. Keeping the Engine Humming: Nurturing the Habit of Innovation

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## Hacking Digital: Best Practices to Implement and Accelerate Your Business Transformation

Michael Wade, Didier Bonnet, Tomoko Yokoi, Nikolaus Obwegeser

### Key Selling Points

- Over the past several years, the concept of digital transformation has dominated the business world. Yet, up to 90 percent of companies undergoing some form of digital transformation are failing to meet their original objectives. *Hacking Digital* provides the solution by answering all the practical, everyday questions leaders are asking.
- Each section addresses a single, hands-on challenge, such as key practices, organizational dynamics and culture, revenue generation, and more
- Brief and immediately applicable to the problem at hand, chapters are presented in a consistent format to ensure readers can easily and quickly extract learnings and insights; they're structured as follows: Summary, Why It Matters, Best Practices and Key Insights, Hacker's Toolbox and Self-Reflection Questions.
- Methods and approaches in the book are based on interviews with 1,500+ digital transformation leaders about the struggles they face and an annual poll of transformation challenges as part of IMD's Digital Leader Summit series.

### Summary

#### Practical, proven strategies for transforming your company from a digital dabbler into a full-fledged digital business

Several years ago, digital disruption inspired business leaders to rethink and redesign their business model for the digital age. Next, they shifted toward the organizational and cultural aspects of digital transformation. And there they stalled. In fact, up to 90 percent of companies undergoing some form of digital transformation are failing to meet their original objectives.

Written by a team of global digital transformation thought leaders, *Hacking Digital* walks you through the implementation phase by providing the practical advice and information you need to ensure overall success. Equipping you to successfully navigate your business through the entire transformation process, the authors organize *Hacking Digital* into five thematic sections:

- Creating a solid foundation for digital transformation
- Dealing with organizational dynamics and culture
- Meeting the external challenges you'll inevitably face
- Generating revenue through digital products and services and business model renewal
- Building the skills and capabilities required to be an effective leader in a digital environment
- Sustaining transformation momentum

How do you set up digital governance? How do you create successful digital offerings? How do you manage the relationship between digital transformation and IT? *Hacking Digital* answers these and all the other questions you need to transform your company and seize the competitive edge for years to come.

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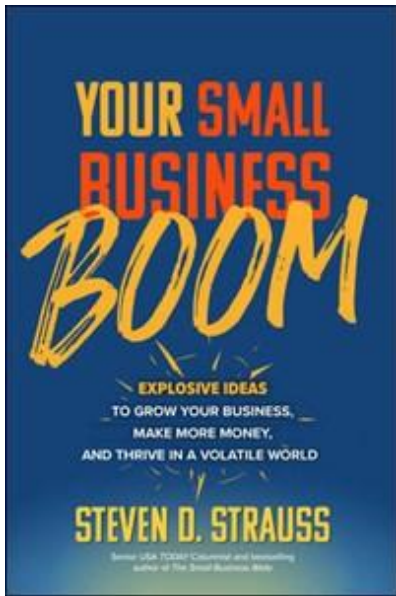
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## Your Small Business Boom: Explosive Ideas to Grow Your Business, Make More Money, and Thrive in a Volatile World

Steven D. Strauss

### Key Selling Points

- Steve Strauss's *USA TODAY* column wins fans with its real talk and smart, actionable advice, and this book is a treasure trove that includes exactly this type of information
- Arranged in seven parts, it features tips that work in every climate-perennial good advice as well as crisis-specific tips
- Covers all kinds of small business, with chapters for managers as well as "solopreneurs," brick and mortar businesses as well as online retailers
- Written to be a business "bible"-practical, inspiring, optimistic and helpful

### Summary

**Learn how to thrive in even the most volatile economic climate with smart strategies from USA TODAY's top small-business columnist**

Owning a small business can be challenging enough even in the best of times. And when times get tough—whether the challenges are brought about by pandemics, recessions or any other volatility, you need every tool sharpened and ready to go. You'll find them all in *Your Small Business Boom*, with the latest in entrepreneurial thinking from USA TODAY small-business columnist Steve Strauss. Packed with strategies, ideas, savvy tips and noteworthy trends, it's an indispensable guide to rebuilding in a post-pandemic world—and thriving when the next crisis hits.

You'll discover better ways to take risks in reimagining your business, from going after bigger clients to creating multiple profit centers, and how to reach 2.0 level with the internet, with chapters on modern e-comm strategy, websites versus funnels, and rethinking your tech. There's updated advice on using social media, managing remote teams (or getting it done solo), finding new sources of capital, and so much more. With smart, practical tips and a healthy dose of upbeat, can-do optimism, *Your Small Business Boom* is good news you can use right now.

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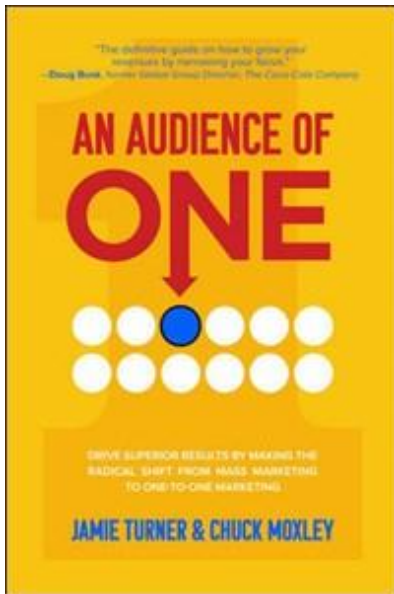
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# An Audience of One: Drive Superior Results by Making the Radical Shift from Mass Marketing to One-to-One Marketing

Jamie Turner, Charles Moxley

## Key Selling Points

- Today's marketing professionals have access to customer data that past generations dreamed about—this groundbreaking guide takes them to the next step of personalizing their marketing efforts to connect with customers with unprecedented granularity.
- Individual privacy is a growing concern among consumers; the authors provide proven methods for ensuring each customer's privacy is safe and secure.
- Comprehensive and inviting to read, *An Audience of One* guides readers through the entire process of developing, executing, and measuring the results of a one-to-one marketing campaign.

## Summary

**The breakthrough marketing strategy today's leading companies are using to change consumer behavior and drive revenue to the bottom line**

Walmart, United Airlines, Jeep, and many other top companies are using the breakthrough strategy—one-to-one marketing—with amazing results, and now you can, too.

*An Audience of One* walks you through the process of leveraging all the customer data you have at your disposal to generate and hold meaningful conversations with customers on an individual basis—all while fully respecting their privacy. Written by two of today's most renowned marketing minds, this groundbreaking guide teaches you:

- Key concepts of one-to-one marketing
- How today's leading brands are leveraging one-to-one marketing to drive growth
- The important role of privacy in a one-to-one marketing campaign
- How to use one-to-one marketing ethically and properly
- How to address common consumer fears and concerns about privacy
- How to calculate the return-on-investment of a one-to-one marketing campaign
- How to create an Identity Graph which predicts consumer behavior
- Why the traditional sales funnel no longer works—and what to replace it with
- Surprising insights about the customer journey and how it can be leveraged to grow sales and revenues
- How to create consumer profiles without invading your customers' privacy

As a marketing professional, you enjoy access to a remarkable amount of data about each and every customer. *An Audience of One* provides the tools and techniques to get everything you can from this data, in an ethical way that benefits both you and your customers.

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## **Selling through Tough Times: Grow Your Profits and Mental Resilience through any Downturn**

Paul Reilly

### **Summary**

**A timely and indispensable guide to thriving in a challenging sales environment—while hanging on to profits**

As a salesperson and sales manager, you know that it's harder to sell in tough times—whether it's a global pandemic, recession, or industry-wide challenge. But somehow there are always successful "tough-timers" that not only survive, but thrive through tough times. What do they have—and what do they know—that keeps them on top?

In *Selling Through Tough Times*, Paul Reilly lays it out in clear and straightforward terms: Customers buy differently in tough times, so salespeople need to sell differently in tough times. In this timely and indispensable guide, you'll discover how to develop the right mindset and adapt your skills to prevail in a challenging climate. Reilly's plan includes immediate action items (including six Daily Mental Flex activities) to longer-range strategies. The principles of selling are constant, but tactics change in tough times. Reilly's tactical plan includes redefining value in customer terms, repositioning products and services for tough times, and different persuasion tactics. You'll learn how to select and pursue the right opportunities, discover needs, persuade effectively, win more deals, and—crucially—protect profit, by embracing the "tough-timers" mental attitude and executing the critical selling activities.

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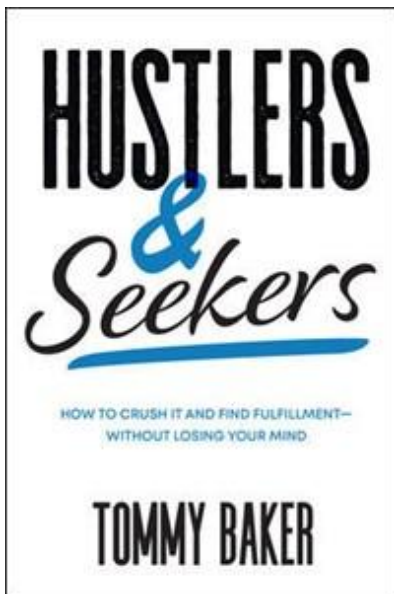
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## **Hustlers and Seekers: How to Crush It and Find Fulfillment—Without Losing Your Mind**

Tommy Baker

### **Key Selling Points**

- Sought-after speaker: The author has been a regular speaker and trainer for organizations seeking to grow their teams personally and professionally.
- Marketing power: Baker will enlist his Resist Average community and invest \$3,000 a month in a dedicated book publicist for print, television, and radio opportunities.
- Strong endorsements: Through his podcast and research for this book, Baker has secured endorsements from such industry thought leaders as Dr. John Demartini, Lisa Nichols, JJ Virgin, and Steve Weatherford.

### **Summary**

#### **Get your hustle on—and find the emotional peace you seek—with a breakthrough motivational program**

Chances are, you're one of two types of people: a Hustler, a Type-A go-getter driven by success; or a Seeker, a mindful person who craves emotional and spiritual fulfillment. But wouldn't it be ideal if you could combine these traits to attain the ultimate work-life balance? Now it's possible with this dynamic motivational guide by Tommy Baker, host of the popular podcast Resist Average Academy.

With the COVID-19 pandemic forcing many of us to work from home, this balance is more necessary than ever. Drawing on over 300 firsthand interviews and on-the-ground experience, Baker equips you with the mindsets, concepts, and practical tools to find equal parts achievement and fulfillment.

Baker offers hard-hitting, yet compassionate advice on:

- Bridging work ethic with time unplugged
- Cultivating ambition without losing sanity
- Being decisive and honing intuition
- Chasing down goals yet loving the process
- Introducing constraint to amplify creativity

And ultimately, he offers advice on answering the age-old question: how do you know when it's time to put your foot on the gas or back off? With these tools, you can at once become the hustler and the seeker—and harness the powers of both for the success you desire.

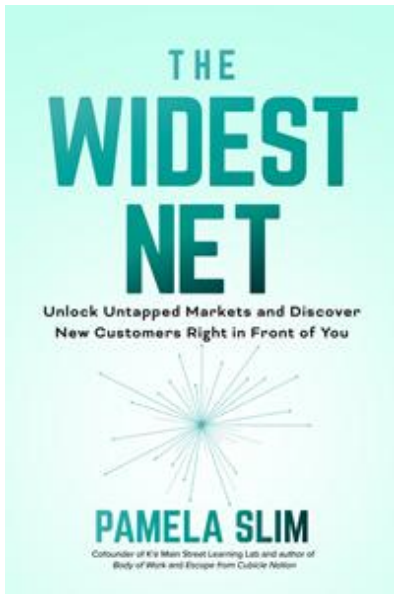
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## The Widest Net: Unlock Untapped Markets and Discover New Customers Right in Front of You

Pamela Slim

### Key Selling Points

- Ideal for small business owners, marketing, sales professionals, and anyone responsible for growing a business's client base.
- Award-winning business coach, speaker, and highly successful author of *Body of Work* and *Escape from Cubicle Nation*.
- Proven strategies and advice business owners can implement to build strong diverse relationships, identify and connect with new partners, expand markets, generate leads, and find new customers in places they may never have considered.

### Summary

**Discover and create a dynamic new model for growing your business by connecting with customers outside your usual field of view**

Do you think you know your ideal customer? Think again. Many businesses create an ideal consumer profile—aiming all their sales and marketing efforts towards this single type of person—and end up missing out on endless opportunities to sell their services or products.

Award-winning business coach, speaker and author Pamela Slim has helped thousands of entrepreneurs around the world start, sustain, and scale their businesses. In *The Widest Net*, she explains how to build strong diverse relationships, identify and connect with new partners, expand markets, generate leads, and find new customers in places you may never have considered.

Social media is a valuable business tool, but it can often create a comfortable cocoon for entrepreneurs, marketers, and leaders who all need to understand the entirety of the marketplace, not just their own social graph. With this book as a guide, you'll learn how to connect with potential clients and customers using the true breadth of the marketplace, which she calls an ecosystem of living connections.

*The Widest Net* shows how to:

- Search outside your own lens/bias/routine/history to target ideal customers.
- Attract the interest and attention of new leads by learning more about them authentically.
- Develop products and services suited to these customers.
- Sell through a trusted reciprocity framework where your customers become part of your ecosystem and you each help the other grow.
- Build and sustain loyalty and trust with new customers.
- Nurture a diverse and resilient customer base by identifying and adjusting to the ideal customer target over time.

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Introduction. The blinders limiting your view

I introduce readers to the Ecosystem Model at the heart of this book through the example of Karley Cunningham, a talented brand consultant in Vancouver who found herself in a client drought after years of strong referrals. Karley came to me because she couldn't figure out why the market had dried up. In fact, it was bigger than ever—she just needed to take her blinders off.

If we're in the business of creating and selling services or products, we can't afford the

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illusion that what we see online is representative of the entire marketplace. The real world offers far more opportunity *outside our field of view*. In today's environment, companies are more vulnerable than ever to the blinders of culture, background, and lived experience. Social media creates a comfortable cocoon for entrepreneurs, marketers, and leaders who all need to understand the entirety of the marketplace, not just their own social graph.

Our businesses don't grow for the same reason we take the same route home from work every day and order the same meal at our favorite restaurants. People instinctively prefer the known to the unknown. In the absence of other factors, we will unconsciously repeat ourselves over and over again. Naturally, this causes us to repeat the same mistakes, too. So, after designing the product and service *we'd* want to buy, we start looking for the customers or clients we assume will like it. We search all the familiar places we expect to find them. Then we grow frustrated-where is everybody? Why is marketing always *so hard*?

Using both behavioral research and examples from my work with small business clients, I show how this me-first approach leaves us susceptible to, even trapped by, cognitive bias. Bias has all kinds of negative connotations in our culture, but the Ecosystem Model isn't about racism or xenophobia. It's about our universal tendency to gravitate toward the familiar. It's like when you misplace your car keys and keep checking the same three spots instead of looking in the kitchen cabinet, where they actually ended up, somehow.

Potential clients and customers can be found anywhere, but not everywhere. To connect with the ones we can serve best, we're going to need a *system* to explore and engage with the true breadth of the marketplace. This book offers that system. Using this systematic approach, Karley turned her business around completely, developing a pipeline of new leads, forging powerful new alliances and partnerships, tripling her revenue, and beating a thousand other applicants to win a \$100,000 grant from the Canadian government to scale her business.

## Chapter 1. The mission at your roots

Casting the widest net begins with taking a customer-centric approach to designing and marketing your product or service. Before you cast that net, however, it's crucial to figure out why you're doing it in the first place. What's your mission?

Mission is one of those "soft" words much abused in the business world. In this chapter, I seek to rehabilitate the idea of mission as something concrete and pragmatic. The Ecosystem Model opens up a much wider vista of market opportunities than ever before, but without a clear and authentic mission, it's easy to lose focus. Before you worry about whom you're going to serve, we need to know: Who are you? What do you want to change in the world through your efforts? What would be the highest use of the resources you can bring to the marketplace? Yes, profit and sustainability matter, but money alone will not give you the focus you need to thrive. No matter the size of your business, these fundamental questions remain the same. Calling back to my last book, *Body of Work*, we dig into the concept of mission, this time scaled to the level of the organization. My own company's mission is *strengthening the heart of our economy*. Some of my clients' missions include *eliminating bias in data collection*, *finding a cure for the "busy brain,"* and *changing our view toward death*. The right mission clarifies your decision-making like nothing else. In this chapter, we go back to the fundamentals of the reader's organization to figure out the *why* before we tackle the *who*.

## Chapter 2. The customer of your dreams

I carry an R2-D2 purse. Not only don't I resemble anyone's first image of a *Star Wars* super-fan, the people who respond to my purse are equally unexpected. I've received stares and compliments from three-year-old kids and sixty-year-old Latino grandfathers-it's totally unpredictable.

The problem with marketing isn't that we're predicting who will like our stuff incorrectly but that we're predicting at all. Drawing on the work of master marketers like Susan Baier, I point out the flaws with this kind of demographic-driven marketing. Saying "We serve *Fortune* 500 companies in the Midwest" isn't just useless-it limits your potential reach. Deciding "Millennials" will like your product based on a few news stories about

avocado toast is equally unhelpful. Worse, advertising to an easy-to-label market everyone else wants-whether it's soccer moms or "active retirees"-is expensive. To function effectively, a net needs holes that catch the fish you want and let the rest swim through. In this chapter, I explain a new approach to targeting your ideal customer based on affective characteristics instead of arbitrary demographic data. Sure, we may know we're B2B or B2C, but beyond that, no assumptions. We limit the search only where necessary: location matters for a coffee shop, less so for a SaaS business. We leave as much room as possible for serendipity. Who faces the problem we want to solve? Do we want to be the low-priced provider to further our mission of promoting accessibility and inclusion? Do we want to dominate the very top of the market and charge premium rates? Or do we want a strategic mix of both? Some desirable customer characteristics are pretty much universal. We want customers or clients who have the appropriate budget, pay on time, deal with us respectfully, and use what we offer to improve their own lives or society as a whole. Beyond that, how much of the map do you actually need to exclude from your search? Why not aim wider? This can mean anything from advertising your shop in a nearby neighborhood with a different racial and/or socioeconomic profile than your current customers, all the way to reframing your professional-grade, B2B product as a B2C product for ambitious amateurs. Hey, if Dad wants to spend \$5,000 on studio-grade recording equipment for his new podcast on Olympic curling, why stand in his way? This chapter walks readers through an open and inclusive thought process intended to shake up our stale beliefs about who might make an ideal customer so we can see all the opportunity we've been leaving on the table until now. Customer diversity offers businesses an incredible degree of resilience. It's hard work stepping outside our comfort zone like this, but the rewards make it more than worthwhile.

### Chapter 3. The offering they can't resist

Time after time, my clients begin at the end of the runway and wonder why they can't achieve lift-off. "I've got a great idea for a product or service," they think. "My only problem is figuring out how to convince people to buy it with the right marketing." Wrong.

To win the customers of your dreams, begin with their needs and work your way back to what you can offer to address those needs. What are your ideal customers trying to accomplish in this area? What are their highest goals and aspirations? Once you understand that, you can figure out where you fit in, your niche. Which steps of the customer's process do you want to tackle, and which are best left to someone else? Once you figure that out, you can design an irresistible offering tailored to the customer's needs in that exact part of the process.

Even better, this research gives you a picture of the larger ecosystem, the complementary and adjacent products and services in your space. This will give you ideas on where to begin building useful alliances, as discussed later on.

In this chapter, we map it all out. Where is the customer coming from and where are they trying to go? A simple diagram indicating the products and services a customer currently uses to complete a common task can reveal a gaping opportunity that no customer survey ever would. We usually have no idea what we really want until it's offered to us. Once you see the customer's experience mapped out on paper, you can craft an offering that fits in as neatly as a puzzle piece. When they see what you have to offer them, your customers will feel like you've read their minds.

### Chapter 4. The watering holes where they gather

Chapters 1 through 3 have given you clarity: You're on a mission to solve a certain problem in a certain way for a certain customer. Now what?

What you *don't* do is sit and wait for customers to find you. The marketplace is an ecosystem, a forest of living connections. To benefit from your ecosystem, you must first enter it.

Cities around the world have discovered the remarkable benefits of tossing a few retired subway cars into the ocean: over a short period of time, they become thriving reefs home to a wide variety of underwater life. All living things naturally congregate around nodes, whether natural or artificial. I call the nodes where potential customers, partners, and other serendipitous types congregate *watering holes*.

In this chapter, I show readers the Ecosystem Map tool that will help them identify watering holes where the right people are already congregating, online and off. No matter who you're trying to find, *someone else has already gone to the trouble of organizing them in one place*. Don't duplicate their effort. Instead, spend as much time as possible there yourself.

#### Chapter 5. The value you give away

This phase of the marketing process is exhilarating-and dangerous. Through the work you've done so far, you've discovered one or more communities where potential customers are already congregating in large numbers. This discovery can be intoxicating for those who have spent months or even years subsisting on a lead here, a referral there. When companies stumble into a rich ecosystem brimming with opportunities, the contrast can be so striking it inspires bad behavior.

"It's the motherlode, boys. Break out those business cards!"

This is not the time to sell sell sell. A community, whether it's a subreddit around a particular hobby or a major industry conference, thrives because of the value it offers participants. Any entity that comes in looking for what it can get-instead of what it can give-is going to stand out in all the wrong ways. Karma is the name of the game.

In this chapter, we discuss how organizations and brands embed themselves in the right communities through value and authenticity. This means: don't just buy a bunch of ads. Don't just look for sneaky ways to collect e-mail addresses. Contribute, contribute, and contribute some more. Share your expertise when someone asks a question. Give away content or small services, like an initial evaluation or online test. Comment on other people's posts and boost other people's signal wherever you can. Generosity creates its own gravitational pull. Offer so much value that the right people start coming to you to inquire about next steps.

#### Chapter 6. The beacon you light

Your brand is now a recognized presence in several communities. You've built a solid reputation by keeping the focus on what your ideal customers need, instead of what you want to sell them. People are coming to you of their own accord because they can smell what you're cooking and they'd like a taste for themselves. It's time to invite your new friends to dinner.

A beacon is *your* node. You create one only once you've established yourself in the right communities. A beacon can be any point of congregation: a Facebook page, a new brick-and-mortar location for an online brand, a conference, a webinar, a blog. It's a place where you plant your flag and tell the world what your mission is and what you can offer the world. Yes, it's a marketing tool, and a powerful one, but it's not a store, at least not primarily. Its purpose is to give value in alignment with your mission.

It's extraordinary how many different kinds of beacons are now feasible for even the smallest businesses, thanks to everything from powerful open-source analytics to sophisticated video production software that can run on a consumer laptop. Though the possibilities are vast, however, you can't do every beacon *well*. At most, you can drive one or two powerfully enough to make a dent. Each beacon calls for an investment of time, money, and other limited resources. We have to be selective, but we can't know from the start how our ideal customers will react to any one approach.

Again, bias will lead us astray. Just because you happen to be a fan of podcasts-or newsletters, or meet-ups, or whatever else is hot at the moment-does not mean your ideal customers will be, too. Too often, my clients want to go all-in on the approach *they* like. It's the golden rule applied to marketing: "I will market to others as I prefer to be marketed to myself." The blinders are back on.

A rigorous system can overcome bias. Here, I show readers how to select one or two of the most promising options based on their ideal customer and then invest in these experimentally. Using the data from each iteration-*not* our "gut"-we adapt our approach over time. Good marketing requires continuous learning.

Another key point: Your beacon must stay true to your organization's authentic voice and culture. If you have the in-house capacity to write great copy, sure, start a newsletter. If you don't, why not do something that plays to your strengths instead? Maybe a podcast will bring more of your genuine personality to bear. The *way* you communicate says a lot about you and your organization.

## Chapter 7. The community you nurture

Crucially, you didn't just hang up a shingle and wait to be discovered. You joined other communities first, learning your ideal customers' needs and preferences *before* creating a beacon of your own. Therefore, your beacon is based on reality-not preconceived notions.

Best of all, you used your existing communities to broadcast the existence of your beacon. Now you have a small following of existing customers, potential customers, and potential allies. Having built a community of your own, how do you nurture it and help it grow?

As discussed in this chapter, even the perfect beacon requires an ongoing commitment of resources. It takes sustained effort over time to build a thriving community. Again, this is where bias rears its myopic head. Once you've successfully created a community around your brand, it's very easy to take its continued growth for granted. But your awareness of your beacon is skewed by the fact that you're right in the middle of it. For example, it's easy to lose sight of how unwelcoming your website has become for newcomers. A "Start Here" message might be just what you need when your blog posts run back years and feature jargon and inside references catering to your long-time fans. This is a very common form of bias that regularly topples long-established brands.

In this chapter, I discuss methods for sustaining and growing your beacon over time until it becomes the anchor of your marketing efforts. I explain how to use your beacon to continually prune and refine your message so that it resonates most deeply with the customers you want, as well as how to build trust and loyalty with those customers even though the scale doesn't permit much one-to-one connection.

While one beacon done right works best for most businesses, this chapter will also consider the exceptions. For example, different beacons may be necessary for different components of your customer base, or to represent siloed parts of your business.

## Chapter 8. The success you share

It's no oversight that we're most of the way through the book and haven't discussed making a sale yet. Yes, you need to keep the lights on, but I'll be honest, a sentence I *don't* hear from clients is: "My raving fans don't buy anything!" Ecosystems are delicate, especially at first. Sales shouldn't be an afterthought, but when the system is working, the sales process should be initiated by the buyer far more than it is by the seller.

Selling sustainably in this model boils down to one key idea: Don't poison the well. You do this by keeping the emphasis on authenticity and value, just as you did when you took your first steps as a newcomer in other communities.

Think about the businesses you love doing business with. Did they pitch you with a hard sell? Or did you investigate them because you saw the value they gave to others? In this chapter, I explain how to create a customer-driven, curiosity-fueled selling experience designed around their preferences and expectations. Again, the golden rule does *not* apply. Your customers are different from you in many ways, including how they like to buy. Learn through systematic trial and error how they want you to sell to them.

## Chapter 9. The partnerships you form

## Chapter 10. The ecosystem you protect

Bias is insidious. Blame the human brain: Thinking is hard and shortcuts like stereotypes make it easier. Over time, assumptions always creep back in. Our field of vision narrows. Suddenly, marketing is hard again. Where have all the customers gone?

There is no cure for bias. You can only mitigate it through constant vigilance and a trusted system like the one in this book.

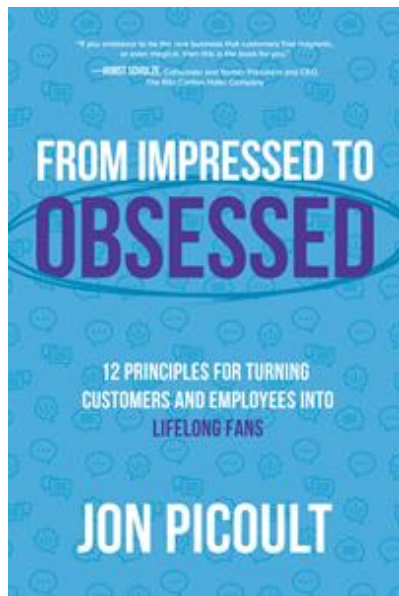
While the methods here are manageable for a solopreneur, they become increasingly difficult to handle as an organization grows. More is required to ensure everyone in an organization is on board and that the Ecosystem Model remains a part of the



company's DNA even as new people come and others go.

In this chapter, I offer ideas for integrating these systems deeply into the organization's culture in order to avoid falling prey to bias over time. This is most important when things are going well. Once you have a thriving community, it's all too easy to start stereotyping based on what you see of that community. For example, sometimes the most vocal members of a company's customer base are the least representative of that community as a whole. Many organizations let the vocal minority steer their decision-making on everything from PR problems to new product designs. In the heat of the moment, this can often feel like the only option. But we can't let the squeaky wheels dictate our policies without a close look at the silent majority.

In the end, this book is about facing reality as it is, not as we'd like it to be. Great leaders consider the whole picture before making a decision. The difference today is that the whole picture is bigger and more varied than before. This means the opportunities are greater, too, but only if we're willing to cast the widest net.



# From Impressed to Obsessed: 12 Principles for Turning Customers and Employees into Life-Long Fans

Jon Picoult

## Key Selling Points

- *From Impressed to Obsessed* differentiates itself from other customer-loyalty guides by focusing on the cognitive science behind a great customer experience.
- Instead of touting well-worn sales and service platitudes, the book describes fascinating research-based techniques that are proven to enhance how people perceive and remember their interactions with a business, thereby fueling customer loyalty and growth.
- Using captivating stories about loyalty-leading companies such as Apple, Costco, Starbucks and Disney, the book distills legendary firms' secrets into 12 Principles that can be applied by any business and any audience.
- The author even shows how those same principles can be applied by organizational leaders to their very own workforce, helping to strengthen employee engagement and loyalty.
- Picoult is a renowned customer experience expert who has advised the C-suite of some of the world's top brands. He's also the author of a landmark study on customer experience ROI that's one of the most widely cited in the industry (referenced by firms including McKinsey, Deloitte, Accenture, Forrester, SAP, and Oracle).

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Business & Economics / Customer Relations  
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## Summary

**Stop satisfying your customers – and start impressing them – using the strategies of Apple, Costco, Disney, and other industry dominators.**

If you're aspiring to satisfy your customers, then you're aspiring to mediocrity. That's the fascinating premise of *From Impressed to Obsessed*, a book that will fundamentally change how you think about creating a successful, beloved business.

Renowned customer experience expert Jon Picoult takes you on a mesmerizing journey, showing how customer loyalty is as much about shaping people's memories as it is about shaping their experiences.

Through captivating stories and studies, Picoult explains the 12 breakthrough, psychology-based strategies that successful companies use to impress customers, so they then become obsessed with the business' products and services, and encourage others to do the same.

Filled with actionable examples, you'll see how you can immediately apply these principles to turn more sales prospects into customers, and more customers into raving fans. Picoult even demonstrates how leaders can use the very same principles to strengthen employee engagement.

Turn your business' customer experience into its greatest competitive advantage, by applying the simple but profound lessons in *From Obsessed to Impressed*.

## Quotes

"Too often, books about customer experience are long on platitudes and short on practical advice that can be implemented. This book is the rarity - a book about creating great customer experiences that is well-researched, supported with a wealth of facts and illustrative case studies, organized in a way that makes it easy to understand, and containing a plethora of actionable steps someone can take to implement real change and create a great customer experience. The author took his

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own advice here - the experience reading this book was a pleasure, and I am a raving fan!"

**Matthew Winter**  
**President (Retired)**  
**Allstate Corporation**

"What a great, insightful, practical book! With his 12 principles, Jon Picoult gives us an incredibly thoughtful and actionable guide to delivering lifelong fans, which is the dream of any business."

**Hubert Joly**  
**Former Best Buy Chairman and CEO**  
**Senior Lecturer, Harvard Business School and author of *The Heart of Business***

"An exceptionally practical and well-researched book. *From Impressed to Obsessed* captures the essence of a positive customer experience and provides a clear roadmap for building customer loyalty. Picoult has a deep command of what drives customer-centric behavior and he shares the science behind it. As CEO of a trusted, customer-focused company, the lessons I've learned from this book are invaluable."

**James DeVries**  
**Chief Executive Officer, ADT**

"I was absolutely captivated by this book. Picoult is a master storyteller, weaving in fascinating case studies to make his points. It's an incredibly actionable book, free from the usual customer loyalty platitudes. I walked away with countless ideas for better engaging both customers and employees. Picoult truly provides the definitive roadmap for turning people into raving fans. This is a must-read for any organizational leader who's trying to solve for stronger and faster growth."

**Bob O'Leary**  
**Chairman**  
**Philadelphia Insurance Companies**

"There is a new standard in customer engagement: You can't just satisfy your customers, you've got to IMPRESS them! With hard numbers and meticulous research, Jon Picoult takes you on a fascinating journey about creating indelible impressions that turn customers into truly obsessed fans. This book is not a nice to have, it is a must-have roadmap for the new standard in customer engagement. Study and enjoy!"

**Chester Elton**  
**Bestselling author of *The Carrot Principle, Leading With Gratitude & Anxiety At Work***

"Just when you think you've learned everything there is to know about improving the client experience, Jon Picoult introduces an array of new ideas for the modern-day entrepreneur. Backed by an extensive amount of research and proven with intriguing case stories, this book gives you the tangible takeaways to take action immediately and unveils a formula to reinvent the way your clients form a relationship with your business. *From Impressed to Obsessed* is a wake-up call for those who have forgotten about their most vital asset to exponential growth: their very own clients and stakeholders."

**Ron Carson**  
**CEO & Founder, Carson Group**  
**New York Times bestselling author**

"*From Impressed to Obsessed* is one of the best business books I have ever read. It's an eye-opening and highly enjoyable read that will fundamentally change how you look

at customer experience. Picoult provides a masterclass in how to better engage sales prospects, customers, and even employees. If you want to set your business apart from the crowd, then this is your guidebook."

**Michael Morrissey**  
**President & CEO (Retired)**  
**International Insurance Society**

"*From Impressed to Obsessed* is a masterclass for any business leader looking to create the ultimate customer experience. Anchored around twelve behavioral principles, this book plots a roadmap for driving a culture of customer centricity. Picoult teaches you precisely how to engineer truly great, memorable experiences for your customers, generating the kind of sustainable competitive advantage that fuels exceptional shareholder value."

**Dave Hickey**  
**EVP & President, Life Sciences**  
**Becton Dickinson**

"*From Impressed to Obsessed* offers a brilliant roadmap for achieving two of the most critical imperatives for any top performing business - delivering a unique and memorable customer experience and creating a highly empowered and engaged team. Wherever you are in the pursuit of these strategic imperatives, Jon's work will serve as a great accelerant."

**John Marchioni**  
**President and CEO**  
**Selective Insurance**

"Jon Picoult gives us the inside scoop on how to captivate customers and capture the hearts of employees. These lessons are a must for anyone doing business in a world of fast clicks, high churn, and limited attention spans. The bottom line is that if you want loyalty, you must be exceptional, and this book shows you how."

**Steve Hoffman (Captain Hoff)**  
**CEO of Founders Space and**  
**Author of *Make Elephants Fly* and *Surviving a Startup*.**

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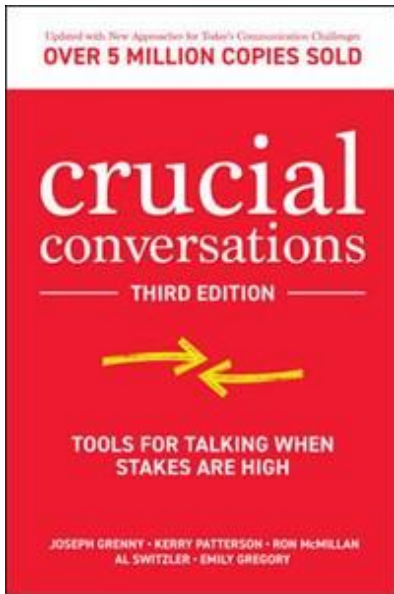
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## Crucial Conversations, Third Edition (3rd Edition)

Joseph Grenny, Kerry Patterson, Ron McMillan, Al Switzler, Emily Gregory

### Key Selling Points

- A *New York Times*, *Bloomberg BusinessWeek*, and *Wall Street Journal* bestseller
- Updated with fresh insights from an expanded author team
- A new linear approach for managing a typical crucial conversation
- New chapter on how to respond effectively when someone initiates a crucial conversation with you
- Expanded insights on how to communicate effectively across digital mediums

### Summary

**Keep your cool and get the results you want when faced with crucial conversations. This *New York Times* bestseller and business classic has been fully updated for a world where skilled communication is more important than ever.**

The book that revolutionized business communications has been updated for today's workplace. *Crucial Conversations* provides powerful skills to ensure every conversation—especially difficult ones—leads to the results you want. Written in an engaging and witty style, the book teaches readers how to be persuasive rather than abrasive, how to get back to productive dialogue when others blow up or clam up, and it offers powerful skills for mastering high-stakes conversations, regardless of the topic or person.

This new edition addresses issues that have arisen in recent years. You'll learn how to:

- Respond when someone initiates a crucial conversation with you
- Identify and address the lag time between identifying a problem and discussing it
- Communicate more effectively across digital mediums

When stakes are high, opinions vary, and emotions run strong, you have three choices: Avoid a crucial conversation and suffer the consequences; handle the conversation poorly and suffer the consequences; or apply the lessons and strategies of *Crucial Conversations* and improve relationships and results.

Whether they take place at work or at home, with your coworkers or your spouse, crucial conversations have a profound impact on your career, your happiness, and your future. With the skills you learn in this book, you'll never have to worry about the outcome of a crucial conversation again.

### Quotes

Endorsements from the 2nd edition

"[Crucial Conversations] draws our attention to those defining moments that literally shape our lives, our relationships, and our world. . . . This book deserves to take its place as one of the key thought leadership contributions of our time."

-From the Foreword by Stephen R. Covey, author of *The 7 Habits of Highly Effective People*

"The quality of your life comes out of the quality of your dialogues and conversations. Here's how to instantly uplift your crucial conversations."

-Mark Victor Hansen, cocreator of the #1 *New York Times* bestselling series *Chicken Soup for the Soul*®

"Coming in as the new CEO of an organization with many tenured employees, I have

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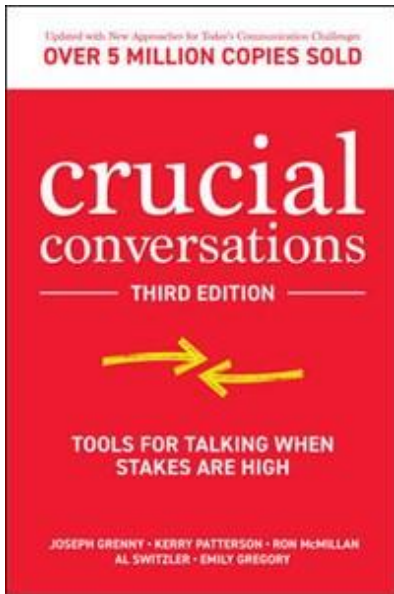
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"Coming in as the new CEO of an organization with many tenured employees, I have

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had many crucial conversations. Using Crucial Conversations as my playbook during this time was paramount in guiding me through each conversation."  
-Joanne K. Bryson, CAE, Executive Vice President and CEO, Oregon Medical Association

"Any book is powerful if you can relate to its content, is simple to understand, easy to apply, and is based on research. I have found all of these elements in Crucial Conversations. The narrative has a universal appeal and the strength to transcend cultures."

-Capt. Charanjit Lehal, AGM Training and Development, TataSky, India

"I was personally and professionally inspired by this book-and I'm not easily impressed."

-Maureen Burke, Training Manager, Coca-Cola Enterprises, Inc.

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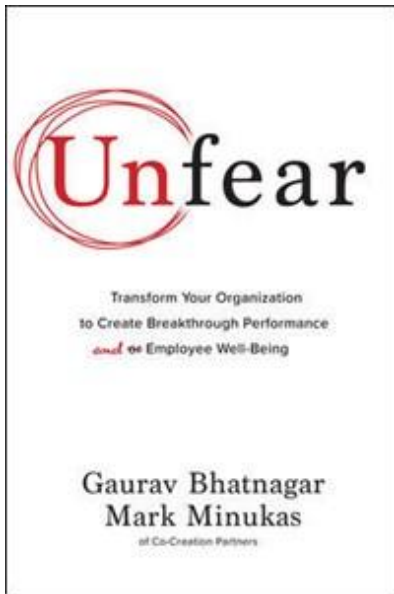
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## Unfear: Transform Your Organization to Create Breakthrough Performance and Employee Well-Being

Gaurav Bhatnagar, Mark Minukas

### Key Selling Points

- **Perfectly timed for the post-pandemic era:** This unique leadership guide provides an invaluable road map to managing the "new normal" of ever-greater anxiety and stress in today's workforce.

- **Proven techniques for transforming workplace anxiety and uncertainty:** Based on the authors' extensive experience in change management, operational transformation, team effectiveness, and leadership coaching, this holistic model shifts an organization's relationship with fear, transforming a toxic and hostile environment into a learning, collaborative one that drives sustainable performance *and* well-being.

- **Productive strategies for increasing profits and growth:** The book takes a refreshingly human approach to business performance that leads to actual, measurable results.

### Summary

**Two top experts on high-performing organizations show today's leaders how to reframe their own and their employees' relationship with fear and anxiety to create a learning culture of engaged workers at the top of their game.**

Fear and uncertainty have been undermining performance and well-being in the workplace for as long as we have had workplaces. Worse, the ever-increasing speed of business, the economic slowdown and volatility we face due to Covid-19, and the racial tensions and social inequality further exacerbate these emotions.

Here's a little-known fact of business: mismanaged fear is responsible for almost all of the dysfunction that most organizations experience. While fear can drive short-term results, it does so at the cost of high employee burnout and turnover. It also undermines long-term business performance. But we can't eradicate it entirely; it is inherent to the human condition. Winning organizations aren't fear-free; they know how to transform that negative energy into opportunities for learning and growth. They create resilient cultures of unfear.

In this timely and essential guide, McKinsey alumni Gaurav Bhatnagar and Mark Minukas present a proven approach to workplace anxiety that reduces stress, boosts well-being, and overcomes blocks that get in the way of success. It begins with changing our relationship with fear, and then developing strategies that improve outlook and performance, leading to greater profits, sustainable growth, and personal rewards. It's only possible with a culture of unfear.

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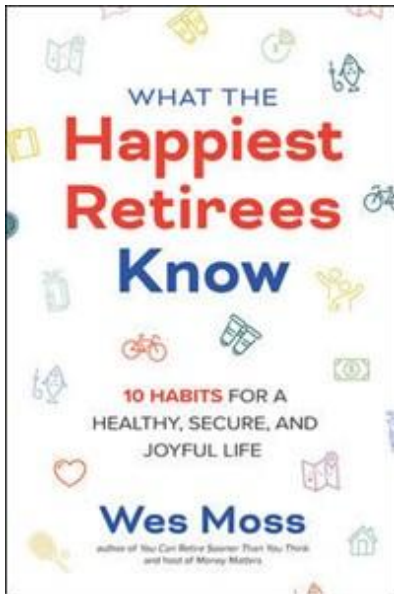
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## What the Happiest Retirees Know: 10 Habits for a Healthy, Secure, and Joyful Life

Wes Moss

### Key Selling Points

- **A proven road map for not only retiring happier but sooner:** Readers who follow the advice in this book will not only have a healthy, secure, and joyful retirement, they will be able to achieve that earlier.
- **Based on the author's proprietary surveys of 2,000 retirees before and during Covid-19:** Includes the most up-to-date first-hand insights and important life lessons from happy retirees before and during the pandemic.

- **The 10 habits cover every aspect of a good life:** Money and housing, investing and spending, love and marriage, family and friends, medicine and health.

- **Written for people who are beginning to think about and prepare for retirement, as well as those who are already retired:** This book addresses readers in their 40s and 50s who want to be mindful and intentional about preparing for a happy retirement sooner, as well as those in their 60s and 70s who are already retired and who want to improve the quality of their lives.

- **Bestselling author with a strong sales track:** Moss's *You Can Retire Sooner Than You Think* has enjoyed robust sales in both print and ebook editions.

- **Author's audience reach is over 1 million:** Moss has gained a large and loyal audience through his *Money Matters* radio show, podcast, YouTube channel, WesMoss.com, and YourWealth.com sites, as well as other social media platforms.

### Summary

**The bestselling author of *You Can Retire Sooner Than You Think* and host of *Money Matters* reveals the 10 essential habits for a rich, rewarding, and blissful retirement.**

What does it take to have a truly happy retirement? Is it money? A mortgage-free home? An active social life? A long-lasting marriage—or maybe a new one? Finance expert, author, and radio host Wes Moss asked more than 2,000 of the nation's happiest retirees to find out—and their answers may surprise you. Through a series of revealing surveys, Moss noticed a pattern of distinct, recognizable habits that the happiest retirees shared, from the simplest of lifestyle choices to the smartest of financial strategies. These are the kinds of habits anyone can develop—the perfect road map to a healthy, secure, and joyful retirement—sooner.

Whether you're already retired or just starting to make plans, these 10 simple actions and attitudes can make a profound difference in every aspect of your life. The book is packed with hard-won wisdom and invaluable advice on how to make little changes now that will have the biggest impact later. It's filled with proven ways to develop smarter habits with: Money ("Think river, not reservoir"); Family ("Get your kids off your payroll"); Housing ("Live mortgage-free"); Investing ("Be a tomorrow investor"); Spending ("Be pound wise—so you can be penny foolish"); and much more. With these 10 transformational habits, you can stop obsessing over money, stay socially connected, and start enjoying your new life—as the happiest retiree on the block.

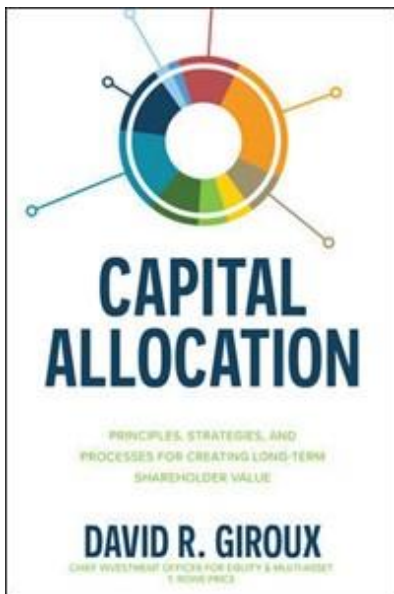
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## Capital Allocation: Principles, Strategies, and Processes for Creating Long-Term Shareholder Value

David R. Giroux

### Key Selling Points

- The strategic deployment of capital and the optimization of capital structure are becoming significant competitive advantages in today's slow-growth, low-interest world. However, many companies struggle to create long-term shareholder wealth through capital deployment. This book provides a roadmap for how firms can create value through effective capital allocation.
- Giroux uses academic research, personal experience, and uncomplicated mathematics to illuminate the principles, strategies, and processes that can create long-term shareholder wealth.
- A few textbooks touch on the concept of capital allocation, but none examines the subject as practically or thoroughly as this book.
- The book is packed with case studies from Kodak, Microsoft, Comcast, Danaher, Thermo Fisher Scientific, GE, and others showing how capital allocation has—and hasn't-worked in real-life situations.
- Activist investors are a major concern of boards and senior management today. The book explains how to use capital allocation to head off possible activist investors.

### Summary

#### Generate double-digit returns and seize the competitive edge with smart, savvy capital allocation

The strategic deployment of capital is one of the most effective ways to create long-term value. But how much do you know about what your organization spends capital on or the timing of that capital deployment? This kind of knowledge can make the difference between organizational success and failure.

*Capital Allocation* provides the tools, processes, strategies, and insights you need to add more value to your company. Examining the various alternatives at your disposal regarding the deployment of excess capital, David Giroux, Chief Investment Officer for Equities and Multi-Asset at T. Rowe Price, covers the entire gamut of capital allocation issues, including optimizing capital structure, capital allocation alternatives, M&A, and special situations.

Giroux uses academic research, personal experience, and uncomplicated mathematics to illuminate the principles, strategies, and processes that can create long-term shareholder wealth. He provides case studies from Kodak, Comcast, Thermo Fisher Scientific, Danaher, GE, and others showing how capital allocation has—and hasn't—worked in real-life situations. And he shows how to use capital allocation to head off possible activist investors.

Some textbooks touch on the concept of capital allocation, but none examines the subject as practically or thoroughly as this book. *Capital Allocation* offers everything you need to know for deploying capital wisely to outperform your competitors over the long term.

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Chapter 1 The Power of Capital Allocation

Chapter 2 Capital Allocation in a Slow-Growth World

Chapter 3 Optimizing the Capital Structure: Advantages of an Alternatives-Based Capital Allocation Framework

Chapter 4 Five Stress Test Rules for Downturns

Chapter 5 The Rise and Fall of the General Electric Empire

Chapter 6 Capital Spending

Chapter 7 Dividends and the Case for Returning Excess Capital to Shareholders

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Chapter 24 Secular Challenges

Chapter 25 Best Board Practices: The 14 Point Strategic Plan

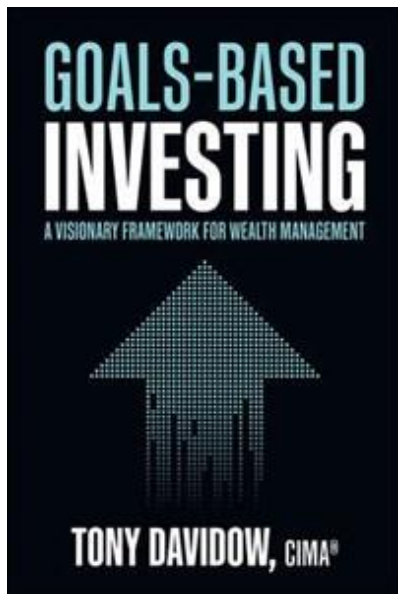
Chapter 26 Capital Allocation: Establishing a Long-Term Focus and Good Corporate Citizenship

Chapter 27 Conclusions

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## Goals-Based Investing: A Visionary Framework for Wealth Management

Tony Davidow

### Key Selling Points

- The financial services industry has undergone a major transformation over the last decade, including increased investor scrutiny, the growth of the independent model, the growth of Robo-advisors, new products, increased correlation-in addition to geopolitical risks, population growth, technological advances, and social tensions. *Goals-Based Investing* provides everything investors need to build solid portfolios in this new investing climate.
- Investing products have evolved significantly over the past two decades, making it easier for investors (and their advisors) to access various segments of the market and unique asset classes. The author covers all the new products at readers' disposal.
- Topics of note include the role and use of alternative investments (hedge funds, private equity, private credit, and real assets) in building better portfolios; the growth of exchange-traded funds (ETFs) and how they have evolved to meet investor needs; sustainable investing; and goals-based investing.

### Summary

#### Get up to speed on the latest investing strategies, techniques, and products—and raise your game to a whole new level

The financial services industry has undergone a major transformation over the last decade, including increased concerns from investors, the growth of the independent model, the growth of Robo-advisors, product evolution, increased market correlations—in addition to geopolitical risks, population growth, technological advances, and social tensions. Concepts like “Modern Portfolio Theory” aren’t modern anymore, and even Post-Modern Portfolio Theory has become passé.

To succeed in today’s complex, uncertain world of investing, you need go beyond plain vanilla stocks, bonds, and mutual funds and embrace the latest investing tools and techniques—and that’s exactly what *Goals-Based Investing* helps you do. This unparalleled guide covers:

- The limitations with modern portfolio theory
- Behavioral Finance—overcoming biases
- The role and use of alternative investments (hedge funds, private equity, private credit, and real assets) in building better portfolios
- The growth of exchange-traded funds (ETFs) from “cheap beta” to “smart beta”
- Sustainable investing, also known as Environmental, Social, and Governance (ESG) investing
- Adopting a goals-based investing approach
- The future of wealth management

Investing products have evolved significantly over the past two decades, making it easier than ever for you to access various segments of the market and unique asset classes. *Goals-Based Investing* examines product evolution and discusses how to use these tools to achieve your goals. With this forward-looking, one-of-a-kind investing guide, you have everything you need to navigate the investing jungle, avoid landmines, and generate solid, steady returns.

### Table Of Contents

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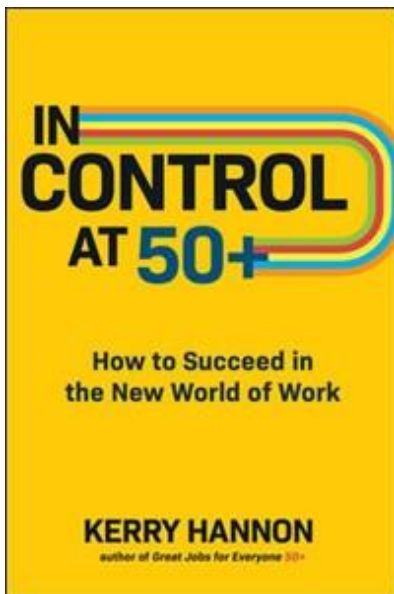
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- Chapter 9: Goals-Based Investing**
- Chapter 10: The Future of Wealth Management**



## In Control at 50+: How to Succeed in the New World of Work

Kerry Hannon

### Key Selling Points

- **A must-have career guide for the post-pandemic era:** Addresses the impact of Covid-19 on the current job market and offers a wealth of employment options for future success.

- **Targeted to job seekers age 50 and over:** Filled with practical advice and new career opportunities for older workers impacted by layoffs, downsizing, and other industry shifts.

- **Identifies key trends and changes in the workplace:** WFH (work from home), video-conferencing, online job searches, workplace reforms, income inequality, job security, and more.

- **Includes special tips on retirement planning:** Invaluable information for older workers on saving and planning for a financially secure retirement.

- **Features real-life case studies:** Inspiring and enlightening stories of how other workers over 50 have successfully pivoted, survived, and thrived in difficult times.

### Summary

**An AARP Work and Jobs Expert provides a road map to success for older workers navigating a post-pandemic workplace.**

When the coronavirus pandemic upended the US economy, many older workers lost their jobs and saw their retirement accounts take a hit. Those who remain employed are grappling with a new way of working: remotely from home, sometimes in isolation, facing daunting technological and social challenges. If you're over 50, this must-have career guide will not only show you how to navigate this new normal, it will empower you to *take control* of your professional and economic future—with hope, confidence, and optimism.

In this book, Kerry Hannon—a leading authority and strategist who has spent three decades covering all aspects of business, careers, personal finance, and retirement—offers advice, guidance, and concrete action steps that will enable older workers to succeed in the workplace and prepare for a financially secure retirement. It features inspiring case studies of how workers over 50 have successfully pivoted and thrived. It identifies the jobs that will be in demand in the post-pandemic economy, as well as leading companies providing new opportunities for older workers in a variety of fields. An essential resource for full-time employees, freelancers, entrepreneurs, and small-business owners alike, *In Control at 50+* will show you the way to a brighter professional and financial future.

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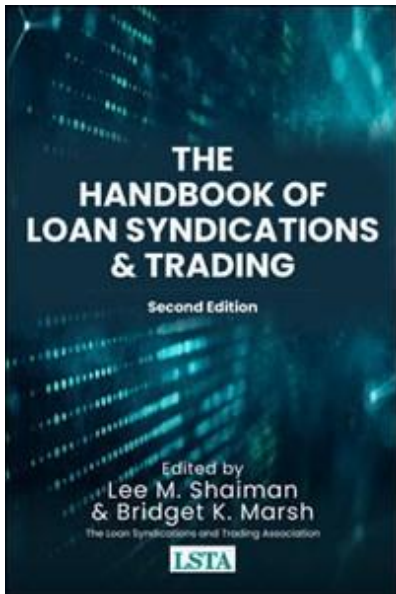
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## The Handbook of Loan Syndications and Trading, Second Edition (2nd Edition)

Lee M. Shaiman, Bridget K. Marsh

### Key Selling Points

- This new edition of *The Handbook of Loan Syndications and Trading* addresses radical changes to the lending landscape caused by the global financial crisis.
- In addition to more than approximately \$1.2 trillion of leveraged loans outstanding, the market has seen increased diversification of lenders, and today's market is dominated by structured vehicles known as "collateralized loan obligations" (CLOs), debt funds, and other institutional investors—all of which are covered in depth.
- The Loan Syndications and Trading Association (LSTA) is well-known throughout the corporate lending world. The go-to organization for professional-advancement classes, it advocates on behalf of all loan market participants in the syndicated loan market, and its conferences draw thousands of attendees.

### Summary

#### Capitalize on the booming \$1 trillion corporate loan market—a fully updated edition of the industry standard by the LSTA

This new edition of *The Handbook of Loan Syndications and Trading* addresses radical changes to the lending landscape caused by the global financial crisis. In addition to more than approximately \$1.2 trillion of leveraged loans outstanding, the market has seen increased diversification of lenders, and today's market is dominated by CLOs, debt funds, and other institutional investors—all of which are covered in depth. New and revised topics include:

- Direct Lending (aka, shadow banking)
- Growth of the middle market
- Developments in acquisition finance and the role of the sponsor
- Deal term trends and the growth of aggressive lending terms
- The global financial crisis and its after effects
- Green loans and sustainability finance
- Transition away from LIBOR to replacement rate - SOFR
- Fintech and Blockchain

*The Handbook of Loan Syndications and Trading*, Second Edition delivers everything you need to know about the booming U.S. corporate loan market. It provides expert analysis and insights on virtually every key aspect of this financial market, while bringing you completely up to date on the many changes in your profession over the past decade.

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## All Are Welcome: How to Build a Real Workplace Culture of Inclusion that Delivers Results

Cynthia Owyong

### Key Selling Points

- Studies continuously prove that companies with more diversity in their ranks are more innovative, serve expanded marketplaces, and perform better financially; however, most companies have yet to develop and implement effective diversity, equity, and inclusion initiatives—but pressure to succeed is rapidly increasing.
- Companies that do attempt to diversify their ranks usually focus strictly on hiring, which is far from enough. *All Are Welcome* provides a comprehensive approach to creating a powerful, long-lasting culture of equity and inclusion.
- The author provides rational, easy-to-understand methods and approaches that have been proven effective, including how to focus on a culture of inclusion and belonging to make DEI efforts stick and the CARE (Courage, Accountability, Respect, Empowerment) mindset.

### Summary

#### Seize the competitive edge, increase innovation, and do right by people through building equity and diversity into your organizational DNA

Studies continuously prove that companies with more diversity in their ranks are more innovative, serve expanded marketplaces, and perform better financially; however, most companies have yet to develop and implement effective diversity, equity, and inclusion initiatives—and pressure to succeed is rapidly increasing.

*All Are Welcome* takes you beyond the mere practice of hiring a diversity of staff to make inclusion part of the equation, too. The author argues that a strong practice of inclusion is necessary to keep employee retention up, make diversity efforts stick, and cultivate an organization that outperforms its peers. *All Are Welcome* covers:

- Why Diversity, Equity and Inclusion Matters
- Understanding the Problem: Hiring – Retention = Zero Progress
- Focusing on Inclusion and Equity
- A Framework for Change
- Increasing Workforce Diversity: Hiring and Development
- Building an Inclusive Workplace: Culture and Accessibility
- Serving a Diverse Marketplace’s Needs: Product, Customers and Marketing
- Supporting our Communities: Social Impact and Legislative Advocacy
- Conditions for Success: Courage, Accountability, Respect, and Empowerment
- The Future of Work and the Role of DEI

Pressure to make equity, diversity, and inclusion an organizational priority—on par with the pursuit of profits and growth—is greater today than ever.

*All Are Welcome* provides the knowledge, insights, and tools you need to make diversity, equity, and inclusion an integral part of your organizational strategy.

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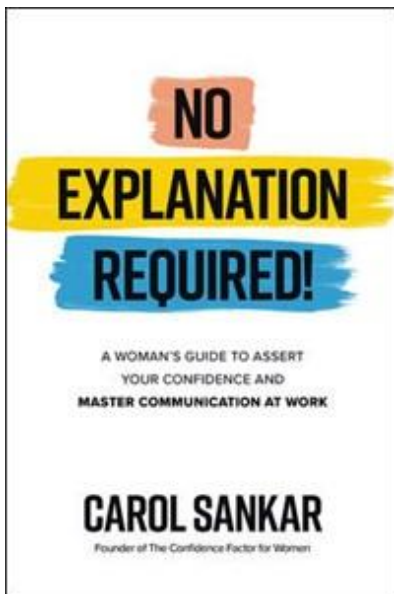
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## No Explanation Required!: A Woman's Guide to Assert Your Confidence and Master Communication at Work

Carol Sankar

### Key Selling Points

- Explains how to recognize and eliminate "limiting" language that erodes professional credibility and authority
- Focus on the strategies to communicate effectively, without opening every decision to debates, hedging and further consideration
- Includes tactics to bolster confidence and boost credibility, from highlighting accomplishments to "owning" a room

### Summary

**Real-world communication strategies to you break into the C-suite—and thrive when you arrive!**

With only 5.8% of CEO positions in the S&P 500 held by women, it's clear that there are more women who deserve a seat at the table than actually have one. In *No Explanation Required*, Carol Sankar gives you the strategies you need to create the success you deserve—today. As founder of the global leadership firm, The Confidence Factor for Women, her goal is to ensure you deliver decisions and other communications with confidence—no "explanations" required!

Loaded with real-life examples and backed by proprietary research, *No Explanation Required* coaches you on how to speak up for yourself, stop debating your decisions, and eliminate "limiting" language. In example after example, it becomes clear how these too-frequent expressions ("I'm sorry," "Excuse me," "I'll get back to you") can strip you of your authority and credibility. With the tactics in *No Explanation Required* mastered, you'll be better equipped to stop explaining and start negotiating—for gender parity, better compensation, opportunities, and more.

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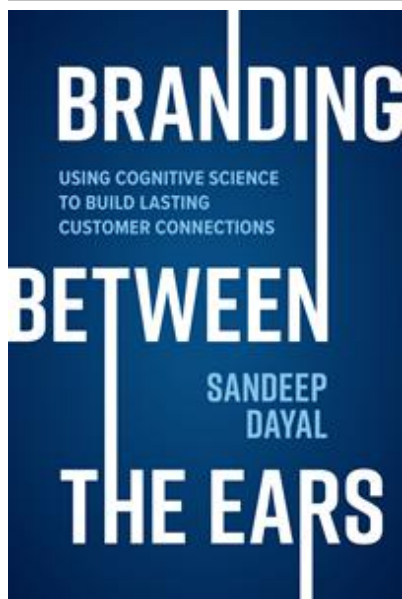
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## Branding Between the Ears: Using Cognitive Science to Build Lasting Customer Connections

Sandeep Dayal

### Key Selling Points

- A veteran of McKinsey and Booz, Dayal is the marketing thought leader who predicted that "consumer collaboration" would be the key factor in winning people's trust online and that giving consumers control over their personal information would be central to gaining their trust—both issues unfolding vividly today.
- *Branding Between the Ears* reveals Dayal's original research on how marketing and brand managers can design brands can connect with customers deeply and indelibly.
- The approaches and strategies in the book come directly from the author's experience working with some of the world's best-known and biggest brands.
- Dayal shows how to create a strategy built on the answers to three key questions that consumers ask:  
1) Does this brand give me good vibes? 2) Does what this brand says make good sense to me? and 3) Will I be happier if I resolve to buy this brand?

### Summary

**In the tradition of marketing classics like *Why We Buy* and *Hooked*—a game-changing way to build a “cognitive brand” that connects with customers in the deepest, most meaningful ways**

Successful marketing is all about unlocking the door to peoples’ thoughts, feelings, memories, and fantasies. Tap into one or more of those, and your brand will stick.

As one of today’s top thought leaders on the subject, Sandeep Dayal shows marketing professionals how to leverage behavioral psychology, social anthropology, and neuroscience to understand customers’ minds, create effective marketing strategies, and build the kind of loyalty that fuels today’s most successful brands. *Branding Between the Ears* reveals paradigm shifts in building and executing brands that are informed by a burgeoning body of research in brain sciences and offers a better way to make brands that not just stand out, but connect with consumers and embed in their thoughts inexorably to drive choice.

•Dayal will promote the book through various channels, including his email list (5,000+ targeted business leaders), LinkedIn account (2,000+ connections), Yale network (130,000 alumni), and former employers McKinsey and Booz e-newsletters.

•Dayal’s clients include Conagra, Kraft, Abbott, Phillips, Unilever, JC Penney, Pfizer, AbbVie, Hill-Rom, Baxter, Scotiabank, Banco Santander, BMO, HSBC, Visa, and MasterCard.

•Forbes has listed Dayal’s firm, Cerenti Marketing Group, as one of America’s Top Consulting Firms every year for the past five years.

**Sandeep Dayal** (Chicago, IL) is the managing director of Cerenti. Throughout his 25 years of experience, which includes positions at McKinsey and Booz, he has advised senior executives at Fortune 500 companies in the United States, Asia, Latin America, and the EU. He correctly predicted in 2001 that "consumer collaboration" would be the key factor in winning people’s trust online, and later that giving consumers control over their personal information would be central to gaining their trust—both issues that coming to a head today. Many strategies that he proposed, including viral advocacy and handholding, are mainstream today. This book will be equally prescient in transforming modern brands.

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## Quotes

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"*Branding Between the Ears* offers a fascinating insight to the world of branding. After reading this book your brain will never look at brands the same way again."

--Martin Lindstrom, *New York Times* best-selling author of *Buyology*, *Small Data* and *The Ministry of Common Sense*

"*Branding between the Ears* should be mandatory reading for brand managers, product managers, CMOs and consumer business leaders. Easy to follow case examples illustrate the importance of understanding human psychology and Why people behave the way they do. In a world where brands and corporations need to have a sense of Purpose to build lasting businesses and motivate their employees, the ethical considerations framework (canonical, categorical, sunshine) should be on every marketer's desktop."

--Titi Cole, Head of Global Consumer Banking Operations, Citigroup

"A treasure trove of new insights into how to build a brand. Wish I had this knowledge early in my career."

--Micky Pant, *Former CEO, Yum Restaurants International*

"Impressive depth and rigor, with excellent insights and practical lessons!"

--Sanjay Khosla, Senior Fellow, Kellogg School of Management, Northwestern University, Former President, Mondelez International

"This book shook the very foundations of my decades in brand management; and meanwhile the answers were always there-*Branding between the Ears*. Through a combination of fascinating brain science and rich real-world examples, Dayal reinvents the art and science of brand building."

--Gina Boswell, Former President, Unilever US Customer Development, and EVP Chairman, Unilever UK & Ireland

"*Branding Between the Ears* makes you think, feel and see differently and provides actionable ways on how to truly unleash the power of Brands in ways that marry art and science to gain a sustainable edge. This is a must read for every marketer in the world."

--Rishad Tobaccowala, author *Restoring the Soul of Business* and Former Chief Growth Officer, Publicis Groupe

"For decades, marketing professionals have been like Formula One drivers racing around the course with blindfolds on. We've tried to change the way consumers think without knowing how they really think. By taking us deep into brain science, Sandeep Dayal's new book lets us drive with our eyes open. *Branding Between the Ears* contains the most important advice given to marketing professionals in decades."

--Rajan Anadan, *Managing Director, Sequoia Capital India, Former Vice President, Google India & SEA*

## Table Of Contents

---

### **Part One: How Brain Science Is Revolutionizing Branding**

#### **Chapter 1. Introduction: Brands That Rock**

Cognitive brands are extraordinarily powerful because they work the way the brain does. Recent advances in brain sciences offer us a terrific look into our mental machinery, solving the mysteries of why consumers behave the way they do and how they choose the brands they buy.

#### **• 2. Beyond the Illusions of the Past**

Traditional branding approaches are built on a foundation of many half-truths. This chapter dispels old myths and points the way to new branding approaches that tap into the processes by which consumers decode messages and make decisions.

#### **• 3. Right Between Your Ears**

There are four modules to the "marketing" brain. The *Learner* subunit where the brain stores its wisdom. The *Associator* module which helps us to make choices by referencing past experiences. The *Deliberator* which analyzes choices thoughtfully. And the *Conator*, which resolves whether or not we act on the choices made by the *Associator* and *Deliberator*.

## **Part Two: Cognitive Brands: Design**

### **• 4. Brands That Work the Way the Brain Does**

Cognitive brands have three elements. *Good Vibes* build a unique bond or chemistry between the consumer and the brand. *Brand Sense* helps consumers make instinctive or reasoned sense of their choices. And *Brand Resolve* helps consumers consider whether it is all worth the bother and prompts them to buy the brands that will make them happier

### **• 5. Brand Vibes: Tugging at the Heartstrings**

Cognitive brands often connect deeply with the consumer and answer their question: "does this brand give me good vibes? Can I trust it?" Brand vibes may be based on shared feelings, where the brand says, "I know how you feel." Or, brand vibes may be based on shared beliefs, where the brand says, "I believe what you believe" to the consumer.

### **• 6. Brand Sense: Using System 1 Easers To Go with the Flow**

Cognitive brands can create consumer preference by answering their question, "Does this brand make intuitive sense?" You must make the act of choosing your brand feel effortless by making it: familiar, truer and more authentic, good, or easier.

### **• 7. Brand Sense: Using System 2 Deliberators To Form New Brand Loyalties**

Cognitive brands can create consumer preference by answering the question, "Does this brand make reasoned sense?" While consumers prefer intuitive choices, a reasoned choice is necessary when a consumer's biases and beliefs are unhelpful to the brand, either because they are contrary to what the brand stands for or because the brand is new and unfamiliar. In those instances, we have to convince the consumer to use their System 2 Deliberators to recode their brains and lay down new wiring.

### **• 8. Brand Resolve: A Mantra for Happiness**

Consumers want and buy brands they believe will make them happier. Brands build resolve when they help consumers move up on the happiness scale by addressing one of the three known universal psychological needs. However, each consumer's tendency to pursue happiness is different and based on his or her own DNA, experiences, and preferences.

### **• 9. For the Love of Kids**

In many countries, PediaSure, a children's nutritional supplement languished in pharmacies. This chapter shows how the concepts of good vibes, sense, and resolve enabled Abbott Labs to re-brand PediaSure as a product for "picky eaters" and, as a result, vastly expanded sales in a number of countries.

### **• 10. Brands with Purpose**

Brands with purpose are a great idea. They work well because they tap into the innate

desire of consumers to make the world a better place for themselves and others. A brand's purpose must fit with what the brand does; draw on the unique talents and resources of the company; and inspire company leaders to champion the purpose.

### **Part Three: Cognitive Brands: Execution**

- **11. Tales from the Trenches - Brand Execution**

Several principles are important in successfully executing a cognitive brand. Be aware that brand impressions are based on largely on the climax and end of the total brand experience. Brands that do the unexpected experiences that stand out. Stories that link to consumer needs, experiences, and feelings work better than an itemized list. And brand stories do not have to be over-simplified or dumbed down, because consumers continue to process information long after

- **12. Brand Sensations**

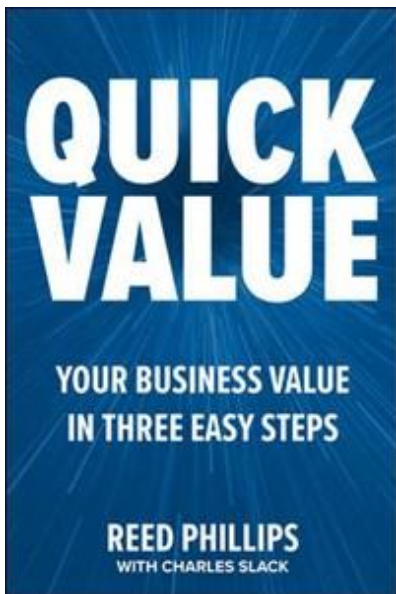
All brand experiences involve one or more of our senses. Both online and offline brands have an opportunity to create immersive and memorable experiences by engaging the five senses. These sensory responses are woven into our emotional memories and can last for an awfully long time. Sensory experiences should be unique and act like a brand signature.

- **13. Minding Your Manners**

Cognitive brands work the way our brain works and for the good of our consumers. However, it is unethical to use cognitive persuasion to benefit the seller at the expense of the buyer's interests and happiness. Three tests any branding program must pass for it to be an ethical cognitive brand: Canonical: Would you want somebody to do this to you? Categorical: Would it still be a good idea if everybody did this? Sunshine: Would you run for covers if everyone saw what you're doing?

- **14. Where Do We Go from Here?**

Brand marketers need to dive a lot deeper into the fields of psychology, behavioral science, and human emotion science and figure out how to apply the latest research to the design and execution of their brands. They have to re-examine their assumptions and strive to connect the dots better between science and consumer psychology. What we know already today is game changing. What we'll learn in the future likely will change marketing even more.



## QuickValue: Discover Your Value and Empower Your Business in Three Easy Steps

Reed Phillips

### Key Selling Points

- Companies that know their value at any given moment have a distinct competitive edge—especially these days, when adding digital capabilities can dramatically affect value. But most mid-sized businesses—between \$10 million and \$1 billion in revenues—drop the ball on valuation because traditional valuation is complex, time-consuming, and expensive.
- *QuickValue* solves this problem by providing a clear, reliable way to determine a business's value in real time—transforming valuation from a reactive, defensive burden into an active, indispensable part of daily operations.
- The author shows how to make valuation a key asset enabling a business owner or executive to act nimbly and decisively in an ever-more competitive world.
- The book provides case studies illustrating exactly how the *QuickValue* method has been used in real life across a variety of industries.

### Summary

**Gain the competitive edge by conducting a valuation of your company every year—quickly, accurately, and inexpensively**

Companies that know their value at any given moment have a distinct competitive edge—especially these days, when adding digital capabilities can dramatically affect value. But most businesses drop the ball because traditional valuation is complex, time-consuming, and expensive.

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*QuickValue* provides a clear, reliable way to determine your business's value in real time—transforming valuation from a reactive, defensive burden into an active, indispensable part of daily operations. Whether you're an entrepreneur, owner, executive, consultant, accountant, or M&A advisor, *QuickValue* provides the method you need to know the value of any company at any time.

### Quotes

"Full of useful, practical ideas presented in a hugely readable way. *QuickValue* is must-read for owners and executives of mid-sized companies, to help them focus on what matters in maximizing company value."

-Royce Yudkoff, Professor of Management Practice, Harvard Business School, and Founder, ABRY Partners

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easy and effective way for every owner and operator to know their enterprise valuation-and use it as a north star for guiding future business decisions and investments."

-Mark Leiter, former Chief Strategy Officer, Nielsen

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Chapter Two: Understanding Traditional Valuation

Chapter Three: Preparing Your Company for *QuickValue*

#### **Part Two: Discover Your Value in Three Steps**

Chapter Four: Step 1: Find and Rate Your Value Drivers

Chapter Five: Step 2: Determine Your Multiples Range

Chapter Six: Step 3: Calculate Your Value

#### **Part Three: Using *QuickValue***

Chapter Seven: Using *QuickValue* in Special Situations

Chapter Eight: *QuickValue* for Private Equity CEOs

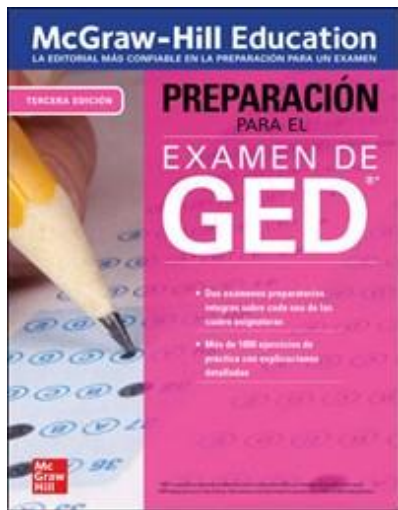
Chapter Nine: Use *QuickValue* to Guide Your Strategy

Chapter Ten: Use *QuickValue* to Sell Your Company

### **Epilogue: The Company You Have Become**

#### **Appendix**

1. Income Statement Adjustments
2. Resources for Finding Your Industry's Public and Private Multiples
3. Additional Reading and Listening Resources



## McGraw-Hill Education Preparación para el Examen de GED, Tercera edición (3rd Edition)

McGraw Hill Editors

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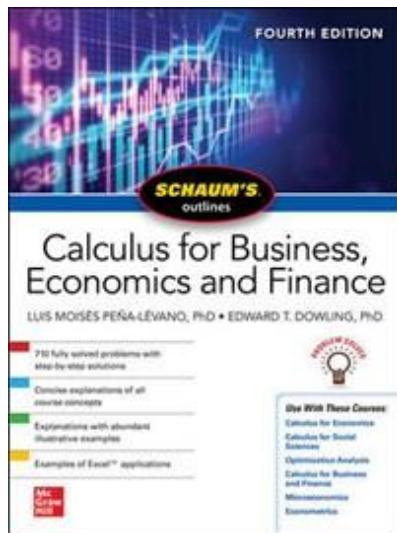
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Edward T. Dowling, Luis Moises Pena-Levano

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- Appropriate for use in multiple courses, including Introduction to Economics, Economics, Econometrics, Microeconomics, Macroeconomics, Economics Theories, Mathematical Economics, Math for Economists, Math for Social Sciences

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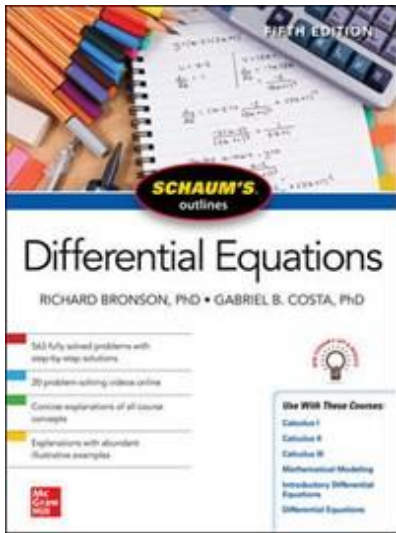
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Richard Bronson, Gabriel Costa

### Key Selling Points

- Built-in audience: Covers key concepts for students of science who need to learn or refresh their knowledge of differential equations
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### Summary

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### Features

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- 20 problem-solving videos online
- 563 solved problems
- Outline format provides a quick and easy review of differential equations
- Clear, concise explanations of differential equations concepts
- Hundreds of examples with explanations of key concepts
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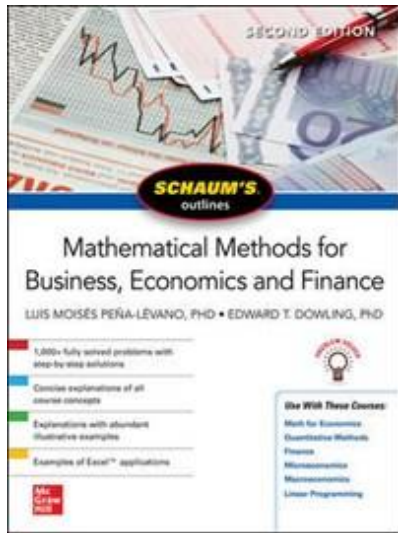
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## Schaum's Outline of Mathematical Methods for Business, Economics and Finance, Second Edition (2nd Edition)

Edward T. Dowling, Luis Moises Pena-Levano

### Key Selling Points

- Built-in audience: Covers key concepts for thousands of students enrolled in business and economics courses
- Outline format facilitates quick and easy review and a concise guide to the requisite mathematical methods required for business and economics classes
- Includes more than 1,000 fully solved problems
- Appropriate for use in multiple courses, including Calculus for Business, Applied Calculus, Calculus for Social Sciences, Calculus for Economics

### Summary

**The most useful tool for reviewing mathematical methods for business and economics classes—now with more content**

*Schaum's Outline of Mathematical Methods for Business, Economics and Finance, Second Edition* is the go-to study guide for students enrolled in business and economics courses that require a variety of mathematical skills. No mathematical proficiency beyond the high school level is assumed, enabling students to progress at their own rate and adapt the book to their own needs.

With an outline format that facilitates quick and easy review, this guide helps you understand basic concepts and get the extra practice you need to excel in business and economics courses. *Schaum's Outline of Mathematical Methods for Business, Economics and Finance, Second Edition* supports the bestselling textbooks and is ideal study aid for classes such as Calculus for Business, Applied Calculus, Calculus for Social Sciences and Calculus for Economics. Chapters include Equations and Graphs, Functions, Systems of Equations, Linear (or Matrix) Algebra, Linear Programming, Differential Calculus, Exponential and Logarithmic Functions, Integral Calculus, Calculus of Multivariable Functions, and more.

### Features

- NEW in this edition: Additional problems at the end of each chapter
- NEW in this edition: An additional chapter on sequences and series
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- More than 1,000 fully solved problems
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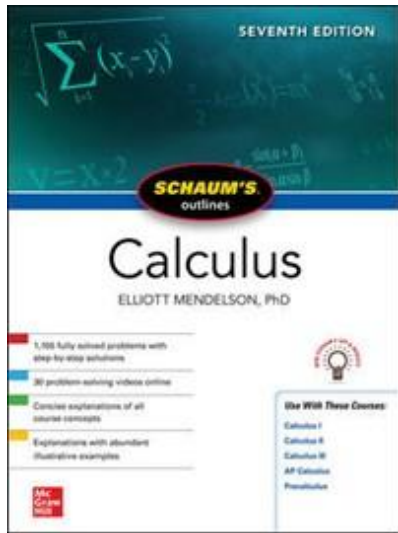
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Elliott Mendelson

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- Includes 1,105 solved problems and 30 problem-solving videos (online)
- Handsome new series cover design

## Summary

**Study smarter and stay on top of your calculus course with the bestselling Schaum's Outline—now with the NEW Schaum's app and website!**

*Schaum's Outline of Calculus, Seventh Edition* is the go-to study guide for hundreds of thousands of high school and college students enrolled in calculus courses—including Calculus, Calculus II, Calculus III, AP Calculus and Precalculus. With an outline format that facilitates quick and easy review, *Schaum's Outline of Calculus, Seventh Edition* helps you understand basic concepts and get the extra practice you need to excel in these courses.

Chapters include Linear Coordinate Systems, Functions, Limits, Rules for Differentiating Functions, Law of the Mean, Inverse Trigonometric Functions, The Definite Integral, Space Vectors, Directional Derivatives, and much, much more.

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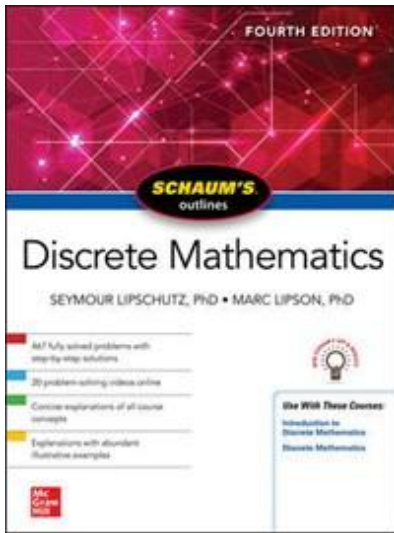
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## Schaum's Outline of Discrete Mathematics, Fourth Edition (4th Edition)

Seymour Lipschutz, Marc Lipson

### Key Selling Points

- Built-in audience: Covers key concepts for thousands of students enrolled in discrete mathematics (annual enrollment of more than 115,000)
- Outline format facilitates quick and easy review of the topic and a concise guide to the standard college courses in discrete mathematics
- Includes 467 fully solved problems and 20 problem-solving videos (online)
- Handsome new series cover design

### Summary

**Study smarter and stay on top of your discrete mathematics course with the bestselling Schaum's Outline—now with the NEW Schaum's app and website!**

*Schaum's Outline of Discrete Mathematics, Fourth Edition* is the go-to study guide for more than 115,000 math majors and first- and second-year university students taking basic computer science courses. With an outline format that facilitates quick and easy review, *Schaum's Outline of Discrete Mathematics, Fourth Edition* helps you understand basic concepts and get the extra practice you need to excel in these courses.

Coverage includes set theory; relations; functions and algorithms; logic and propositional calculus; techniques of counting; advanced counting techniques, recursion; probability; graph theory; directed graphs; binary trees; properties of the integers; languages, automata, machines; finite state machines and Turing machines; ordered sets and lattices, and Boolean algebra.

### Features

- NEW to this edition: the new Schaum's app and website!
- NEW to this edition: 20 NEW problem-solving videos online
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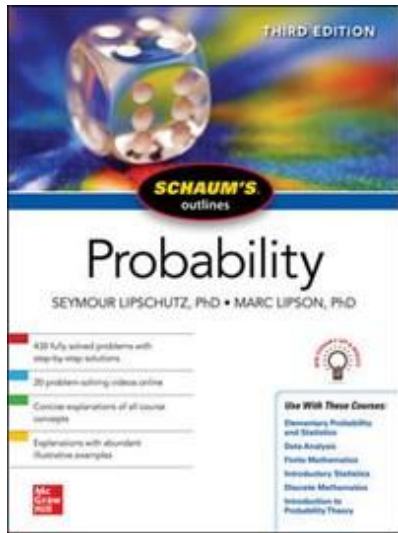
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## Schaum's Outline of Probability, Third Edition (3rd Edition)

Seymour Lipschutz, Marc Lipson

### Key Selling Points

- Built-in audience: Covers key concepts for thousands of students enrolled in probability courses
- Outline format facilitates quick and easy review of the topic and a concise guide to the standard college courses in probability, statistics, and beyond
- Includes 430 fully solved problems and 20 problem-solving videos (online)
- Appropriate for use in multiple courses, including Data Analysis, Intro to Mathematical Statistics; Finite Mathematics and more
- Handsome new series cover design

### Summary

**Study smarter and stay on top of your probability course with the bestselling Schaum's Outline—now with the NEW Schaum's app and website!**

*Schaum's Outline of Probability, Third Edition* is the go-to study guide for help in probability courses. It's ideal for undergrads, graduate students and professionals needing a tool for review. With an outline format that facilitates quick and easy review and mirrors the course in scope and sequence, this book helps you understand basic concepts and get the extra practice you need to excel in the course. *Schaum's Outline of Probability, Third Edition* supports the bestselling textbooks and is useful for a variety of classes, including Elementary Probability and Statistics, Data Analysis, Finite Mathematics, and many other courses.

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#### Features

- NEW to this edition: the new Schaum's app and website!
- NEW to this edition: 20 NEW problem-solving videos online
- 430 solved problems
- Outline format to provide a concise guide to the standard college course in probability
- Clear, concise explanations of probability concepts
- Supports these major texts: *Elementary Statistics: A Step by Step Approach* (Bluman), *Mathematics with Applications* (Hungerford), and *Discrete Mathematics and Its Applications* (Rosen)
- Appropriate for the following courses: Elementary Probability and Statistics, Data Analysis, Finite Mathematics, Introduction to Mathematical Statistics, Mathematics for Biological Sciences, Introductory Statistics, Discrete Mathematics, Probability for Applied Science, and Introduction to Probability Theory



## Top 50 SAT Math Skills, Third Edition(3rd Edition)

Brian Leaf

### Key Selling Points

- Built-in audience: More than two million SAT tests are administered each year at test centers around the world
- Offers a unique and strategic approach to the material, focusing on specific skills required to ace the exam
- Clear, easy-to-use presentation, with small bits of information that work especially well for visual learners
- Includes a pre-test, post-test for tracking progress, a full answer key with useful explanations, and two additional tests online
- Author is a highly in-demand tutor with a two-year waiting list for private lessons

### Summary

#### Proven and practical strategies for success on the Math Skills section of the SAT—completely revised and updated for the latest version of the exam

There are many comprehensive SAT prep books out there, but if you're looking to master specific skills and increase your score, Top 50 SAT Math Skills, Third Edition offers most effective study strategy available. The first book of its kind to present the heart of each of the 50 most important SAT concepts, this essential guide provides exercises that show you exactly how each math concept is tested on the SAT.

Written by a renowned educational counselor, this book was created specifically for visual learners, with small bits of information to aid in quick, concentrated study. Within each topic, solved problems of gradually increasing difficulty help you build your problem-solving skills.

#### Features:

- 50 essential skills, each presented clearly on a two-page spread, offer quick targeted review; the content was created specifically for the visual learner
- A pre-test designed to identify weaknesses in the critical math concepts on the SAT that students often struggle with
- Visually appealing, two- to four-page spreads with lessons that boost knowledge in the 50 essential skills, with step-by-step sample exercises
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- A full answer key with helpful explanations
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## Top 50 SAT Reading, Writing, and Language Skills, Third Edition (3rd Edition)

Brian Leaf

### Key Selling Points

- Built-in audience: More than two million SAT tests are administered each year at test centers around the world
- Offers a unique and strategic approach to the material, focusing on specific skills required to ace the exam
- Clear, easy-to-use presentation, with small bits of information that work especially well for visual learners
- Includes a pre-test, post-test for tracking progress, a full answer key with useful explanations, and 2 additional tests online
- Author is a highly in-demand tutor with a two-year waiting list for private lessons

### Summary

**Proven and practical strategies for success on the Reading, Writing and Language Skills sections of the SAT —completely revised and updated for the latest version of the exam**

There are many comprehensive SAT prep books out there, but if you are looking to master specific skills and increase your score, *Top 50 SAT Reading, Writing & Language Skills, Third Edition* offers the most effective study strategy. The first book of its kind to present the heart of each of the 50 most important SAT concepts, this essential guide provides exercises that show exactly how each reading, writing and language concepts are tested on the SAT.

Written by a renowned educational counselor, this book was created specifically for visual learners, with small bits of information to aid in quick, concentrated study. Within each topic, solved problems of gradually increasing difficulty help you build your problem-solving skills.

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- A full answer key with helpful explanations
- 2 extra tests online

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## Top 50 ACT Math Skills, Third Edition(3rd Edition)

Brian Leaf

### Key Selling Points

- Built-in audience: More than two million ACT tests are administered each year at test centers around the world
- Offers a unique and strategic approach to the material, focusing on specific skills required to ace the exam
- Clear, easy-to-use presentation, with small bits of information that work especially well for visual learners
- Includes a pre-test, post-test for tracking progress, a full answer key with useful explanations, and 2 additional tests online
- Author is a highly in-demand tutor with a two-year waiting list for private lessons

### Summary

#### Proven and practical strategies for success on the Math Skills section of the ACT—completely revised and updated for the latest version of the exam

There are many comprehensive ACT prep books out there, but if you're looking to master specific skills and increase your score, *Top 50 ACT Math Skills, Third Edition* offers the most effective study strategy available. The first book of its kind to present the heart of each of the 50 most important ACT concepts, this essential guide provides exercises that show you exactly how each math concept is tested on the ACT.

Written by a renowned educational counselor, this book was created specifically for visual learners, with small bits of information to aid in quick, concentrated study. Within each topic, solved problems of gradually increasing difficulty to help you build your problem-solving skills.

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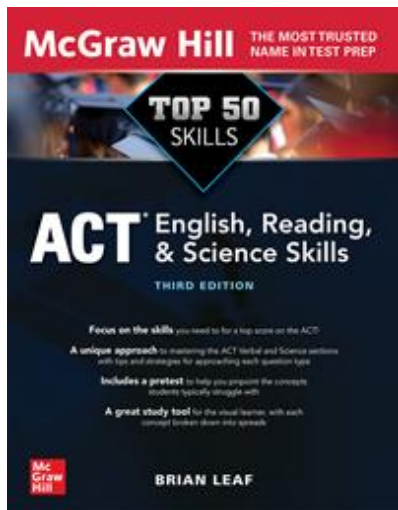
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## Top 50 ACT English, Reading, and Science Skills, Third Edition *(3rd Edition)*

Brian Leaf

### Key Selling Points

- Built-in audience: More than two million ACT tests are administered each year at test centers around the world
- Offers a unique and strategic approach to the material, focusing on specific skills required to ace the exam
- Clear, easy-to-use presentation, with small bits of information that work especially well for visual learners
- Includes a pre-test, post-test for tracking progress, a full answer key with useful explanations, and 2 additional tests online
- Author is a highly in-demand tutor with a two-year waiting list for private lessons

### Summary

**Proven and practical strategies for success on the English, Reading and Science Skills sections of the ACT—completely revised & updated for the latest version of the exam**

There are many comprehensive ACT prep books out there, but if you are looking to master specific skills and increase your score, *Top 50 ACT English, Reading, and Science Skills, Third Edition* offers the most effective study strategy available. The first book of its kind to present the heart of each of the 50 most important ACT concepts, this essential guide provides exercises that show exactly how verbal, reading, and science concept are tested on the ACT.

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- A full answer key with helpful explanations
- 2 extra tests online

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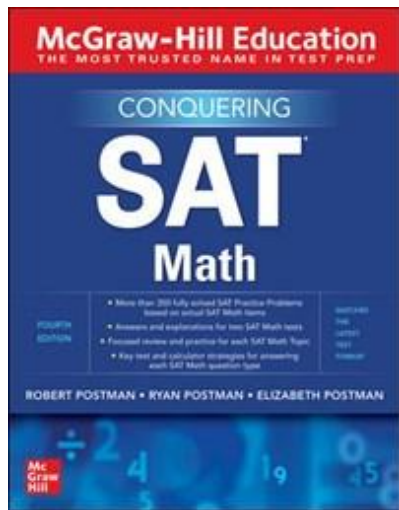
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## McGraw-Hill Education Conquering SAT Math, Fourth Edition (4th Edition)

Robert Postman, Ryan Postman, Elizabeth Postman

### Summary

**Publisher's Note: Products purchased from Third Party sellers are not guaranteed by the publisher for quality, authenticity, or access to any online entitlements included with the product.**

**Triumph over tough equations and get top scores on the SAT Math section!**

If you're struggling with SAT math, you can rest easy--the revised and updated edition of *McGraw-Hill's Conquering SAT Math* is here. Written by expert math instructors, this updated guide is packed with drills, exercises, and sample questions, as well as full coverage of SAT multiple-choice and constructed-response math problems. For each math topic, you get solved problems of gradually increasing difficulty, plus exercises with math problems in SAT format.

*McGraw-Hill's Conquering SAT Math* includes:

- 5 full-length practice SAT Math Tests
- Complete review of all mathematics topics tested on the SAT
- Strategies for answering the challenging multiple-choice questions
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- Drills and exercises to build your mathematics problem-solving skills
- 4 sample SAT Math sections with complete explanations of every question

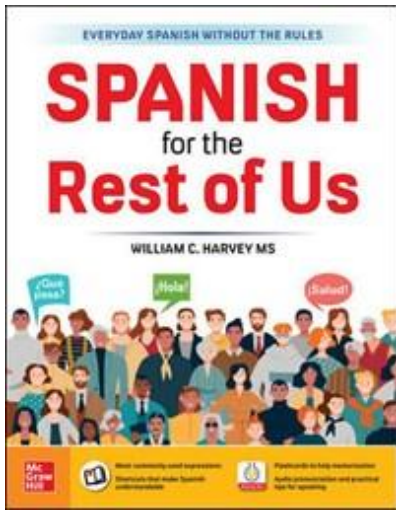
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## Spanish for the Rest of Us

William C. Harvey MS

### Key Selling Points

- An appealing and informal guide to everyday Spanish
- Practical approach that places conversation and comprehension over grammar
- Extensive audio recordings provide pronunciation models via the McGraw-Hill Language Lab app
- Flashcards and pronunciation for all vocabulary available via the language app

### Summary

**Publisher's Note: Products purchased from Third Party sellers are not guaranteed by the publisher for quality, authenticity, or access to any online entitlements included with the product.**

**If you're more interested in conversing with Spanish-speaking friends and colleagues and less interested in memorizing grammar rules, this is the guide for you!**

William C. Harvey knows that not every student of the Spanish language wants to translate Don Quixote! In fact, a great many of us just want a working knowledge of it so we can to communicate with Spanish speakers at work and in social situations.

In *Spanish for the Rest of Us*, Harvey skips the idea of memorizing grammar rules to focus on everyday, practical Spanish. He emphasizes the most-often-used Spanish words and phrases, and includes numerous language-learning tips that provide a short-cut to effective communication.

This lively, informal program is supported by audio recordings (online and mobile), streaming through McGraw Hill's Language Lab app—which also provides flashcards and pronunciation for all vocabulary lists.

*Spanish for the Rest of Us* features:

- A super practical way to learn everyday Spanish to use with friends and co-workers—from a very experienced author and teacher
- Less grammar, more understanding—ideal for learners who are intimidated by formal classes and programs
- An attractive presentation and fun features, including hot tips, checklists, cultural insights, key word lists, and more
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- Flashcards and pronunciation for all vocabulary available via the language app

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## Must Know High School ESL

Danielle Pelletier

### Summary

**A user-friendly, concept-first approach helps high school ESL students learn to read, write and speak English quickly and easily**

For high school students learning English as a second language, only *Must Know High School ESL* provides the clarity and precision of up-front, with must-know concepts to help them learn to speak, read and write more quickly and easily. Rather than starting with goals to be met like other study guides, chapters in the new Must Know series begin with the most important idea, or concept—and then shows students exactly how these concepts help them accomplish their goals.

Written by an expert ESL educator with decades of experience, *Must Know High School ESL* provides useful examples to help explain and clarify each topic, then follows up with more challenging aspects and exceptions to any rules. Every chapter closes with reinforcing exercises to help students get the practice they need and the confidence they desire. With a focus on the essentials and extensive, practical examples, *Must Know High School ESL* shows students that understanding the must-know concepts can help them speak, read and write English quickly and painlessly.

### Features:

- Focused, must-know content approach will appeal to students who want to learn quickly and easily
- Content aligned to national standards
- Extensive, practical examples drive home essential topics
- 250 real-life practice questions instill confidence and reinforce comprehension
- Conversational writing style and engaging IRL (In Real Life) and BTW (By the Way) sidebars
- Bonus app: Includes 100 flashcards to reinforce concepts
- Extensive audio to help students improve listening skills and comprehension

**Danielle Pelletier (Waltham, MA)** is president of English League Workforce Communication Training, a company that provides English language training and American culture education to international students and working professionals. A former president of CATESOL, an association of professionals advancing the quality of English language teaching, she has more than 20 years of experience in the field.

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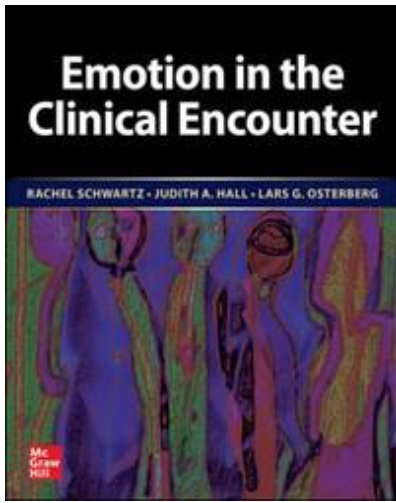
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## Emotion in the Clinical Encounter

Rachel Schwartz, Judith A. Hall, Lars G. Osterberg

### Summary

**The foundational knowledge and practical actions you need to effectively address your patients' emotions—and manage your own emotions**

Medical schools acknowledge that emotional well-being and clinical outcomes are connected, but the research that should inform emotion management is scattered. *Emotion in the Clinical Encounter* brings together theory and research on this important topic. In addition, to revealing how emotion processing affects clinician wellness, it links clinician response to patients' affective cues to care outcomes—making this book unique among health provider "burnout books."

*Emotion in the Clinical Encounter* builds your understanding of the science of emotion and delivers practical insights for recognizing, acknowledging, and responding to patients' emotions, as well as your own. It provides in-depth coverage of the evolutionary and social function of emotion, the role of emotion in illness, the culture of medicine and its relationship to emotional management, and the neuroscience of emotion as it pertains to clinical medicine.

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#### Table of Contents

#### **Section I: Emotion's Functions**

1. Emotions in 21<sup>st</sup> century humanistic medicine (Section Overview)

Authors: Rachel Schwartz, Judith A. Hall, Lars G. Osterberg

2. Evolutionary and social function of emotion

Author: Michelle Shiota, Arizona State University

3. **Emotion and illness**

Author: Jodi Halpern, University of California, Berkeley

4. Emotion dialogue in the medical encounter: When and how often does it happen?

Author: Debra Roter, Bloomberg School of Public Health, Johns Hopkins University

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23.2 cm H | 18.7 cm W

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**Author: Stuart Slavin, ACGME**

17. **Emotions of the future: EHR advances and artificial intelligence**

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### **Appendix: Summary and future directions**

Authors: Rachel Schwartz, Judith A. Hall, Lars G. Osterberg

# **Therapeutic Modalities in Rehabilitation, Sixth Edition** *(6th Edition)*

William E. Prentice

## **Summary**

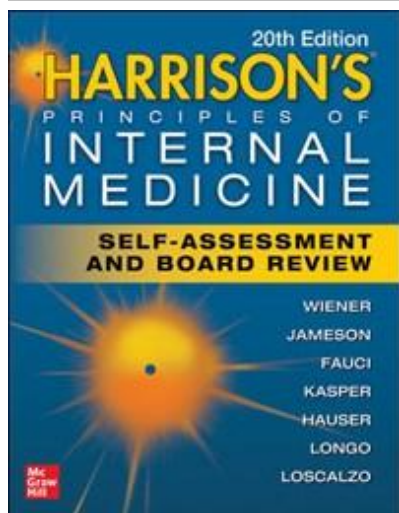
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The most comprehensive textbook available on therapeutic modalities in rehabilitation – enhanced by a full-color presentation and numerous case studies. Therapeutic Modalities in Rehabilitation is a theoretically based but practically oriented guide to the use of therapeutic modalities for practicing clinicians and their students. It clearly presents the basis for use of each different type of modality and allows clinicians to make their own decision as to which will be the most effective in a given situation. Presented in full color, the text describes various concepts, principles, and theories that are supported by scientific research, factual evidence, and experience of the authors in dealing with various conditions. • Essential text for Physical Therapy and Occupational Therapy programs • Author Bill Prentice was inducted into the National Athletic Trainers Association Hall of Fame in 2004 • Evidenced based and supported by case studies and laboratory activities to demonstrate the application of the modalities on patients

McGraw-Hill Education / Medical  
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Medical / Orthopedics  
MED065000

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## Harrison's Principles of Internal Medicine Self-Assessment and Board Review, 20th Edition<sup>(20th</sup>

Edition)

Charles Wiener, Anthony S. Fauci, Stephen L. Hauser, Dan L. Longo, J. Larry Jameson, Dennis L. Kasper, Joseph Loscalzo

### Summary

**The book that serves as the basis for the popular "Harrison's Podclass" podcast series!**

An outstanding collection of internal medicine Q&A, *Harrison's Principles of Internal Medicine* is perfect for prepping for board or shelf exams, getting in multiple "reps" of self directed learning, and improved understanding of clinical reasoning. It's packed with 1,000+ high-quality clinical vignettes, with expert, on-point explanations for correct and incorrect answers.

This complete collection reflects all the specialties of internal medicine, and has been exhaustively revised and updated to reflect hundreds of never-before published Q&A in board-style format. This great resource bolsters readers' understanding of pathophysiology, epidemiology, differential diagnosis, clinical decision making, and therapeutics. Illustrations, radiographs, and pathology slides are included throughout. Each question is accompanied by a complete answer and explanation, and cross-referenced to *Harrison's Principles of Internal Medicine* for deeper-dive understanding.

- Market: Internal Medicine Residents (24,000); General Internal Medicine (70,000); International Internal Medicine Trainees (75,000); NP and PA (150,000)
- 325 full-color photos and illustrations
- Clinical vignettes and Q&A presented in board-style format
- Content consistent with board exam blueprint in internal medicine
- Aligned with Harrison's Principles of Internal Medicine, the global authority in medicine
- Explanations for correct and incorrect answer choices

**Charles Wiener, MD**, (Baltimore, MD) is President of Johns Hopkins International.

McGraw-Hill Education / Medical  
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1260463044  
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\$111.95 Can.  
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Medical / Internal Medicine  
MED045000  
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## Maxcy-Rosenau-Last Public Health and Preventive Medicine: Sixteenth Edition (16th Edition)

Matthew Boulton, Robert H. Wallace

### Summary

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**Now in full color, the #1 text spanning the fields of public health and preventive medicine brings you fully up to date on the issues and topics you need to know**

*Maxcy-Rosenau-Last Public Health and Preventive Medicine* has been updated and revised for the first time in more than a decade. This highly anticipated and extensive edition provides the most current information and insights available on evidence-based public health and preventive medicine, from basic methodologies of public health to principles of epidemiology and infection control to environmental toxicology to global health.

The most comprehensive resource of its kind, *Maxcy-Rosenau-Last Public Health and Preventive Medicine* is the clear choice for anyone seeking a career in public health.

### Features:

- Edited and written by a who's who of global experts
- 384 photos and illustrations
- New full-color format and improved artwork
- Significantly expanded coverage of diseases and preventive methods common in international markets
- Greater use of tables and summary lists for easier reading and retention

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Discount Code: M  
Hardcover

Medical / Allied Health Services  
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### Related Products

#### Also Available

Casarett & Doull's Essentials of Toxicology, Third Edition  
9780071847094

Casarett & Doull's Toxicology: The Basic Science of Poisons, Eighth Edition 9780071769235

**CURRENT Medical Diagnosis and Treatment 2022**<sup>(61st</sup>**Edition)**

Maxine A. Papadakis, Stephen J. McPhee, Michael W. Rabow, Kenneth R. McQuaid

**No Image  
Available****Summary****The flagship volume of the legendary Lange series—fully revised and updated to reflect all new clinical developments in every facet of general medicine**

The most popular annual book for clinicians, residents, and students, *CURRENT Medical Diagnosis and Treatment 2022* delivers practical, clinically focused coverage of the entire field of medicine.

Written by top experts in their fields, this unmatched guide is formatted in a way that enables readers to find the answers they need quickly and easily.

*CURRENT Medical Diagnosis and Treatment 2022* focuses completely on solving practical clinical issues without spending too much time on pathophysiology. It includes full review of all primary care topics, including gynecology, obstetrics, dermatology, ophthalmology, otolaryngology, psychiatry, neurology, oncology, and urology. Readers get everything they need to know about inpatient and outpatient care, along with the most relevant diagnostic guidance for day-to-day practice.

- Market: General Internal Medicine (77,000); Family Physicians (74,000); Internal Medicine Residents (23,000); Family Medicine Residents (8,000); Nurse Practitioners (50,000); Physician Assistants (23,000) Secondary Market: Medical Students (30,000); Nurse Practitioner Students (5,500); Physician Assistant Students (2,650)
- Features an innovative Year in Review table highlighting key medical advances that occurred over the last year with references to where further information can be found within the chapters.
- 320 images
- Hundreds of quick-access drug treatment tables, with indexed tradenames and updated drug prices
- Print book, eBook, and content on AccessMedicine, with annual updates to all chapters, drugs, tables, and images
- The only text with an annual review of advances in HIV treatment
- Includes Essentials of Diagnosis for most diseases/disorders
- Diagnostic/treatment algorithms present critical information in an at-a-glance format
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- "Electronic only" chapters available to all book customers, not just to CMDT online subscribers
- Expanded chapter content available online and in eBook for all chapter content

**Maxine A. Papadakis, MD, (San Francisco)** is Professor Emeritus UCSF School of Medicine.

**Stephen J. McPhee, MD, (San Francisco)** is Professor Emeritus UCSF School of Medicine.

**Michael W. Rabow, MD, (San Francisco)** is Professor of Medicine UCSF School of Medicine.

**Kenneth R. McQuaid, MD, (San Francisco)** is Professor and Vice-Chair of the Department of Medicine at UCSF School of Medicine.

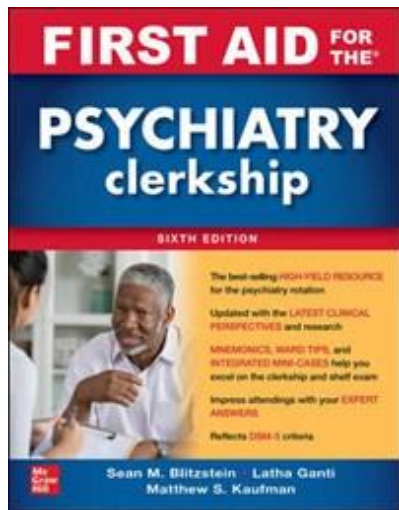
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Paperback

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**Related Products****Also Available**

CURRENT Medical Diagnosis and  
Treatment 2017 9781259585111  
CURRENT Medical Diagnosis and  
Treatment 2016 9780071845090



# First Aid for the Psychiatry Clerkship Sixth Edition<sup>(6th Edition)</sup>

Latha Ganti, Matthew S. Kaufman, Sean M. Blitzstein

## Summary

**The updated #1-selling guide that gives you exactly what you need to succeed in the psychiatry clerkship**

Written by a team of experienced clerkship faculty, *First Aid for the Psychiatry Clerkship* helps students excel on their rotation, impress on the wards, and score their highest on the psychiatry shelf exam. This sixth edition has been updated with the latest clinical perspectives and research. New tables, diagrams, and flow charts have been added throughout and key clinical information is highlighted to further help students prepare for the rotation.

Ask just about any student who has been through their psychiatry rotation and they will tell you that THIS was the resource they turned to. It not only aligns with national clerkship curricula, but also follows the shelf exam blueprint and is full of helpful mnemonics, ward tips, exam tips, and integrated mini-cases. The chapter “How to Succeed in the Psychiatry Clerkship” provides a solid foundation for setting new clerks up for success in their psychiatry rotation.

- Market: Medical students in required psychiatry rotations; PA students in psychiatry rotations
- The leading resource for the psychiatry rotation
- Includes mnemonics, ward tips, and integrated mini-cases
- NEW: More images, diagrams, and flow charts in a fresh new-full color design
- Summary boxes highlight high-yield information needed for exam success

**Sean Blitzstein, MD**, is a staff psychiatrist at the Jesse Brown VA Medical Center; director of the psychiatry clerkship and clinical associate professor of Psychiatry, at the University of Illinois at Chicago.

**Latha Ganti, MD, MS, MBA, FACEP**, is the vice chair for Research & Academic Affairs for the University of Central Florida/HCA Emergency Medicine Residency Program of Greater Orlando; associate medical director of Polk County Fire Rescue; and professor of Emergency Medicine and Neurology at the University of Central College of Medicine in Orlando, Florida.

**Matthew S. Kaufman, MD**, is medical director of the Emergency Department at Jersey City Medical Center in Bayonne, New Jersey.

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Medical / Clinical Medicine  
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### Related Products

#### Also Available

- Case Files Psychiatry, Fourth Edition 9780071753913
- Psychiatry PreTest Self-Assessment And Review, Thirteenth Edition 9780071761017
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- First Aid for the Psychiatry Clerkship, Third Edition 9780071739238
- CURRENT Diagnosis & Treatment Psychiatry, Second Edition 9780071422925



# Understanding Assessment in Medical Education through Quality Assurance

Bunmi S Malau-Aduli, Cees P.M. Van Der Vleuten, Richard Hays

## Summary

### **A groundbreaking guide to ensuring quality assurance in the movement toward competency-based medical education**

*Understanding Assessment in Medical Education through Quality Assurance* compiles and shares best practices from leading programs from around the globe. Authoritative approaches and processes that have been tested and refined show how to implement quality assurance of written and performance-based assessments in medical education while maintaining regulatory standards. Leading figures in the medical world on this issue, the authors provide specific suggestions and showcase how their methods can be implemented with representative case studies. Medical educators and their students will benefit from this suite of evidence-based QA processes that they can immediately put into action for monitoring and ensuring continuous quality improvement.

- Market: 18,000 total administrators, health professions educators (including instructors and heads of assessment), and accrediting bodies
- Addresses a key gap in the literature by offering an international confluence of best practices in relation to quality assurance of assessment, both within academic institutions and at national and international accreditation levels
- Provides insight into international best practice through illuminating case studies
- Addresses performance-based, workplace-based, and programmatic assessment
- Outlines the role of technology in the quality assurance of assessment processes
- Explores ethical considerations and health and safety issues that impact standardization of QA processes

**Bunmi Malau-Aduli (Queensland, Australia)** is associate professor and associate dean of Learning and Teaching, and academic lead for Assessment and Evaluation at the College of Medicine and Dentistry, James Cook University in North Queensland, Australia.

**Cees Van der Vleuten, PhD, (The Netherlands)** is professor of Education, scientific director of the School of Health Professions Education at the University of Maastricht in the Netherlands.

**Richard Hays (Tanzania)** is professor of Medical Education, RHMT Medicine at the University of Tanzania.

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Medical / Internal Medicine  
MED045000

22.9 cm H | 15.2 cm W

# **LANGE Q&A Surgical Technology Examination, Eighth Edition** *(8th Edition)*

Carolan Sherman, Mary Chmielewski

## **Summary**

**The most complete review available for the surgical technology certification (CST) exam**

*LANGE Q&A: Surgical Technology Examination* delivers 1,700 questions and answers on topics found on the national certification examination. The book includes detailed answer explanations and covers all major areas of the surgical technology curriculum. The eighth edition has been updated to include information on the latest surgical techniques, instruments, and procedures.

This is an essential resource for students preparing for the certification exam as well as surgical technologists looking for the latest information on specific procedures such as orthopedics, plastic surgery, and emergency procedures.

Features:

- **Market:** Surgical technology students and surgical technologists; there are approximately 9,000 surgical technology students, 464 accredited surgical technology programs, and nearly 100 100,000 surgical technologists working in the U.S.
- Online practice tests help students hone their test-taking skills
- 1,700+ exam-style questions with detailed answer explanations
- Organized into six core sections for streamlined study
- Each chapter includes a brief synopsis introducing key topics, terms, and objectives
- Ideal for use during coursework and for intensive exam preparation

**Carolan Sherman, RN, BSN, CST (Paramus, NJ)**, is director of the Surgical Technology Program at Bergen Community College in Paramus, New Jersey.

**Mary Chmielewski, CST (Paramus, NJ)**, is professor of the Surgical Technology Program at Bergen Community College in in Paramus, New Jersey.

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MED078000

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### **Related Products**

#### **Also Available**

Lange Q&A Surgical Technology  
Examination, Sixth Edition  
9780071745765

# First Aid Pattern Recognition for the USMLE Step 1

Asra Khan, Joseph Geraghty

## Summary

**This groundbreaking new guide helps students logically associate and link symptoms to likely diagnoses/conditions—a critical skill for passing the USMLE Step 1**

Despite the recent changes to the USMLE Step 1, it remains a very important exam for medical students. In order to navigate the vignette-based questions, students must be able to determine a diagnosis based on the vignette, then understand the science behind the diagnosis—a process called pattern recognition. This innovative guide helps students master pattern recognition—a very crucial skill to develop in order to thrive throughout the medical school curriculum.

*First Aid Clinical Pattern Recognition for the USMLE Step 1* provides overviews for more than 50 symptoms, discussing differential diagnosis and the principles that should inform thinking about each symptom. Overviews are followed by Step 1-style vignettes for every potential diagnosis that may be included in the Step 1 exam. Then, each vignette is followed by the diagnosis—and competing diagnoses—along with explanations of why the patterns fit for the correct diagnosis.

Guiding principles provide important information (such as which diagnoses are common, which are rare, which are acute, which are chronic, etc.) to enhance the way students think about each symptom. Each vignette contains classic history/physical exam and lab/test findings that would be observed in a typical presentation of the disease.

- Market: First- and second-year medical students
- Medical schools don't adequately teach pattern recognition; this book fills that void.
- The book is organized by symptom to reflect exactly what students will see on test day.
- Chapters align with chapters of the companion guide, *First Aid for the USMLE Step 1*.
- Includes buzz words and findings most likely to appear on the Step 1 exam.

**Asra Khan, MD**, (Chicago, IL) is Associate Professor of Clinical Medicine, Course Director, Essentials of Clinical Medicine, M3/M4 Clerkship Director, Internal Medicine, University of Illinois College of Medicine, Chicago.

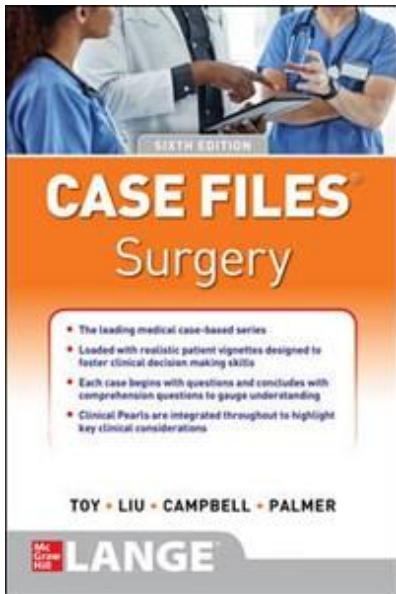
**Joseph Geraghty**, is an MD/PhD Candidate in the Department of Neurology & Rehabilitation at the University of Illinois College of Medicine, and AAMC OSR Liaison to the National Board of Medical Examiners (NBME).

**Stuart Slavin, MD**, (St. Louis, MO) is Senior Scholar for Well Being, ACGME, and former Assistant Dean of Curriculum, Professor of Pediatrics, St. Louis University.

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## Case Files Surgery, Sixth Edition (6th Edition)

Eugene C. Toy, Terrence H. Liu, Andre R. Campbell, Barnard Palmer

### Summary

**Real-life cases sharpen your critical thinking skills for your clerkship and the shelf exam**

The 60 cases in *Case Files: Surgery* feature realistic clinical scenarios designed to help you enhance and hone your clinical decision-making skills. Each case includes an easy-to-understand discussion correlated to key concepts, definitions of key terms, clinical pearls, and Board-style review questions to reinforce learning. The format allows you to review a patient vignette and then explore/examine the case in a contextual, application-based manner. The book is ideal for both quick-access and slow and careful study.

- Realistic cases are accompanied by questions that encourage you to think through the differential diagnosis and treatment options
- Real-life surgery cases with high-yield discussions aligned to clerkship guidelines
- USMLE-style review questions and clinical pearls accompany each case
- Primer on how to approach clinical problems and think like an experienced doctor

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##### Also Available

Case Files Surgery, Fourth Edition  
 9780071766999  
 Case Files Surgery, Third Edition  
 9780071598972  
 First Aid for the Surgery  
 Clerkship 9780071448710

### Table Of Contents

#### Section I - How to Approach Clinical Problems

Part 1. Approach to the Patient

Part 2. Approach to Clinical Problem Solving

Part 3. Approach to Reading

#### Section II - Cases

General

Trauma

Breast

Esophagus

Stomach/Small Bowel

Abdominal Wall

Liver, Biliary, Pancreas

Chest

Neurological

Musculoskeletal/Soft Tissue

Endocrine

Vascular

Pediatric

Genitourinary

Hematological

Section III -Review Questions

# Fenway Guide To Trans and Nonbinary Health Care

Alex Keuroghlian, Jennifer Potter, Sari L. Reisner

## Summary

**The very first textbook of its kind delivers the evidence- and case-based review clinicians need to address the unique healthcare realities of transgender and gender diverse adults**

As the visibility and acceptance of transgender and gender diverse adults increases, the demand for state-of-the-art health care services increases, too. *Fenway Guide to Transgender and Gender Diverse Health Care* offers everything you to provide basic, culturally responsive care that meets the primary, preventive, and specialty health needs of transgender and gender diverse adults patients.

With the most up-to-date scientific and clinical information, this comprehensive, practical guide reviews new data on terminology, demographics, and epidemiology; highlights key aspects of gender identity emergence across the lifespan; and provides comprehensive instruction on both hormonal and surgical gender affirmation. Applying a health-equity model of care, it offers a roadmap that clinicians can use when addressing health needs of transgender and gender diverse communities.

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MED045000

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### Related Products

#### Also Available

Fenway Guide To Trans and  
Nonbinary Health Care  
9781260459944

## **Case Files Pediatrics, Sixth Edition***(6th Edition)*

Eugene C. Toy, Robert J. Yetman, Mark D. Hormann, Margaret C. McNeese, Sheela L. Lahoti, Mark Jason Sanders, Abby M. Geltemeyer

### **Summary**

#### **Realistic patient cases to help sharpen clinical decision-making skills**

The 60 cases in *Case Files: Pediatrics* feature realistic clinical scenarios designed to help you enhance and hone your clinical decision-making skills. Each case includes an easy-to-understand discussion correlated to key concepts, definitions of key terms, clinical pearls, and Board-style review questions to reinforce learning. The format allows you to review a patient vignette and then explore/examine the case in a contextual, application-based manner. The book is ideal for both quick-access and slow and careful study.

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##### **Also Available**

Case Files Pediatrics, Fourth  
Edition 9780071766982  
First Aid for the Pediatrics  
Clerkship, Third Edition  
9780071664035

### **Table Of Contents**

#### Section I - How to Approach Clinical Problems

##### Part 1. Approach to the Patient

##### Part 2. Approach to Clinical Problem Solving

##### Part 3. Approach to Reading

#### Section II - Listing of Cases

##### Listing by Case Number

##### Listing by Disorder (Alphabetical)

#### Section III - Clinical Cases

##### Sixty Case Scenarios

#### Section IV - Review Questions

## Case Files Obstetrics and Gynecology, Sixth Edition<sup>(6th</sup>

*Edition)*

Eugene C. Toy, Patti Jayne Ross, Benton Baker, John Jennings

### Summary

#### Realistic patient cases to help sharpen clinical decision-making skills

The 60 cases in *Case Files: Obstetrics & Gynecology* feature realistic clinical scenarios designed to help you enhance and hone your clinical decision-making skills. Each case includes an easy-to-understand discussion correlated to key concepts, definitions of key terms, clinical pearls, and Board-style review questions to reinforce learning. The format allows you to review a patient vignette and then explore/examine the case in a contextual, application-based manner. The book is ideal for both quick-access and slow and careful study.

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MED014000

22.9 cm H | 15.2 cm W

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First Aid for the Obstetrics and  
Gynecology Clerkship, Third  
Edition 9780071634199

Case Files Obstetrics and  
Gynecology, Third Edition  
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### Table Of Contents

#### Section I - How to Approach Clinical Problems

##### Part 1. Approach to the Patient

##### Part 2. Approach to Clinical Problem Solving

##### Part 3. Approach to Reading

##### Part 4. Approach to Surgery

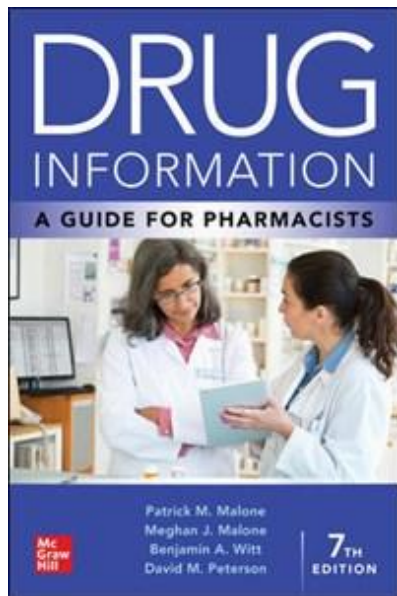
#### Section II - Listing of Cases

##### Obstetric Topics

##### Gynecologic Topics

#### Section III - Review Questions





## **Drug Information: A Guide for Pharmacists, 7E<sup>(7th Edition)</sup>**

Patrick M. Malone, Meghan J. Malone, David M. Peterson, Benjamin Witt

### **Summary**

**Everything pharmacists and pharmacy students need to know about drug information management**

*Drug Information: A Guide for Pharmacists* provides you with the tools you need to to research, interpret, evaluate, collate, and disseminate drug information in the most effective and efficient manner possible. This trusted resource addresses essential topics such as formulating an effective response and recommendations for information, evaluation of drug literature, the application of statistical analysis in the biomedical sciences, medications and patient safety, investigational drugs, and more.

This updated seventh edition also addresses other important issues such as the legal and ethical considerations of providing information, how to respond to requests for information, and how to determine what information should be made available.

McGraw-Hill Education / Medical

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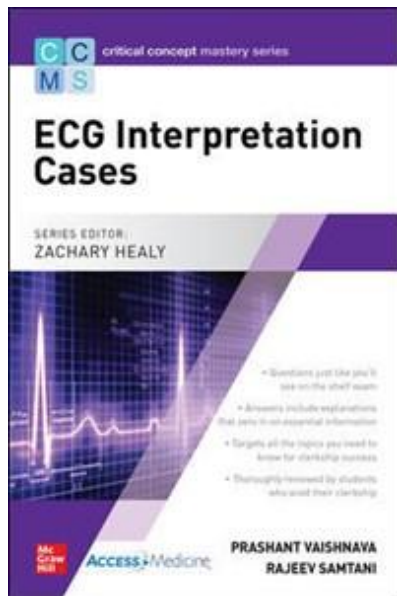
Paperback

1648 Pages

Medical / Public Health

MED078000

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## Critical Concept Mastery Series: ECG Cases

Zachary Healy, Prashant Vaishnava, Rajeev Samtani

### Summary

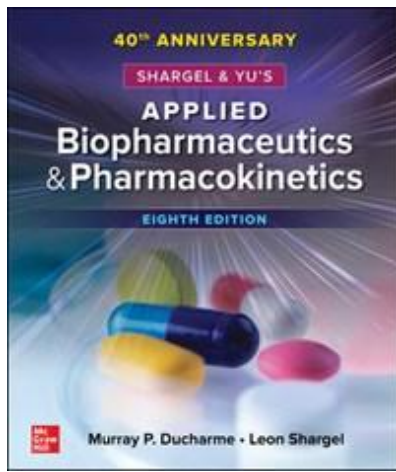
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**This unique resource details the foundational concepts of ECG interpretation and delivers dozens of cases illustrating its use in clinical applications.**

Critical Concept Mastery case series provide a broad overview of the topic, punctuated with specific cases—the most efficient and effective way of building understanding of the clinical application of medical concepts. Packed with photos and illustrations, *ECG Cases* includes approximately 50 cases you can use to hone your knowledge and skills around ECG interpretation. Didactic summaries of key types and features of each rhythm disturbance fill this one-of-a-kind text book to advance foundational knowledge.

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Book

352 Pages  
Medical / Internal Medicine  
MED045000  
23.2 cm H | 18.7 cm W



## Shargel and Yu's Applied Biopharmaceutics & Pharmacokinetics, Eight Edition *(8th Edition)*

Murray Ducharme, Leon Shargel, Andrew B.C. Yu

### Summary

**Publisher's Note: Products purchased from Third Party sellers are not guaranteed by the publisher for quality, authenticity, or access to any online entitlements included with the product.**

**This authoritative guide has been updated with important new findings about drug therapy, product performance, and other need-to-know topics**

*Applied Biopharmaceutics & Pharmacokinetics, Eighth Edition* delivers the knowledge and skills you need to succeed. The authors provide practical problems with specific examples of clinical solutions to help you apply principles to patient care and drug consultation situations. Each chapter includes objectives, summaries, and FAQs highlighting that help you understand and retain key concepts. You'll learn how to derive models/parameters to describe drug absorption, distribution, and elimination processes; evaluate biopharmaceutic studies involving drug product equivalency and unequivalency; design and evaluate dosage regimens of drugs; detect and solve clinical pharmacokinetic problems; and much more.

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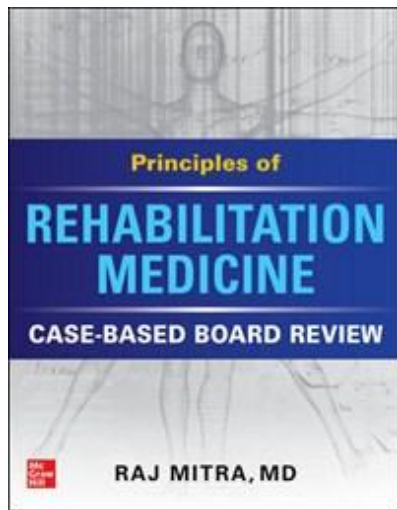
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#### Related Products

##### Also Available

Shargel and Yu's Applied  
Biopharmaceutics &  
Pharmacokinetics, Eight Edition  
9781260143003



## Principles of Rehabilitation Medicine: Case-Based Board Review

Raj Mitra

### Summary

**With 850+ practice questions, this self-testing guide covers all the core concepts needed to study for the ABPMR exam**

Ideal for both systematic and quick, last-minute studying, *Principles of Rehabilitation Board Review: Questions & Answers* distills the essential knowledge required to adequately prepare for the American Board of Physical Medicine and Rehabilitation board exam (ABPMR).

Complete with board-style questions, answers, and rationales (for both correct and incorrect answers), this study aid provides authoritative text bringing you up to speed on the pathophysiology, diagnosis, and rehabilitative management options tested on the exam.

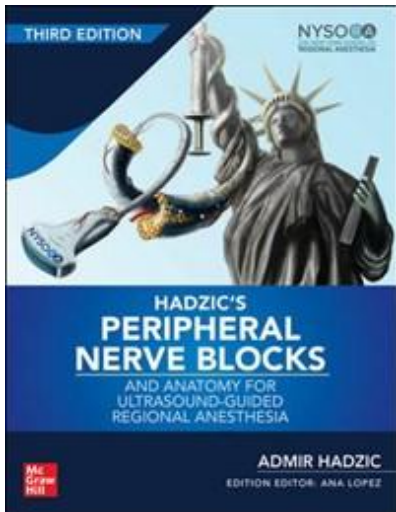
### Features

- More than 850 board-style practice questions/answers
- 72 chapter topics mirroring the ABPMR content
- Chapter-ending rapid-review summaries in outline format
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McGraw-Hill Education / Medical  
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352 Pages  
Medical / Sports Medicine  
MED084000

27.6 cm H | 21.6 cm W



## Hadzic's Peripheral Nerve Blocks and Anatomy for Ultrasound-Guided Regional Anesthesia, 3rd edition<sup>(3rd</sup>

*Edition)*

Admir Hadzic

### Summary

**The complete, authoritative, and practical guide to ultrasound-guided nerve blocks – updated to reflect the most current NYSORA initiatives**

### INCLUDES THREE ATLASES

*Hadzic's* is the most comprehensive color guide to the procedures and equipment used in ultrasound guided nerve blocking. Color drawings and photographs are bolstered by concise, step-by-step instruction from the world-renowned St. Luke's Hospital in New York. The Third Edition has been updated to include more international contributors, and better align the book's content with the New York School of Regional Anesthesia's (NYSORA) standards of practice.

Featuring sections that progress from the foundations of regional anesthesia to the clinical applications of nerve blocks, *Hadzic's* includes tips and insider perspective from the leadership of NYSORA and its academic affiliates. The book also includes three separate atlases, including a new atlas of musculoskeletal ultrasound, as well as surface anatomy, and ultrasound-guided anatomy.

- A real-world emphasis on clinical utility serves as the underpinning of chapter content and drives the book's in-depth explanations of techniques and procedures
- Outstanding organization begins with the foundations of peripheral nerve blocks (e.g., regional anesthesia, equipment, and monitoring and documentation) and then reviews clinical applications for both traditional procedures and ultrasound-guided procedures
- Three atlases: musculoskeletal ultrasound, surface anatomy, ultrasound-guided anatomy

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# General Surgery Examination and Board Review, 2nd Edition (2nd Edition)

Robert B. Lim, Daniel B. Jones

## Summary

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**The best cases, the best questions, the best review—the BEST way to prepare for the General Surgery Boards and ABSITE**

Ideal for both written and oral board prep, *General Surgery Examination and Board Review* is the perfect way to prepare for your certification exams. Covering the full range of exam topics, this high-yield review features an effective case-based approach that sharpens clinical decision-making skills and gives the content real-world relevance. Each of the 100+ chapters opens with a clinical case and is followed by Q&A related to that particular case. You also get detailed evidenced-based answer explanations and references to facilitate more in-depth study.

Features:

- 175 photos and illustrations
- 700+ questions with detailed answer explanations
- Topics mirror the exam blueprint to maximize the effectiveness of the study process
- Includes chapters on ethical/legal issues, robotic-assisted surgery, end of life care, and surgical nutrition
- Content reflects the latest clinical advances

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# Metabolic and Bariatric Surgery Exam and Board Review

Robert B. Lim, Daniel B. Jones

## Summary

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**With 500+ questions, this case-based study guide provides the hands-on practice surgeons need to ace the board exam for metabolic and bariatric surgery**

*Metabolic and Bariatric Surgery Exam and Board Review* delivers the most relevant clinical information for preparing for this rigorous test. And with hundreds of practice questions and complete explanations for each one, this unmatched case-based study guide enables you to prepare for the test before exam day—building your knowledge and confidence for when it matters most.

## Features

- 200 photos and illustrations
- 500+ questions with detailed answer explanations
- Topics mirror the certification exam outline
- Case-based approach sharpens clinical decision-making skills

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1260468062  
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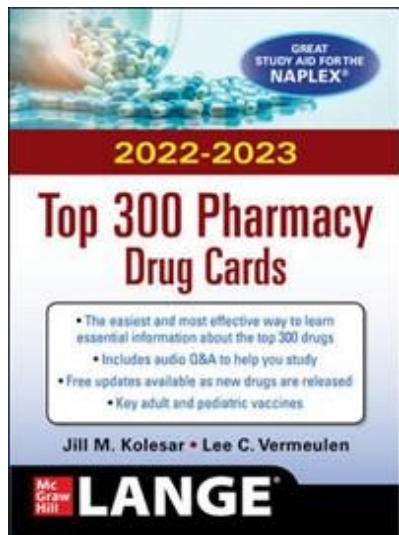
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## McGraw Hill's 2022/2023 Top 300 Pharmacy Drug Cards (6th Edition)

Jill M. Kolesar, Lee Vermeulen

### Summary

**The quickest, most efficient way for mastering critical facts about common drugs**

Perfect for NAPLEX and course review, *McGraw-Hill's 2020/2021 Top 300 Pharmacy Drug Cards* is the most concise and up-to-date resource for building a solid knowledge base of the most commonly used drugs. Each card includes:

- Generic and common name
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- Drug Interactions
- Monitoring Parameters
- Medication Safety Issues and Black Box Warnings
- Strong focus on patient safety

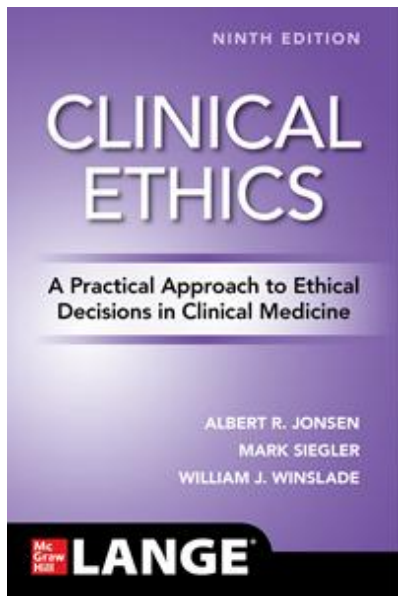
Adverse reactions are organized by common, less common, and rare but serious to help you organize your thoughts for counseling patients, and a downloadable audio link enable you to hear key information your device.

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9781260467345  
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Medical / Pharmacy  
MED072000

17.8 cm H | 12.7 cm W





## Clinical Ethics: A Practical Approach to Ethical Decisions in Clinical Medicine, 9th Edition<sup>(9th Edition)</sup>

Albert R. Jonsen, Mark Siegler, William J. Winslade

### Summary

**The go-to textbook on the increasingly important and rapidly evolving topic of medical ethics**

*Clinical Ethics* is the most popular clinically oriented guide to the complex field of medical ethics. It provides crystal-clear case-based coverage of ethical situations encountered in everyday medical practice. This unparalleled guide is famous for its four-topics method of approaching ethical problems (medical indications, patient preferences, quality of life, and contextual features)—an organizational process that helps clinicians better understand the complexities involved in ethical cases and find a solution for each case. In each chapter, the authors discuss case examples and provide analysis, comments, and specific recommendations.

- Market: Medical Students (Y/1: 17,000; Y/2: 17,000 Y/3-4: 32,000); NP and PA students (30,000); Medical Ethics Students (1,000); Pharmacy Students (10,000); Medical Residents (23,000); IM/FP Clinicians (150,000); Sociology and Allied Health Professionals; Clinical Ethicists and Hospital Committee Members (1,000)
- Case-based approach provides students with invaluable insights into real world situations
- The authors' four-topics method is a standout feature that readers are drawn to
- Jonsen is renowned as one of the leading founders of bioethics

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Medical Ethics for the Boards,  
Third Edition 9781259641213  
\$48.95  
Clinical Ethics, 8th Edition  
9780071845069 \$63.95  
Case Files Medical Ethics and  
Professionalism 9780071839617

**Albert R. Jonsen, PhD (San Francisco, CA)**, a founder in the field of clinical ethics, Professor Emeritus at the University of Washington, and Co-Founder of the Bioethics Program at Sutter Health, developed the four-topic method to case analysis, providing a real-world approach to ethical dilemmas in clinical medicine.

**Mark Siegler, MD, MACP (Chicago, IL)**, Professor of Medicine and Surgery at the University of Chicago, and Founding Director of Chicago's MacLean Center for Clinical Medical Ethics is a renowned expert on clinical medical ethics.

**William Winslade, PhD, JD (Galveston, TX)**, philosopher, attorney and psychoanalyst, is Professor of Philosophy in Medicine at the University of Texas Medical Branch, and a nationally recognized bioethicist.

**Ruchika Mishra, PhD (San Francisco, CA)**, a philosopher and clinical ethicist, is Director of the Bioethics Program at Sutter Health, and a leading figure in clinical ethics and bioethics education.

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Ethical Reasoning in Clinical Ethics

Resources in Clinical Ethics

Acknowledgements

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The Four Topics Chart

## TOPIC ONE

### Medical Indications

- 1.1 Indicated and Nonindicated Interventions
- 1.2 Clinical Judgment and Clinical Uncertainty
- 1.3 Cardiopulmonary Resuscitation and Orders not to Resuscitate
- 1.4 Medical Error
- 1.5 Determination of Death
- 1.6 Summary

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- 2.1 Informed Consent
- 2.2 Decisional Capacity
- 2.3 Decision Making for the Mentally Incapacitated Patient
- 2.4 Surrogate Decision Makers
- 2.5 Failure to Cooperate in the Therapeutic Relationship

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### Quality of Life

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- 3.2 Enhancement Medicine
- 3.3 Compromised Quality of Life and Life-Sustaining Interventions
- 3.4 Pain Relief for Terminally Ill Patients
- 3.5 Medically Assisted Dying
- 3.6 Suicide

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### Contextual Features

4.1 Health Professions

4.2 Other Interested Parties

4.3 Confidentiality of Medical Information

4.4 Economics of Clinical Care

4.5 Allocation of Scarce Health Resources

4.6 Influence of Religion on Clinical Decisions

4.7 Role of Law in Clinical Ethics

4.8 Clinical Research and Education

4.9 Public Health

4.10 Organizational Ethics

# Cancer Genetics: A Clinical Approach

Xavier Llor, Erin Wysong Hofstatter

## Summary

### The ultimate guide to caring for and communicating with patients suffering with hereditary cancer syndromes

Providing the essential tools needed to understand clinical cancer genetics, *Cancer Genetics: A Clinical Approach* builds your mastery of differential diagnosis formulation, all the available genetic testing options at your disposal, interpreting results logically and accurately, and educating patients and their families about effective cancer prevention methods.

This unparalleled resource walks you through the process of effectively and thoughtfully counseling patients—from pre-test counseling and relaying test results to navigating the legal implications of hereditary conditions and coping with the resulting psychological challenges.

*Cancer Genetics: A Clinical Approach* is ideal for both specialized cancer genetics clinics or any healthcare professional seeking to improve their skills in identifying patients with possible hereditary cancer syndromes and recognizing which ones should be referred to a high-risk/clinical genetics specialty program.

McGraw-Hill Education / Medical  
 9781260440270  
 1260440273  
 Pub Date: 10/29/2021  
 \$251.95 Can.  
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## Table Of Contents

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Introduction

CHAPTER I: Clinical Cancer Genetics

CHAPTER 2: Risk assessment in the PCP office: identification of patients for referral

CHAPTER 3: Principals of Cancer Risk Assessment and Genetic Counseling

CHAPTER 4: Laboratory Methods in Cancer Genetic Testing

CHAPTER 5: Understanding tumor and genetic test results. Somatic Tumor Testing and Incidental Germline Findings

**This would be the  
 suggested  
 structure for each  
 Chapter**

CHAPTER 6: Risk Assessment and Clinical Management– Breast Cancer

-Disease-specific Cancer Epidemiology

-Disease-specific Approach to Risk Assessment, Counseling and Testing

-Hereditary Cancer Syndromes

-Clinical Management of Patients at Increased Risk

CHAPTER 7: Risk Assessment and Clinical Management– ColonCancer, Polyposis

CHAPTER 8: Risk Assessment and Clinical Management – Colon Cancer, Non-Polyposis

CHAPTER 9: Risk Assessment and Clinical Management – Ovarian Cancer

CHAPTER 10: Risk Assessment and Clinical Management –Uterine Cancer

CHAPTER 11: Risk Assessment and Clinical Management –Pancreatic Cancer

CHAPTER 12: Risk Assessment and Clinical Management –Urinary Tract Cancer

CHAPTER 13: Risk Assessment and Clinical Management –Stomach Cancer

CHAPTER 14: Risk Assessment and Clinical Management – Endocrine Cancer

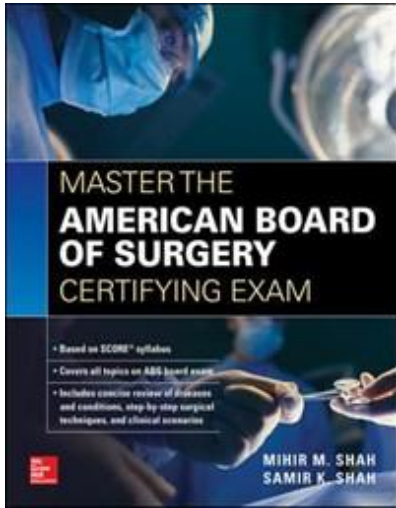
CHAPTER 15: Risk Assessment and Clinical Management – Skin Cancer

CHAPTER 16: Risk Assessment and Clinical Management – Pediatric and Other Cancers

CHAPTER 17: Psychological, Ethical, and Legal Issues in Cancer Risk Assessment and Genetic Testing

CHAPTER 18: Talking to kids of cancer risk

CHAPTER 19: Future challenges and opportunities in cancer genetics



## Master the American Board of Surgery Certifying Exam

Samir K. Shah, Mihir M. Shah

### Summary

**A new must-read for anyone taking the American Board of Surgery certifying exam**

*Master the American Board of Surgery Certifying Exam* provides content critical to examinees seeking to pass the American Board of Surgery Certifying exam. Based on the Surgical Council on Resident Education (SCORE®) curriculum outline, this unique review includes general information, typical and atypical disease presentations, diagnosis and therapy, including details of the appropriate surgical technique. Material is presented in concise bulleted text, with clear, simple step-by-step instruction for each surgical procedure. Chapter-ending questions focus on basic concepts, as well as common pitfalls.

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#### Related Products

##### Also Available

Schwartz's Principles of Surgery  
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Edition 9780071606363

# Kidney and Pancreas Transplantation: Operative Techniques and Medical Management<sup>(2nd Edition)</sup>

Ernesto P. Molmenti

## Summary

**With 600 photos and illustrations—this highly visual, concise guide provides everything you need to know about transplanting the kidney and pancreas**

The kidney is are the most commonly transplanted organ, and the liver is the second most-common (80% of pancreas transplantations are done in combination with kidneys). *Kidney and Pancreas Transplantation* provides a concise, visual approach to learning through hundreds of high-quality operative images and bulleted text—everything you need to successfully perform operations on and medically manage these vital organs. It covers every relevant topic, including ethics, complications, live and deceased donor evaluation, pharmacology, and anesthesia. Each chapter provides an overview of the essentials of kidney disease, pre- and post-operative patient management, operative techniques, pathology, and imaging.

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1260474275  
Pub Date: 12/17/2021  
\$250.95 Can.  
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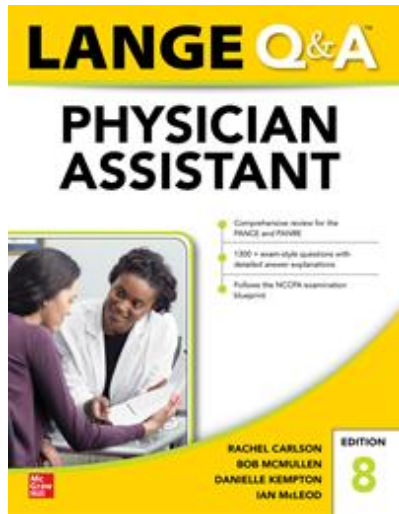
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\$398.95



## LANGE Q&A Physician Assistant Examination, Eighth Edition *(8th Edition)*

Rachel Carlson, Albert F. Simon, Bob McMullen

### Summary

**Packed with 1,300+ exam questions, this is the most comprehensive, expertly presented review for the PANCE and PANRE—fully revised and updated with all-new professional practice content**

The go-to study guide for PA certification exams, the *Lange Q&A Physician Assistant Examination* is filled with sample questions along with detailed answer explanations and references. Questions are organized by organ system or specialty area, helping readers quickly zero in on areas of strength and weakness, and an introductory chapter covering test-taking skills and techniques provides score-boosting hints on preparing for the exam. With an eye-catching color layout for images, this skill-building guide also provides access to one complete online practice test that simulates the test-taking experience.

- Market: Physician Assistants seeking recertification (135,000) and Physician Assistant Students (20,000)
- 1,300+ multiple-choice questions formatted as they appear on the national certification and recertification exams
- 40 percent new practice questions
- In addition to images and figures throughout the chapters, the book features an insert with a collection of full-color images
- Covers all systems on the PANCE/PANRE including a new professional practice chapter
- Content has been reviewed by PAs and PA students for accuracy and relevancy
- Customers get access to a complete online practice exam

**Rachel A. Carlson, EdD, PA-C (Winchester, VA)**, is an Associate Adjunct Professor of the Physician Assistant Program at Shenandoah University and a practicing PA with Valley Health System in Winchester, VA.

**Bob McMullen, EdD, PA-C (Silver City, NM)**, is Program Chair & Director of the developing ATSU Central Coast PA Program in Santa Maria, California.

**Ian McLeod, MS, MEd, PA-C, ATC (Phoenix, AZ)**, is an Assistant Clinical Professor in the Department of Physician Assistant Studies at Northern Arizona University in Phoenix, AZ.

**Danielle Kempton, DHSc, PA-C (Reno, NV)**, is Director of Research and Assessment and Associate Professor in the Physician Assistant Studies Program at the University of Nevada, Reno School of Medicine.

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1260474143  
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# Nuclear Cardiology: Practical Applications, Fourth Edition (4th Edition)

Gary V. Heller, Robert C. Hendel

## Summary

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**Complete with review questions, detailed answers, and new and emerging techniques—the go-to guide for acing certification or recertification exams in nuclear cardiology**

*Nuclear Cardiology: Practical Applications*, 4th Edition provides the information you need to know regarding indications for and interpretation of results of a nuclear test. It's the perfect study guide for certification and recertification exams, including the Certification Board Examination in Nuclear Cardiology (CBNC).

This concise textbook focuses on the clinical application of imaging technology—with the added bonus of review questions with detailed answers. It covers all the latest advances in this rapidly changing field, primarily in the areas of PET and amyloid imaging, as well as other aspects of the nuclear imaging.

## Features

- Revised chapters on radiopharmaceuticals and instrumentation
- **NEW** chapters on Cardiac PET, focusing on myocardial perfusion and quantitative determination of myocardial blood flow
- **NEW** and revised chapters on FDG PET imaging, covering myocardial viability, sarcoid imaging, and infection/endocarditis imaging
- **NEW** information on interpreting and reporting of nuclear cardiology studies to include both PET and SPECT
- A focused chapter on appropriate use criteria to reflect the latest recommendations and CMS requirements
- **NEW** chapter on cardiac amyloid imaging, including indications, imaging procedures, interpretation and strategies for use of the data
- Incorporation of alternative testing approaches within each of the current chapters

## Table Of Contents

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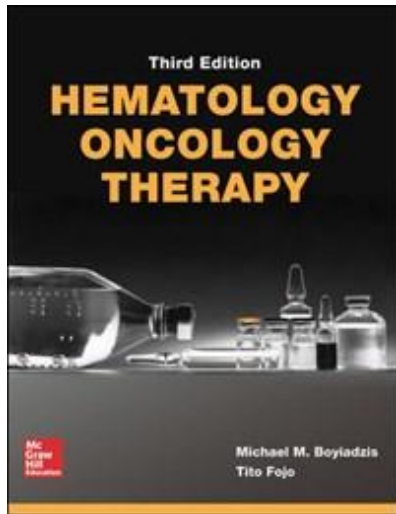
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- [Chapter 24: Calcium Scoring using CT and its complementary role with Nuclear Radionuclide Imaging](#)
- [50 BOARD REVIEW QUESTIONS with Answers and In-Depth Explanations](#)



## **Hematology-Oncology Therapy, Third Edition** *(3rd Edition)*

Michael M. Boyiadzis, Tito Fojo

### **Summary**

**The Essential Therapy Guide to Cancer, Hematologic Disorders, and Supportive Care--Updated with the Latest Treatment Regimens**

*Hematology-Oncology Therapy, Third Edition* is an up-to-date, comprehensive therapy guide that delivers more than 500 treatment regimens in a succinct, uniform manner. The unique tabular design allows you to instantly locate and implement the proper treatment regimen. Supported by the latest practice guidelines, peer-reviewed literature, and the opinion of experts, *Hematology-Oncology Therapy* integrates extensive information that is critical to both office- and hospital-based practice of hematology and oncology.

- Conveniently divided into three sections: Oncology; Supportive Care, Drug Preparation, Complications, and Screening; Selected Hematologic Diseases
- Updated to include the latest regimens

### **Table Of Contents**

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- Section I. Oncology Regimens
- Section II. Hematology Consult and Treatment
- Section III. Selected Hematologic Diseases

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Williams Hematology, 9E  
9780071833004 \$426.95

## First Aid for the OB/GYN Clerkship, 5e (5th Edition)

Latha Ganti, Matthew S. Kaufman, Sean M. Blitzstein

### Summary

**The updated #1-selling guide that gives you exactly what you need to succeed in the OB/GYN clerkship**

Written by a team of experienced clerkship faculty, *First Aid for the Obstetrics and Gynecology Clerkship* helps students excel on their rotation, impress on the wards, and score their highest on the shelf exam. This fifth edition has been updated with the latest clinical perspectives and research. New tables, diagrams, and flow charts have been added throughout and key clinical information is highlighted to further help students prepare for the rotation.

Ask just about any student who has been through their psychiatry rotation and they will tell you that THIS was the resource they turned to. It not only aligns with national clerkship curricula, but also follows the shelf exam blueprint and is full of helpful mnemonics, ward tips, exam tips, and integrated mini-cases. Thoroughly revised, this new edition will help students prepare for the clerkship and also guide them in the clinical diagnosis and treatment of the many conditions encountered during rotation.

- Market: Medical students in required OB/GYN rotations; PA students, nurse practitioners, midwife students
- The leading resource for the psychiatry rotation
- Includes mnemonics, ward tips, and integrated mini-cases
- NEW: More images, diagrams, and flow charts in a fresh new-full color design
- Summary boxes highlight high-yield information needed for exam success

**Latha Ganti, MD, MS, MBA, FACEP**, is the vice chair for Research & Academic Affairs for the University of Central Florida/HCA Emergency Medicine Residency Program of Greater Orlando; associate medical director of Polk County Fire Rescue; and professor of Emergency Medicine and Neurology at the University of Central College of Medicine in Orlando, Florida.

**Matthew S. Kaufman, MD**, is medical director of the Emergency Department at Jersey City Medical Center in Bayonne, New Jersey.

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CURRENT Diagnosis & Treatment  
Obstetrics & Gynecology, Tenth  
Edition 9780071439008  
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## Pharmacotherapy Principles and Practice, Sixth Edition (6th Edition)

Marie A. Chisholm-Burns, Terry L. Schwinghammer, Patrick M. Malone, Jill M. Kolesar, Kelly C Lee, P. Brandon Bookstaver

### Summary

**Publisher's Note: Products purchased from Third Party sellers are not guaranteed by the publisher for quality, authenticity, or access to any online entitlements included with the product.**

All the main concepts from the landmark *Pharmacotherapy: A Pathophysiologic Approach*—distilled down to a concise, clinically focused, full-color resource

Providing a solid evidence-based approach, *Pharmacotherapy Principles & Practice, Sixth Edition* explains how to design, implement, monitor, and evaluate medication therapy. You'll gain an in-depth understanding of the underlying principles of the pharmacotherapy of disease—and their practical application.

*Pharmacotherapy Principles & Practice* includes chapters on geriatrics, pediatrics, and palliative care. Each of the subsequent disease-based chapters covers disease epidemiology, etiology, pathophysiology, clinical presentation and diagnosis, nonpharmacologic therapy, followed by therapeutic recommendations for medication selection, desired outcomes, dosing, and patient monitoring.

### Features

- Chapters are written/reviewed by pharmacists, NPs, PAs, and physicians considered authorities in their fields
- Learning objectives with associated content identified with a margin rule
- Disorder-based organization makes finding answers quick and easy
- Surveys the full range of organ system disorders treated in pharmacy practice
- Knowledge-building boxed features within chapters cover Clinical Presentation & Diagnosis, Patient Encounters, and Patient Care and Monitoring Guidelines
- Standardized chapter format
- Laboratory values are presented in conventional and Systemé International units
- Key concepts are indicated in text with numbered icons
- Content on cultural competency
- Glossary
- Online Learning Center

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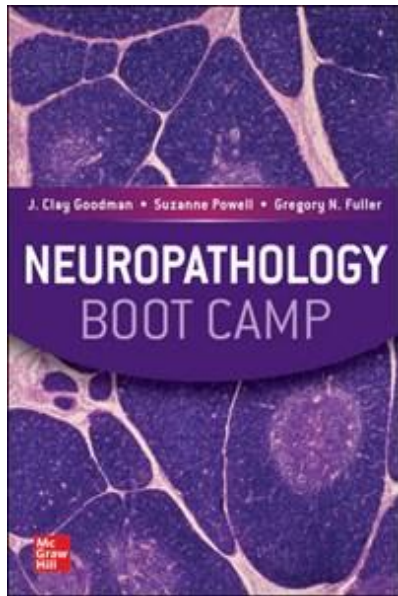
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## Neuropathology Boot Camp

J. Clay Goodman, Suzanne Powell, Gregory N. Fuller

### Summary

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**A concise, high-yield review for building your expertise on the mechanisms of neurological disease**

Packed with 600 photos and illustrations, *Neuropathology Boot Camp* explains the pathologic basis of neurologic disease, clinical manifestations, and potential mechanisms of treatment. It delivers the information and insights you need to make accurate diagnoses on the pathology of the brain, spinal cord, meninges, peripheral nerves, and muscles, typically through biopsies for brain tumors, infectious/inflammatory diseases, nerve/muscle diseases, dementias, and cerebrovascular disease.

You'll come away with a solid understanding of gross anatomy and histology of the nervous system; the correlation between neuropathological lesions and neuroradiological imaging; the correlation between neuropathological lesions and clinical signs and symptoms; indications for (and limitations of) tissue biopsies of the brain, muscle, and nerve; and the relevance of autopsy in patient care.

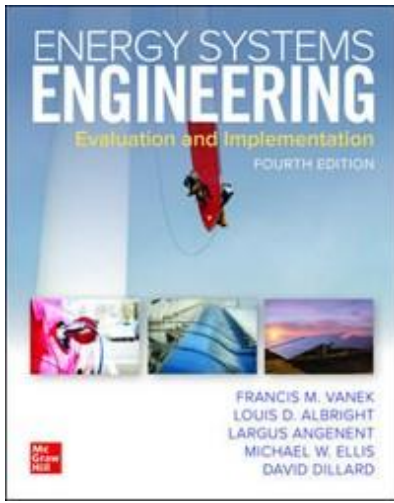
McGraw-Hill Education / Medical  
9781260466744  
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208 Pages  
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#### Related Products

##### Also Available

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## Energy Systems Engineering: Evaluation and Implementation, Fourth Edition *(4th Edition)*

Francis Vanek, Louis D. Albright, Largus Angenent, Michael W. Ellis, David Dillard

### Summary

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**A definitive guide to energy systems engineering—thoroughly updated for the latest technologies**

This up-to-date guide clearly explains the design, evaluation, and environmental impact of both conventional and sustainable energy systems. Fully revised for the latest technologies and data, the book features comprehensive coverage of all types of energy systems, from fossil fuels and nuclear energy to solar, wind, biofuels, and energy systems for transportation.

*Energy Systems Engineering Evaluation and Implementation, Fourth Edition*, clearly explains how each technology works and discusses benefits and liabilities. Brand-new chapters cover energy efficiency and conversion and emerging technologies such as small-scale hydropower, geothermal, and effluent thermal energy recovery systems. New case studies provide examples of heat and power microgrid systems, waste-to-energy conversion, biomass energy conversion, and wastewater methane generation.

- Offers a technology-neutral, portfolio approach to energy systems options
- Emphasizes CO<sub>2</sub> issues and abatement, including carbon sequestration
- Written by a team of recognized academics and energy experts

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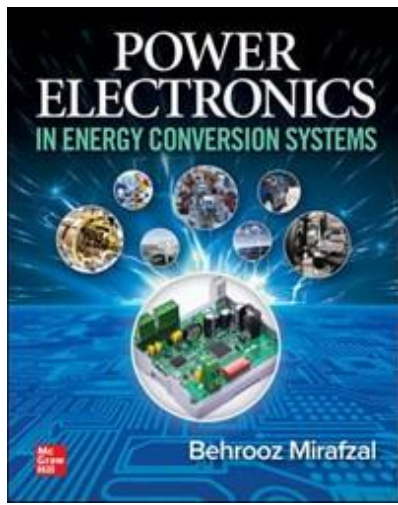
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##### Also Available

Energy Systems Engineering:  
Evaluation and Implementation,  
Third Edition 9781259585098  
\$85.95

Alternative Energy Systems in  
Building Design (GreenSource  
Books) 9780071621472 \$153.95



## Power Electronics in Energy Conversion Systems

Behrooz Mirafzal

### Summary

**Explore power electronics for both conventional and modern energy conversion technologies and systems**

This comprehensive textbook clearly explains the principles and applications of power electronics as a critical part of modern energy conversion systems. The book features theoretical and practical coverage of the power electronics and electric machines required for the dynamic and steady-state analysis of modern energy conversion systems, including renewable energy systems, motor-drives, and powertrains in electric vehicles.

Written by a seasoned educator, *Power Electronics in Energy Conversion Systems* contains topics not included in other textbooks, such as high-frequency phenomenon in motor-drives and fault-tolerant converters. Readers will get detailed discussions on steady-state and dynamics of rotating machines, switching and control of smart inverters, active rectifiers and dc-dc converters, scalar and vector control schemes in motor drives, power electronic converters as the interface between renewable energy devices and the power grid and much more. The book features hundreds of illustrations and examples.

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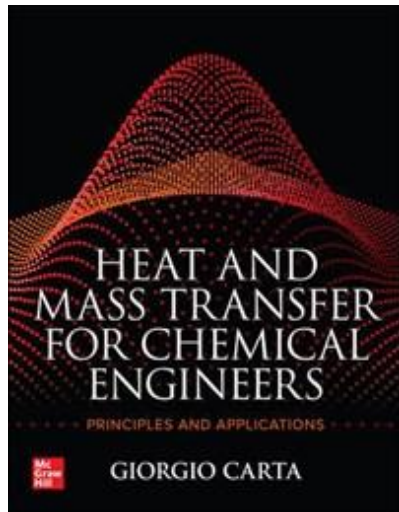
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# Heat and Mass Transfer for Chemical Engineers: Principles and Applications

Giorgio Carta

## Summary

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**Learn to solve real-world chemical engineering problems by applying heat and mass transfer principles**

This textbook provides a concept-based introduction to heat and mass transfer principles and lays out the foundation to practical applications in a broad range of fields relevant to chemical and biochemical processing. Readers will learn about conductive, diffusive, and convective transport mechanisms and explore the thermal design of heat exchangers and packed gas absorption columns.

*Heat and Mass Transfer for Chemical Engineers* emphasizes principles and conceptual understanding of the phenomena that govern transport of heat and mass. Readers will get comprehensive discussions on conductive and diffusive processes and the engineering correlations between momentum, heat, and mass transfer. The book refers extensively to *Perry's Chemical Engineers' Handbook, Ninth Edition* for data and correlations.

- Provides an in-depth introduction to heat and mass transfer principles
- Mathematica workbooks are provided to facilitate calculations and explore trends
- Written by a recognized academic and experienced author

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## BIONANOTECHNOLOGY: ENGINEERING CONCEPTS

Jie Chen, Scott MacKay, Yiwei Feng

### Summary

**Publisher's Note: Products purchased from Third Party sellers are not guaranteed by the publisher for quality, authenticity, or access to any online entitlements included with the product.**

### Understand the principles, practices, and applications of bionanotechnology

This hands-on textbook covers all aspects of bionanotechnology from an engineering perspective. The book delves into a wide variety of topics, including material sciences, electromagnetics, general physics, fluid flow, thermodynamics, organic chemistry, biochemistry, and microfabrication.

Developed from an advanced engineering course taught by its authors, *Engineering Concepts in Bionanotechnology* fully explains all of the underlying concepts and shows how that theory can be directly applied in practical applications. You will get examples, problem sets, and real-world case studies that illustrate each concept. The book contains complete discussions on microfluidics, DNA technology, and nanoparticles.

- Combines many different bionanotechnology topics into one resource
- Based on a course developed and taught by the authors at University of Alberta
- Written by a pair of recognized experts and experienced educators

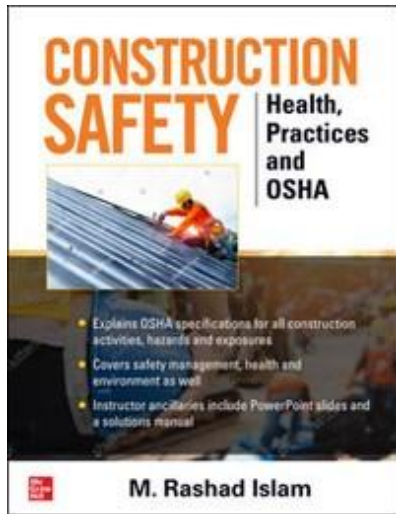
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Nanomaterials 9781260132236  
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## Construction Safety: Health, Practices and OSHA

M. Rashad Islam

### Summary

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### **A comprehensive overview of construction safety and safety management aligned to OSHA**

This practical guide provides a student-friendly introduction to all aspects of construction safety. Encompassing the many different types of construction projects, the book covers the key elements of safety, including exposures to toxic and hazardous materials. Readers will get comprehensive discussions on OSHA specifications for all construction activities, workers compensation and job hazard analysis (JHA).

Written by an expert in the field, *Construction Safety: Health, Practices and OSHA* covers the latest OSHA standards, safety principles, precautions necessary with use of specific materials, and protections for various types of construction. The book contains theoretical materials and detailed explanations along with demonstrative photos, tables, diagrams, exercises, and hands on critical thinking discussion. Readers will also get accurate practice questions to aid in preparation the OSHA.com construction safety training exam.

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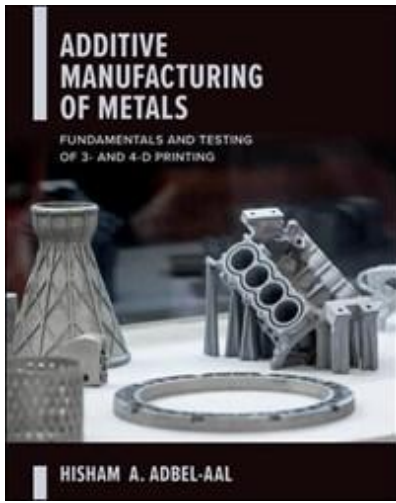
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Construction, Seventh Edition  
9781259859700 \$154.95  
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Sixth Edition 9781259587429  
\$96.95

- Explains OSHA specifications for all construction activities, workers compensation, job hazard analysis (JHA) and so on
- Covers new topics such as exposures to toxic and hazardous materials, among others
- Written by an experienced author and university educator



## Additive Manufacturing of Metals: Fundamentals and Testing of 3- and 4-D Printing

Hisham Abdel-Aal

### Summary

#### **3D and 4D metallic printing principles, practices, and real-world applications**

Designed to be a single source of information for the metallic printing industry, this practical guide provides the technical tools necessary to bridge the performance gap between conventionally produced and printed parts. The book covers the fundamentals of 3D and 4D metallic printing and offers complete details on evaluation of mechanical, physical, and metrological performance of printed objects.

*Additive Manufacturing of Metals: Fundamentals and Testing of 3-and 4-D Printing* starts with the basics—from the evolution of additive manufacturing to the metals and production processes used. From there, you will get complete discussions on issues related to the lack of regulation and standardization, the mechanical behavior of printed parts, defects, measurements, and quality control.

- Clearly explains both 3D and 4D printing of metals in industrial processes
- Lays out the steps to measure the performance and quality of printed metal parts
- Written by a recognized expert and experienced educator

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Design for Manufacturability  
Handbook 9780070071391  
\$208.95

# Electrochemical Energy Storage

Slobodan Petrovic

## Summary

Publisher's Note: Products purchased from Third Party sellers are not guaranteed by the publisher for quality, authenticity, or access to any online entitlements included with the product.

### Electrochemical energy storage principles, applications, and best practices

This graduate-level engineering textbook contains comprehensive electrochemical energy storage techniques and explains how to apply them in the exploding market for renewable energy. The technologies explained in the book provide the basis for renewable energy storage in the batteries and fuel cells that are found in everything from cell phones to hybrid vehicles.

*Electrochemical Energy Storage: Batteries, Fuel Cells, and Hydrogen Technologies* provides a basic overview of electrochemical processes at a practical level and connects them to engineering concepts used in the design of the most popular storage devices. You will get full details on the key energy storage applications—batteries, hydrogen production and storage, and fuel cells—with a focus on design, performance, materials requirements, and potential uses.

- Loaded with problems and case studies that reinforce important concepts
- Covers each energy storage technology, including performance, materials, and applications
- Written by a team of engineers and educators who are battery and fuel cell experts

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304 Pages  
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#### Related Products

##### Also Available

Green Electrical Energy Storage:  
Science and Finance for Total  
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9781259642838 \$154.95  
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4th Edition 9780071624213

## **Learn Aspen Plus in 24 Hours, 2e** *(2nd Edition)*

Thomas A. Adams

### **Summary**

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**This fully updated guide shows how to quickly start using the current version of Aspen Plus to solve chemical engineering problems**

Discover how to solve challenging chemical engineering problems with Aspen Plus in just 24 hours, with no prior experience. Thoroughly revised for the latest distribution, the book features detailed mathematical models for a wide range of chemical process equipment, including heat exchangers, pumps, compressors, turbines, distillation columns, absorbers, strippers, and chemical reactors.

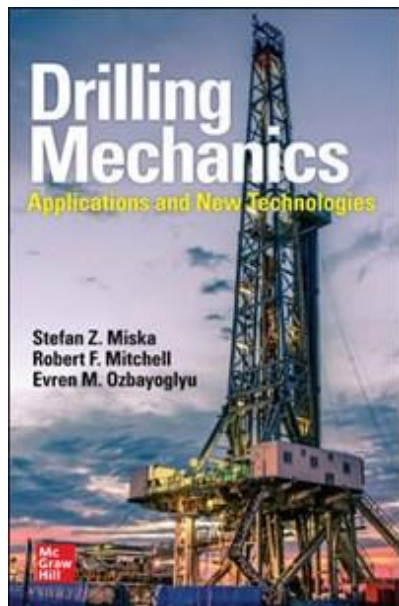
*Learn Aspen Plus in 24 Hours, Second Edition* shows, step-by-step, how to configure and use Aspen Plus version 12 and apply its powerful features to the design, operation, and optimization of safe, profitable manufacturing facilities. Readers will learn, step-by-step, how to build process models and accurately simulate those models without performing tedious calculations. Divided into 12 two-hour lessons, the guide offers downloadable Aspen Plus simulation files and helpful quick starter templates.

- Contains 12 self-guided two-hour learning tutorials
- Features helpful and time-saving links to technical help
- Written by an Aspen Plus power user and leading researcher

**Thomas A. Adams II (Hamilton, Ontario, Canada)** is an associate professor of chemical engineering at McMaster University. He serves as chair of the Systems and Control division of the Canadian Society of Chemical Engineers and is the author of the first edition of *Learn Aspen Plus in 24 Hours*.

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400 Pages  
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## Drilling Engineering: Advanced Applications and Technology

Stefan Z. Miska, Robert F. Mitchell, Evren Ozbayoglu, Mojtaba P. Shahri

### Summary

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### Master the principles and practices of drilling mechanics

This hands-on guide presents a modern approach to drilling technology with a focus on horizontal drilling of shale plays and offshore wells. The book lays out the fundamentals of drilling engineering and clearly explains all of the latest technological advances in along with cost efficiency and guidelines for successful implementation.

Written by seasoned educators, *Drilling Mechanics: Applications and New Technologies* covers key topics such as geo-mechanics for drilling applications, well construction fundamentals, wellbore hydraulics, and drilling optimization. Readers will enhance their knowledge and understanding of drilling operations, improve their designs, and plan for better wells.

- Based on research conducted at the University of Tulsa Drilling Research Projects (TUDRP)
- Includes practice problems and calculations to aid in comprehension and reinforce practical applications
- Written by a team of industry-recognized experts and experienced academics

**Stefan Z. Miska** is the retired Jonathan Detwiler endowed chair professor of petroleum engineering and former director of Tulsa University Drilling Research Projects (TUDRP) at the University of Tulsa. Currently he is one of associates with Stephen J. Miska and Associates LLC. He is an Honorary Member of Mining, Metallurgical, and Petroleum Engineers. He has published over 250 technical papers and contributed to several books.

**Robert F. Mitchell** is the president of Well Complete, LLC. He has published over 100 papers on wellbore and well completion problems.

**Evren M. Ozbayoglyu** is an associate professor at The University of Tulsa's McDougall School of Petroleum Engineering. He has authored numerous publications, papers, and book chapters.

# Civil Engineering PE Practice Exams: Breadth and Depth, Second Edition (2nd Edition)

Indranil Goswami

## Summary

**The most complete, up-to-date Civil Engineering PE exam preparation guide**

This effective self-study guide is filled with hundreds of realistic practice questions based on the Principles and Practice of Civil Engineering (PE CIVIL) exam, given by the National Council of Examiners for Engineering and Surveying (NCEES). The book reflects the latest design standards covered on the test, including ACI, ASCE, IBC, NDS, and ASSHTO codes.

Presented in the format of the actual test, *Civil Engineering PE Practice Exams: Breadth and Depth, Second Edition* features seven complete practice exams – two breadth exams + one each from the five depth areas – along with complete solutions. Questions have been formatted to resemble actual exam questions.

- Covers every objective for the Principles and Practice of Civil Engineering (PE CIVIL) exam
- Ideal self-study companion to the Civil Engineering All-in-One PE Exam Guide
- Written by a Professional Engineer and experienced author

**Indranil Goswami Ph.D., P.E. (Columbia, Maryland)**, is a registered Professional Engineer, a former professor at Morgan State University and a consulting engineer. He is a past-president of the Baltimore Chapter of the Maryland Society of Professional Engineers and teaches PE and FE Review courses.

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### Related Products

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Civil Engineering PE Practice Exams: Breadth and Depth 9780071777117 \$69.95





# PMP Project Management Professional All-in-One Exam Guide

Joseph Phillips

## Summary

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**Complete coverage of all objectives in the 2020 release of the PMP exam—fully aligned with the PMBOK Guide®, Sixth Edition**

Prepare to pass new challenging Project Management Professional exam using this complete self-study guide. To aid in study, each chapter includes clear learning objectives, helpful diagrams and exam tips, as well as comprehensive chapter summaries and key term glossaries. End-of-chapter practice questions closely match those on the live test in content and format. Designed to help candidates pass the exam with confidence, this comprehensive guide also serves as an essential on-the-job reference for project managers

- Online content includes 24 videos that explain difficult concepts, 600 practice questions in a customizable test exam engine, a process review quiz, and interactive worksheets
- Includes a color pull-out, laminated PMP Exam Quick Review Guide for portable study
- Written by a project management expert and experienced educator

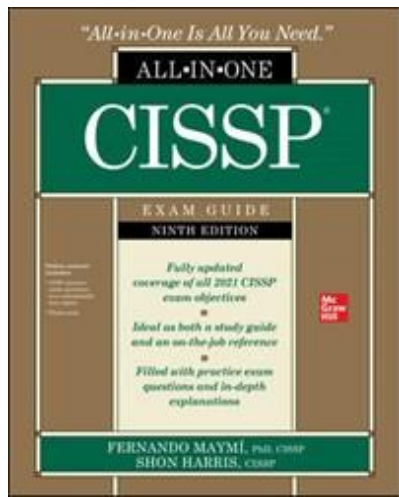
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## **CISSP All-in-One Exam Guide, Ninth Edition***(9th Edition)*

Fernando Maymi, Shon Harris

### **Summary**

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**A new edition of Shon Harris' bestselling exam prep guide—fully updated for the 2021 version of the CISSP exam**

This up-to-date self-study guide fully prepares candidates for the challenging CISSP exam and offers 100% coverage of all eight exam domains. This edition has been thoroughly revised to cover the 2021 CISSP Common Body of Knowledge and reengineered to better support self-determined learning. Shorter, more focused chapters break down large domains into modules that can be tackled in one sitting. Meanwhile, plenty of examples place issues in real-world contexts and dozens of new figures illustrate complex concepts. Through it all, the book maintains the conversational tone that has made previous editions a favorite for so many readers.

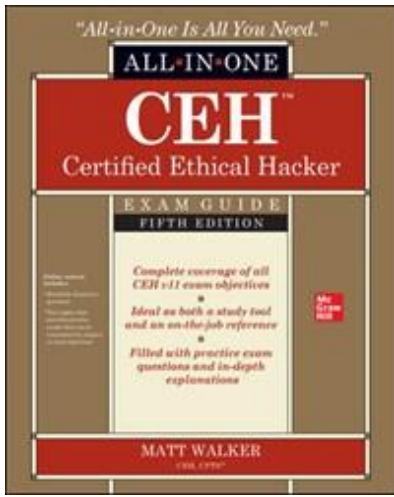
Written by leading experts in information security certification and training, *CISSP All-in-One Exam Guide, Ninth Edition* is based on proven pedagogy and features special elements that teach and reinforce practical skills. Beyond exam prep, the guide also serves as an ideal on-the-job reference for IT security professionals.

- Fully updated to cover the CISSP 2021 Common Body of Knowledge
- Revised Table of Contents with modular approach
- Online content includes 1600 practice exam questions in the Total Tester exam engine

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# CEH Certified Ethical Hacker All-in-One Exam Guide, Fifth Edition (5th Edition)

Matt Walker

## Summary

**Up-to-date coverage of every topic on the CEH v11 exam**

This effective self-study guide covers 100% of the EC Council's Certified Ethical Hacker Version 11 exam objectives. The book discusses the latest ethical hacking tools, techniques, and exploits. Readers will find learning objectives at the beginning of each chapter, step-by-step exercises, exam tips, practice exam questions, and in-depth explanations.

An integrated test preparation system based on proven pedagogy, CEH Certified Ethical Hacker All-in-One Exam Guide, Fifth Edition covers all five phases of ethical hacking: Reconnaissance, gaining access, enumeration, maintaining access, and covering tracks. Readers will learn about malware, hacking Web applications and mobile platforms, cloud computing vulnerabilities, and more. Designed to help candidates pass the exam with ease, this authoritative resource also serves as an essential on-the-job reference.

- Complete coverage of all CEH v11 exam objectives
- Includes online access to the Total Tester customizable practice exam software containing 300 practice questions
- Written by an experienced educator with more than 20 years of experience in the field

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## Java: The Complete Reference, Twelfth Edition (12th Edition)

Herbert Schildt

### Summary

**The definitive guide to Java programming—thoroughly revised for Java SE 17**

Fully updated for the current version of Java, Java SE 17, this practical guide from Oracle Press shows, step by step, how to design, write, troubleshoot, run, and maintain high-performance Java programs. Inside, bestselling author Herbert Schildt covers the entire Java language, including its syntax, keywords, and libraries. The book lays out cutting-edge programming techniques and best practices.

*Java: The Complete Reference, Twelfth Edition* features clear explanations, detailed code samples, and real-world examples that demonstrate how Java can be put to work in the real world. JavaBeans, servlets, applets, Swing, lambda expressions, multithreading, and the default interface method are thoroughly discussed. You will get full details on all of the new features and functions available in Java SE 17.

- Designed for novice, intermediate, and professional programmers alike
- Source code for all examples and projects are available for download
- Written in the clear, uncompromising style for which Herb Schildt is famous

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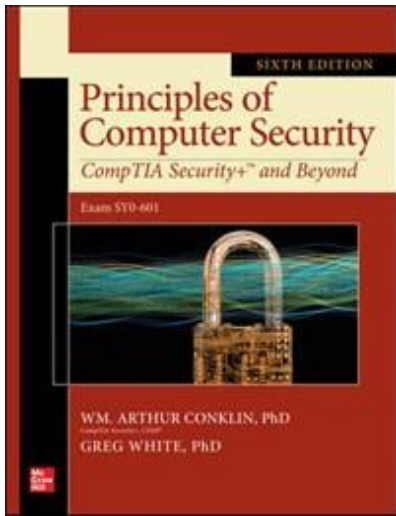
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Java: A Beginner's Guide, Eighth  
 Edition 9781260440218 \$51.95



## Principles of Computer Security: CompTIA Security+ and Beyond, Sixth Edition (Exam SY0-601) *(6th Edition)*

Wm. Arthur Conklin, Greg White, Chuck Cothren, Roger L. Davis, Dwayne Williams

### Summary

**Publisher's Note: Products purchased from Third Party sellers are not guaranteed by the publisher for quality, authenticity, or access to any online entitlements included with the product.**

**This fully revised four color textbook covers every topic on the current version of the CompTIA Security+ exam**

Prepare for a career in computer and network security while also studying for professional certification. Take the latest version of the challenging CompTIA Security+ exam with complete confidence using the detailed information contained in this comprehensive classroom-based solution. Written and edited by leaders in the field, the book gets candidates fully prepared for the test and contains the essential fundamentals of computer and network security skills.

*Principles of Computer Security: CompTIA Security+ and Beyond, Sixth Edition (Exam SY0-601)* is presented in an engaging style and features full-color illustrations. Targeted sidebars throughout encourage readers to apply concepts in real-world settings, while other special elements bring the focus back to study with specific test-related advice and information. The textbook features engaging end of chapter sections that help you review the content covered in each chapter while also drilling you on the essentials and providing unique hands-on lab projects.

- Provides 100% coverage of every objective on exam SY0-601
- Online content includes 200 practice questions in the Total Tester exam engine
- Written by a team of the most well-respected upper-level IT security educators
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**TWO BOOK BUNDLE**



**CompTIA Security+ Certification Bundle, Fourth Edition (Exam SY0-601)** *(4th Edition)*

Glen E. Clarke, Daniel Lachance

**Summary**

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