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4th Edition
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***Marketing
Management Text
and Cases, 1/e
includes a new***

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***collection of
cases from
Harvard Business
School. HBS sets
the standard for
effective case
writing and
teaching, and
provides here the
latest cases in
Marketing
Management.***

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The most important assets of any business are intangible: its company name, brands, symbols, and slogans, and their underlying associations, perceived quality, name awareness, customer base,

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and proprietary resources such as patents, trademarks, and channel relationships. These assets, which comprise brand equity, are a primary source of competitive advantage and

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*future earnings,
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Management
contends David
Aaker, a national
authority on
branding. Yet,
research shows
that managers
cannot identify
with confidence
their brand
associations,
levels of*

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Management
**consumer
awareness, or
degree of
customer loyalty.**

**Moreover in the
last decade,
managers
desperate for
short-term
financial results
have often
unwittingly**

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*Book Rajan
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***damaged their
brands through
price promotions
and unwise brand
extensions,
causing
irreversible
deterioration of
the value of the
brand name.***

***Although several
companies, such***

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Management

***as Canada Dry
and Colgate-
Palmolive, have
recently created
an equity
management
position to be
guardian of the
value of brand
names, far too
few managers,
Aaker concludes,***

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Management

***really understand
the concept of
brand equity and
how it must be
implemented. In a
fascinating and
insightful
examination of
the phenomenon
of brand equity,
Aaker provides a
clear and well-***

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***defined structure
of the
relationship
between a brand
and its symbol
and slogan, as
well as each of
the five
underlying
assets, which will
clarify for
managers exactly***

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***how brand equity
does contribute
value. The author
opens each
chapter with a
historical
analysis of either
the success or
failure of a
particular
company's
attempt at***

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building brand equity: the fascinating Ivory soap story; the transformation of Datsun to Nissan; the decline of Schlitz beer; the making of the Ford Taurus; and others. Finally, citing examples

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***from many other
companies,
Aaker shows how
to avoid the
temptation to
place short-term
performance
before the health
of the brand and,
instead, to
manage brands
strategically by***

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Management
***creating,
developing, and
exploiting each of
the five assets in
turn***

***For nearly four
years, Arvind
Subramanian
stood at the
centre of
economic
policymaking in***

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Management

***India. Through
the
communication
of big ideas and
the publication of
accessible
Economic
Surveys, he
gained a
reputation as an
innovator.
Through honest***

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***pronouncements
that avoided spin,
he became a
figure of public
trust. What does
it entail to serve
at the helm of the
world's fastest-
growing
economy, where
decision-making
affects a***

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***population of
more than a
billion people? In
Of Counsel: The
Challenges of the
Modi-Jaitley
Economy, Arvind
Subramanian
provides an
inside account of
his rollercoaster
journey as the***

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***chief economic
advisor to the
Government of
India from
2014-18,
succeeding
Raghuram Rajan
as captain of the
ship. With an
illustrious cast of
characters,
Subramanian's***

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part-memoir, part-analytical writings candidly reveal the numerous triumphs and challenges of policymaking at the zenith, while appraising India's economic potential, health

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***and future
through
comprehensive
research and
original
hypotheses.
Charged with the
task to
restructure an
insecure and
fragile economy,
Subramanian's***

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***trusteeship has
seen the country
through one of
the most hotly
contested and
turbulent periods
of economic
governance and
policymaking in
recent decades-
from the
controversial***

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recall of 85 per cent of circulated currency during demonetization to a complete overhaul in taxation with the introduction of the GST. Subramanian also addresses the

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***overleveraging of
public-sector
banks, the
fraught links
between the state
and private
sector
(‘stigmatized
capitalism’), the
changing
relationship
between the state***

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***and the
individual, and
the ever-
pervasive, life-
threatening
issues
surrounding
climate change.
Recognized as
one of the Top
100 Global
Thinkers***

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***according to
Foreign Policy
magazine, Arvind
Subramanian's
Of Counsel: The
Challenges of the
Modi-Jaitley
Economy is a
deep-dive into
the man, the
moments, the
measures and the***

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means.

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**The second
edition of
Business**

**Communication:
Concepts, Cases,
and Applications
builds on the key
strengths of the
first edition, clear
writing style and
comprehensive**

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***content, by
updating the
material to reflect
the latest
research and
technological
developments in
business
communication
and presenting it
in a style that
engages the***

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*Evidence-Based
Approach to
Phytochemicals
and Other Dietary
Factors
Medical Eligibility
Criteria for
Contraceptive
Use*

Brewing and
Page 28/145

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***Craft Beer
Of Counsel
Some Traditional
Herbal Medicines,
Some
Mycotoxins,
Naphthalene and
Styrene***

*This unique textbook
provides a concise
and practical
approach to clinical*

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*dilemmas involving
the liver, pancreas,*

and biliary tree. Six

major sections

encompass (1)

Hepatic, (2) Biliary,

(3) Pancreas, (4)

Transplantation, (5)

Trauma, and (6)

Innovative

Technology. Each

topic is written by

recognized experts

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*from an
"e;experiential"e;
viewpoint combined
with evidence-based
medicine. The book
contains over 170
chapters and over 350
contributors. It is
relevant to Surgical
Oncologists, Hepato-
Pancreato-Biliary
(HPB) Surgeons,
Transplant Surgeons,*

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*Traumatologists,
HPB*

*Interventionalists,
General Surgeons,
and trainees and
students. The title of
each chapter is in a
form of a clinical
scenario and each
chapter begins with a
Case Scenario and
ends with Salient
Points. Special*

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*debates are included
in each section. There
are numerous
compelling images,
detailed illustrations,
comprehensive tables,
thorough algorithms,
and other adjunctive
tools that enhance
learning. The authors
emanate from
different corners of
the world. The book is*

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*a valuable resource
for faculty, students,
surgical trainees,
fellows, and all health
care providers in the
HPB/Trauma/Transp
lant/Oncology fields.
The classic
Marketing
Management is an
undisputed global
best-seller - an
encyclopedia of*

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*marketing considered
by many as the
authoritative book on
the subject. This third
European edition
keeps the
accessibility,
theoretical rigour and
managerial relevance
- the heart of the book
- and adds: * A
structure designed
specifically to fit the*

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*way the course is
taught in Europe. **
*Fresh European
examples which make
students feel at home.*
** The inclusion of the
work of prominent
European academics.*
** A focus on the
digital challenges for
marketers. * An
emphasis on the
importance of*

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*creative thinking and
its contribution to
marketing practice.**

*New in-depth case
studies, each of which
integrates one of the
major parts in the
book. This textbook
covers admirably the
wide range of
concepts and issues
and accurately
reflects the fast-*

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*moving pace of
marketing in the
modern world,
examining traditional
aspects of marketing
and blending them
with modern and
future concepts. A
key text for both
undergraduate and
postgraduate
marketing
programmes.*

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*From Reviews of the
First Edition: Dr.
Higdon has given the
healthcare providers,
especially dietitians,
nurses, physicians,
and researchers who
seek to understand
phytochemicals an
authoritative yet easy
to use book.--*

*Phytomedicine:
International Journal*

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*of Phytotherapy &
Phytopharmacology I
highly recommend
this monograph for
physicians, dietitians,
and other health
practitioners as well
as the health-aware
public. It captures
what you need to
know in a succinct
but comprehensive
fashion. -- American*

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***Journal of Lifestyle
Medicine Now in a
completely updated
second edition, An
Evidence-based
Approach to Dietary
Phytochemicals and
Other Dietary Factors
is a trusted resource
for all health
professionals who
need to interpret the
explosion of***

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*information on the
role of a plant-based
diet in health and
disease. It*

*consolidates a wealth
of scientifically
accurate, peer-
reviewed data on
plant foods, dietary
phytochemicals, and
dietary supplements,
and includes
information on*

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*essential intake
recommendations,
dietary sources,
nutrient and drug
interactions,
phytochemicals in
disease prevention,
possible adverse
effects, and much
more. Special
features: All chapters
revised and updated,
with new sections on*

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*choline, coenzyme
Q10, L-Carnitine,
lipoic acid, and other
dietary factors*

*Logically structured
for quick access to
information begins
with the evidence-
based benefits of
fruits and vegetables,
legumes, nuts, whole
grains, coffee, and
tea; and goes on to*

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*the scientific and
clinical data on
individual dietary
phytochemicals and
classes of
phytochemicals,
including
carotenoids,
flavonoids, fiber, and
more Summaries at
the end of each
chapter for rapid
review Peer-reviewed*

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*by experts in the field,
ensuring that all
material is accurate
and up-to-date The
well-constructed
appendix includes not
only a quick
reference to diseases
and foods and where
to find them in the
book; but also useful
tables on
phytochemical-drug*

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*interactions, phytoche
mical-nutrient
interactions, and
phytochemical-rich
foods; a summary of
the glycemic index of
dietary
carbohydrates; and a
comprehensive
glossary of terms
Concisely
synthesizing a huge
amount of*

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*epidemiological and
clinical research and
emphasizing the
importance of a
phytochemical-rich
diet over dietary
supplements, this
book is ideal for
nutritionists,
dieticians, nurses,
and other health care
professionals who
need to educate*

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*patients about sound
food choices.*

*Students in graduate
programs in
nutrition, food
science, pharmacy,
and allied health
fields will also find
the abundance of
rigorous,
scientifically accurate
information essential
in their studies.*

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The broad foundation of this book is laid on the conceptual discussions on consumer theories and applied arguments on shifts in consumer behavior. This book develops knowledge and skills on building market-centric and competition-oriented

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*models. Discussions
in the book illustrate
strategies for
managing competitive
market interventions
through advanced
marketing-mix
elements across nine
chapters. Various
perspectives on
innovation and
technology for
expanding and*

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*establishing business
in competitive
markets are critically
reviewed in these
chapters. This book
examines advanced
marketing-mix and
several consumer-
centric strategies to
co-create new
businesses in new
markets by
associating*

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consumers.

*Indian Books in Print
The Challenges of the
Modi-Jaitley*

Economy

Machine Learning

India's Low-Skilled

Migration to the

Middle East

Hepato-Pancreato-

Biliary and

Transplant Surgery

Surgical Diseases of

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*the Pancreas and
Biliary Tree*

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Bruno Simma, the
dedicatee of the book,
was born in
Querschied (Saar) in
1941. After a
distinguished career
in international law
and diplomacy,
serving, among
others, in the UN
Committee on
Economic, Social, and

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Cultural Rights as well as the International Law Committee, he was elected judge of the International Court of Justice, or World Court, in 2001.

The role of biochar in improving soil fertility is increasingly being recognized and is leading to recommendations of biochar amendment

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of degraded soils. In addition, biochars offer a sustainable tool for managing organic wastes and to produce added-value products. The benefits of biochar use in agriculture and forestry can span enhanced plant productivity, an increase in soil C stocks, and a

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reduction of nutrient losses from soil and non-CO₂ greenhouse gas emissions.

Nevertheless, biochar composition and properties and, therefore, its performance as a soil amendment are highly dependent on the feedstock and pyrolysis conditions. In addition, due to its

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characteristics, such as high porosity, water retention, and adsorption capacity, there are other applications for biochar that still need to be properly tested. Thus, the 16 original articles contained in this book, which were selected and evaluated for this Special Issue, provide

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a comprehensive
overview of the
biological,

chemicophysical,

biochemical, and

environmental

aspects of the

application of biochar

as soil amendment.

Specifically, they

address the

applicability of biochar

for nursery growth, its

effects on the

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productivity of various
food crops under
contrasting
conditions, biochar
capacity for pesticide
retention, assessment
of greenhouse gas
emissions, and soil
carbon dynamics. I
would like to thank the
contributors,
reviewers, and the
support of the
Agronomy editorial

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staff, whose professionalism and dedication have made this issue possible.

The April 2012 issue of the World Economic Outlook assesses the prospects for the global economy, which has gradually strengthened after a major setback during 2011. The threat of a

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sharp global
slowdown eased with
improved activity in
the United States and
better policies in the
euro area. Weak
recovery will likely
resume in the major
advanced economies,
and activity will
remain relatively solid
in most emerging and
developing
economies. However,

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recent improvements
are very fragile.

Policymakers must
calibrate policies to
support growth in the
near term and must
implement
fundamental changes
to achieve healthy
growth in the medium
term. Chapter 3
examines how
policies directed at
real estate markets

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can accelerate the improvement of household balance sheets and thus support otherwise anemic consumption. Chapter 4 examines how swings in commodity prices affect commodity-exporting economies, many of which have experienced a decade of good growth. With

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Editing Marketing
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commodity prices
unlikely to continue
growing at the recent
elevated pace,

however, these
economies may have
to adapt their fiscal
and other policies to
lower potential output
growth in the future.

This report considers
the biological and
behavioral
mechanisms that may

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underlie the pathogenicity of tobacco smoke. Many Surgeon General's reports have considered research findings on mechanisms in assessing the biological plausibility of associations observed in epidemiologic studies.

Mechanisms of

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disease are important because they may provide plausibility, which is one of the guideline criteria for assessing evidence on causation. This report specifically reviews the evidence on the potential mechanisms by which smoking causes diseases and considers whether a

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mechanism is likely to be operative in the production of human disease by tobacco smoke. This evidence is relevant to understanding how smoking causes disease, to identifying those who may be particularly susceptible, and to assessing the potential risks of

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Analyzing Consumer
Behavior to Drive
Managerial Decision
Making
Socio-economic and
Health Dimensions
World Economic
Outlook, April 2012
India's New
Capitalists
The Biology and
Behavioral Basis for

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Strategic
Marketing
Planning
concentrates on
the critical
planning aspects
that are of vital
importance to
practitioners and

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students alike. It has a clear structure that offers a digest of the five principal dimensions of the strategic marketing planning process. Leading authors in this sector, Gilligan and Wilson offer current thinking in

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marketing and
consider the
changes it has
undergone over
the past few years.
Updated
information in this
new edition
includes: *

Changing
corporate
perspectives on

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the role of
strategic marketing
activity * Changing
social structures
and the rise of
social tribes * The
significance of the
new consumer and
how the new
consumer needs
to be managed *
New thinking on

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market

segmentation *

Changing routes to
market *

Developments in e-
marketing *

Changing
environmental
structures and
pressures

Most of the people
in low and middle-

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income countries
covered by social
protection receive
assistance in the
form of in-kind
food. The origin of
such support is
rooted in
countries'
historical pursuit of
three
interconnected

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objectives, namely
attaining self-
sufficiency in food,
managing
domestic food
prices, and
providing income
support to the
poor. This volume
sheds light on the
complex, bumpy
and non-linear

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process of how
some flagship food-
based social
protection

programs have
evolved over time,
and how they
currently work. In
particular, it lays
out the broad
trends in reforms,
including a

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growing move from
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in-kind modalities
to cash transfers,
from universality to
targeting, and from
agriculture to
social protection.
Case studies from
Egypt, India,
Indonesia, Mexico,
Sri Lanka, and
United States

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document the
specific
experiences of
managing the
process of reform
and
implementation,
including
enhancing our
understanding of
the opportunities
and challenges

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with different social
protection transfer
modalities.

India's Low-Skilled
Migration to the
Middle
East Policies,
Politics and Challe
nges Springer
Nature
India Migration
Report 2016

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discusses
migration to the
Persian Gulf
region. This
volume: looks at
contemporary
labour recruitment
and policy, both in
India and in the
Gulf Cooperation
Council (GCC)
countries; explores

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gender issues in
migration to Gulf
countries; and
brings together the
latest field data on
migrants across
states in India.

Part of the
prestigious annual
series, this volume
will interest
scholars and

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researchers of economics, development studies, migration and diaspora studies, labour studies, and sociology. It will also be useful to policymakers and government institutions working

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in the area.
Food, Vouchers,
or Cash
Transfers?
The 1.5 Billion
People Question
Strategic
Marketing
Planning
Essentials of
Marketing
Growth Resuming,

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Dangers Remain
Impact on Soil
Properties and
Sustainable
Resource

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The socioeconomic, health, and public-policy aspects of aging in India are presented in this study that draws on empirical research to

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assess the country's preparedness. This analysis argues that many of the fundamental issues that need to be addressed by a country with a large aging population are not fully understood by public agencies. A number of policy options for the welfare of the growing

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number of elderly,
particularly women,
are proposed.

Medical Eligibility

Criteria for

Contraceptive Use

reviews the medical
eligibility criteria for
use of contraception,
offering guidance on
the safety and use of
different methods for
women and men with
specific

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characteristics or known medical conditions. The recommendations are based on systematic reviews of available clinical and epidemiological research. It is a companion guideline to Selected Practice Recommendations for Contraceptive Use. Together, these

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documents are intended to be used by policy-makers, program managers, and the scientific community to support national programs in the preparation of service delivery guidelines. The fourth edition of this useful resource supersedes previous editions, and has been fully

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updated and expanded. It includes over 86 new recommendations and 165 updates to recommendations in the previous edition. Guidance for populations with special needs is now provided, and a new annex details evidence on drug interactions from

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Book Rajan Saxena 4th Edition Marketing Management. To concomitant use of antiretroviral therapies and hormonal contraceptives. To assist users familiar with the third edition, new and updated recommendations are highlighted. Everyone involved in providing family planning services and contraception should have the fourth edition

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Book Rajan
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of Medical Eligibility
Criteria for
Contraceptive Use at
hand.

This book provides an evidence-based approach to the diagnosis and surgical management of the diseases of the pancreas and biliary tree, highlighting the most recent findings. The chapters are

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designed to accompany the reader on a step-by-step approach to the patient, providing the latest evidence to justify each recommendation. Wherever feasible and indicated, emphasis is placed on the use of tables and algorithms to simplify decision-making. The

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information contained in this well-referenced book is thus relevant not only to practicing pancreatobiliary and general surgeons, but also offers valuable guidance for surgical trainees. This book covers 14 diseases of the pancreas and biliary tree, from the more common gallstones and

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common bile duct stones, acute and chronic pancreatitis, to more complex benign conditions such as biliary fistulae and strictures, as well as cystic tumors of the pancreas, and finally the major malignancies include gallbladder cancer, pancreatic cancer and hilar

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cholangiocarcinoma.
In order to do
business effectively in
contemporary South
Asia, it is necessary
to understand the
culture, the ethos, and
the region's new
trading communities.
In tracing the modern-
day evolution of
business communities
in India, this book
uses social history to

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systematically
document and
understand India's
new entrepreneurial
groups.

Essays in Honour of
Judge Bruno Simma

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Algorithms
Gygaxian Fantasy
Worlds
Every day we
interact with
machine learning
systems offering
individualized
predictions for our
entertainment, social
connections,
purchases, or health.
These involve several

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modalities of data,
from sequences of
clicks to text, images,
and social

interactions. This
book introduces
common principles
and methods that
underpin the design
of personalized
predictive models for
a variety of settings
and modalities. The

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book begins by revising 'traditional' machine learning models, focusing on adapting them to settings involving user data, then presents techniques based on advanced principles such as matrix factorization, deep learning, and generative modeling,

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and concludes with a detailed study of the consequences and risks of deploying personalized predictive systems. A series of case studies in domains ranging from e-commerce to health plus hands-on projects and code examples will give readers

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understanding and
experience with large-
scale real-world
datasets and the
ability to design
models and systems
for a wide range of
applications.

An introduction to
marketing concepts,
strategies and
practices with a
balance of depth of

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coverage and ease of learning. Principles of Marketing keeps pace with a rapidly changing field, focussing on the ways brands create and capture consumer value. Practical content and linkage are at the heart of this edition. Real local and

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international
examples bring ideas
to life and new
feature 'linking the
concepts' helps
students test and
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understanding as
they go. The latest
edition enhances
understanding with a
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revised, integrative
concept maps at the
start of each chapter,
end-of-chapter

features

summarising ideas
and themes, a mix of
mini and major case
studies to illuminate
concepts, and critical
thinking exercises
for applying skills.

This book provides

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new insights and research studies on how developing countries come to terms with the nationalisation policies of Gulf economies that provide employment for their nationals. Focusing on regions and countries that have traditionally

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been overlooked, it includes studies on labour migration from Egypt to the Middle East and from the Philippines to Lebanon, migrant experiences and policy prospects in Saudi Arabia and Lebanon, and Indian migration to the Gulf. The book fills a

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critical gap in migration research by studying migration from various Indian states, such as Tamil Nadu, Telugu-speaking states (Telangana and Andhra Pradesh), Rajasthan and Uttar Pradesh. It also explores the unexpected

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phenomenon of
demographic
windows of economic
opportunity (not
documented in
demographic
literature) observed
in a few Arab
countries due to
older migrant
expatriates returning
to their home
country; the impact

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of international out-
migration on
intergenerational
educational mobility
among children in
migrant-sending
households in
Kerala; and forced
migration of Kerala
Muslims to the Gulf.
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definitive text on
branding, pairing
anecdotes about
some of the best

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brands in the world,
like Rolex, Volvo,
and Heineken, with
the signature savvy
of marketing gurus
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that the only way to

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the Web. The Rieses
divulge the

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strategies and secrets
that both small and
large companies
have used to
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brands. The 22
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essential primer on
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studies are included and each chapter has been discussed in detail & discussed thoroughly.

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the fantastic world of
magic to life. Game
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own creations when
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a world of our own
imagining. More than
that, Everyday Life
breathes strength into

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relatively new, but
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optimization**

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text provides an
excellent
introduction to the
use of
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new areas
enmeshed in the**

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with the broader
sociological
context, the book
emphasizes the
strong influence of
sociological**

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such as social
milieu shaping and
the articulation of
the political in day-
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connected with the
ever-changing
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processes in order
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major ideological
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colonialism,
nationalism and
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values of Indian
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thematically and
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this work is a
useful resource for
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**produce beer in a
more
sophisticated and
efficient way. The
proliferation of
specialty hop
varieties has been
behind the
popularity of craft
beers seen in the
past few years
around the world.
Craft brewers**

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beer with unique
styles. Craft beers
are undergoing an
unprecedented
period of growth,
and more than 150
beer styles are
currently
recognized.**

**The population of
Asia is growing
both larger and**

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older.

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the most important
continent on the
world, Asia's
population,
currently
estimated to be 4.2
billion, is expected
to increase to
about 5.9 billion by
2050. Rapid
declines in fertility,**

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**together with
rising life
expectancy, are
altering the age
structure of the
population so that
in 2050, for the
first time in
history, there will
be roughly as
many people in
Asia over the age
of 65 as under the**

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**age of 15. It is
against this
backdrop that the
Division of
Behavioral and
Social Research at
the U.S. National
Institute on Aging
(NIA) asked the
National Research
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India, Indonesia,
Japan, and
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organized in
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the Chinese
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Sciences, Indian
National Science
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**Indonesian
Academy of
Sciences, and
Science Council of
Japan; the first
conference was
hosted by the
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of Social Sciences
in Beijing, and the
second conference
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the contributions
from new and
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subject areas such
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growth, labor
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