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KEY=CALENDAR - WEBER JUNE

SIGNS AND SYMBOLS

THEIR DESIGN AND MEANING

Discusses the elements of a sign, and looks at pictograms, alphabets, calligraphy, monograms, text type, numerical signs, symbols, and trademarks

A CENTURY OF INNOVATION

THE 3M STORY

3m Company A compilation of 3M voices, memories, facts and experiences from the company's first 100 years.

FOOD PACKAGING TECHNOLOGY

CRC Press The protection and preservation of a product, the launch of new products or re-launch of existing products, perception of added-value to products or services, and cost reduction in the supply chain are all objectives of food packaging. Taking into consideration the requirements specific to different products, how can one package successfully meet all of these goals? Food Packaging Technology provides a

contemporary overview of food processing and packaging technologies. Covering the wide range of issues you face when developing innovative food packaging, the book includes: Food packaging strategy, design, and development Food biodeterioration and methods of preservation Packaged product quality and shelf life Logistical packaging for food marketing systems Packaging materials and processes The battle rages over which type of container should be used for which application. It is therefore necessary to consider which materials, or combination of materials and processes will best serve the market and enhance brand value. Food Packaging Technology gives you the tools to determine which form of packaging will meet your business goals without compromising the safety of your product.

HARROD'S LIBRARIANS' GLOSSARY AND REFERENCE BOOK

A DIRECTORY OF OVER 10,200 TERMS, ORGANIZATIONS, PROJECTS AND ACRONYMS IN THE AREAS OF INFORMATION MANAGEMENT, LIBRARY SCIENCE, PUBLISHING AND ARCHIVE MANAGEMENT

Routledge Listing over 10,000 entries, Harrod's Librarians' Glossary and Reference Book spans everything from traditional printing terms to search engines and from book formats to URLs. Revisions for this tenth edition have centred in particular on the Information Society and its ramifications, on the general shift towards electronic resources, and on e-commerce, e-learning and e-government, whilst at the same time maintaining key areas predating the IT revolution. Web terminology, URLs and IT terms have been checked and updated, and coverage of terms relating to digitization and digital resources, portals, multimedia and electronic products has been revised or expanded as necessary. Harrod's Glossary now includes Knowledge Management terms, and this edition has also focused on developments in the field of intellectual property, copyright, patents, privacy and piracy. It gives wide international coverage of names, addresses and URLs of major libraries and other important organizations in the information sector, of professional associations, fellowships, networks, government bodies, projects and programmes, consortia and institutions, influential reports and other key publications. Entries are included on classification and file coding, on records management and archiving and on both the latest and the most enduring aspects of library and information skills. Even with the Web at your fingertips Harrod's Librarians' Glossary and Reference Book remains a quicker reference for explaining specialist terms, jargon and acronyms, and for finding the URLs you need, whether you are working in a print-based or digital library, in archiving, records management, conservation, bookselling or publishing.

BUSINESS PERIODICALS INDEX

NOVEL TRANSLATIONS

THE EUROPEAN NOVEL AND THE GERMAN BOOK, 1680-1730

Cornell University Press and Cornell University Library Many early novels were cosmopolitan books, read from London to Leipzig and beyond, available in nearly simultaneous translations into French, English, German, and other European

languages. In *Novel Translations*, Bethany Wiggin charts just one of the paths by which newness—in its avatars as fashion, novelties, and the novel—entered the European world in the decades around 1700. As readers across Europe snapped up novels, they domesticated the genre. Across borders, the novel lent readers everywhere a suggestion of sophistication, a familiarity with circumstances beyond their local ken. Into the eighteenth century, the modern German novel was not German at all; rather, it was French, as suggested by Germans' usage of the French word *Roman* to describe a wide variety of genres: pastoral romances, war and travel chronicles, heroic narratives, and courtly fictions. Carried in large part on the coattails of the Huguenot diaspora, these romans, nouvelles, amours secrets, histoires galantes, and histoires scandaleuses shaped German literary culture to a previously unrecognized extent. Wiggin contends that this French chapter in the German novel's history began to draw to a close only in the 1720s, more than sixty years after the word first migrated into German. Only gradually did the *Roman* go native; it remained laden with the baggage from its "French" origins even into the nineteenth century.

RECIPES FOR DISASTER

AN ANARCHIST COOKBOOK, A MOVEABLE FEAST

CrimethInc. Collective Beautifully designed A-Z of the totality of revolutionary politics. This brand new Crimethinc book is the action guide - the direct action guide. From affinity groups to wheatpasting, coalition building, hijacking events, mental health, pie-throwing, shoplifting, stenciling, supporting survivors of domestic violence, surviving a felony trial, torches, and whole bunch more. Incredible design, and lots of graphics give it that hip situ feel. Loads to read, to think about, and to do. At 650 pages, you could always throw the damn book at a suitable target. What are you waiting for?

THOMAS REGISTER OF AMERICAN MANUFACTURERS

This basic source for identification of U.S. manufacturers is arranged by product in a large multi-volume set. Includes: Products & services, Company profiles and Catalog file.

MARXISM IN A LOST CENTURY

A BIOGRAPHY OF PAUL MATTICK

BRILL Marxism in a Lost Century retells the history of the radical left during the twentieth century through the words and deeds of Paul Mattick. Three biographical themes receive special attention -- the self-taught nature of left-wing activity, Mattick's publishing endeavors, and the nexus of men, politics, and friendship.

AMERICA AND GUERRILLA WARFARE

University Press of Kentucky From South Carolina to South Vietnam, America's two hundred-year involvement in guerrilla warfare has been extensive and varied.

America and Guerrilla Warfare analyzes conflicts in which Americans have participated in the role of, on the side of, or in opposition to guerrilla forces, providing a broad comparative and historical perspective on these types of engagements. Anthony James Joes examines nine case studies, ranging from the role of Francis Marion, the Swamp Fox, in driving Cornwallis to Yorktown and eventual surrender to the U.S. support of Afghan rebels that hastened the collapse of the Soviet Empire. He analyzes the origins of each conflict, traces American involvement, and seeks patterns and deviations. Studying numerous campaigns, including ones staged by Confederate units during the Civil War, Joes reveals the combination of elements that can lead a nation to success in guerrilla warfare or doom it to failure. In a controversial interpretation, he suggests that valuable lessons were forgotten or ignored in Southeast Asia. The American experience in Vietnam was a debacle but, according to Joes, profoundly atypical of the country's overall experience with guerrilla warfare. He examines several twentieth-century conflicts that should have better prepared the country for Vietnam: the Philippines after 1898, Nicaragua in the 1920s, Greece in the late 1940s, and the Philippines again during the Huk War of 1946-1954. Later, during the long Salvadoran conflict of the 1980s, American leaders seemed to recall what they had learned from their experiences with this type of warfare. Guerrilla insurgencies did not end with the Cold War. As America faces recurring crises in the Balkans, sub-Saharan Africa, the Middle East, and possibly Asia, a comprehensive analysis of past guerrilla engagements is essential for today's policymakers.

INTERNATIONAL MARKETING: ANALYSIS AND STRATEGY 3RD ED.

POSTMODERN MAGIC

THE ART OF MAGIC IN THE INFORMATION AGE

Llewellyn Worldwide Limited A new look at magical arts examines imagination, psychology, and authority before explaining the significance of symbols, elementals, spirits, and artifacts, and gives techniques for creating glamours, divination decks, and your own astral temple.

THOMAS REGISTER OF AMERICAN MANUFACTURERS AND THOMAS REGISTER CATALOG FILE

Vols. for 1970-71 includes manufacturers' catalogs.

TO LIFE!

ECO ART IN PURSUIT OF A SUSTAINABLE PLANET

Univ of California Press This title documents the burgeoning eco art movement from A to Z, presenting a panorama of artistic responses to environmental concerns, from Ant Farms anti-consumer antics in the 1970s to Marina Zurkows 2007 animation that anticipates the havoc wreaked upon the planet by global warming.

NEW DIRECTIONS IN CORPUS-BASED TRANSLATION STUDIES

Language Science Press Corpus-based translation studies has become a major paradigm and research methodology and has investigated a wide variety of topics in the last two decades. The contributions to this volume add to the range of corpus-based studies by providing examples of some less explored applications of corpus analysis methods to translation research. They show that the area keeps evolving as it constantly opens up to different frameworks and approaches, from appraisal theory to process-oriented analysis, and encompasses multiple translation settings, including (indirect) literary translation, machine (assisted)-translation and the practical work of professional legal translators. The studies included in the volume also expand the range of application of corpus applications in terms of the tools used to accomplish the research tasks outlined.

DESIGNING BRAND IDENTITY

AN ESSENTIAL GUIDE FOR THE WHOLE BRANDING TEAM

*John Wiley & Sons A revised new edition of the bestselling toolkit for creating, building, and maintaining a strong brand From research and analysis through brand strategy, design development through application design, and identity standards through launch and governance, *Designing Brand Identity, Fourth Edition* offers brand managers, marketers, and designers a proven, universal five-phase process for creating and implementing effective brand identity. Enriched by new case studies showcasing successful world-class brands, this Fourth Edition brings readers up to date with a detailed look at the latest trends in branding, including social networks, mobile devices, global markets, apps, video, and virtual brands. Features more than 30 all-new case studies showing best practices and world-class Updated to include more than 35 percent new material Offers a proven, universal five-phase process and methodology for creating and implementing effective brand identity*

AUTOMATICITY AND CONTROL IN LANGUAGE PROCESSING

*Psychology Press The use of language is a fundamental component of much of our day-to-day life. Language often co-occurs with other activities with which it must be coordinated. This raises the question of whether the cognitive processes involved in planning spoken utterances and in understanding them are autonomous or whether they are affected by, and perhaps affect, non-linguistic cognitive processes, with which they might share processing resources. This question is the central concern of *Automaticity and Control in Language Processing*. The chapters address key issues concerning the relationship between linguistic and non-linguistic processes, including: How can the degree of automaticity of a component be defined? Which linguistic processes are truly automatic, and which require processing capacity? Through which mechanisms can control processes affect linguistic performance? How might these mechanisms be represented in the brain? How do limitations in working memory and executive control capacity affect linguistic performance and language re-learning in persons with brain damage? This important collection from*

leading international researchers will be of great interest to researchers and students in the area.

WE ARE EVERYWHERE

THE IRRESISTIBLE RISE OF GLOBAL ANTICAPITALISM

Verso We Are Everywhere is a whirlwind collection of writings, images and ideas for direct action by people on the frontlines of the global anticapitalist movement. This is a movement of untold stories, because those from below are not those who get to write history, even though we are the ones making it. We Are Everywhere wrenches our history from the grasp of the powerful and returns it to the streets, fields and neighbourhoods where it was made.

AFTER THE BERLIN WALL

A HISTORY OF THE EBRD, VOLUME 1

Central European University Press After the Berlin Wall tells the inside story of an international financial institution, the European Bank for Reconstruction and Development (EBRD), created in the aftermath of communism to help the countries of central and eastern Europe transition towards open market-oriented democratic economies. The first volume of a history in two parts, After the Berlin Wall charts the EBRD's life from a fledgling high-risk start-up investing in former socialist countries from 1991 to become an established member of the international financial community, which (as of April 2020) operates in almost 40 countries across three continents. This volume describes the multilateral negotiations that created this cosmopolitan institution with a 'European character' and the emergence of the EBRD's unique business model: a focus on the private sector and a mission to deliver development impact with sustainable financial returns. The author recounts the challenges that 'transition' countries faced in moving from a defunct to a functioning economic system and maps the EBRD's response to critical events, from the dissolution of the Soviet Union, to the safe confinement of the Chernobyl disaster site, the debt default in Russia and the onset of the global financial crisis in 2008.

FUNDAMENTAL CONCEPTS OF LANGUAGE TEACHING

HISTORICAL AND INTERDISCIPLINARY PERSPECTIVES ON APPLIED LINGUISTIC RESEARCH

Oxford University Press Professor Stern puts applied linguistics research into its historical and interdisciplinary perspective. He gives an authoritative survey of past developments worldwide and establishes a set of guidelines for the future. There are six parts: Clearing the Ground, Historical Perspectives, Concepts of Language, Concepts of Society, Concepts of Language Learning, and Concepts of Language Teaching.

ZIONISM AND COSMOPOLITANISM

FRANZ OPPENHEIMER AND THE DREAM OF A JEWISH FUTURE IN GERMANY AND PALESTINE

Walter de Gruyter GmbH & Co KG Die Reihe Europäisch-Jüdische Studien repräsentiert die international vernetzte Kompetenz des »Moses Mendelssohn Zentrums für europäisch-jüdische Studien« (MMZ). Der interdisziplinäre Charakter der Reihe, die in Kooperation mit dem Selma Stern Zentrum für Jüdische Studien Berlin-Brandenburg herausgegeben wird, zielt insbesondere auf geschichts-, geistes- und kulturwissenschaftliche Ansätze sowie auf intellektuelle, politische, literarische und religiöse Grundfragen, die jüdisches Leben und Denken in der Vergangenheit beeinflusst haben und noch heute inspirieren. Mit ihren Publikationen weiß sich das MMZ der über 250jährigen Tradition der von Moses Mendelssohn begründeten Jüdischen Aufklärung und der Wissenschaft des Judentums verpflichtet. In den BEITRÄGEN werden exzellente Monographien und Sammelbände zum gesamten Themenspektrum Jüdischer Studien veröffentlicht. Die Reihe ist peer-reviewed.

STOCKTON'S GOLDEN ERA

AN ILLUSTRATED HISTORY

Community Heritage An illustrated history of Stockton, California, paired with histories of the local companies.

CARIBBEAN DISCOURSE

SELECTED ESSAYS

Caraf Books Selected essays from the rich and complex collection of Edouard Glissant, one of the most prominent writers and intellectuals of the Caribbean, examine the psychological, sociological, and philosophical implications of cultural dependency.

MARKETING SEMIOTICS

SIGNS, STRATEGIES, AND BRAND VALUE

OUP Oxford Everyday consumers buy into the concept of brands and their associated meanings - the perception of quality, a symbolic relationship, a vicarious experience, or even a sense of identity. Marketing Semiotics suggests that the extent to which consumers recognize, internalize, and relate to brand meanings is not only an academic question. These meanings contribute to 'brand equity', the financial value of intangible brand benefits that exceed the use value of goods, and impacts upon a firm's financial performance. Therefore, the management of brand equity demands first and foremost the management of brand meanings, or semiotics. The book uses structural semiotics, a discipline that extends the laws of structural linguistics to the analysis of verbal, visual, and spatial sign systems, to shed light on the cultural codes and discourse of brands. It proposes that semiotic research should form the cornerstone of brand equity management, since brands rely so heavily on sign systems that contribute to profitability by distinguishing brands from simple

commodities, from competitors, and engaging consumers in the brand world. The book includes dozens of global business cases where semiotics has been used to refocus, reposition, or extend the brand to new products, customers, and markets. Drawing upon twenty years of academic and consulting experience, the book provides actionable direction for steering brands through technological and cultural change, differentiating brands in the competitive environment, and counteracting the natural depletion of brand meaning over time.

CRISIS MANAGEMENT IN THE FOOD AND DRINKS INDUSTRY: A PRACTICAL APPROACH

Springer Science & Business Media Few titles could be timelier than the second edition of *Crisis Management in the Food and Drinks Industry - A Practical Approach*. The world is worrying about a human pandemic arising from the avian flu epidemic that is spreading from the Far East, the implications of which could be as great for the food industry as were the outbreaks of foot and mouth disease and BSE. This practical and greatly expanded edition by media and public relations veteran Colin Doeg focuses on the communications aspects of dealing with a crisis. It is global in its coverage of the subject, reviewing practices and requirements in countries ranging from the USA and the UK to Australia and New Zealand. Doeg offers advice ranging from preparing for the unthinkable to the dramatic expansion of the Internet, avoiding being caught off-guard by a situation, the ramifications of product tampering and managing an actual crisis. Advice is also offered on dealing with extremist organizations and terrorist threats as well as bioterrorism - "a clear and present danger" - and a number of problems facing the food industry, including the practice of selling meat unfit for human consumption and the threat posed by the increasing toxicity of fish due to the rising pollution of the world's oceans. In a special late chapter - written only three months before publication - the author looks ahead to events which he believes will shape the world of crisis management in the future, including the empowering influence of the Internet during the 2004 Asian Tsunami, the discovery of the illegal dye Sudan 1 (Red) in millions of food products and the fears of a pandemic arising from the spreading outbreak of avian flu. Examples of typical documents like a crisis plan for a business, a crisis checklist, a press release announcing a product recall, an announcement to employees and a checklist for anyone dealing with a threatening phone call are provided. Also included is a list of sources of information and assistance in the event of a product crisis. *Crisis Management in the Food and Drinks Industry* is the only title dealing specifically with this crucial subject in relation to the food industry. As such, it is relevant not only to those in the food industry, but also to marketing and senior management in general in the fields of agriculture, public health and law enforcement.

PROFESSIONAL MANAGEMENT OF HOUSEKEEPING OPERATIONS

Wiley This book addresses the changing, growing role of the housekeeping department to include maintenance of health club facilities, grounds, valet, and foodservice facilities.

STYLE MANUAL

ART

AUTHENTICITY, FORGERY, AND RESTAURATION

This book is concerned with how we perceive the authenticity of art objects and asks: What does authenticity mean? Who defines what an authentic or inauthentic artwork is? How has the concept of what constitutes the authentic changed over the past few thousand years and how might this interact with conservation and restoration? Do different cultures have different views on what authenticity is, and if so, how does this affect the notion of forgery or restoration? Are there degrees of authenticity or inauthenticity? How can we apply the notion of authenticity to ethnographic art or to intangible cultural heritage? Do alterations of substance (during restoration) affect the material authenticity, conceptual authenticity or meaning of art objects? The author examines the recent renewed interest in the problems of the inauthentic, namely the world of fakes and forgeries, restoration, replication, emulation, appropriation and falsification of works of art. Contents: Chapter One: Authenticity: Contexts and Meanings Chapter Two: Some Philosophical Notions of Authenticity Chapter Three: Authenticity, Monuments and the International Charters Chapter Four: Cleaning, Restoration and Authenticity. Chapter Five: The Ancient Old World Chapter Six: Mediaeval Authenticity Chapter Seven: Authenticity and the Ethnographic. Chapter Eight: The Renaissance: Restoration, Copies and Authenticity Chapter Nine: The 19th Century and the Victorian Period Chapter Ten: The Modern and Post-Modern Chapter Eleven: Some Final Thoughts and Reflections Acknowledgements Appendix: Glossary of Terms Bibliography

RESEARCH AND ADVANCED TECHNOLOGY FOR DIGITAL LIBRARIES

SECOND EUROPEAN CONFERENCE, ECDL'98, HERAKLION, CRETE, GREECE, SEPTEMBER 21-23, 1998, PROCEEDINGS

Springer Digital Libraries are complex and advanced forms of information systems which extend and augment their physical counterparts by amplifying existing resources and services and enabling development of new kinds of human problem solving and expression. Their complexity arises from the data-rich domain of discourse as well as from extended demands for multi-disciplinary input, involving distributed systems architectures, structured digital documents, collaboration support, human-computer interaction, information filtering, etc. In addition to the broad range of technical issues, ethics and intellectual property rights add to the complication that is normally associated with the development, maintenance, and use of Digital Libraries. The Second European Conference on Digital Libraries (ECDL'98) builds upon the success of the first of this series of European Conferences on Research and Advanced Technology for Digital Libraries, held last year in Pisa, Italy, September 1-3, 1997. This series of conferences is partially funded by the TMR Programme of the European Commission and is actively supported and promoted by the European Research Consortium on Informatics and Mathematics (ERCIM). The

aim is to bring together the different communities involved in the development of Digital Libraries, to review progress and to discuss strategies, research and technological development (RTD) issues, as well as specific topics related to the European context. These communities include professionals from universities, research centres, industry, government agencies, public libraries, etc.

A HISTORY OF MODERN BRITAIN

Pan Macmillan *A History of Modern Britain* by Andrew Marr confronts head-on the victory of shopping over politics. This edition also includes an extra chapter charting the course from Blair to Brexit. It tells the story of how the great political visions of New Jerusalem or a second Elizabethan Age, rival idealisms, came to be defeated by a culture of consumerism, celebrity and self-gratification. In each decade, political leaders think they know what they are doing, but find themselves confounded. Every time, the British people turn out to be stropier and harder to herd than predicted. Throughout, Britain is a country on the edge – first of invasion, then of bankruptcy, then on the vulnerable front line of the Cold War and later in the forefront of the great opening up of capital and migration now reshaping the world. This history follows all the political and economic stories, but deals too with comedy, cars, the war against homosexuals, Sixties anarchists, oil-men and punks, Margaret Thatcher's wonderful good luck, political lies and the true heroes of British theatre.

SNOW CRASH

Penguin UK *The only relief from the sea of logos is within the well-guarded borders of the Burbclaves. Is it any wonder that most sane folks have forsaken the real world and chosen to live in the computer-generated universe of virtual reality? In a major city, the size of a dozen Manhattans, is a domain of pleasures limited only by the imagination. But now a strange new computer virus called Snow Crash is striking down hackers everywhere, leaving an unlikely young man as humankind's last best hope.*

BECOMING A PUBLIC RELATIONS WRITER

A WRITING PROCESS WORKBOOK FOR THE PROFESSION

Taylor & Francis *Aimed at students of public relations, this second edition provides practical writing instruction for those preparing to enter the public relations profession. It uses a process approach to address a variety of writing formats and circumstances.*

FUTURISM

AN ANTHOLOGY

In 1909, F.T. Marinetti published his incendiary Futurist Manifesto, proclaiming, "We stand on the last promontory of the centuries!!" and "There, on the earth, the earliest dawn!" Intent on delivering Italy from "its fetid cancer of professors, archaeologists, tour guides, and antiquarians," the Futurists imagined that art,

architecture, literature, and music would function like a machine, transforming the world rather than merely reflecting it. But within a decade, Futurism's utopian ambitions were being wedded to Fascist politics, an alliance that would tragically mar its reputation in the century to follow. Published to coincide with the 100th anniversary of the founding of Futurism, this is the most complete anthology of Futurist manifestos, poems, plays, and images ever to be published in English, spanning from 1909 to 1944. Now, amidst another era of unprecedented technological change and cultural crisis, is a pivotal moment to reevaluate Futurism and its haunting legacy for Western civilization.

SPACE IS THE PLACE

THE LIVES AND TIMES OF SUN RA

Duke University Press Considered by many to be a founder of Afrofuturism, Sun Ra—aka Herman Blount—was a composer, keyboardist, bandleader, philosopher, entrepreneur, poet, and self-proclaimed extraterrestrial from Saturn. He recorded over 200 albums with his Arkestra, which, dressed in Egypto-space costumes, played everything from boogie-woogie and swing to fusion and free jazz. John Szwed's *Space is the Place* is the definitive biography of this musical polymath, who was one of the twentieth century's greatest avant-garde artists and intellectuals. Charting the whole of Sun Ra's life and career, Szwed outlines how after years in Chicago as a blues and swing band pianist, Sun Ra set out in the 1950s to impart his views about the galaxy, black people, and spiritual matters by performing music with the Arkestra that was as vital and innovative as it was mercurial and confounding. Szwed's readers—whether they are just discovering Sun Ra or are among the legion of poets, artists, intellectuals, and musicians who consider him a spiritual godfather—will find that, indeed, space is the place.

PLAN B 3.0: MOBILIZING TO SAVE CIVILIZATION

Yayasan Obor Indonesia Provides alternative solutions to such global problems as population control, emerging water shortages, eroding soil, and global warming, outlining a detailed survival strategy for the civilization of the future.

DADA

ZURICH, BERLIN, HANNOVER, COLOGNE, NEW YORK, PARIS

Distributed Art Pub Incorporated *Dada* includes many of the key figures in the history of modernism, such as Hans Arp, Marcel Duchamp, Max Ernst, Hannah Hoch, John Heartfield, Francis Picabia, Kurt Schwitters, and Sophie Taeuber, and introduces artists who are less well known. This book explores the variety of art-making practices that emerged between 1916 and 1924 in the movement's primary centers: Zurich, Berlin, Hannover, Cologne, New York, and Paris. Six city essays by scholars of the movement; an illustrated chronology; more than forty artists' biographies; period photographs; and extensive plate sections document a provocative and influential artistic era. This illustrated book accompanies *Dada*, the most comprehensive museum exhibition of Dada art ever mounted in the United States, on view in 2006

at the National Gallery of Art, Washington, and The Museum of Modern Art, New York. The exhibition was on view at the Musee national d'art moderne-Centre Pompidou in Paris in 2005.

A HANDBOOK OF FOOD PACKAGING

Springer Science & Business Media This is the second edition of a successful title first published in 1983 and now therefore a decade out of date. The authors consider the development of the right package for a particular food in a particular market, from the point of view of the food technologist, the packaging engineer and those concerned with marketing. While the original format has been retained, the contents have been thoroughly revised to take account of the considerable advances made in recent years in the techniques of food processing, packaging and distribution. While efficient packaging is even more a necessity for every kind of food, whether fresh or processed, and is an essential link between the food producer and the consumer, the emphasis on its several functions has changed. Its basic function is to identify the product and ensure that it travels safely through the distribution system to the consumer. Packaging designed and constructed solely for this purpose adds little or nothing to the value of the product, merely preserving farm or processor freshness or preventing physical damage, and cost effectiveness is the sole criterion for success. If, however, the packaging facilitates the use of the product, is reusable or has an after-use, some extra value can be added to justify the extra cost and promote sales. Many examples of packaging providing such extra value can be cited over the last decade.

TECHNOLOGY FOR HUMANITARIAN ACTION

International Humanitarian Aff Humanitarian workers around the world struggle under dangerous conditions. Yet many do not have the technological tools readily available elsewhere to help them realize their mission to provide essential services and save lives. This book, the fruit of a historic conference, is a practical guide to current technologies that can help relief and humanitarian aid workers succeed. Designed to facilitate needed technology transfer to the humanitarian sector, the essays focus on areas where technology is underused and predict where new technological advances may be applied to relief efforts. The essays cover essential areas: communications technology and infrastructure support and security. They describe how such technologies as personal identification and tagging systems, software radios, wireless networks, and computer-aided language translation can promote safety and manage large groups of people. Other essays outline new technological solutions to such challenges as mine removal, water purification, and energy generation. The contributors are: Kevin M. Cahill, Frank Fernandez, C. Kumar Patel, Paul J. Kolodzy, Joseph Mitola III, Victor Zue, Jaime G. Carbonell, Stephen Squires, Joseph V. Braddock, Arthur L. Lerner-Lam, Ralph James, William L. Warren, and Regina E. Dugan.

AMERICAN EXPORT REGISTER

PRODUCTION AND OPERATIONS MANAGEMENT SYSTEMS

CRC Press Since the beginning of mankind on Earth, if the "busyness" process was successful, then some form of benefit sustained it. The fundamentals are obvious: get the right inputs (materials, labor, money, and ideas); transform them into highly demanded, quality outputs; and make it available in time to the end consumer. Illustrating how operations relate to the rest of the organization, Production and Operations Management Systems provides an understanding of the production and operations management (P/OM) functions as well as the processes of goods and service producers. The modular character of the text permits many different journeys through the materials. If you like to start with supply chain management (Chapter 9) and then move on to inventory management (Chapter 5) and then quality management (Chapter 8), you can do so in that order. However, if your focus is product line stability and quick response time to competition, you may prefer to begin with project management (Chapter 7) to reflect the continuous project mode required for fast redesign rapid response. Slides, lectures, Excel worksheets, and solutions to short and extended problem sets are available on the Downloads / Updates tabs. The project management component of P/OM is no longer an auxiliary aspect of the field. The entire system has to be viewed and understood. The book helps students develop a sense of managerial competence in making decisions in the design, planning, operation, and control of manufacturing, production, and operations systems through examples and case studies. The text uses analytical techniques when necessary to develop critical thinking and to sharpen decision-making skills. It makes production and operations management (P/OM) interesting, even exciting, to those who are embarking on a career that involves business of any kind.