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## KEY=EXPLORATION - SOFIA ELLIANA

### THE DOUBLE HELIX

#### A PERSONAL ACCOUNT OF THE DISCOVERY OF THE STRUCTURE OF DNA

**Simon and Schuster** The classic personal account of Watson and Crick's groundbreaking discovery of the structure of DNA, now with an introduction by Sylvia Nasar, author of *A Beautiful Mind*. By identifying the structure of DNA, the molecule of life, Francis Crick and James Watson revolutionized biochemistry and won themselves a Nobel Prize. At the time, Watson was only twenty-four, a young scientist hungry to make his mark. His uncompromisingly honest account of the heady days of their thrilling sprint against other world-class researchers to solve one of science's greatest mysteries gives a dazzlingly clear picture of a world of brilliant scientists with great gifts, very human ambitions, and bitter rivalries. With humility unspoiled by false modesty, Watson relates his and Crick's desperate efforts to beat Linus Pauling to the Holy Grail of life sciences, the identification of the basic building block of life. Never has a scientist been so truthful in capturing in words the flavor of his work.

### RNA AND PROTEIN SYNTHESIS

**Elsevier** RNA and Protein Synthesis is a compendium of articles dealing with the assay, characterization, isolation, or purification of various organelles, enzymes, nucleic acids, translational factors, and other components or reactions involved in protein synthesis. One paper describes the preparatory scale methods for the reversed-phase chromatography systems for transfer ribonucleic acids. Another paper discusses the determination of adenosine- and aminoacyl adenosine-terminated sRNA chains by ion-exclusion chromatography. One paper notes that the problems involved in preparing acetylaminoacyl-tRNA are similar to those found in peptidyl-tRNA synthesis, in particular, to the lability of the ester bond between the amino acid and the tRNA. Another paper explains a new method that will attach fluorescent dyes to cytidine residues in tRNA; it also notes the possible use of N-hydroxysuccinimide esters of dansylglycine and N-methylanthranilic acid in the described method. One paper explains the use of membrane filtration in the determination of apparent association constants for ribosomal protein-RNS complex formation. This collection is valuable to bio-chemists, cellular biologists, micro-biologists, developmental biologists, and investigators working with enzymes.

### BUSINESS LAW IN CANADA

**Prentice Hall** Appropriate for one-semester courses in Administrative Law at both college and university levels. Legal concepts and Canadian business applications are introduced in a concise, one-semester format. The text is structured so that five chapters on contracts form the nucleus of the course, and the balance provides stand-alone sections that the instructor may choose to cover in any order. We've made the design more reader-friendly, using a visually-appealing four-colour format and enlivening the solid text with case snippets and extracts. The result is a book that maintains the strong legal content of previous editions while introducing more real-life examples of business law in practice.

### COMPUTATIONAL COMPLEXITY

#### A MODERN APPROACH

**Cambridge University Press** New and classical results in computational complexity, including interactive proofs, PCP, derandomization, and quantum computation. Ideal for graduate students.

### DISCIPLINED ENTREPRENEURSHIP

#### 24 STEPS TO A SUCCESSFUL STARTUP

**John Wiley & Sons** 24 Steps to Success! Disciplined Entrepreneurship will change the way you think about starting a company. Many believe that entrepreneurship cannot be taught, but great entrepreneurs aren't born with something special - they simply make great products. This book will show you how to create a successful startup through developing an innovative product. It breaks down the necessary processes into an integrated, comprehensive, and proven 24-step framework that any industrious person can learn and apply. You will learn: Why the "F" word - focus - is crucial to a startup's success Common obstacles that entrepreneurs face - and how to overcome them How to use innovation to stand out in the crowd - it's not just about technology Whether you're a first-time or repeat entrepreneur, Disciplined Entrepreneurship gives you the tools you need to improve your odds of making a product people want. Author Bill Aulet is the managing director of the Martin Trust Center for MIT Entrepreneurship as well as a senior lecturer at the MIT Sloan School of Management. For more please visit <http://disciplinedentrepreneurship.com/>

### INTRODUCTION TO PSPICE MANUAL FOR ELECTRIC CIRCUITS

#### USING ORCAD RELEASE 9.2

The fourth edition of this work continues to provide a thorough perspective of the subject, communicated through a clear explanation of the concepts and techniques of electric circuits. This edition was developed with keen attention to the learning needs of students. It includes illustrations that have been redesigned for clarity, new problems and new worked examples. Margin notes in the text point out the option of integrating PSpice with the provided Introduction to PSpice; and an instructor's roadmap (for instructors only) serves to classify homework problems by approach. The author has also given greater attention to the importance of circuit memory in electrical engineering, and to the role of electronics in the electrical engineering curriculum.

### THE SIX-FIGURE SECOND INCOME

#### HOW TO START AND GROW A SUCCESSFUL ONLINE BUSINESS WITHOUT QUITTING YOUR DAY JOB

**John Wiley & Sons** Proven methods for building an online income stream You don't have to quit your current job, or already have piles of money, or be 24 years old, or riding a booming economy, in order to start a successful online business. The Six-Figure Second Income explains how to start or grow a business even when you think you have plenty of strikes against you. In the course of building an eight-figure real estate information marketing business, David Lindahl and Jonathan Rozek tested dozens of tools and techniques. This book is centered around principles they derived from all the tests they ran, tools they used, and money they spent. If you're tired of the gimmicks and skepticism that anyone can really succeed online, this book will give you the no-hype, no-nonsense advice you need.

### UNCOVERING STUDENT IDEAS IN LIFE SCIENCE

**NSTA Press** Author Page Keeley continues to provide KOC012 teachers with her highly usable and popular formula for uncovering and addressing the preconceptions that students bring to the classroom. The formative assessment probe in this first book devoted exclusively to life science in her Uncovering Student Ideas in Science series. Keeley addresses the topics of life and its diversity; structure and function; life processes and needs of living things; ecosystems and change; reproduction, life cycles, and heredity; and human biology."

### THE B2B SOCIAL MEDIA BOOK

#### BECOME A MARKETING SUPERSTAR BY GENERATING LEADS WITH BLOGGING, LINKEDIN, TWITTER, FACEBOOK, EMAIL, AND MORE

**John Wiley & Sons** Advance your B2B marketing plans with proven social media strategies Learn social media's specific application to B2B companies and how it can be leveraged to drive leads and revenue. B2B marketers are undervalued and under appreciated in many companies. Social media and online marketing provide the right mix of rich data and reduction in marketing expenses to help transform a marketer into a superstar. The B2B Social Media Book provides B2B marketers with actionable advice on leveraging blogging, LinkedIn, Twitter, Facebook and more, combined with key strategic imperatives that serve as the backbone of effective B2B social media strategies. This book serves as the definitive reference for B2B marketers looking to master social media and take their career to the next level. Describes a methodology for generating leads using social media Details how to create content offers that increase conversion rates and drive leads from social media Offers practical advice for incorporating mobile strategies into the marketing mix Provides a step-by-step process for measuring the return on investment of B2B social media strategies The B2B Social Media Book will help readers establish a strong social media marketing strategy to generate more leads, become a marketing superstar in the eye of company leaders, and most importantly, contribute to business growth.

### WORDS YOU SHOULD KNOW IN HIGH SCHOOL

#### 1000 ESSENTIAL WORDS TO BUILD VOCABULARY, IMPROVE STANDARDIZED TEST SCORES, AND WRITE SUCCESSFUL PAPERS

**Simon and Schuster** Eloquence counts! Do you want to ace your SATs, write literate papers, and find the perfect language to impress would-be bosses at job interviews? Words You Should Know in High School helps you achieve the success you're looking for--one word at a time. This easy-to-use book features more than 1,000 essential words that arm you with the vocabulary you need to tackle real-world tasks--from debating current events to writing essays for your college applications. Whether you're an incoming freshman or a graduating senior, inside these engaging and enlightening pages, you'll find sections that help you: Understand commonly misused words Learn popular definitions used in standardized tests Recognize the difference between synonyms and antonyms Perfect spelling and grammar usage Choose the right word for every special course and circumstance Written in a spunky style that's never boring, this handy book is your ticket to a new well-spoken you--willing and able to find the right words for every situation, at school, at work, and everywhere else!

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## HELLO CRUEL WORLD

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### 101 ALTERNATIVES TO SUICIDE FOR TEENS, FREAKS, AND OTHER OUTLAWS

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**Seven Stories Press** Celebrated transsexual trailblazer Kate Bornstein has, with more humor and spunk than any other, ushered us into a world of limitless possibility through a daring re-envisionment of the gender system as we know it. Here, Bornstein bravely and wittily shares personal and unorthodox methods of survival in an often cruel world. A one-of-a-kind guide to staying alive outside the box, *Hello, Cruel World* is a much-needed unconventional approach to life for those who want to stay on the edge, but alive. *Hello, Cruel World* features a catalog of 101 alternatives to suicide that range from the playful (moisturize!), to the irreverent (shatter some family values), to the highly controversial. Designed to encourage readers to give themselves permission to unleash their hearts' harmless desires, the book has only one directive: "Don't be mean." It is this guiding principle that brings its reader on a self-validating journey, which forges wholly new paths toward a resounding decision to choose life. Tenderly intimate and unapologetically edgy, Kate Bornstein is the radical role model, the affectionate best friend, and the guiding mentor all in one.

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### WANDERING SIGNIFICANCE

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#### AN ESSAY ON CONCEPTUAL BEHAVIOR

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**Oxford University Press** Mark Wilson presents a highly original and broad-ranging investigation of the way we get to grips with the world conceptually, and the way that philosophical problems commonly arise from this. Words such as color, shape, solidity exemplify the commonplace conceptual tools we employ to describe and order the world around us. But the world's goods are complex in their behaviors and we often overlook the subtle adjustments that our evaluative terms undergo as their usage becomes gradually adapted to different forms of supportive circumstance. Wilson not only explains how these surprising strategies of hidden management operate, but also tells the astonishing story of how faulty schemes and great metaphysical systems sometimes spring from a simple failure to recognize the innocent wanderings to which our descriptive words are heir. Wilson combines traditional philosophical concerns about human conceptual thinking with illuminating data derived from a large variety of fields including physics and applied mathematics, cognitive psychology, and linguistics. *Wandering Significance* offers abundant new insights and perspectives for philosophers of language, mind, and science, and will also reward the interest of psychologists, linguists, and anyone curious about the mysterious ways in which useful language obtains its practical applicability.

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### WHAT TECHNOLOGY WANTS

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**Penguin** From the author of the New York Times bestseller *The Inevitable*—a sweeping vision of technology as a living force that can expand our individual potential In this provocative book, one of today's most respected thinkers turns the conversation about technology on its head by viewing technology as a natural system, an extension of biological evolution. By mapping the behavior of life, we paradoxically get a glimpse at where technology is headed or "what it wants." Kevin Kelly offers a dozen trajectories in the coming decades for this near-living system. And as we align ourselves with technology's agenda, we can capture its colossal potential. This visionary and optimistic book explores how technology gives our lives greater meaning and is a must-read for anyone curious about the future.

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### SHAPING THINGS

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**MIT Press (MA)** A guide to the next great wave of technology—an era of objects so programmable that they can be regarded as material instantiations of an immaterial system.

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### CUSTOMER GENIUS

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**John Wiley & Sons** Hello, I am your customer. Do you see the world like I do? It's simple really. Start with me and everything else follows. Together we can do extraordinary things. Are you ready? 10 building blocks, 30 practical tools, 50 inspirational stories. From Amazon to Banyan Tree, Quintessentially to Zipcars, explore 50 of the world's leading customer businesses. The rise of Air Asia, and the collaboration of Boeing; the segmented focus of Club Med, and the customer vision of Disney; the imagination of Camper, and the desire for the Nintendo Wii; the realism of Dove, and the tribal loyalty of Harley Davidson. The 'genius' of a customer-centric business is that it works from the outside in. It attracts, serves and retains the best customers as its route to profitability and growth. Isn't it about time you started doing business from the outside in?

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### SPECTRUM SPELLING, GRADE 1

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**Carson-Dellosa Publishing** Give your first grader a fun-filled way to build and reinforce spelling skills. *Spectrum Spelling for grade 1* provides progressive lessons in letter recognition, short vowels, long vowels, sight words, and dictionary skills. This exciting language arts workbook encourages children to explore spelling with brainteasers, puzzles, and more! Don't let your child's spelling skills depend on spellcheck and autocorrect. Make sure they have the knowledge and skills to choose, apply, and spell words with confidence—and without assistance from digital sources. Complete with a speller's dictionary, a proofreader's guide, and an answer key, *Spectrum Spelling* offers the perfect way to help children strengthen this important language arts skill.

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### NEW MEDIA

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#### A CRITICAL INTRODUCTION

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**Taylor & Francis**

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### CAMBRIDGE IELTS 3 STUDENT'S BOOK WITH ANSWERS

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#### EXAMINATION PAPERS FROM THE UNIVERSITY OF CAMBRIDGE LOCAL EXAMINATIONS SYNDICATE

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**Cambridge University Press** Contains practice material for the International English Language Test System.

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### ALL YESTERDAYS

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#### UNIQUE AND SPECULATIVE VIEWS OF DINOSAURS AND OTHER PREHISTORIC ANIMALS

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*All Yesterdays* is a book about the way we see dinosaurs and other prehistoric animals. Lavishly illustrated with over sixty original artworks, *All Yesterdays* aims to challenge our notions of how prehistoric animals looked and behaved. As a critical exploration of palaeontological art, *All Yesterdays* asks questions about what is probable, what is possible, and what is commonly ignored. Written by palaeozoologist Darren Naish, and palaeontological artists John Conway and C.M. Kosemen, *All Yesterdays* is scientifically rigorous and artistically imaginative in its approach to fossils of the past - and those of the future.

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### THE INFORMED WRITER

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#### USING SOURCES IN THE DISCIPLINES

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**Houghton Mifflin College Division** This book, offered here in its first open-access edition, addresses a wide range of writing activities and genres, from summarizing and responding to sources to writing the research paper and writing about literature. This edition of the book has been adapted from the fifth edition, published in 1995 by Houghton Mifflin. Copyrighted materials—primarily examples within the text—have been removed from this edition.

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### ACTIONABLE GAMIFICATION

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#### BEYOND POINTS, BADGES, AND LEADERBOARDS

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**Packt Publishing Ltd** Learn all about implementing a good gamification design into your products, workplace, and lifestyle **Key Features** Explore what makes a game fun and engaging Gain insight into the Octalysis Framework and its applications Discover the potential of the Core Drives of gamification through real-world scenarios **Book Description** Effective gamification is a combination of game design, game dynamics, user experience, and ROI-driving business implementations. This book explores the interplay between these disciplines and captures the core principles that contribute to a good gamification design. The book starts with an overview of the Octalysis Framework and the 8 Core Drives that can be used to build strategies around the various systems that make games engaging. As the book progresses, each chapter delves deep into a Core Drive, explaining its design and how it should be used. Finally, to apply all the concepts and techniques that you learn throughout, the book contains a brief showcase of using the Octalysis Framework to design a project experience from scratch. After reading this book, you'll have the knowledge and skills to enable the widespread adoption of good gamification and human-focused design in all types of industries. **What you will learn** Discover ways to use gamification techniques in real-world situations Design fun, engaging, and rewarding experiences with Octalysis Understand what gamification means and how to categorize it Leverage the power of different Core Drives in your applications Explore how Left Brain and Right Brain Core Drives differ in motivation and design methodologies Examine the fascinating intricacies of White Hat and Black Hat Core Drives Who this book is for Anyone who wants to implement gamification principles and techniques into their products, workplace, and lifestyle will find this book useful.

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### CRIME SCENE PHOTOGRAPHY

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**Elsevier** *Crime Scene Photography* is a book wrought from years of experience, with material carefully selected for ease of use and effectiveness in training, and field tested by the author in his role as a Forensic Services Supervisor for the Baltimore County Police Department. While there are many books on non-forensic photography, none of them adequately adapt standard image-taking to crime scene photography. The forensic photographer, or more specifically the crime scene photographer, must know how to create an acceptable image that is capable of withstanding challenges in court. This book blends the practical functions of crime scene processing with theories of photography to guide the reader in acquiring the skills, knowledge and ability to render reliable evidence. Required reading by the IAI Crime Scene Certification Board for all levels of certification Contains over 500 photographs Covers the concepts and principles of photography as well as the "how to" of creating a final product Includes end-of-chapter exercises

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## THE HERMETIC CODE IN DNA

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### THE SACRED PRINCIPLES IN THE ORDERING OF THE UNIVERSE

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**Simon and Schuster** An examination of the precise code that connects ancient spirituality with modern science • Shows how the numerical patterns in ancient philosophies are evident in both the structure of the universe and the helical structure of DNA • Reveals that music theory comes from an intuitive understanding of the resonant harmony of the cosmos Many have observed the distinct numerical patterns embedded in ancient philosophies and religions from all over the world; others have noted that these same patterns are apparent in many of the theories of groundbreaking science. Michael Hayes reveals that there is a precise code, the Hermetic Code, that connects these patterns—information once known to ancient cultures but apparently lost over time. Mirrored in the structure of this code are the ordering principles of the universe and, intriguingly, also the harmonic ratios of music. Our notions of what is harmonious in music may therefore arise not from an abstract aesthetic sense but as a response to an intuition of a fundamental cosmic harmony. The resonance between biology and cosmology shows that life is music, complete with “overtones”—nowhere more strikingly present than in the helical structure of life itself: DNA.

### FANGED NOUMENA

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### COLLECTED WRITINGS 1987-2007

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**MIT Press** A dizzying trip through the mind(s) of the provocative and influential thinker Nick Land. During the 1990s British philosopher Nick Land's unique work, variously described as “rabid nihilism,” “mad black delezianism,” and “cybergothic,” developed perhaps the only rigorous and culturally-engaged escape route out of the malaise of “continental philosophy” —a route that was implacably blocked by the academy. However, Land's work has continued to exert an influence, both through the British “speculative realist” philosophers who studied with him, and through the many cultural producers—writers, artists, musicians, filmmakers—who have been invigorated by his uncompromising and abrasive philosophical vision. Beginning with Land's early radical rereadings of Heidegger, Nietzsche, Kant and Bataille, the volume collects together the papers, talks and articles of the mid-90s—long the subject of rumour and vague legend (including some work which has never previously appeared in print)—in which Land developed his futuristic theory-fiction of cybercapitalism gone amok; and ends with his enigmatic later writings in which Ballardian fictions, poetics, cryptography, anthropology, grammatology and the occult are smeared into unrecognisable hybrids. Fanged Noumena gives a dizzying perspective on the entire trajectory of this provocative and influential thinker's work, and has introduced his unique voice to a new generation of readers.

### ESSENTIALS OF METAHEURISTICS (SECOND EDITION)

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Interested in the Genetic Algorithm? Simulated Annealing? Ant Colony Optimization? Essentials of Metaheuristics covers these and other metaheuristics algorithms, and is intended for undergraduate students, programmers, and non-experts. The book covers a wide range of algorithms, representations, selection and modification operators, and related topics, and includes 71 figures and 135 algorithms great and small. Algorithms include: Gradient Ascent techniques, Hill-Climbing variants, Simulated Annealing, Tabu Search variants, Iterated Local Search, Evolution Strategies, the Genetic Algorithm, the Steady-State Genetic Algorithm, Differential Evolution, Particle Swarm Optimization, Genetic Programming variants, One- and Two-Population Competitive Coevolution, N-Population Cooperative Coevolution, Implicit Fitness Sharing, Deterministic Crowding, NSGA-II, SPEA2, GRASP, Ant Colony Optimization variants, Guided Local Search, LEM, PBIL, UMDA, cGA, BOA, SAMUEL, ZCS, XCS, and XCSF.

### TECHNOLOGICAL SLAVERY (LARGE PRINT 16PT)

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**ReadHowYouWant.com** Theodore Kaczynski saw violent collapse as the only way to bring down the techno-industrial system, and in more than a decade of mail bomb terror he killed three people and injured 23 others. One does not need to support the actions that landed Kaczynski in supermax prison to see the value of his essays disabusing the notion of heroic technology while revealing the manner in which it is destroying the planet. For the first time, readers will have an uncensored personal account of his anti-technology philosophy, including a corrected version of the notorious "Unabomber Manifesto," Kaczynski, s critique of anarcho-primitivism, and essays regarding "the Coming Revolution."

### IS THERE AN ENGINEER INSIDE YOU?

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### A COMPREHENSIVE GUIDE TO CAREER DECISIONS IN ENGINEERING

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**Bonamy Pub** Turn yourself into a top-notch engineering student and become a successful engineer with the ideas and information in this one-of-a-kind resource. Get yourself on the path to a challenging, rewarding, and prosperous career as an engineer by getting inside each discipline, learning the differences and making educated choices. Updated and now covering 27 different branches of engineering, "Is There an Engineer Inside You?" is packed with suggestions and has tremendous advice on thriving in an engineering student environment.

### BUILD YOUR OWN .NET LANGUAGE AND COMPILER

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**Apress** \* Includes a complete QuickBasic compiler with source code. We cannot overstate that this is a huge marketing hook. Virtually every experienced programmer today started out with some version of Basic or QuickBasic and has at some point in their career wondered how it worked. The sheer nostalgia alone will generate sales. The idea of having QuickBasic for them to play with (or let their kids play with) will generate sales. \* One of a kind book - nothing else comes close to this book. \* Demystifies compiler technology for ordinary programmers - this is a subject usually covered by academic books in a manner too advanced for most developers. This book is pitched at a level accessible to all but beginners. \* Teaches skills used in many other types of programming from creation of macro/scripting languages to file parsing.

### CELL ORGANELLES

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**Springer Science & Business Media** The compartmentation of genetic information is a fundamental feature of the eukaryotic cell. The metabolic capacity of a eukaryotic (plant) cell and the steps leading to it are overwhelmingly an endeavour of a joint genetic cooperation between nucleus/cytosol, plastids, and mitochondria. Alter ation of the genetic material in anyone of these compartments or exchange of organelles between species can seriously affect harmoniously balanced growth of an organism. Although the biological significance of this genetic design has been vividly evident since the discovery of non-Mendelian inheritance by Baur and Correns at the beginning of this century, and became indisputable in principle after Renner's work on interspecific nuclear/plastid hybrids (summarized in his classical article in 1934), studies on the genetics of organelles have long suffered from the lack of respectabil ity. Non-Mendelian inheritance was considered a research sideline~ifnot a freak~by most geneticists, which becomes evident when one consults common textbooks. For instance, these have usually impeccable accounts of photosynthetic and respiratory energy conversion in chloroplasts and mitochondria, of metabolism and global circulation of the biological key elements C, N, and S, as well as of the organization, maintenance, and function of nuclear genetic information. In contrast, the heredity and molecular biology of organelles are generally treated as an adjunct, and neither goes as far as to describe the impact of the integrated genetic system.

### THE DEMOCRATIZATION OF ARTIFICIAL INTELLIGENCE

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### NET POLITICS IN THE ERA OF LEARNING ALGORITHMS

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**transcript Verlag** After a long time of neglect, Artificial Intelligence is once again at the center of most of our political, economic, and socio-cultural debates. Recent advances in the field of Artificial Neural Networks have led to a renaissance of dystopian and utopian speculations on an AI-rendered future. Algorithmic technologies are deployed for identifying potential terrorists through vast surveillance networks, for producing sentencing guidelines and recidivism risk profiles in criminal justice systems, for demographic and psychographic targeting of bodies for advertising or propaganda, and more generally for automating the analysis of language, text, and images. Against this background, the aim of this book is to discuss the heterogenous conditions, implications, and effects of modern AI and Internet technologies in terms of their political dimension: What does it mean to critically investigate efforts of net politics in the age of machine learning algorithms?

### CONCEPTS OF BIOLOGY

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Concepts of Biology is designed for the single-semester introduction to biology course for non-science majors, which for many students is their only college-level science course. As such, this course represents an important opportunity for students to develop the necessary knowledge, tools, and skills to make informed decisions as they continue with their lives. Rather than being mired down with facts and vocabulary, the typical non-science major student needs information presented in a way that is easy to read and understand. Even more importantly, the content should be meaningful. Students do much better when they understand why biology is relevant to their everyday lives. For these reasons, Concepts of Biology is grounded on an evolutionary basis and includes exciting features that highlight careers in the biological sciences and everyday applications of the concepts at hand. We also strive to show the interconnectedness of topics within this extremely broad discipline. In order to meet the needs of today's instructors and students, we maintain the overall organization and coverage found in most syllabi for this course. A strength of Concepts of Biology is that instructors can customize the book, adapting it to the approach that works best in their classroom. Concepts of Biology also includes an innovative art program that incorporates critical thinking and clicker questions to help students understand—and apply—key concepts.

### THE PRINCIPLES OF LEARNING & BEHAVIOR

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**Thomson Brooks/Cole** This popular text gives students a comprehensive and readable introduction to contemporary issues in learning and behaviour, while providing balanced coverage of classical and instrumental conditioning.

### THE COPYEDITOR'S HANDBOOK

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### A GUIDE FOR BOOK PUBLISHING AND CORPORATE COMMUNICATIONS

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**Univ of California Press** Praise for the first and second editions: "The Copyeditor's Handbook brims with valuable information, good advice, and helpful suggestions for novice copyeditors and experienced practitioners. It is comforting to know that current and future copyeditors will be able to turn to this handbook. I'm placing this work, which fills a huge gap in the literature, right beside my dictionary, and will highly recommend it to all my colleagues and students." —Alice Levine, Lecturer, The Denver Publishing Institute, and freelance editor "A definite 'must have' for the beginning to intermediate editor or author, and even the experienced editor. An indispensable reference tool." —Kim Hawley, President, The Chicago Book Clinic "This is the book that every teacher of editing has been

waiting for: thorough, clear, authoritative, up-to-date, and sane." —Beth Luey, Director, Scholarly Publishing Program, Arizona State University "This book warms the cockles of the copyediting heart. It is thorough, useful, helpful, and smart. And it fills a huge vacuum." —Constance Hale, author of *Sin and Syntax* and *Wired Style* "An excellent resource. The Copyeditor's Handbook should sit on every business editor's shelf, next to the in-house style guide." —Erika Henik, Research Publications Manager, Banc of America Securities LLC "The first three chapters alone are worth the cover price. It's a book that acknowledges an assortment of vexing copyediting questions and offers multiple answers to most of them." —Gary Hernandez, Technical Communication "An excellent textbook to teach the essentials of copyediting. An excellent reference work for workplace writing." —Mark Armstrong, Business Communication Quarterly "Straightforward, sound advice for beginning or intermediate copyeditors working with pencil or online." —Priscilla S. Taylor, *The Editorial Eye* "Lays out the copyeditor's obligations with humor, style, and perspective." —Walter Pagel, Science Editor

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## GLENCOE BIOLOGY, STUDENT EDITION

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McGraw-Hill Education

### PERSONALITY THEORIES WORKBOOK

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**Wadsworth Publishing Company** This unique workbook was written for the undergraduate Personality course where professors are looking for activities to help students learn and apply personality theories to real-life examples. The workbook is geared toward personality courses that are theories-based, as opposed to research-based. Because the cases explored are those based on normal behavior (as opposed to abnormal behavior), this workbook is especially useful. While most personality texts present the major concepts of personality theories, they don't help students apply the theories they have learned or to use the theories to understand other examples on their own. This workbook will help students do just that and is the perfect complement to any Personality text.

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### INVISIBLE SUN

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**Pan Macmillan** In this chillingly resonant dystopian adventure, two versions of America are locked in conflict. *Invisible Sun* concludes Charles Stross's Empire Games trilogy. Two twinned worlds are facing attack. The New American Commonwealth is caught in a deadly arms race with the USA, its parallel-world rival. And the USA's technology is decades ahead. Yet the Commonwealth might self-combust first – for its leader has just died, leaving a crippling power vacuum. Minister Miriam Burgeson must face allegations of treason without his support, in a power grab by her oldest adversary. However, all factions soon confront a far greater danger . . . In their drive to explore other timelines, high-tech USA awakened an alien threat. This force destroyed humanity on one version of Earth. And if the two superpowers don't take action, it will do the same to them. *Invisible Sun* follows Empire Games and Dark State. This trilogy is set in the same dangerous parallel world as Charles Stross's Merchant Princes sequence.

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## ESSENTIALS OF TEACHING AND INTEGRATING VISUAL AND MEDIA LITERACY

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### VISUALIZING LEARNING

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**Springer** This book focuses on how to effectively integrate the teaching and learning of visual and media literacies in K-12 and higher education. Not only does it address and review the elements and principles of visual design but also identifies, discusses and describes the value of media in learning diverse and challenging content across disciplines. Finally, this book provides a balanced treatment of how visual and media literacies support deep content learning, student engagement, critical thinking, creativity, problem solving, and production.

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## BIOLOGY

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### CONCEPTS AND INVESTIGATIONS

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**McGraw-Hill Europe** Enger/Ross/Bailey: *Concepts in Biology* is a relatively brief introductory general biology text written for students with no previous science background. The authors strive to use the most accessible vocabulary and writing style possible while still maintaining scientific accuracy. The text covers all the main areas of study in biology from cells through ecosystems. Evolution and ecology coverage are combined in Part Four to emphasize the relationship between these two main subject areas. The new, 13th edition is the latest and most exciting revision of a respected introductory biology text written by authors who know how to reach students through engaging writing, interesting issues and applications, and accessible level. Instructors will appreciate the book's scientific accuracy, complete coverage and extensive supplement package.

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### ECOLOGY BASICS

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**Magill's Choice** Mammalian social systems--Zoos. Appendices and indexes.

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### CURATING NOW

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### IMAGINATIVE PRACTICE, PUBLIC RESPONSIBILITY

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**University of the Arts Philadelphia** In a time which one critic characterized recently as the era of the curator, it is not only relevant but absolutely necessary to thoroughly question the current state of curatorial practice, its professional values, and the assumptions implicit in them. *Curating Now* gathers together the thoughts of a diverse group of internationally recognized, influential curators, comments presented for the benefit and examination of their peers at a weekend-long symposium held in October 2000. Questions regarding curatorial power and authorship, as well as how external pressures and challenges shape exhibitions, were addressed by participants including Robert Storr, Senior Curator, The Museum of Modern Art, New York; Thelma Golden, Deputy Director of exhibitions, the Studio Museum in Harlem, New York; Hans-Ulrich Obrist, Curator, Musee d'Art Moderne de la Ville de Paris; and Nicholas Serota, Director, Tate Gallery, London.