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KEY=LINDE - MOYER MELENDEZ

Handbook of Offshore Oil and Gas Operations

Elsevier Handbook of Offshore Oil and Gas Operations is an authoritative source providing extensive up-to-date coverage of the technology used in the exploration, drilling, production, and operations in an offshore setting. Offshore oil and gas activity is growing at an expansive rate and this must-have training guide covers the full spectrum including geology, types of platforms, exploration methods, production and enhanced recovery methods, pipelines, and environmental management and impact, specifically worldwide advances in study, control, and prevention of the industry's impact on the marine environment and its living resources. In addition, this book provides a go-to glossary for quick reference. Handbook of Offshore Oil and Gas Operations empowers oil and gas engineers and managers to understand and capture on one of the fastest growing markets in the energy sector today. Quickly become familiar with the oil and gas offshore industry, including deepwater operations Understand the full spectrum of the business, including environmental impacts and future challenges Gain knowledge and exposure on critical standards and real-world case studies

Integrated Assessment of Climate

Change Impacts and Urban Resilience

From Climate and Hydrological Hazards to Risk Analysis and Measures

MDPI This book brings together recent research related to urban resilience, in particular, taking into account climate change impacts and hydrological hazards. Due to the complexity of our cities, which are vulnerable and continuously evolving systems, urban resilience should be considered as a transversal and multi-sectorial issue, affecting different urban services, several hazards, and all the steps of the risk management cycle. Within this context, the different pieces of research that form this book deal with the topics of multi-risk and urban resilience assessment, analysis of cascading effects, and the proposal and prioritization of adaptation measures and strategies to cope with climate-related hazards through multi-criteria analysis.

Constrained Clustering

Advances in Algorithms, Theory, and Applications

CRC Press Since the initial work on constrained clustering, there have been numerous advances in methods, applications, and our understanding of the theoretical properties of constraints and constrained clustering algorithms. Bringing these developments together, *Constrained Clustering: Advances in Algorithms, Theory, and Applications* presents an extensive collection of the latest innovations in clustering data analysis methods that use background knowledge encoded as constraints. **Algorithms** The first five chapters of this volume investigate advances in the use of instance-level, pairwise constraints for partitional and hierarchical clustering. The book then explores other types of constraints for clustering, including cluster size balancing, minimum cluster size, and cluster-level relational constraints. **Theory** It also describes variations of the traditional clustering under constraints problem as well as approximation algorithms with helpful performance guarantees. **Applications** The book ends by applying

clustering with constraints to relational data, privacy-preserving data publishing, and video surveillance data. It discusses an interactive visual clustering approach, a distance metric learning approach, existential constraints, and automatically generated constraints. With contributions from industrial researchers and leading academic experts who pioneered the field, this volume delivers thorough coverage of the capabilities and limitations of constrained clustering methods as well as introduces new types of constraints and clustering algorithms.

Cultural Heritage in Migration

Development and Manufacture of Yogurt and Other Functional Dairy Products

CRC Press While the science of yogurt is nearly as old as the origin of mankind, there have been rapid changes in yogurt development since the turn of the 19th century, fueled by continuing developments in biological sciences. **Development and Manufacture of Yogurt and Other Functional Dairy Products** presents a comprehensive review of all aspects of yogurt and other fermented dairy foods, including production, processing, preparation, regulations, and health aspects. Condensing more than 12,000 pages of recently published literature, expert contributors, including several clinicians, address the most recent developments in probiotics and the interaction between yogurt and immunological and intestinal bowel diseases. They explain how beneficial and harmful bacteria are colonized in the human intestinal system and how those bacteria can either strengthen or weaken immunological functions. This resource also explores the little-known varieties of functional dairy products - such as ayran, kefir, koumiss, cacik, and tarator - that are currently only consumed in small parts of the world but that are likely to reach supermarkets worldwide in the not-so-distant future. **Development and Manufacture of Yogurt and Other Functional Dairy Products** presents the most recent developments in biosciences and their applications in yogurt-human health interactions. The depth and breadth of coverage make this book an indispensable reference for those involved with the research and manufacturing of milk and dairy products.

Temperature Regulation

Recent Physiological and Pharmacological Advances

Birkhäuser Many advances have been made in the field of thermoregulation in the past few years. These include our understanding of Fever, which is now considered not simply a rise in deep body temperature following infection, but just one aspect, though perhaps the most easily measured, of the Acute Phase of the Immune Response. Classification and identification of the Cytokines and the availability of recombinant material has greatly aided this research. Similarly, our understanding of the Hypothalamo-Pituitary Adrenal Axis has altered our way of thinking about temperature regulation. Of importance are the problems associated with adverse climatic conditions and survival, and the problems encountered by the neonate and the hibernator. At the biochemical level, our knowledge of the control of heat production and the role of brown adipose tissue is rapidly advancing. All these issues and many others were discussed at a Symposium 'Thermal Physiology 1993' held in Aberdeen, Scotland in August 1993 under the auspices of the Thermal Physiology Commission of the International Union of Physiological Sciences. Six main aspects of the subject of temperature regulation are included in this book, namely, Fever (including the Acute Phase of the Immune Response and Thermoregulatory Peptides), Neurophysiology of Thermoregulation, Neonatal Thermoregulation, Mechanisms of Heat Production, Ecological and Behavioural Thermoregulation, and Emerging Themes in Thermoregulation.

Management of Temporomandibular Disorders and Occlusion

"Covering both new and proven techniques in this rapidly changing field, this best-selling book helps you provide solutions to many common occlusal and TMD problems. Clear descriptions ensure that you develop a complete understanding of normal occlusion and masticatory function, allowing you to better appreciate and manage abnormal occlusion and masticatory dysfunction. With this book's conservative, cost-effective approach, you'll achieve your treatment goals while keeping the best interests of your patients in mind."--BOOK JACKET.

Stirling Engine Design Manual

CreateSpace For Stirling engines to enjoy widespread application and acceptance, not only must the fundamental operation of such engines be widely understood, but the requisite analytic tools for the stimulation, design, evaluation and optimization of Stirling engine hardware must be readily available. The purpose of this design manual is to provide an introduction to Stirling cycle heat engines, to organize and identify the available Stirling engine literature, and to identify, organize, evaluate and, in so far as possible, compare non-proprietary Stirling engine design methodologies. This report was originally prepared for the National Aeronautics and Space Administration and the U. S. Department of Energy.

BSP Unbound

Central Banking and the COVID-19 Pandemic in the Philippines

Advances in Air Conditioning and Refrigeration

Select Proceedings of RAAR 2019

Springer Nature This book presents selected peer-reviewed papers from the International Conference on Recent Advancements in Air Conditioning and Refrigeration (RAAR) 2019. The focus is on current research in a very topical area of HVAC technology, which has wide-ranging applications. The topics covered include modern air conditioning and refrigeration practices, environment-friendly refrigerants, high-performance components, computer-assisted design, manufacture, operations and data management, energy-efficient buildings, and application of solar energy to heating and air conditioning. This book is useful for researchers and industry professionals working in the field of heating, air conditioning and refrigeration.

Utilization of Hydrogen for

Sustainable Energy and Fuels

Walter de Gruyter GmbH & Co KG Carbon neutral hydrogen technologies play a key-role in preventing climate change and hydrogen is really at the heart of the energy transition. As we can produce heat and power directly from hydrogen in a clean way, we will have many applications in the growing hydrogen economy. This book presents the current state and latest development trends of hydrogen economy with the focus on applications. It gives an overview of the hydrogen utilization as it relates to the transport technology, such as automobiles, heavy-duty vehicles, trains, ships, air, and space transport and industry. Large attention is given to structural and functional materials science, technologies and innovations with focus on the development of new materials and electrolytes for specific applications. Strictly related to mobility is the relation between vehicles and refuel stations, the safety analysis, risk assessment for both infrastructures and transport. Ideal book for students of materials science, chemistry, physics; for researchers and chemical- and mechanical engineers, for industrialists, policymakers, safety agencies and governments.

Research and Practice on the Theory of Inventive Problem Solving (TRIZ)

Linking Creativity, Engineering and Innovation

Springer This book clarifies the common misconception that there are no systematic instruments to support ideation, heuristics and creativity. Using a collection of articles from professionals practicing the Theory of Inventive Problem Solving (TRIZ), this book presents an overview of current trends and enhancements within TRIZ in an international context, and shows its different roles in enhancing creativity for innovation in research and practice. Since its first introduction by Genrikh Saulovich Altshuller in 1956 in the USSR, the TRIZ method has been widely used by inventors, design engineers and has become a standard element of innovation support tools in many Fortune 500 companies. However, TRIZ has only recently entered the domain of scientific publications and discussion. This collection of articles is meant as a record of scientific discussion on TRIZ that reflects the most interesting talking points,

research interests, results and expectations. Topics such as Creative and Inventive Design, Patent Mining, and Knowledge Harvesting are also covered in this book.

Transformer and Inductor Design Handbook, Third Edition

CRC Press Extensively revised and expanded to present the state-of-the-art in the field of magnetic design, this third edition presents a practical approach to transformer and inductor design and covers extensively essential topics such as the area product, A_p , and core geometry, K_g . The book provides complete information on magnetic materials and core characteristics using step-by-step design examples and presents all the key components for the design of lightweight, high-frequency aerospace transformers or low-frequency commercial transformers. Written by a specialist with more than 47 years of experience in the field, this volume covers magnetic design theory with all of the relevant formulas.

Bioinorganic Chemistry of Copper

Springer Science & Business Media Bioinorganic Chemistry of Copper focuses on the vital role of copper ions in biology, especially as an essential metalloenzyme cofactor. The book is highly interdisciplinary in its approach--the outstanding list of contributors includes coordination chemists, biochemists, biophysicists, and molecular biologists. Chapters are grouped into major areas of research interest in inorganic copper chemistry, spectroscopy, oxygen chemistry, biochemistry, and molecular biology. The book also discusses basic research of great potential importance to pharmaceutical scientists. This book is based on the first Johns Hopkins University Copper Symposium, held in August 1992. Researchers in chemistry, biochemistry, molecular biology, and medicinal chemistry will find it to be an essential reference on its subject.

Pharmacological Management of Headaches

Springer In this book, headache experts summarize all the currently available therapies for primary headaches and most importantly, describe the 'tricks' that can ensure the success of headache pharmacotherapy. Prevention and acute treatment of migraine and cluster headache receive particular attention and individual chapters are devoted to the treatment of primary headaches in special groups, i.e. children, pregnant women and the elderly. Further chapters focus on selected secondary headache disorders and cranial neuralgias for which pharmacotherapy is available.

The book is designed to meet the daily practice needs of general physicians, general neurologists, neurologists in training and medical students. Headache remains a leading reason for people to seek medical consultation, and migraine and other primary headache disorders are classified by the WHO as among the most disabling medical conditions in the general population, often affecting individuals during their most productive years. Unfortunately, under treatment and mismanagement are the fate of many headache patients and this book provides a sound basis for optimizing treatment.

MoneyBall Medicine

Thriving in the New Data-Driven Healthcare Market

Taylor & Francis How can a smartwatch help patients with diabetes manage their disease? Why can't patients find out prices for surgeries and other procedures before they happen? How can researchers speed up the decade-long process of drug development? How will "Precision Medicine" impact patient care outside of cancer? What can doctors, hospitals, and health systems do to ensure they are maximizing high-value care? How can healthcare entrepreneurs find success in this data-driven market? A revolution is transforming the \$10 trillion healthcare landscape, promising greater transparency, improved efficiency, and new ways of delivering care. This new landscape presents tremendous opportunity for those who are ready to embrace the data-driven reality. Having the right data and knowing how to use it will be the key to success in the healthcare market in the future. We are already starting to see the impacts in drug development, precision medicine, and how patients with rare diseases are diagnosed and treated. Startups are launched every week to fill an unmet need and address the current problems in the healthcare system. Digital devices and artificial intelligence are helping doctors do their jobs faster and with more accuracy. **MoneyBall Medicine: Thriving in the New Data-Driven Healthcare Market**, which includes interviews with dozens of healthcare leaders, describes the business challenges and opportunities arising for those working in one of the most vibrant sectors of the world's economy. Doctors, hospital administrators, health information technology directors, and entrepreneurs need to adapt to the changes effecting healthcare today in order to succeed in the new, cost-conscious and value-based environment of the future. The authors map out many of the changes taking place, describe how they are impacting everyone from patients to researchers to insurers, and outline some predictions for the healthcare industry in the years to come.

NASA TN

Steam Turbines

Theory and Design

This volume---originally published in the Soviet Union---is intended as a text-book for the students of technical colleges as well as engineers and designers specialising in turbine building. Basic theoretical concepts of the thermodynamic processes of stationary steam turbines have been dealt with in detail. Variable load operation of these turbines has also been considered. The reader will find here enough material concerning the basic concepts of gas dynamics as applied to steam turbines as well as design and construction of steam turbines and their details with regard to mechanical strength. Considerable space has been devoted to the description of turbines of various manufacture. The book contains a profusion of tables, diagrams and illustrations which, it is hoped, would enable the reader to acquire a better understanding of the theory and design of steam turbines.

Synthetic Fibers

Machines and Equipment, Manufacture, Properties : Handbook for Plant Engineering, Machine Design, and Operation

Hanser Gardner Publications This guide to plant design and machinery construction and operation is written by one of the pioneers in the field. It offers a comprehensive overview on processes, machines, and plant layouts for the production of synthetic (man-made) fibers from an engineering point of view. Detailed technical drawings, plus numerous formula and diagrams, illustrate the entire fiber-technical knowledge for the design of various production steps, from raw materials through polymerization, and spinning to textured and technical fabrics. This unique handbook is a treasury of knowledge for the expert, an indispensable adviser in solving day-to-day problems, and a must on the shelf for every library.

Radio Frequency and Microwave Electronics Illustrated

Prentice Hall Foreword by Dr. Asad Madni, C. Eng., Fellow IEEE, Fellow IEE

Learn the fundamentals of RF and microwave electronics visually, using many thoroughly tested, practical examples RF and microwave technology are essential throughout industry and to a world of new applications-in wireless communications, in Direct Broadcast TV, in Global Positioning System (GPS), in healthcare, medical and many other sciences. Whether you're seeking to strengthen your skills or enter the field for the first time, Radio Frequency and Microwave Electronics Illustrated is the fastest way to master every key measurement, electronic, and design principle you need to be effective. Dr. Matthew Radmanesh uses easy mathematics and a highly graphical approach with scores of examples to bring about a total comprehension of the subject. Along the way, he clearly introduces everything from wave propagation to impedance matching in transmission line circuits, microwave linear amplifiers to hard-core nonlinear active circuit design in Microwave Integrated Circuits (MICs). Coverage includes:

- A scientific framework for learning RF and microwaves easily and effectively
- Fundamental RF and microwave concepts and their applications
- The characterization of two-port networks at RF and microwaves using S-parameters
- Use of the Smith Chart to simplify analysis of complex design problems
- Key design considerations for microwave amplifiers: stability, gain, and noise
- Workable considerations in the design of practical active circuits: amplifiers, oscillators, frequency converters, control circuits
- RF and Microwave Integrated Circuits (MICs)
- Novel use of "live math" in circuit analysis and design

Dr. Radmanesh has drawn upon his many years of practical experience in the microwave industry and educational arena to introduce an exceptionally wide range of practical concepts and design methodology and techniques in the most comprehensible fashion. Applications include small-signal, narrow-band, low noise, broadband and multistage transistor amplifiers; large signal/high power amplifiers; microwave transistor oscillators, negative-resistance circuits, microwave mixers, rectifiers and detectors, switches, phase shifters and attenuators. The book is intended to provide a workable knowledge and intuitive understanding of RF and microwave electronic circuit design. Radio Frequency and Microwave Electronics Illustrated includes a comprehensive glossary, plus appendices covering key symbols, physical constants, mathematical identities/formulas, classical laws of electricity and magnetism, Computer-Aided-Design (CAD) examples and more. About the Web Site The accompanying web site has an "E-Book" containing actual design examples and methodology from the text, in Microsoft Excel environment, where files can easily be manipulated with fresh data for a new design.

Heat Exchanger Design Handbook, Second Edition

CRC Press Completely revised and updated to reflect current advances in heat exchanger technology, Heat Exchanger Design Handbook, Second Edition includes enhanced figures and thermal effectiveness charts, tables, new chapter, and additional topics--all while keeping the qualities that made the first edition a centerpiece of information for practicing engineers, research, engineers, academicians, designers, and manufacturers involved in heat exchange between two or more fluids. See What's New in the Second Edition: Updated information on pressure vessel codes, manufacturer's association standards A new chapter on heat exchanger installation, operation, and maintenance practices Classification chapter now includes coverage of scrapped surface-, graphite-, coil wound-, microscale-, and printed circuit heat exchangers Thorough revision of fabrication of shell and tube heat exchangers, heat transfer augmentation methods, fouling control concepts and inclusion of recent advances in PHEs New topics like EMbaffle®, Helixchanger®, and Twistedtube® heat exchanger, feedwater heater, steam surface condenser, rotary regenerators for HVAC applications, CAB brazing and cupro-braze radiators Without proper heat exchanger design, efficiency of cooling/heating system of plants and machineries, industrial processes and energy system can be compromised, and energy wasted. This thoroughly revised handbook offers comprehensive coverage of single-phase heat exchangers—selection, thermal design, mechanical design, corrosion and fouling, FIV, material selection and their fabrication issues, fabrication of heat exchangers, operation, and maintenance of heat exchangers—all in one volume.

Technology Systems and Management

First International Conference,
ICTSM 2011, Mumbai, India,
February 25-27, 2011. Selected

Papers

Springer This book constitutes the refereed proceedings of the First International Conference on Technology Systems and Management, ICTSM 2011, held in Mumbai, India, in February 2011. The 47 revised full papers presented were carefully reviewed and selected from 276 submissions. The papers are organized in topical sections on computer engineering and information technology; electronics and telecommunication; as well as technology management.

International Handbook on Tourism and Peace

Non-timber Forest Products of East Kalimantan

Potentials for Sustainable Forest Use

Neuro-AIDS

Nova Publishers During the past two decades, the world scientific community has witnessed major achievements in our understanding of the pathogenesis of HIV infection of the nervous system and HIV-Associated Dementia (HAD). Despite these giant gains, nervous system involvement during AIDS remains a relentlessly progressive disease with a deadly fate in many cases. This book on NeuroAIDS provides a unique resource for both general neurologists as well as basic neuroscientists with profound interests for research on NeuroAIDS. This book has special emphasis on the mechanisms of disease development and progression of HIV-infected patients with NeuroAIDS. The contributors have provided the readers with comprehensive reviews on clinical manifestations of HAD, mechanisms of HIV entry into the central nervous system, the role of cytokines and chemokines in pathogenesis of NeuroAIDS, drug abuse and NeuroAIDS, virus load in HAD, allostasis in HIV and AIDS, stroke in AIDS patients, and neuroimaging of HIV infection of the central nervous system. In addition, there are chapters on Varicella Zoster virus infection of HIV-seropositive and AIDS patients, as well as the molecular basis for opioids and AIDS virus interactions.

How to Super Tune and Modify Holley Carburetors

CarTech Inc In How to Super Tune and Modify Holley Carburetors, best selling author Vizard explains the science, the function, and most importantly, the tuning expertise required to get your Holley carburetor to perform its best for your performance application.

Molecular Microbial Ecology Manual

Springer Science & Business Media For a long time microbial ecology has been developed as a distinct field with in Ecology. In spite of the important role of microorganisms in the environ ment, this group of 'invisible' organisms remained unaccessable to other ecologists. Detection and identification of microorganisms remain largely dependent on isolation techniques and characterisation of pure cultures. We now realise that only a minor fraction of the microbial community can be cultivated. As a result of the introduction of molecular methods, microbes can now be detected and identified at the DNA/RNA level in their natural environment. This has opened a new field in ecology: Molecular Microbial Ecology. In the present manual we aim to introduce the microbial ecologist to a selected number of current molecular techniques that are relevant in micro bial ecology. The first edition of the manual contains 33 chapters and an equal number of additional chapters will be added this year. Since the field of molecular ecology is in a continuous progress, we aim to update and extend the Manual regularly and will invite anyone to deposit their new protocols in full detail in the next edition of this Manual.

Books in Print Supplement

Transpacific Femininities

The Making of the Modern Filipina

Duke University Press DIVFocusing on the early to mid-twentieth century, Denise Cruz illuminates the role that a growing English-language Philippine print culture played in the emergence of new classes of transpacific women./div

A Textbook of Clinical Pharmacology

The Story of an African Game

New Africa Books THE STORY OF AN AFRICAN GAME is a ground-breaking book, the first to cover in detail the history and experiences of black African cricketers in South Africa. It is long overdue, coming 195 years after the first recorded game of cricket in this country was played at the Green Point Common, Cape Town, in 1808. This is a book that will forever change the way we look at South Africa's cricket history and help us understand where the game is heading in the future.

Telecom Namibia Directory

The Circadian Clock

Springer Science & Business Media With the invitation to edit this volume, I wanted to take the opportunity to assemble reviews on different aspects of circadian clocks and rhythms. Although most contributions in this volume focus on mammalian circadian clocks, the historical introduction and comparative clocks section illustrate the importance of various other organisms in deciphering the mechanisms and principles of circadian biology. Circadian rhythms have been studied for centuries, but only recently, a molecular understanding of this process has emerged. This has taken research on circadian clocks from mystic phenomenology to a mechanistic level; chains of molecular events can describe phenomena with remarkable accuracy. Nevertheless, current models of the functioning of circadian clocks are still rudimentary. This is not due to the faultiness of discovered mechanisms, but due to the lack of undiscovered processes involved in contributing to circadian rhythmicity. We know for example, that the general circadian mechanism is not regulated equally in all tissues of mammals. Hence, a lot still needs to be discovered to get a full understanding of circadian rhythms at the systems level. In this respect, technology has advanced at high speed in the last years and provided us with data illustrating the sheer complexity of regulation of physiological processes in organisms. To handle this information, computer aided integration of the results is of utmost importance in order to discover novel concepts that ultimately need to be tested experimentally.

Computational Nanoscience

Royal Society of Chemistry This comprehensive and up-to-date survey of new developments and applications in computational nanoscience is suitable for theoreticians, researchers and students.

Government Reports

Announcements & Index

Integrated Energy Systems for Multigeneration

Elsevier Integrated Energy Systems for Multigeneration looks at how measures implemented to limit greenhouse gas emissions must consider smart utilization of available limited resources and employ renewable resources through integrated energy systems and the utilization of waste energy streams. This reference considers the main concepts of thermal and conventional energy systems through detailed systems description, analyses of methodologies, performance assessment and optimization, and illustrative examples and case studies. The book examines producing power and heat with cooling, freshwater, green fuels and other useful commodities designed to tackle rising greenhouse gas emissions in the atmosphere. With worldwide energy demand increasing, and the consequences of meeting supply with current dependency on fossil fuels, investigating and developing sustainable alternatives to the conventional energy systems is a growing concern for global stakeholders. Analyzes the links between clean energy technologies and achieving sustainable development Illustrates several examples of design and analysis of integrated energy systems Discusses performance assessment and optimization Uses illustrative examples and global case studies to explain methodologies and concepts

I Loved a Rogue

The Prince Catchers

Harper Collins In the third in Katharine Ashe's Prince Catchers series, the eldest of three very different sisters must fulfill a prophecy to discover their birthright. But if Eleanor is destined to marry a prince, why can't she resist the scoundrel who seduced her? She can pour tea, manage a household, and sew a modest gown. In short, Eleanor Caulfield is the

perfect vicar's daughter. Yet there was a time when she'd risked everything for a black-eyed gypsy who left her brokenhearted. Now he stands before her—dark, virile, and ready to escort her on a journey to find the truth about her heritage. Leaving eleven years ago should have given Taliesin freedom. Instead he's returned to Eleanor, determined to have her all to himself, tempting her with kisses and promising her a passion she's so long denied herself. But if he was infatuated before, he's utterly unprepared for what will happen when Eleanor decides to abandon convention—and truly live . . .

Crap CVs

Penguin UK Application for Employment I refer to the recent death of the Technical Manager at your company and hereby apply for the replacement of the deceased manager. Each time I apply for a job, I get a reply that there is no vacancy but in this case I have caught you red-handed and you have no excuse because I even attended the funeral to be sure that he was truly dead and buried before applying. Attached to my letter is a copy of my CV and his death certificate. **Crap CVs** is a hilarious compilation of the worst job applications imaginable, including overly-honest cover letters, embarrassing typos, mortifying personal revelations, awkward interview questions, misplaced self-confidence, self-aggrandizing gibberish, blatant truth-twisting and, of course, outright lies.

The Choice Factory

25 behavioural biases that influence what we buy

Harriman House Limited Before you can influence decisions, you need to understand what drives them. In **The Choice Factory**, Richard Shotton sets out to help you learn. By observing a typical day of decision-making, from trivial food choices to significant work-place moves, he investigates how our behaviour is shaped by psychological shortcuts. With a clear focus on the marketing potential of knowing what makes us tick, Shotton has drawn on evidence from academia, real-life ad campaigns and his own original research. **The Choice Factory** is written in an entertaining and highly-accessible format, with 25 short chapters, each addressing a cognitive bias and outlining simple ways to apply it to your own marketing challenges. Supporting his discussion, Shotton adds insights from new interviews with some of the smartest thinkers in advertising, including Rory Sutherland, Lucy Jameson and Mark Earls. From priming to the pratfall effect, charm pricing to the curse of knowledge, the science of behavioural economics has never been easier to apply to marketing. **The Choice Factory** is the new

advertising essential.

Canadian Foundation Engineering Manual

The Society