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This is the must have book for success in competitive exams. The comprehensive English grammar and composition is very good book for thorough preparation for the competitive exams. The book covers the entire syllabus for gaining clear concepts in English. It is an excellent book for grammar practice and has many exercises and detailed explanation. The book is very nice and explanation is very simple and good. The book is very helpful for the beginners also since it gives detailed explanations of the different concepts of English grammar.

This book introduces students to the basics of computers, software and internet along with how to program computers using the C language. It is intended for an introductory course that gives beginning engineering and science students a firm rooting in the fundamental principles of computers and information technology, and also provides invaluable insights into key concepts of computing through development of skills in programming and problem solving using C language. To this end, the book is eminently suitable for the first-year engineering students of all branches and MCA students, as per the prescribed syllabus of several universities. C is a difficult language to learn if it is not methodically introduced. The book explains C and its basic programming techniques in a way suitable for beginning students. It begins by giving students a solid foundation in algorithms to help them grasp the overall concepts of programming a computer as a problem-solving tool. Simple aspects of C are introduced first to enable students to quickly start writing programs. More difficult concepts in the latter parts of the book, such as pointers and their use, have been presented in an accessible manner making the learning of C an exciting and interesting experience. The methodology used is to illustrate each new concept with a program and emphasize a good style in programming to allow students to gain sufficient skills in problem solving. **KEY FEATURES** Self-contained introduction to both computers and programming for beginners All important features of C illustrated with over 100 examples Good style in programming emphasized Laboratory exercises on applications of MS Office, namely, Word processing, Spreadsheet, PowerPoint are included.

Are you intent on capturing the perfect sunset? A budding photojournalist? Or ready to take your holiday snaps to the next level? The Complete Guide to Digital Photography is your definitive guide to taking, processing and printing sharper, more colourful and better looking pictures. Ian Farrell's expert tips take you from the basics of using your camera to advanced darkroom techniques with 52 step-by-step projects including portraits, landscapes, still-life images, fast-moving objects and photographing live events. Introducing you to the latest software and techniques and featuring technical tips, interviews with the professionals, troubleshooting and over 400 inspirational images, the Complete Guide to Digital Photography is the ultimate master class in digital photography. Contents include: Portrait photography, Landscape photography, Street photography, Nature and wildlife, Dynamic live action, Special effects, Macro photography, Travel photography, Wedding photography, Digital darkroom, Colour management, Sharpening, High dynamic range, Skin smoothing, Printing your images, Making a portfolio, Your first exhibition, Selling your photographs.

This text is part of the Color Atlas and Synopsis of Clinical Ophthalmology which was developed at Philadelphia's famed Wills Eye Institute. The beauty of this series is the

powerful combination of illustrative photographs and a summary approach to the text. While the seven ophthalmic subspecialties in this series, Cornea, Retina, Glaucoma, Oculoplastics, Neuroophthalmology, Pediatrics, and Uveiti, employ varying levels of visual recognition, a relatively standard format for the text is used for all volumes. The goal of the series is to provide an up-to-date clinical overview of the major areas of ophthalmology for students, residents, and practitioners in all the healthcare professions. This book is intended to provide comprehensive ophthalmologists, ophthalmology residents, and retina and cornea fellows with a single-volume, easily accessible resource covering all the major aspects of ocular inflammatory disease. It will also be useful for subspecialists who are looking for an up-to-date, concise review of the field. The book features more than 3750 full color illustrations throughout and a short, succinct format which includes Epidemiology and Etiology, History, Physical Examination, Differential Diagnosis, Laboratory and Special Examinations, Diagnosis, Prognosis, and Management.

With chapters written by experts in their field, this volume advances the understanding of theory and successful practice of marketing and promoting environmental sustainability. Some experts predict that the next big trend in business will involve the green economy. Yet, communicating sustainability to consumers provides a set of challenges for marketers that do not necessarily follow all the rules of other types of marketing communication. In many ways the concept of sustainability challenges the core ideals of promoting consumption. Accordingly, this book identifies for researchers and practitioners the barriers that keep customers from engaging in environmentally sustainable consumption and find ways to overcome those barriers. The book includes topics such corporate advertising strategy related to sustainability, corporate social responsibility advertising, greenwashing, advertising related to values, persuasion and persuasion knowledge in sustainability marketing, social media and sustainability, and advertising and public policy.

Stephen Pople, one of today's most respected science authors, has created a totally new physics book to prepare students for examinations. Complete Physics covers all syllabuses due to a unique combination of Core Pages and Further Topics. Each chapter contains core material valid for all syllabuses. Further Topics at the end can be selected to provide the right mix of pages for the syllabus you are teaching. Key Points: · Totally new book constructed from an analysis of all GCSE Physics syllabuses including IGCSE, CXC, and O'Level · Sets the traditional principles of physics in a modern and global perspective and uses illustrations with a worldwide context · Extra topics to give a truly rounded curriculum · Double-page spread format · Ideal for those students intending to take physics to a more advanced level

Comprehensive English Grammar & Composition Arihant Publications India limited

Do you want to develop a solid understanding of Japanese and communicate confidently with others? Through authentic conversations, vocabulary building, grammar explanations and extensive practice and review, Complete Japanese

will equip you with the skills you need to use Japanese in a variety of settings and situations, developing your cultural awareness along the way. What will I achieve by the end of the course? By the end of Complete Japanese you will have a solid intermediate-level grounding in the four key skills - reading, writing, speaking and listening - and be able to communicate with confidence and accuracy. Is this course for me? If you want to move confidently from beginner to intermediate level, this is the course for you. It's perfect for the self-study learner, with a one-to-one tutor, or for the beginner classroom. It can also be used as a refresher course. What do I get? -15 learning units plus verbs reference and word glossary and revision section -Discovery Method - figure out rules and patterns to make the language stick -Teaches the key skills - reading, writing, listening, and speaking -Learn to learn - tips and skills on how to be a better language learner -Culture notes - learn about the people and places of Japan -Outcomes-based learning - focus your studies with clear aims -Authentic listening activities - everyday conversations give you a flavor of real spoken Japanese -Test Yourself - see and track your own progress *Complete Japanese maps from Novice Low to Advanced Low level proficiency of ACTFL (American Council on the Teaching of Foreign Languages) and from A1 Beginner to B1/B2 Upper Intermediate level of the CEFR (Common European Framework of Reference for Languages) guidelines. The audio for this course can be downloaded from the Teach Yourself Library app or streamed at library.teachyourself.com. What else can I use to learn Japanese? If you require an absolute Beginner course, you can try our Get Started in Japanese Absolute Beginner course: 9781444174748 Rely on Teach Yourself, trusted by language learners for over 75 years.

A concise Amharic-English, English-Amharic dictionary provides definitions along with phonetic transcriptions of Amharic script.

Construction science and materials deals with the designing, planning and construction of buildings, roads, canals, tunnels etc. It is important to select the right materials to be used in specific constructions as the strength and endurance of the built structure depends on it.

Advancements in the field of technology have resulted in scientifically engineered materials that are used primarily for construction. The field of engineering concerned with construction science and materials is known as civil engineering. This book discusses the fundamentals as well as modern approaches of construction science. A number of latest researches have been included to keep the readers up-to-date with the global concepts in this area of study.

The underlying theme of this volume is the understanding of the molecules and processes important in the primary metabolism of insects. The 19 chapters provide both rich historical perspectives and timely reviews of current research, as well as showing the extent of progress to be expected in the near future, including the application of advanced techniques now used for the study of microbial and mammalian processes. The major themes of metabolism, proteins and nucleic acids, and biochemical events in the nervous system each have several chapters devoted to them, but specific topics such as pigments, toxins, and aging are also covered in detail. This extensive volume is therefore an invaluable source of information not only for entomologists but also for all scientists whose work involves insect biochemistry, including zoologists, biochemists, and molecular biologists and geneticists.

Eleven-year-old Nellie Lee Love records in her diary the events of 1919, when her family moves from Tennessee to Chicago, hoping to leave the racism and hatred of the South behind.

Provides a comprehensive coverage of the subject, Emphasis is laid to ensure the conceptual understanding of numerical methods, Formulae for different numerical methods have been derived in the simplest manner, algorithms for these methods are developed using pseudo language, Large number of programming exercises to test your for reference, large number of multiple choice questions and review exercises to test your programming skills acquired, Majority of the algorithms are implemented in C,C++ and FORTRAN languages.

This Book Has Been Especially Written For Class Xii Students Under 10+2 Pattern Of Education According To The Syllabi Prescribed By The Cbse And Other States Boards. This Book Will Help The Students In Acquiring Correct Skills In Practicals And Various Techniques Of All Laboratory Experiments.Salient Features * An Introduction To The Book Is Given. This Describes The Laboratory Apparatus And Instructions And Precautions For Working In The Laboratory. * Simple Language And Lucid Style. * Adequate Number Of Illustrations To Explain And To Clarify The Use Of Various Apparatus Used In The Laboratory. * Theoretical Aspects Of Each Equipment Have Been Discussed Along With Experiments. * In Volumetric Analysis, Both The Normality And Molarity Concepts Are Made Clear. * In Quantitative Analysis (Inorganic And Organic), Various Tests Have Been Given In A Systematic Way.Specimen Recordings Of Experiments Are Given To Help The Students To Record On Their Notebooks. * Viva-Voice Questions Have Been Included In Each Chapter. * A Fairly Large Number Of Investigatory Projects Covering Various Topics Are Given. Selection Of Projects Is Carefully Made Which Can Be Easily Performed In School Laboratory. * An Appendix Describing Various Chemical Hobbies Is Given Which Will Be Extremely Helpful To The Students For The Development Of Chemical Hobbies, Understanding The Basic Principles Involved And The Chemistry Of Various Hobbies. * An Appendix Describing Some Typical Chemical Exhibits Is Also Given. This Will Help The Students To Participate In The Science Fairs Organized By Various Agencies. These Experiments Will Cultivate Interest Among The Students For Learning Chemistry. * An Appendix Each For The Solubility'S Of Various Salts, Atomic Weights, Preparation Of Various Reagents, Indicator Papers And The First Aid To Be Administered In Case Of Accidents Is Given. The Syllabi Prescribed For Class Xii Students Under 10+2 Pattern Along With Distribution Of Marks Is Also Given.

Harvard professor, Michael Porter has been one of the most influential figures in strategic management research over the last three decades. He infused a rigorous theoretical framework of industrial organization economics with the then still embryonic field of strategic management and elevated it to its current status as an academic discipline. Porter's outstanding career is also characterized by its cross-disciplinary nature. Following his most important work on strategic management, he then made a leap to the policy side and dealt with a completely different set of analytical units. More recently he has made a foray into inner city development, environmental regulations, and health care services. Throughout these explorations Porter has maintained his integrative approach, seeking a road that links management case studies and the general model building of mainstream economics. With expert contributors from a range of disciplines including strategic management, economic development, economic geography, and planning, this book assesses the contribution Michael Porter has made to these respective disciplines. It clarifies the sources of tension and controversy

relating to all the major strands of Porter's work, and provides academics, students, and practitioners with a critical guide for the application of Porter's models. The book highlights that while many of the criticisms of Porter's ideas are valid, they are almost an inevitable outcome for a scholar who has sought to build bridges across wide disciplinary valleys. His work has provided others with a set of frameworks to explore in more depth the nature of competition, competitive advantage, and clusters from a range of vantage points.

Designed to equip students with the skills for effective business communication, Communicating for Results offers practical, classroom-tested instruction not just in grammar but in the rhetorical techniques and persuasive strategies that students need to become effective writers and speakers. Supplemented with abundant group and individual activities to reinforce key principles and help students hone their skills, this invaluable text will teach students to communicate with confidence.

"Complete Japanese aims to help you to interact with Japanese people through a range of everyday situations. It is an in-depth self-study course that will take you from beginner's to intermediate-level Japanese via a logical step-by-step approach. By the end of the course you will feel confident enough to speak, read and understand Japanese in a wide."--Publisher's website.

Move confidently from beginner to intermediate level with this complete course that enables you to master the four key skills: reading, writing, listening and speaking. Through authentic conversations, vocabulary building, grammar explanations and extensive practice and review you will get the knowledge to use the language how you want to when you want to - from giving opinions to planning events. With our interactive Discovery Method, you'll absorb language rules faster, remember what you learn easily, and put your French into use with confidence. COMPLETE FRENCH delivers noticeable results through: Learn to learn section - tips and skills on how to be a better language learner Outcomes-based learning - focus your studies with clear aims Discovery Method - figure out rules and patterns yourself to make the language stick Test yourself - see and track your own progress Vocabulary building - thematic lists and activities to help you learn vocabulary quickly

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