

The Activation Imperative How To Build Brands And Business By Inspiring Action

The Activation Imperative How to Build Brands and Business by Inspiring Action Rowman & Littlefield

Programming Languages: An Active Learning Approach introduces students to three programming paradigms: object-oriented/imperative languages using C++ and Ruby, functional languages using Standard ML, and logic programming using Prolog. This interactive textbook is intended to be used in and outside of class. Each chapter follows a pattern of presenting a topic followed by a practice exercise or exercises that encourage students to try what they have just read. This textbook is best-suited for students with a 2-3 course introduction to imperative programming. Key Features: (1) Accessible structure guides the student through various programming languages. (2) Seamlessly integrated practice exercises. (3) Classroom-tested. (4) Online support materials. Advance praise: "The Programming Languages book market is overflowing with books, but none like this. In many ways, it is precisely the book I have been searching for to use in my own programming languages course. One of the main challenges I perpetually face is how to teach students to program in functional and logical languages, but also how to teach them about compilers. This book melds the two approaches very well." -- David Musicant, Carleton College

This book aims to equip physiotherapists, rehabilitation specialists, and orthopedics to provide the best possible care for patients who have undergone surgery for a range of the more common shoulder pathologies, including fractures of the proximal third of the humerus, arthritis and prosthesis of glenohumeral joint, glenohumeral instability, rotator cuff lesions, other athletic injuries of the shoulder. It does so by presenting information on various aspects of the conditions and their surgical treatment and explaining clearly how these are directly relevant to rehabilitation. Among the topics covered are functional anatomy, imaging, treatment indications, surgical techniques and materials, peri- and postoperative complications, and communication with the patient. The book will promote effective teamwork, conducted using the same language, between the surgeon and the rehabilitator, and will facilitate the development and implementation of a rehabilitation program that has the best chance of effecting a speedy and complete recovery in each individual case.

In this actionable roadmap to improved marketing ROI, Rosen and Minsky show how businesses--from Fortune 500s to local entrepreneurs--can manage today's complex and fragmented marketing landscape, respond to consumers' new tech-enabled paths-to-purchase, and overcome behavioral barriers to more effectively and efficiently build brands and business.

Progress in Cell Cycle Research is a new annual series designed to be the source for up-to-date research on this rapidly expanding field.

Review articles by international experts examine various aspects of cell division regulation from fundamental perspectives to potential medical applications. Researchers as well as advanced undergraduate and graduate students in cell biology, biochemistry, and molecular biology will benefit from this series.

Human rights and peace issues and concerns have come about at a critical time. The world has recently witnessed a plethora of turning points that speak of the hopes and vulnerabilities which are inherent in being human and demonstrate that change in the service of human rights and peace is possible. At the same time, however, other events indicate that wherever there is life, there is vulnerability in a world characterized by instability and endemic human suffering. On top of all this, the collapse of the global financial system and the serious, rapid destruction of the environment have brought the world to a precarious state of vulnerability. Activating human rights and peace is, therefore, a project that is always in progress, and is never finally achieved. This enlightening collection of well thought through cases is aimed at academics and students of human rights, political science, law and justice, peace and conflict studies and sociology.

During the past several decades, a significant international research effort has been directed towards understanding the composition and regulation of the precorneal tear film. This effort has been motivated by the recognition that the tear film plays a critical role in maintaining corneal and conjunctival integrity, protecting against microbial challenge and preserving visual acuity. In addition, research has been stimulated by the knowledge that alteration or deficiency of the tear film, which occurs in numerous individuals throughout the world, may lead to desiccation of the ocular surface, ulceration and perforation of the cornea, an increased incidence of infectious disease, and potentially pronounced visual disability and blindness.

Audio Branding is a concise, practical guide on the influential world of audio branding - what it is, why it's important, and how it can be used to enhance a brand. Consider the familiar tune of a branded ringtone, the bubbly sounds of Skype, and even the chosen sound bite for a branded car unlocking as the driver presses the key. How do these choices tie into a wider brand identity? Which emotions do they spark, and most importantly, how do these choices enhance brand association with the consumer? Audio Branding delivers fascinating insights into this area of marketing, underpinned by practical step-by-step guidance and cutting-edge research to enhance brand loyalty through user experience. Written by authors who have contributed directly to the development of this field, the book contains an enlightening set of case studies, including companies such as Renault (a surprisingly emotional audio brand), Atlanta Convention & Visitors Bureau (a warm, energetic audio brand), and Michelin (a globally coherent audio brand). Covering issues such as the dominance of audio-enabled devices and the phenomenon of continuous partial attention, Audio Branding demonstrates how brands can infuse sound into so many different aspects of their identity, building in a subtle longevity of brand presence through daily user experience.

The cardiac system represents one of the most exciting challenges to human ingenuity. Critical to our survival, it consists of a tantalizing array of interacting phenomena, from ionic transport, membrane channels and receptors through cellular metabolism, energy production to fiber mechanics, microcirculation, electrical activation to the global, clinically observed, function, which is measured by pressure, volume, coronary flow, heart rate, shape changes and responds to imposed loads and pharmaceutical challenges. It is a complex interdisciplinary system requiring the joint efforts of the life sciences, the exact sciences, engineering and technology to understand and control the pathologies involved. The Henry Goldberg Workshops were set up to address these multivariable, multidisciplinary challenges. Briefly, our goals are: To encourage international cooperation and foster interdisciplinary interaction between scientists from the different areas of cardiology; to relate microscale cellular phenomena to the global, clinically manifested cardiac function; to relate conceptual modeling and quantitative analysis to experimental and clinical data; to gain an integrated view of the various interacting parameters, identify missing links, catalyze new questions, and lead to better understanding of the cardiac system. The outstanding success of past workshops has encouraged their continuation. The first Henry Goldberg Workshop, held in Haifa in 1984, introduced the concept of interaction between mechanics, electrical activation, perfusion and metabolism, emphasizing imaging in the clinical environment. The second Workshop, in 1985, discussed the same parameters with a slant towards the control aspects.

Psychology of Learning and Motivation, Volume 69, the latest release in the Psychology of Learning and Motivation series features empirical and theoretical contributions in cognitive and experimental psychology, ranging from classical and instrumental conditioning, to complex learning and problem-solving. New to this volume are chapters covering Consilience in the Use of Feedback to Promote Learning: A Review of the Literature, Process Models as Theoretical Bridges Between Cognitive and Social Psychology, Forming Salience Maps of the Environment: A Foundation for Motivated Behavior, Enhancing Learning with Hand Gestures: Principles and Practices, Synesthesia and Metaphor, Learning Structure from the World, and more. Additional sections cover Free Energy Principle in Cognitive Maps, The Neural and Behavioral Dynamics of Free Recall, and Roles of Instructions in

Action Control: Conditional Automaticity in a Hierarchical Multidimensional Task-Space Representation. Presents the latest information in the highly regarded Psychology of Learning and Motivation series Provides an essential reference for researchers and academics in cognitive science Contains information relevant to both applied concerns and basic research

This book starts at an introductory level and leads reader to the most advanced topics in fluorescence imaging and super-resolution techniques that have enabled new developments such as nanobioimaging, multiphoton microscopy, nanometrology and nanosensors. The interdisciplinary subject of fluorescence microscopy and imaging requires complete knowledge of imaging optics and molecular physics. So, this book approaches the subject by introducing optical imaging concepts before going in more depth about advanced imaging systems and their applications. Additionally, molecular orbital theory is the important basis to present molecular physics and gain a complete understanding of light-matter interaction at the geometrical focus. The two disciplines have some overlap since light controls the molecular states of molecules and conversely, molecular states control the emitted light. These two mechanisms together determine essential imaging factors such as, molecular cross-section, Stoke shift, emission and absorption spectra, quantum yield, signal-to-noise ratio, Forster resonance energy transfer (FRET), fluorescence recovery after photobleaching (FRAP) and fluorescence lifetime. These factors form the basis of many fluorescence based devices. The book is organized into two parts. The first part deals with basics of imaging optics and its applications. The advanced part takes care of several imaging techniques and related instrumentation that are developed in the last decade pointing towards far-field diffraction unlimited imaging.

Although Foucault's work has been employed and embraced enthusiastically by some 'mobilities' scholars, discussion across these two traditions to date has mostly been partial and unsystematic. Yet Foucault's work can make critical contributions, for example, to thinking about governing mobilities in contemporary societies, while conversely mobilities research opens up new perspectives on Foucault. In combination these bodies of work can illuminate issues as diverse as: the greater interdependencies between mobility systems (e.g. transport, tourism, trade, internet use); the proliferation of the undesired mobilities of viruses, of natural phenomena like fire, of (what is taken to be) criminality and other seemingly inevitable by-products of globalisation; the perceived threats to desirable forms of mobility as constituted by climate change, peak oil and energy security, and terrorism and warfare; and the increased popularity of logics of governance premised on choice, responsabilisation and the (re)coding of phenomena in economic terms under neo-liberalism. Against this background, this book brings together the first major collection of contributions from across the social sciences with a shared interest in both mobilities and Foucauldian thinking. This book was published as a special issue of Mobilities.

"This book describes a new theoretical approach--Dynamic Field Theory (DFT)--that explains how people think and act"--
The LNCS Transactions on Modularity and Composition are devoted to all aspects of software modularity and composition methods, tools, and techniques, covering requirement analysis, design, implementation, maintenance, and evolution. The focus of the journal also includes modelling techniques, new paradigms and languages, development tools, measurement, novel verification and testing approaches, theoretical foundations, and understanding interactions between modularity and composition. This, the first issue of the Transactions on Modularity and Composition, consists of two sections. The first one, guest edited by Patrick Eugster, Mario Südholt, and Lukasz Ziarek, is entitled "Aspects, Events, and Modularity" and includes papers focusing on context-oriented software development, specifications for even-based systems, and development of modular software. The second section, guest edited by Gary T. Leavens, contains journal versions of selected papers from Modularity 2015, which was held in March 2015, in Fort Collins, Colorado, USA. Topics covered by the papers in this section include software unbundling, layer activation in context-oriented programming, modular reasoning in event-based languages, and dynamic dispatch for method contracts using abstract predicates. The paper 'Dynamic Dispatch for Method Contracts Through Abstract Predicates' is published open access under a CC BY 4.0 license at link.springer.com.

This book examines new forms of communication that have emerged through the interactive capabilities of the Internet, in particular online advertising and web advertisements. It develops a new model of online communication, incorporating mass communication and interpersonal communication. Interactive mass communication redefines the roles of online communication partners who are confronted with a higher degree of complexity in terms of hypertextual information units. In web advertising, this new aspect of interactivity is linguistically reflected in different types of personal address forms, directives, and "trigger words". This study also analyzes the different strategies of persuasion with which web ads try to initiate their activation. Web Advertising provides essential information on the language of web advertisements for academics, researchers and students in the fields of hypertext-linguistics, advertising, communication and media studies.

Comparative Biology of the Normal Lung, 2nd Edition, offers a rigorous and comprehensive reference for all those involved in pulmonary research. This fully updated work is divided into sections on anatomy and morphology, physiology, biochemistry, and immunological response. It continues to provide a unique comparative perspective on the mammalian lung. This edition includes several new chapters and expanded content, including aging and development of the normal lung, mechanical properties of the lung, genetic polymorphisms, the comparative effect of stress of pulmonary immune function, oxygen signaling in the mammalian lung and much more. By addressing scientific advances and critical issues in lung research, this 2nd edition is a timely and valuable work on comparative data for the interpretation of studies of animal models as compared to the human lung. Edited and authored by experts in the field to provide an excellent and timely review of cross-species comparisons that will help you interpret and compare data from animal studies to human findings Incorporates lung anatomy and physiology, cell specific interactions and immunological responses to provide you with a single and unique multidisciplinary source on the comparative biology of the normal lung Includes new and expanded content on neonatal and aged lungs, developmental processes, cell signaling, antioxidants, airway cells, safety pharmacology and much more Section IV on Physical and Immunological Defenses has been significantly updated with 9 new chapters and an increased focus on the pulmonary immunological system

This book constitutes the thoroughly refereed post-workshop proceedings of the 5th International Workshop on Declarative Agent Languages and Technologies, DALT 2007, held in Honolulu, USA, in 2007. It was an associated event of AAMAS 2007, the conference on autonomous agents and multi-agent systems. The 11 full papers, together with 1 keynote lecture and 2 invited papers from the AAMAS main conference were carefully selected and substantially enhanced after the workshop.

Cancer Immunology is intended as an up-to-date, clinically relevant review of cancer immunology and immunotherapy.

This volume focuses on the immunopathology and immunotherapy of organ cancers in detail. It clearly explains their immunology and describes novel immunotherapy for specific cancers, including pediatric solid tumors, hematologic malignancies, gastrointestinal tumors, skin cancers, bone and connective tissue tumors, central nervous system tumors, lung cancers, genitourinary tract tumors and breast cancers. In so doing, it builds on the previous two volumes in Cancer Immunology, placing basic knowledge on tumor immunology and immunotherapy into a clinical perspective with the aim of educating clinicians on advances in cancer immunology and the most recent approaches in the immunotherapy of various tumors. This translational, clinically oriented book will be of special value to clinical immunologists, hematologists and oncologists.

This book focuses on how the sponsorship of sports works: the costs, the goals, evaluation and selection of the property a sponsor chooses, how to activate a sponsorship, how to create a brand association, public relations and brand image possibilities. Anything is possible in a sponsorship, it is simply what the sponsor and the property can agree to during their negotiations. There is, for example, the opportunity for product category exclusivity—no competing brand at a particular location. With the audience being harder to reach because of technology, sponsorship continues to be a viable way to obtain brand exposure and better connect a brand with a consumer. With global sponsorship spending totaling more than \$51 billion, it is clear that many companies see this as an important promotional communication strategy. Instructors considering this book for use in a course may request an examination copy [here](#).

This clearly written textbook introduces the reader to the three styles of programming, examining object-oriented/imperative, functional, and logic programming. The focus of the text moves from highly prescriptive languages to very descriptive languages, demonstrating the many and varied ways in which we can think about programming. Designed for interactive learning both inside and outside of the classroom, each programming paradigm is highlighted through the implementation of a non-trivial programming language, demonstrating when each language may be appropriate for a given problem. Features: includes review questions and solved practice exercises, with supplementary code and support files available from an associated website; provides the foundations for understanding how the syntax of a language is formally defined by a grammar; examines assembly language programming using CoCo; introduces C++, Standard ML, and Prolog; describes the development of a type inference system for the language Small.

Thirty years ago, the UN report Our Common Future placed sustainable development firmly on the international agenda. The Imperatives of Sustainable Development takes the ethical foundations of Our Common Future and builds a model that emphasizes three equally important moral imperatives – satisfying human needs, ensuring social justice, and respecting environmental limits. This model suggests sustainability themes and assigns thresholds to them, thereby defining the space within which sustainable development can be achieved. The authors accept that there is no single pathway to the sustainable development space. Different countries face different challenges and must follow different pathways. This perspective is applied to all countries to determine whether the thresholds of the sustainability themes selected have been met, now and in the past. The authors build on the extensive literature on needs, equity, justice, environmental science, ecology, and economics, and show how the three moral imperatives can guide policymaking. The Imperatives of Sustainable Development synthesizes past reasoning, summarizes the present debate, and provides a clear direction for future thinking. This book will be essential reading for everyone interested in the future of sustainable development and in the complex environmental and social issues involved.

Stress, Coping, and Depression is the latest volume based on the Annual Stress and Coping Conference held at the University of Miami. In this timely collection, leading researchers offer a variety of new perspectives on depression. They review the social, biological, and psychological processes that put adults and their children at risk and discuss innovative treatments grounded in empirical studies. Research findings are integrated across domains to construct more effective models of etiology and intervention. The contributors' thought-provoking ideas will provide inspiration for the ongoing efforts addressing the problems associated with this devastating disorder. Content highlights include: * novel information processing approaches to depression; * an overview of the neural pathways guiding moods; * empirical approaches for the treatment of bipolar disorders; * integrated models of biological and environmental influences on the transmission of depression to children; and * new perspectives on the relationship between personality and stress.

An edited collection of works that describes the application of psychophysiological techniques to the study of human cognition. Offers a close examination of cognitive theory using psychophysiological measures. It illustrates how these measures can complement performance measures and how peripheral and central psychophysiological indices provide different, uniquely useful information. Chapters deal with serial, parallel and capacity models of information processing, attention, motor and mnemonic processing, language, cognitive development and aging.

?Fertility preservation has become one of the most important and fast growing fields of reproductive medicine. Although there are several strategies for fertility preservation in female, most of them are still considered experimental. It is important to perfect the existing technologies, but also developing new strategies should be actively sought. The future development of fertility preservation strategies should be based on the sound scientific knowledge and principles. One of the main objectives of fertility preservation in females is prevention of oocyte depletion. The mechanisms of oocyte loss and survival in the ovary are complex, which include genetic control both in germ cells and in somatic cells, DNA damage and repair mechanism, apoptosis and autophagy, and other poorly understood molecular mechanisms. To develop clinically effective and safe strategies for fertility preservation, it is essential to know and understand the fundamentals of oocyte and ovarian biology at the molecular level. Thus, the purpose of this edition is to review the current progress in research related to molecular and genetic control of oocyte development that can be applied to fertility preservation. The main topics that are discussed in this publication include molecular signaling mechanisms of oocyte activation and loss, genomic integrity of oocytes, and epigenetics.?

The exploration of ways to conceptualize the shaping of the present by socio-technical futures is the aim of this volume. Therefore it brings together contributions from Science and Technology Studies and Technology Assessment, which focus all on the question how socio-technical images of the future shape present processes of innovation and transformation starting from empirical case studies and generalizing specific findings or by tackling conceptual questions from the outset. A white paper of 23 authors, which aims to sensitize researchers and practitioners completes the volume.

I. Learning & Memory: Elizabeth Phelps & Lila Davachi (Volume Editors) Topics covered include working memory; fear learning; education and memory; memory and future imagining; sleep and memory; emotion and memory; motivation and memory; inhibition in memory; attention and memory; aging and memory; autobiographical memory; eyewitness memory; and category learning.

This volume contains a selection of revised papers that were presented at the Software Aspects of Robotic Systems, SARS 2011 Workshop and the Machine Learning for System Construction, MLSC 2011 Workshop, held during October 17-18 in Vienna, Austria, under the auspices of the International Symposium Series on Leveraging Applications of Formal Methods, Verification, and Validation, ISoLA. The topics covered by the papers of the SARS and the MLSC workshop demonstrate the breadth and the richness of the respective fields of the two workshops stretching from robot programming to languages and compilation techniques, to real-time and fault tolerance, to dependability, software architectures, computer vision, cognitive robotics, multi-robot-coordination, and simulation to bio-inspired algorithms, and from machine learning for anomaly detection, to model construction in software product lines to classification of web service interfaces. In addition the SARS workshop hosted a special session on the recently launched KOROS project on collaborating robot systems that is borne by a consortium of researchers of the faculties of architecture and planning, computer science, electrical engineering and information technology, and mechanical and industrial engineering at the Vienna University of Technology. The four papers devoted to this session highlight important research directions pursued in this interdisciplinary research project.

In this thought-provoking book, a diverse range of educators, activists, academics, and community advocates provide theoretical and practical ways of activating our knowledge and understanding of how to build a human rights culture. Addressing approaches and applications to human rights within current socio-cultural, political, socio-legal, environmental, educational, and global contexts, these chapters explore tensions, contradictions, and complexities within human rights education. The book establishes cultural and educational practices as intrinsically linked to human rights consciousness and social justice, showing how signature pedagogies used by human rights practitioners can be intellectual, creative, or a combination of both. Across three sections, the book discusses ways of bringing about holistic, relevant, and compelling approaches for challenging and understanding structures of power, which have become a global system, while also suggesting a move from abstract human rights principles, declarations, and instruments to meaningful changes that do not dehumanise and distance us from intrinsic and extrinsic oppressions, denial of identity and community, and other forms of human rights abuse. Offering new critical cultural studies approaches on how a human rights consciousness arises and is practised, this book will be of great interest to scholars and students of cultural studies, education studies, critical sociology, human rights education, and human rights studies.

This volume contains the proceedings of the 6th International Symposium on Ambient Intelligence (ISAmI 2015), held in Salamanca, Spain on June 3th-5th at the University of Salamanca. After a careful review, 27 papers from 10 different countries were selected to be presented in ISAmI 2015 at the conference and published in the proceedings. ISAmI has been running annually and aiming to bring together researchers from various disciplines that constitute the scientific field of Ambient Intelligence to present and discuss the latest results, new ideas, projects and lessons learned, namely in terms of software and applications and aims to bring together researchers from various disciplines that are interested in all aspects of this area. Ambient Intelligence is a recent paradigm emerging from Artificial Intelligence, where computers are used as proactive tools assisting people with their day-to-day activities, making everyone's life more comfortable. Another main concern of AmI originates from the human computer interaction domain and focuses on offering ways to interact with systems in a more natural way by means user friendly interfaces. This field is evolving quickly as can be witnessed by the emerging natural language and gesture based types of interaction.

The collection of chapters in this proceedings volume brings together research from academic and industry scientists and clinical development experts who are focused on contemporary and emerging aspects of improving treatments employing biosurfaces. Interactions between biomaterial implants, devices, cell therapies, and whole organ transplants frequently trigger activation of body defense systems and responses that negatively affect the clinical outcome. Optimal tissue integration and modulation of foreign body reactions is therefore essential for preserving anticipated functions and avoiding adverse effects. Topics covered include mechanistic and applied research within the fields of extracorporeal devices, soft and hard tissue implants, tissue and biomaterial-targeting, therapeutic modulation of foreign body reactions, cell encapsulations, as well as cell and whole organ transplantation. During the past decade, evidence of dissociation between conscious and nonconscious information processing has emerged from the study of normal subjects and brain damaged patients. The thirty-five original contributions in this book cover the latest work on this important topic. During the past decade, evidence of dissociation between conscious and nonconscious information processing has emerged from the study of normal subjects and brain damaged patients. The thirty-five original contributions in this book cover the latest work on this important topic across such traditional areas of research as vision, face recognition, spatial attention, control processes, semantic memory, episodic memory, and learning. Each section is introduced by an overview chapter that presents and evaluates the available empirical evidence in a given area and is followed by several experimental papers. The book opens with the Association Lecture, by George Mandler, "On Remembering without Really Trying: Hypermnnesia, Incubation, and Mind Popping."

Advances in Protein Chemistry

See faster results through everyday feedback. The Feedback Imperative: How to Give Everyday Feedback to Speed Up Your Team's Success reveals the hidden reasons why giving feedback to employees can be so difficult and yet so urgently needed in today's workplace, and provides the definitive steps for overcoming feedback avoidance and taking great leaps forward with employee engagement, retention, and performance. Anna Carroll applies her extensive research and expertise in business consulting and psychology to illustrate how brain science, generational trends, our information economy, limiting beliefs, and organizational culture collide in the new workplace, creating a huge gap between the supply and demand of helpful professional feedback. In her "Seven Steps to Everyday Feedback" and sixteen tools for self-assessment and planning, Carroll provides detailed instructions for leaders to execute a feedback turnaround that will quench their team members' thirst for helpful feedback and build a culture in which employee-to-leader and peer-to-peer feedback are welcome as well.

In today's hyper-connected world, any brand with a website or digital presence is 'global' by its very definition; yet in practice it takes an enormous amount of strategic planning and adaptability to successfully manage an international brand. Global Brand Management explores the increasingly universal scope of brand management. In an era when many brand managers will find themselves working for large multinationals operating across varied territories, categories and consumer groups, developing an understanding of both the opportunities and risks of multinational brands is truly essential. Meticulously researched, Global Brand Management shows readers how to manage an existing global brand, while simultaneously equipping them with the skills to build one from scratch. The text uses fascinating case studies including Oreo, Harley Davidson and Xiaomi to demonstrate the challenges of maintaining a stable brand identity when operating across territories with different languages, cultural values and logistics. With helpful pedagogy throughout and built-in features to enhance classroom learning, Global Brand Management is the perfect springboard for students to appreciate, enjoy and embrace the nuances and complexities of brand management on an international scale.

A complete, up-to-date, introductory guide to fuel cell technology and application Fuel Cell Fundamentals provides a thorough introduction to the principles and practicalities behind fuel cell technology. Beginning with the underlying concepts, the discussion explores fuel cell thermodynamics, kinetics, transport, and modeling before moving into the application side with guidance on system types and design, performance, costs, and environmental impact. This new third edition has been updated with the latest technological advances and relevant calculations, and enhanced chapters on advanced fuel cell design and electrochemical and hydrogen energy systems. Worked problems, illustrations, and application examples throughout lend a real-world perspective, and end-of chapter review questions and mathematical problems reinforce the material learned. Fuel cells produce more electricity than batteries or combustion engines, with far fewer emissions. This book is the essential introduction to the technology that makes this possible, and the physical processes behind this cost-saving and environmentally friendly energy source. Understand the basic principles of fuel cell physics Compare the applications, performance, and costs of different systems Master the calculations associated with the latest fuel cell technology Learn the considerations involved in system selection and design As more and more nations turn to fuel cell commercialization amidst advancing technology and dropping deployment costs, global stationary fuel cell revenue is expected to grow from \$1.4 billion to \$40.0 billion by 2022. The sector is forecasted to explode, and there will be a tremendous demand for high-level qualified workers with advanced skills and knowledge of fuel cell technology. Fuel Cell Fundamentals is the essential first step toward joining the new energy revolution.

This book represents the thoroughly refereed post-proceedings of the 6th International Workshop on Agent-Oriented Software Engineering, AOSE 2005. The 18 revised full papers were carefully selected from 35 submissions during two rounds of reviewing and improvement. The papers are organized in topical sections on modeling tools, analysis and validation tools, multiagent systems design, implementation tools, and experiences and comparative evaluations.

Nitric oxide research has emerged as one of the most important areas in bone and joint diseases. First published in 1998, this book draws together knowledge on the actions of this mediator and its role in such common diseases as arthritis and osteoporosis. It introduces the basic biology and biochemistry of nitric oxide, the immune response and bone biology. It reviews in depth the facts we know today and the future promise of this exciting area of research. The book will give scientists and clinicians a unique insight into this increasingly important area. It also emphasises potential treatments which exploit our understanding of the role of nitric oxide in bone and joint disease.

Antibiotics represent one of the most successful forms of therapy in medicine. But the efficiency of antibiotics is compromised by the growing number of antibiotic-resistant pathogens. Antibiotic resistance, which is implicated in elevated morbidity and mortality rates as well as in the increased treatment costs, is considered to be one of the major global public health threats (www.who.int/drugresistance/en/) and the magnitude of the problem recently prompted a number of international and national bodies to take actions to protect the public

(http://ec.europa.eu/dgs/health_consumer/docs/road-map-amr_en.pdf; http://www.who.int/drugresistance/amr_global_action_plan/en/; http://www.whitehouse.gov/sites/default/files/docs/carb_national_strategy.pdf).

Understanding the mechanisms by which bacteria successfully defend themselves against the antibiotic assault represent the main theme of this eBook published as a Research Topic in Frontiers in Microbiology, section of Antimicrobials, Resistance, and Chemotherapy. The articles in the eBook update the reader on various aspects and mechanisms of antibiotic resistance. A better understanding of these mechanisms should facilitate the development of means to potentiate the efficacy and increase the lifespan of antibiotics while minimizing the emergence of antibiotic resistance among pathogens.

Moral Rationalism and Shar?'a is the first attempt at outlining the scope for a theological reading of Shar?'a, based on a critical examination of why 'Adliyya theological ethics have not significantly impacted Sh??' readings of Shar?'a. Within Sh??' works of Shar?'a legal theory (us?'l al-fiqh) there is a theoretical space for reason as an independent source of normativity alongside the Qur?'n and the Prophetic tradition. The position holds that humans are capable of understanding moral values independently of revelation. Describing themselves as 'Adliyya (literally the people of Justice), this allows the Sh?'a, who describe themselves as 'Adliyya (literally, the People of Justice), to attribute a substantive rational conception of justice to God, both in terms of His actions and His regulative instructions. Despite the Sh??' adoption of this moral rationalism, independent judgments of rational morality play little or no role in the actual inference of Shar?'a norms within mainstream contemporary Sh??' thought. Through a close examination of the notion of independent rationality as a source in modern Sh??' us?'l al-fiqh, the obstacles preventing this moral rationalism from impacting the understanding of Shar?'a are shown to be purely epistemic. In line with the 'emic' (insider) approach adopted, these epistemic obstacles are revisited identifying the scope for allowing a reading of Shar?'a that is consistent with the fundamental moral rationalism of Sh??' thought. It is argued that judgments of rational morality, even when not definitively certain, cannot be ignored in the face of the apparent meaning of texts that are themselves also not certain. An 'Adliyya reading of Shar?'a demands that the strength of independent rational evidence be reconciled against the strength of any other apparently conflicting evidence, such that independent judgments of rational morality act as a condition for the validity of precepts attributed to a just and moral God.

How can marketers navigate the growing array of marketing specialties, multiplying media options and data sources, and increasing content saturation to improve effectiveness and return on investment? How can they provide consumers with seamless experiences of value across channels that overcome behavioral barriers and actually deliver results? In The Activation Imperative, William Rosen and Laurence Minsky provide a straightforward guide for marketers to move beyond building brands to activating them—from simply projecting what a brand is to optimizing what it does—to move people closer to transaction. Drawing on years of research and experience with the world's most sophisticated brands, Rosen and Minsky share a unifying cross-discipline marketing approach designed to impact critical behaviors and more effectively drive business results. They reveal how today's more personalized and trackable communications illuminate tremendous diversity in paths-to-purchase and explain how to leverage this data to develop more effective strategies and creative targeted to individual inflection points. With actionable advice and best-in-class examples, Rosen and Minsky offer marketers a road map to manage today's increasingly fragmented marketing landscape to more effectively and efficiently build brands and business.

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