Brief and accessible, Political Ideologies follows the evolution of political thought over 300 years. Organized chronologically, this text examines each major ideology within a political, historical, economic, and social context. Leon Baradat's skillful prose ensures that students obtain a clear understanding of how ideas are influencing the political
realities of our time.

First Published in 2008. Routledge is an imprint of Taylor & Francis, an informa company.

The twelfth edition of the market-leading Engineering Economic Analysis offers comprehensive coverage of financial and economic decision making for engineers, with an emphasis on problem solving, life-cycle costs, and the time value of money. The authors' concise, accessible writing, practical emphasis, and contemporary examples linked to students' everyday lives make this text the most popular among students. In addition, with its extensive support package and logical progression of topics, this is the easiest book to teach from. New to the Twelfth Edition * 500 new or revised problems--answers to most even problems now in Appendix E * Six new and nine updated chapter-opening vignettes provide extended real-world examples * Twenty new Excel tutorial videos added to the updated set of thirty-six from the eleventh edition * New visual "five-button solutions" help simplify the use of spreadsheets and calculators * A new Appendix 12A aggregates coverage of personal income taxes, which now includes time value of money problems INSTRUCTOR SUPPORT PACKAGE * An Instructor's Manual including full solutions to all text problems in print format * An updated and expanded set of supplemental materials, including new test questions, as well as the solutions to the Cases in Engineering Economy, 2E, text available on Oxford's Ancillary Resource Center. Please contact your Oxford University Press sales representative for access. * Two PowerPoint-based lecture resources: Fully customizable PowerPoint-based lecture outlines, ready for immediate use or modification, and slides of every figure and table in the text * Learning Management System support: Most of the electronic ancillaries are available as pre-formatted cartridges for upload into a learning management system Instructor Support Package available to adopters of the twelfth edition (not included with book, available separately) STUDENT SUPPORT PACKAGE * Free casebook: In-text CD includes Cases in Engineering Economy, 2E, a collection of fifty-four case studies designed to help students apply the theories and concepts of engineering economy to real-world situations * Study Guide: Packaged with every
copy of the student text; contains practice questions with detailed solutions for every chapter in the text * Companion Website (www.oup.com/us/newnan) featuring: * 100 additional sample FE exam problems * Interactive tutorial questions for many chapters * Video tutorials for Microsoft Excel, explaining how to use Excel to work specific financial calculations * Updated interactive spreadsheet models Student Support Package available to adopters of the twelfth edition (not included with book, available separately)

Engineering Economy is intended to serve as a text for classroom instruction in undergraduate, introductory courses in Engineering Economics. It also serves as a basic reference for use by practicing engineers in all specialty areas (e.g., chemical, civil, computer, electrical, industrial, and mechanical engineering). The book is also useful to persons engaged in the management of technical activities. Used by engineering students worldwide, this best-selling text provides a sound understanding of the principles, basic concepts, and methodology of engineering economy. Built upon the rich and time-tested teaching materials of earlier editions, it is extensively revised and updated to reflect current trends and issues, with an emphasis on the economics of engineering design throughout. It provides one of the most complete and up-to-date studies of this vitally important field. Teaching and Learning Experience This program will provide a better teaching and learning experience—for you and your students. It will help: Personalize Learning: MyEngineeringLab provides students with a personalized interactive learning environment, where they can learn at their own pace and measure their progress. Provide a Solid Foundation in the Principles, Concepts, and Methodology of Engineering Economy: Students will learn to understand and apply economic principles to engineering. Prepare Students for Professional Practice: Students will develop proficiency with the process for making rational decisions that they are likely to encounter in professional practice. Support Learning: The TestGen testbank allows instructors to regenerate algorithmically-generated variables within each problem to offer students a virtually unlimited number of paper or online assessments. Note: You are purchasing a standalone product; MyEngineeringLab does not come packaged with this content. If you would like to purchase both the physical text and MyEngineeringLab order
Game theory is the study of strategic behavior in situations in which the decision makers are aware of the interdependence of their actions. This innovative textbook introduces students to the most basic principles of game theory – move and countermove – with an emphasis on real-world business and economic applications. Students with a background in principles of economics and business mathematics can readily understand most of the material. Demonstration problems in each chapter are designed to enhance the student's understanding of the concepts presented in the text. Many chapters include non-technical applications designed to further the student's intuitive understanding of strategic behavior. Case studies help underscore the usefulness of game theory for analyzing real-world situations. Each chapter concludes with a review and questions and exercises. An online Instructor's Manual with test bank is available to professors who adopt the text.

In this latest edition of Sales Force Management, Mark Johnston and Greg Marshall continue to build on the tradition of excellence established by Churchill, Ford, and Walker, increasing the book’s reputation globally as the leading textbook in the field. The authors have strengthened the focus on managing the modern tools of selling, such as customer relationship management (CRM), social media and technology-enabled selling, and sales analytics. It’s a contemporary classic, fully updated for modern sales management practice. Pedagogical features include: Engaging breakout questions designed to spark lively discussion Leadership challenge assignments and mini-cases to help students understand and apply the principles they have learned in the classroom Leadership, Innovation, and Technology boxes that simulate real-world challenges faced by salespeople and their managers New Ethical Moment boxes in each chapter put students on the firing line of making ethical choices in sales Role Plays
that enable students to learn by doing. A selection of comprehensive sales management cases on
the companion website. A companion website features an instructor’s manual, PowerPoints, and
other tools to provide additional support for students and instructors.

For courses in Mathematics for Business and Mathematical Methods in Business. This classic
text continues to provide a mathematical foundation for students in business, economics, and
the life and social sciences. Abundant applications cover such diverse areas as business,
economics, biology, medicine, sociology, psychology, ecology, statistics, earth science, and
archaeology. Its depth and completeness of coverage enables instructors to tailor their
courses to students' needs. The authors frequently employ novel derivations that are not
widespread in other books at this level. The Twelfth Edition has been updated to make the
text even more student-friendly and easy to understand.

Principles of Economics covers the scope and sequence for a two-semester principles of
economics course. The text has been developed to meet the scope and sequence of most
introductory courses.

The thirteenth edition of the market-leading Engineering Economic Analysis offers
comprehensive coverage of financial and economic decision making for engineers, with an
emphasis on problem solving, life-cycle costs, and the time value of money. The authors'
clear, accessible writing, emphasis on practical applications, and relevant contemporary
examples have made this text a perennial bestseller. With its logical organization and
extensive ancillary package, Engineering Economic Analysis is widely regarded as a highly
effective tool for teaching and learning.

Method and Theory in Archaeology. Archaeology: A Brief Introduction is an introduction to the
fundamental principles of method and theory in archaeology, exposing students to archaeology
as a career. The text begins by covering the goals of archaeology, and then moves on to
consider the basic concepts of culture, time, and space, by discussing the finding and
excavation of archaeological sites. By providing a distinct emphasis on the ethics behind archaeology, and how we should act as stewards of the finite records of the human past, Archaeology: A Brief Introduction continues to be a book with a truly international perspective, not simply focusing on North America or Europe. Teaching and Learning Experience Improve Critical Thinking - Archaeology: A Brief Introduction's "Archaeology and You" chapter provides students with career advice in an era when archaeology is transitioning from predominantly academic to professional. Engage Students - Each chapter within Archaeology: A Brief Introduction highlights important finds that have shaped our archaeological perspective, and a global perspective that shows students that archaeology is the most global of all sciences, encompassing all of humanity.

An easy-to-follow contemporary engineering economics text that helps making sound economic decisions without advanced mathematics. This one-semester introduction to the fundamentals of engineering economics provides an overview of the basic theory and mathematics underlying operational business decisions that engineering technology, engineering, and industrial technology students will face in the workplace. A basic knowledge of economics empowers a manager to balance costs with production. This new edition of Fundamentals of Economics for Engineering Technologists and Engineers is written in plain language. Concepts have been simplified and kept straightforward with an emphasis on "how to apply" economic principles. Practical examples as a tool for managing business data and giving detailed analysis of business operations. throughout the text make good use of Microsoft Excel templates, provided on the book’s companion website, for students. Chapter-end exercises provide discussion and multiple-choice questions along with numerical problems, and a solutions manual and instructor resources is given for adopting instructors.

With its emphasis on real world, manager-oriented applications, this text shows students how managers apply theories and techniques to analyse and solve real-world business problems.

For the one semester principles of microeconomics course. Reviewers tell us that Case/Fair is
one of the all-time bestselling POE texts because they trust it to be clear, thorough and complete.

Now in dynamic full color, SI ENGINEERING FUNDAMENTALS: AN INTRODUCTION TO ENGINEERING, 5e helps students develop the strong problem-solving skills and solid foundation in fundamental principles they will need to become analytical, detail-oriented, and creative engineers. The book opens with an overview of what engineers do, an inside glimpse of the various areas of specialization, and a straightforward look at what it takes to succeed. It then covers the basic physical concepts and laws that students will encounter on the job. Professional Profiles throughout the text highlight the work of practicing engineers from around the globe, tying in the fundamental principles and applying them to professional engineering. Using a flexible, modular format, the book demonstrates how engineers apply physical and chemical laws and principles, as well as mathematics, to design, test, and supervise the production of millions of parts, products, and services that people use every day. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

In its 13th Edition, the iconic Oral Interpretation continues to prepare students to analyze and perform literature through an accessible, step-by-step process. New selections join classic favorites, and chapters devoted to specific genres—narrative, poetry, group performance, and more—explore the unique challenges of each form. Now tighter and more focused than its predecessors, this edition highlights movements in contemporary culture—especially the contributions of social media to current communication. New writings offer advice and strategies for maximizing body and voice in performance, and enhanced devices guide novices in performance preparation.

For undergraduate, introductory courses in Engineering Economics. Used by engineering students worldwide, this best-selling text provides a sound understanding of the principles, basic concepts, and methodology of engineering economy. Built upon the rich and time-tested
teaching materials of earlier editions, it is extensively revised and updated to reflect current trends and issues, with an emphasis on the economics of engineering design throughout. It provides one of the most complete and up-to-date studies of this vitally important field.

For courses in engineering and economics Comprehensively blends engineering concepts with economic theory Contemporary Engineering Economics teaches engineers how to make smart financial decisions in an effort to create economical products. As design and manufacturing become an integral part of engineers’ work, they are required to make more and more decisions regarding money. The Sixth Edition helps students think like the 21st century engineer who is able to incorporate elements of science, engineering, design, and economics into his or her products. This text comprehensively integrates economic theory with principles of engineering, helping students build sound skills in financial project analysis.

MyEngineeringLab™ not included. Students, if MyEngineeringLab is a recommended/mandatory component of the course, please ask your instructor for the correct ISBN and course ID. MyEngineeringLab should only be purchased when required by an instructor. Instructors, contact your Pearson representative for more information. MyEngineeringLab is an online homework, tutorial, and assessment program designed to work with this text to engage students and improve results. Within its structured environment, students practice what they learn, test their understanding, and pursue a personalized study plan that helps them better absorb course material and understand difficult concepts. Instructors can choose from a wide range of assignment options, including time limits, proctoring, and maximum number of attempts allowed. The bottom line: MyEngineeringLab means less time grading and more time teaching.

Now in its 16th edition, this proven, market-leading book is a favorite among readers for its clear, concise treatment of international trade and finance theory. INTERNATIONAL ECONOMICS uses a wealth of contemporary examples and practical applications to vividly demonstrate the relevance of theory to real-world economic issues and policy questions. The author presents discussions both verbally and graphically, making the book understandable even for readers
with little economics background. This edition reflects the latest economic issues, from deindustrialization and declining oil prices to foreign exchange market rigging and deflation and the Eurozone. As delighted readers have already discovered, “If it’s clear, concise, and contemporary, it has to be Carbaugh!” Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

This student-friendly text on the current economic issues particular to engineering covers the topics needed to analyze engineering alternatives. Students use both hand-worked and spreadsheet solutions of examples, problems and case studies. In this edition the options have been increased with an expanded spreadsheet analysis component, twice the number of case studies, and virtually all new end-of-chapter problems. The chapters on factor derivation and usage, cost estimation, replacement studies, and after-tax evaluation have been heavily revised. New material is included on public sector projects and cost estimation. A reordering of chapters puts the fundamental topics up front in the text. Many chapters include a special set of problems that prepare the students for the Fundamentals of Engineering (FE) exam. This text provides students and practicing professionals with a solid preparation in the financial understanding of engineering problems and projects, as well as the techniques needed for evaluating and making sound economic decisions. Distinguishing characteristics include learning objectives for each chapter, an easy-to-read writing style, many solved examples, integrated spreadsheets, and case studies throughout the text. Graphical cross-referencing between topics and quick-solve spreadsheet solutions are indicated in the margin throughout the text. While the chapters are progressive, over three-quarters can stand alone, allowing instructors flexibility for meeting course needs. A complete online learning center (OLC) offers supplemental practice problems, spreadsheet exercises, and review questions for the Fundamentals of Engineering (FE) exam.

From the author of the best-selling Contemporary Engineering Economics book, Fundamentals of Engineering Economics offers concise, but in-depth coverage of all fundamental topics of
Engineering Economics. A four-part organization outlines an understanding of money and its management, how to evaluate business and engineering assets, the development of project cash flows, and special topics in engineering economics. For individuals interested in the field of industrial, civil, mechanical and electrical engineering.

The aim of this book is to help readers assimilate the concepts and methods for investment decision and project evaluation. It offers a wide range of exercises, problems and case studies taken from business, which are the fruit of many years of teaching, consulting and research. Some are direct application of basics, others require a higher degree of reflection for more complex applications. Our approach borrows elements from microeconomics, engineering economics and finance theory. This book is suited to both professionals and students who seek to master capital budgeting techniques. A review of essential points is proposed at the beginning of each chapter and key methodological elements are recalled in the solutions.

First published in 1939, Clark's Positioning in Radiography is the preeminent text on positioning technique for diagnostic radiographers. Whilst retaining the clear and easy-to-follow structure of the previous edition, the thirteenth edition includes a number of changes and innovations in radiographic technique. The text has been extensively updated.

In his revision of Mechanics for Engineers, 13e, SI Edition, R.C. Hibbeler empowers students to succeed in the whole learning experience. Hibbeler achieves this by calling on his everyday classroom experience and his knowledge of how students learn inside and outside of lectures. MasteringEngineering SI, the most technologically advanced online tutorial and homework system available, can be packaged with this edition.

Praised for its accessible tone and extensive problem sets, this trusted text familiarizes students with the universal principles of engineering economics. This essential introduction features a wealth of specific Canadian examples and has been fully updated with new coverage.
of inflation and environmental stewardship as well as a new chapter on project management.

Revised edition of the author's Economics, [2016]

This edition addresses the increasing global competition and the fact that every industry, business, and service organization is restructuring itself to operate more effectively. Cost-effectiveness and product reliability without excess capacity are the keys to successful activity in business, industry, and government. These keys are the end results of methods engineering. The 13th edition of Methods, Standards, and Work Design will provide practical, up-to-date descriptions of engineering methods to measure, analyze, and design manual work. The text emphasizes both the manual components and the cognitive aspects of work, recognizing the gradual decline of the manufacturing sector and the growth of the service sector. The importance of ergonomics and work design as part of methods engineering emphasizes not only increased productivity, but also to improve worker health and safety, and thus, company bottom-line costs. In the twenty-first century it is essential that the industrial engineer consider both productivity issues and their efforts on the health and safety of the worker. This comprehensive text addresses this need by integrating the traditional elements of motion and time study along with the human factors and ergonomics and safety engineering.

These two highly-respected authors have revised this best-selling book to include more current, modern subject matter and events while maintaining those features that have contributed to its great success. It continues to use stories, graphs, and equations and a unified, logical organization to make economic concepts easy-to-understand and relevant to all readers. Users of this book see the connection between growth, trade, comparative advantage, and the production possibilities frontier. When readers understand how a simple competitive market system works, they are ready to focus on problems of real-world markets. Currency data has been updated, with coverage of deflation, the effects of the war with Iraq and the war on terrorism, and the wars' impact on the national deficit. A comprehensive overview introducing economics begins the book; subsequent topics include:
foundations of microeconomics; consumers and firms; market imperfection and the role of government; concepts and problems in macroeconomics; the goods and money markets; macroeconomic analysis; and the world economy. An excellent desk reference for economists; this book will serve any business owner, as an understanding of basic economics will prove helpful in all ventures.

This is the eBook of the printed book and may not include any media, website access codes, or print supplements that may come packaged with the bound book. This accessible text is designed to help readers help themselves to excel. The content is organized into two parts: (1) A Library of Elementary Functions (Chapters 1–2) and (2) Calculus (Chapters 3–9). The book’s overall approach, refined by the authors’ experience with large sections of college freshmen, addresses the challenges of teaching and learning when readers’ prerequisite knowledge varies greatly. Reader-friendly features such as Matched Problems, Explore & Discuss questions, and Conceptual Insights, together with the motivating and ample applications, make this text a popular choice for today’s students and instructors.

"Five-Year Plans" have been a cornerstone of Chinese social and economic development initiatives since 1953. During the thirteenth of these periods between 2016 and 2020, the global economy has experienced instability after the financial crisis, as well as political and economic reconfiguration. Drawing on modern economic theory, this book comprehensively discusses China's economic development in this crucial phase. The book analyzes the international economic environment, and asks how China’s continued reform and opening-up can fit with the new era of economic globalization. It also presents the difficulties China faces in such fields as urbanization, the coordination of regional development and urban-rural integration, economic reform, and the reform of factor markets and state-owned enterprises. The book outlines many medium-term development rules along with key characteristics of China's economy, helping international readers fully understand likely future trajectories for the Chinese economy.
Designed as a textbook for undergraduate students in various engineering disciplines—Mechanical, Civil, Industrial Engineering, Electronics Engineering and Computer Science—and for postgraduate students in Industrial Engineering and Water Resource Management, this comprehensive and well-organized book, now in its Second Edition, shows how complex economic decisions can be made from a number of given alternatives. It provides the managers not only a sound basis but also a clear-cut approach to making decisions. These decisions will ultimately result in minimizing costs and/or maximizing benefits. What is more, the book adequately illustrates the concepts with numerical problems and Indian cases. While retaining all the chapters of the previous edition, the book adds a number of topics to make it more comprehensive and more student friendly. What’s New to This Edition • Discusses different types of costs such as average cost, recurring cost, and life cycle cost. • Deals with different types of cost estimating models, index numbers and capital allowance. • Covers the basics of nondeterministic decision making. • Describes the meaning of cash flows with probability distributions and decision making, and selection of alternatives using simulation. • Discusses the basic concepts of Accounting. This book, which is profusely illustrated with worked-out examples and a number of diagrams and tables, should prove extremely useful not only as a text but also as a reference for those offering courses in such areas as Project Management, Production Management, and Financial Management.

"This twelfth edition of Statistics for Business and Economics is an introductory text emphasizing inference, with extensive coverage of data collection and analysis as needed to evaluate the reported results of statistical studies and make good decisions. As in earlier editions, the text stresses the development of statistical thinking, the assessment of credibility, and the value of the inferences made from data, both by those who consume and those who produce them. It assumes a mathematical background of basic algebra."--Xi (Preface).

Offers students with a logical introduction to contract law. Exploring various developments and case decisions in the field of contract law, this title combines an examination of
This 13th edition has been revised and updated to offer economics students an introduction to economics and its core principles. New case studies and themed boxed examples, in-depth explanations and an expanded online resource centre will help students progress with their studies.

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