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a family chronicle 1856 is sergei aksakov s blend of memoir and fiction that tells the story of one russian family relocating from the city to russia s eastern frontier in the steppes of bashkiria it is an attempt to record oral tradition in writing and occupies a unique place in the history of the nineteenth century russian narrative aksakov has been called a genius of reminiscences this work is unmatched for its meticulous and realistic description of the everyday life of the russian nobility and was well received by the literary greats of nineteenth century russian literature it has also been said to contain a remarkably honest depiction of human psychology with this edition of a family chronicle the acclaimed translator michael r katz improves upon the two earlier english versions both now out of print

with his translation michael r katz makes available the first bestselling novel in russia faddei bulgarin s social satire ivan vyzhigin 1829 the novel is an amusing picaresque filled with local color and comical portraits narrated by its hero an orphaned peasant who relates his many adventures as a young man the book is remarkable for its accurate descriptions of nineteenth century russian day to day reality the clothes food surroundings and characters that ivan vyzhigin encounters its publication ushered in the age of prose in nineteenth century russian literature and bulgarin was

hailed by pushkin as a major prose writer as william mills todd iii notes in his introduction ivan vyzhigin opens a window onto what russians were reading between the late eighteenth century and the 1917 revolution along with todd s introduction katz s annotations provide literary historical and cultural context

this book describes the complex and striking relationships between pain and psychiatric disorders offering an in depth review of the challenging and neglected intersection between pain medicine and psychiatry

warfare has migrated into cities from mosul to mumbai aleppo to marawi the major military battles of the twenty first century have taken place in densely populated urban areas why has this happened what are the defining characteristics of urban warfare today what are its military and political implications leading sociologist anthony king answers these critical questions through close analysis of recent urban battles and their historical antecedents exploring the changing typography and evolving tactics of the urban battlescape he shows that although not all methods used in urban warfare are new operations in cities today have become highly distinctive urban warfare has coalesced into gruelling micro sieges which extend from street level and below to the airspace high above the city as combatants fight for individual buildings streets and districts at the same time digitalized social media and information networks communicate these battles to global audiences across an urban archipelago with these spectators often becoming active participants in the fight a timely reminder of the costs and the horror of war and violence in cities this book offers an invaluable interdisciplinary introduction to urban warfare in the new millennium for students of international security urban studies and military science as well as military professionals

this book examines how continental great powers have attempted to develop and wield strong navies since 1801 continental powers and naval development argues that a continental great power s ability to build and effectively use a strong navy is greatly affected by two factors a naval force design capable of executing national strategy strategy coherence and the deployment of that navy to places or for purposes that minimize the dominant naval power s threat perception threat diffusion each factor is deceptively difficult for a continental great power to achieve but through an analysis of four historical case studies this book shows how both factors are vital not just for successful naval development but for keeping the peace among great powers finally it highlights how states commonly thought of as unnatural naval powers can nonetheless achieve their political objectives at sea this book will be of much interest to students of naval history maritime strategy and international relations

for consumer behaviour courses a 1 best selling text for consumer behaviour courses solomon s consumer behavior buying having and being covers what happens before during and after the point of purchase it investigates how having or not having certain products affects our lives specifically how these items influence how we feel about ourselves and each other especially in the canon of social media and the digital age in the 13th edition up to date content reflects major marketing trends and changes that impact the study of consumer behavior since we are all consumers many of the topics have both professional and personal relevance to students this makes it easy to apply the theory outside of the classroom and maintain an edge in the fluid and evolving field of consumer behaviour the full text downloaded to your computer with ebooks you can search for key concepts words and phrases make highlights and notes as you study share your notes with friends ebooks are downloaded to your computer and accessible either offline through the bookshelf available as a free download available online and also via the ipad and android apps upon purchase you ll gain instant access to this ebook time limit the ebooks products do not have an expiry date you will continue to access your digital ebook products whilst you have your bookshelf installed

publisher s note there is a new edition of harrison s principles of internal medicine the 21st edition contains the most timely and comprehensive updates from the world s top experts master modern medicine introducing the landmark twentieth edition of the global icon of internal medicine the definitive guide to internal medicine is more essential than ever with the latest in disease mechanisms updated clinical trial results and recommended guidelines state of the art radiographic images therapeutic approaches and specific treatments hundreds of demonstrative full color drawings and practical clinical decision trees and algorithms recognized by healthcare professionals worldwide as the leading authority on applied pathophysiology and clinical medicine harrison s principles of internal medicine gives you the informational foundation you need to provide the best patient care possible essential for practice and education the landmark 20th edition features thoroughly revised content covering the many new breakthroughs and advances in clinical medicine that have occurred since the last edition of harrison s chapters on acute and chronic hepatitis management of diabetes immune based therapies in cancer multiple sclerosis cardiovascular disease hiv and many more deliver the very latest information on disease mechanisms diagnostic options and the specific treatment guidance you need to provide optimal patient care state of the art coverage of disease mechanisms harrison s focuses on pathophysiology with rigor and with the goal of linking disease mechanisms to treatments improved understanding of how diseases develop and progress not only promotes better decision making and higher value care but also makes for fascinating reading and improved retention harrison s summarizes important new basic science developments such as the role of mitochondria in programmed and necrotic cell death the immune system s role in cancer development and treatment the impact of telomere shortening in the aging and disease processes and the role of the microbiome in health and disease understanding the role of inflammation in cardiovascular disease the precise mechanisms of immune deficiency in hiv aids prions and misfolded proteins in neurodegenerative diseases and obesity as a predisposition to diabetes are just a few examples of how this edition provides essential pathophysiology information for health professionals all new sections covering a wide range of new and emerging areas of vital interest to all healthcare professionals new sections include sex and gender based issues in medicine obesity diabetes mellitus and metabolic syndrome and consultative medicine plus a new part covering cutting edge topics in research and clinical medicine includes great new chapters on the role of epigenetics in health and disease behavioral strategies to improve health genomics and infectious diseases emerging neuro therapeutic technologies and telomere function in health and disease and network system medicine important and timely new chapters such as promoting good health lgbt health systems of healthcare approach to medical consultation pharmacogenomics antimicrobial resistance worldwide changes in patterns of infectious diseases neuromyelitis optica and more offer the very latest definitive perspectives on must know topics in medical education and practice updated clinical guidelines expert opinions and treatment approaches from world renowned editors and authors contribute to the accuracy and immediacy of the text material and pres

winner of the taa 2017 textbook excellence award social media marketing deserves special kudos for its courage in tackling the new frontier of social media marketing this textbook challenges its readers to grapple with the daunting task of understanding rapidly evolving social media and its users taa judges panel social media marketing was the first textbook to cover this vital subject it shows how social media fits into and complements the marketer s toolbox the book melds essential theory with practical application as it covers core skills such as strategic planning for social media applications incorporating these platforms into the brand s marketing communications executions and harnessing social media data to yield customer insights the authors outline the four zones of social media that marketers can use to achieve their strategic objectives these include 1 community e g instagram 2 publishing e g tumblr 3 entertainment e g candy crush saga 4 commerce e ggroupon this second edition contains new examples industry developments and academic research to help students remain current in their marketing studies as well as a new and improved user friendly layout to make the text easy to navigate the textbook also provides a free companion website that offers valuable additional resources for both instructors and students visit study sagepub com smm readers of the book are also invited to join the authors and others online by using the hashtag smm

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marketing has overlooked for too long scent as scientists continue to discover the powerful effects of smell on behavior marketers are coming up with ingenious ways to exploit these connections ad companies spend about 80 million per year on scent marketing the scent marketing institute estimates that number will reach more than 500 million by 2016 sensory marketing is taking fascinating turns

the key to marketing is understanding and satisfying consumer needs thus a knowledge of consumer behavior is essential to any organization dealing with customers users or clients this book promises to be a contemporary classic it brings together an international set of scholars many of whom are household names to examine the diverse approaches to consumer behavior topics the editors employ a micro to macro structure dividing each topic into three parts one reflecting foundational work one focused on emerging trends and one covering practical applications each part examines the relationship between consumer behaviour and motivation including well being gender social class and more and concludes with practitioner perspectives on the challenges and opportunities that come with understanding customers readers will gain insight into how drives that are constantly in flux relate to other aspects of human cognition and behavior allowing them to reach customers successfully and to meet their needs with contributions from leading scholars including sidney levy and jagdish sheth this volume sets the standard as the most comprehensive cutting edge resource on the subject of consumer behavior students of consumer behaviour and marketing will find this a useful exploration of a fast moving field fundamental to the welfare of companies government non profits and consumers it will also benefit new and established academic researchers as well as practitioners who want to stay on top of current knowledge

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