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International Human Resource Management - Dennis R. Briscoe 2004

This is an ideal foundation text for anyone studying or working in the International Human Resource Management (IHRM) arena. This text utilizes and incorporates most of what is currently known, researched or experienced in the field. It features data and examples from academic research, international businesses and consulting firms, as well as experiences of and interviews with HRM managers in multinational and global firms. This book offers both a theoretical and practical treatment of this important and constantly evolving area. Thoroughly updated and revised, this second edition now includes key terms, learning objectives, discussion questions and an end-of-book integrative case. It has been designed to lead readers through all of the key topics in a highly engaging and approachable way. This book focuses on IHRM within multi-national enterprises (MNEs) and covers topics including: \* MNE and country culture \* organizational structure, strategy and design \* international joint ventures and cross-border mergers and acquisitions \* labour standards, ethics and codes of conduct \* selection and management of international assignees \* training and management development \* compensation and benefits \* health and safety and crisis management \* IHRM departments and professionals Uncovering precisely why IHRM is important for success in international business and how IHRM policies and practices function within the multinational enterprise, this outstanding textbook provides an essential foundation for an understanding of the theory and practice of IHRM. This book is essential reading for all students, lecturers and IHRM professionals.

501 Quantitative Comparison Questions - Learning Express LLC  
2002-12-30

For the PSAT, SAT, and GRE exams-use quantitative comparison questions to test math skills. Gaining familiarity with this specialized question type is a proven technique for increasing test scores. This volume contains only questions that ask you to differentiate between two values by deciding which column contains the item of greater value, if the values in the columns are the same, or if the value cannot be determined by the information given.

**Public Health: What It Is and How It Works** - Bernard J. Turnock  
2009-10-07

Using a straightforward systems approach, **Public Health: What It Is and How It Works** explores the inner workings of the complex, modern U.S. public health system—what it is, what it does, how it works, and why it is important. It covers the origins and development of the modern public health system; the relationship of public health to the overall health system; how the system is organized at the federal, state, and local levels; its core functions and how well these are currently being addressed; evidence-based practice and an approach to program planning and evaluation for public health interventions; public health activities such as epidemiological investigation, biomedical research, environmental assessment, policy development, and more. Transition to the New Edition! Click here to access our transition guide—and make changing your course materials from the third edition to the fourth edition as easy as possible! The Fourth Edition is a thorough revision that includes: The latest developments with public health agency accreditation, public health worker credentialing, workforce development, as well as future challenges in the field. Coverage of the new core competencies for the MPH degree recently established by the Association of Schools of Public Health. A new series of charts describing current health status and trends related to the content of each chapter. New Learning Objectives in each chapter. New Public Health Spotlights in chapters 1-8 which provide a focused examination of topics related to the learning objectives for that chapter. A complete package of instructor support material for both online and traditional classroom environments including course modules, sample syllabus, course resources, competency map, and detailed chapter-by-chapter PowerPoint slides.

*Drug-induced Diseases* - James E. Tisdale 2010

Since the first edition of this book was published in 2005, drug therapy has seen both breakthrough advances and sobering setbacks. The changes will continue. That's why every health care professional, hospital and health system, pharmacy, and medical school needs this invaluable reference. It will help you detect, prevent and manage drug-related diseases. And also remind you to always ask yourself the increasingly critical question: "Could this disease be drug-related?"

Internationalising the University - Kalyani Unkule 2019

This book takes a critical look at the internationalisation of higher education and argues for the importance of grounding education in spiritual perspectives. Using spiritual traditions to review the practices, programmes, and philosophies of learning that internationalise universities, the author proposes a paradigm for internationalisation that respects other ways of knowing. This focus seeks to decolonize knowledge and promote intercultural understanding, as well as help students achieve holistic personal development while studying abroad.

**The Stress of Combat - The Combat of Stress** - Roy Brook 2010

Foreword by Sir Charles Huxtable KCB CBE, Commander in Chief, UK Land Forces, 1988-1990. In Great Britain today there are thousands of individuals who, having served their country, have been unable to return themselves to health in mind and body, and who require specialist help and care. This book tells the story of the horrors and fears veterans could not leave behind on the battlefield, and which continue to haunt them and disrupt their lives, and those close to them. It is an essential guide to a wide range of battle stress, war-experience and mental conditions. The case histories and types of patient will be of interest to the Caring Professions, the Social Services, the Armed Forces, and to all Families with members serving, or who have served, in the Armed Forces.

**Revivalistics** - Ghilad Zuckermann 2020

"This seminal book introduces revivalistics, a new trans-disciplinary field of enquiry surrounding language reclamation, revitalization and reinvigoration. The book is divided into two main parts that represent Zuckermann's fascinating and multifaceted journey into language revival, from the 'Promised Land' (Israel) to the 'Lucky Country' (Australia) and beyond. Part 1: language revival and cross-fertilization. The aim of this part is to suggest that due to the ubiquitous multiple causation, the reclamation of a no-longer spoken language is unlikely without cross-fertilization from the revivalists' mother tongue(s). Thus, one should expect revival efforts to result in a language with a hybridic genetic and typological character. The book highlights salient morphological, phonological, phonetic, syntactic, semantic and lexical features, illustrating the difficulty in determining a single source for the grammar of 'Israeli', the language resulting from the Hebrew revival. The European impact in these features is apparent inter alia in structure, semantics or productivity. Multiple causation is manifested in the Congruence Principle, according to which the more contributing languages a feature exists in, the more likely it is to persist in the emerging language. Consequently, the reality of linguistic genesis is far more complex than a simple family tree system allows. 'Revived' languages are unlikely to have a single parent. Part 2: language revival and wellbeing. The book then applies practical lessons (rather than clichés) from the critical analysis of the Hebrew reclamation to other revival movements globally, and goes on to describe the why and how of language revival. The how includes practical, nitty-gritty methods for reclaiming 'sleeping beauties' such as the Barnjarla Aboriginal language of Eyre Peninsula, South Australia, e.g. using what Zuckermann calls talknology (talk technology). The why includes ethical, aesthetic, and utilitarian reasons such as improving wellbeing and mental health"--

**Proliferation of the Internet Economy: E-Commerce for Global Adoption, Resistance, and Cultural Evolution** - Shareef, Mahmud Akhter 2009-03-31

"This book specifically develops theories to understand service quality and quality management practice of EC which is completely a new and innovative effort to formulate perceptions of global consumers"--Provided by publisher.

*Powers of Exclusion* - Derek Hall 2011-08-31

Questions of who can access land and who is excluded from it underlie many recent social and political conflicts in Southeast Asia. *Powers of Exclusion* examines the key processes through which shifts in land relations are taking place, notably state land allocation and provision of property rights, the dramatic expansion of areas zoned for conservation, booms in the production of export-oriented crops, the conversion of farmland to post-agrarian uses, "intimate" exclusions involving kin and co-villagers, and mobilizations around land framed in terms of identity and belonging. In case studies drawn from seven countries, the authors find that four "powers of exclusion"—regulation, the market, force and legitimation—have combined to shape land relations in new and often surprising ways. Land debates are often presented as a conflict between market-oriented land use with full private property rights on the one side, and equitable access, production for subsistence, and respect for custom on the other. The authors step back from these debates to point out that any productive use of land requires the exclusion of some potential users, and that most projects for transforming land relations are thus accompanied by painful dilemmas. Rather than counterposing "exclusion" to "inclusion," the book argues that attention must be paid to who is excluded, how, why, and with what consequences. *Powers of Exclusion* is a path-breaking book that draws on insights from multiple disciplines to map out the new contours of struggles for land in Southeast Asia. The volume provides a framework for analyzing the dilemmas of land relations across the Global South and beyond.

*Social Business* - Andrea Grove 2014-02-13

Conceptualized and put into practice by Nobel Peace Prize Laureate and Presidential Medal of Freedom recipient Dr. Muhammad Yunus, social businesses work to address social ills such as poverty, lack of health care, gaps in education and environmental challenges. This book explores the ideation, practice and evaluation of the concept of social business. Not just theoretical foundations but several case studies of social businesses around the world and state-of-the-art assessment of the issues that arise in the planning, marketing and evaluation of social businesses, are featured in this book. This cutting-edge collection of articles, presented by the California Institute for Social Business (CISB) in collaboration with Professor Yunus, is one of the first comprehensive collections of theory and research on the emerging field of social business. The diverse group of authors come from around the world and from various disciplinary backgrounds, representing the leading academic experts on social business phenomena.

*The Illegal War on Libya* - Cynthia McKinney 2012-07-03

In 2011, former Congresswoman and 2008 Green Party candidate for President, Cynthia McKinney, took a delegation of observers to Libya to monitor NATO's purported humanitarian intervention. Prefaced by Ramsey Clark, this collection of essays includes scholarly and legal analysis, as well as personal accounts by witnesses to the NATO assault on a helpless civilian population it had a UN mandate to protect, and the massive media propaganda campaign that made it possible. It responds to the many questions left unanswered by a complicit mainstream media, such as: ♦ Why Libya, not Bahrain, Yemen or Egypt? ♦ What was life in Libya like under Qadhafi? ♦ What is the truth about the so-called "Black Mercenaries"? ♦ What was the role of Western NGOs and the International Criminal Court? ♦ What about Africom's Plans for Africa? ♦ What did it have to do with Libya's independent central bank, its oil, its plans for an African currency, its efforts to free African states from the coils of the Bretton Woods Institutions? Cynthia McKinney and other contributors to this volume were in Libya during the period of the NATO bombardment of Libyan cities, and were among the few independent voices to report on the tragedy.

*What's the Use ?* - Anders Hektor 2001

*Steven Holl* - Robert McCarter 2015-10-26

Comprehensive monograph on one of America's greatest living architects by award-winning author and architecture critic Robert McCarter. This in-depth monograph is devoted to one of the leading United States architects on the contemporary scene: Steven Holl (b.1947). Richly illustrated with hundreds of colour photographs and Holl's own watercolours, the book introduces the artist's personality and works, and the studio he founded in 1976, Steven Holl architects. Holl studied architecture at the University of Washington at Seattle, and later in

Rome and at the Architectural Association in London. He has worked both in the United States and in Europe, and a great deal in the East, especially in Japan. His most important designs, outstanding in their respect for the cultural and historical environment in which they are set, include the Makuhari residential complex in Japan, the St. Ignatius chapel at the University of Seattle, the Museum of Contemporary Art in Helsinki and the extension of the Cranbrook Institute of Science at Bloomfield Hills in Michigan. A professor at the Graduate School of Architecture of Columbia University, Holl has held courses and given lectures in several other institutions in the United States. He has won many awards, including the Arnold W Brunner prize for architecture in 1990, and the Alvar Aalto medal in 1998. Robert McCarter has known and taught with Holl for over 30 years and provides an authoritative and personal examination of Holl and his work. A must-own book for architects as well as for students of the discipline.

*The Shadow's Horse* - Diane Glancy 2003

A collection of poetry focuses on the stockyards of mid-century Kansas City, where Glancy's father worked, intertwined with other verses reflecting Cherokee heritage, Christian belief, and contemplating domesticity and womanhood.

*Computational Collective Intelligence* - Ngoc Thanh Nguyen 2021-09-29

This book constitutes the refereed proceedings of the 13th International Conference on Computational Collective Intelligence, ICCCI 2021, held in September/October 2021. The conference was held virtually due to the COVID-19 pandemic. The 58 full papers were carefully reviewed and selected from 230 submissions. The papers are grouped in topical issues on knowledge engineering and semantic web; social networks and recommender systems; collective decision-making; cooperative strategies for decision making and optimization; data mining and machine learning; computer vision techniques; natural language processing; Internet of Things: technologies and applications; Internet of Things and computational technologies for collective intelligence; computational intelligence for multimedia understanding.

*Rural Commercial Capital* - Barbara Harriss-White 2008

*Media and Information Literacy and Intercultural Dialogue* - Ulla Carlsson 2013-08-09

*Energy Resources in Bangladesh* - Sakib Bin Amin 2018-11-28

This book discusses the energy issues facing Bangladesh, specifically the lack of access to electricity that impedes overall development. In-depth chapters examine critical energy problems and provide possible solutions including energy conversion and energy efficiency and the utilization of energy reform strategies for further development of the energy sector. This book is useful to students and practitioners seeking a clearer understanding of contemporary energy issues, energy markets and their sustainable development, including modern technologies for energy conversion from waste and strategies for efficiency. It presents thought-provoking ideas and strategies to help Bangladesh achieve Sustainable Development Goals (SDGs) and transition to an upper-middle income country by 2021, through the utilization of proper energy policies.

*The Turner Diaries* - Andrew Macdonald 1996

At 9:02 am on Wednesday April 19, 1995, two tons of explosives ripped apart the federal office building in Oklahoma City and the psyche of America. The worst case of domestic terrorism in our history, this explosion killed 169 men, women, and children. The author of this book has written, If [this book] had been available to the general public . . . the Oklahoma bombing would not have come as such a surprise. It has been considered by the Justice Department and other government agencies as the bible of right-wing militia groups, and the FBI believes it provided the blueprint for the Oklahoma City bombing. Barricade Books has published it so America can better understand the cause of racism and extremism.

*Consuming Cultural Hegemony* - Harisur Rahman 2019-11-22

This book examines the circulation and viewership of Bollywood films and filmi modernity in Bangladesh. The writer poses a number of fundamental questions: what it means to be a Bangladeshi in South Asia, what it means to be a Bangladeshi fan of Hindi film, and how popular film reflects power relations in South Asia. The writer argues that partition has resulted in India holding hegemonic power over all of South Asia's nation-states at the political, economic, and military levels—a situation that has made possible its cultural hegemony. The book draws on relevant literature from anthropology, sociology, film, media, communication, and cultural studies to explore the concepts of

hegemony, circulation, viewership, cultural taste, and South Asian cultural history and politics.

[Wesleyan University 2012](#) - Rachel Carpman 2011-03-15

**Postmigration** - Anna Meera Gaonkar 2021-09-30

The concept of »postmigration« has recently gained importance in the context of European societies' obsession with migration and integration along with emerging new forms of exclusion and nationalisms. This book introduces ongoing debates on the developing concept of »postmigration« and how it can be applied to arts and culture. While the concept has mainly gained traction in the cultural scene in Berlin, Germany, the contributions expand the field of study by attending to cultural expressions in literature, theatre, film, and art across various European societies, such as the United Kingdom, France, Finland, Denmark, and Germany. By doing so, the contributions highlight this concept's potential and show how it can offer new perspectives on transformations caused by migration.

**Steel Magnolias Scrapbook** - Tom Gresham 1989

A paean to the movie by the stars, and others

**Deep Learning Cookbook** - Douwe Osinga 2018-06-05

Deep learning doesn't have to be intimidating. Until recently, this machine-learning method required years of study, but with frameworks such as Keras and Tensorflow, software engineers without a background in machine learning can quickly enter the field. With the recipes in this cookbook, you'll learn how to solve deep-learning problems for classifying and generating text, images, and music. Each chapter consists of several recipes needed to complete a single project, such as training a music recommending system. Author Douwe Osinga also provides a chapter with half a dozen techniques to help you if you're stuck. Examples are written in Python with code available on GitHub as a set of Python notebooks. You'll learn how to: Create applications that will serve real users Use word embeddings to calculate text similarity Build a movie recommender system based on Wikipedia links Learn how AIs see the world by visualizing their internal state Build a model to suggest emojis for pieces of text Reuse pretrained networks to build an inverse image search service Compare how GANs, autoencoders and LSTMs generate icons Detect music styles and index song collections

**Mentorship-Driven Talent Management** - Payal Kumar 2020-06-12

Evidence suggests that research on mentorship has been dominated by the West, and little is known about the cultural variations of the mentoring phenomenon. This book aims to provide a deeper understanding of the contextual interpretation of mentoring by focusing on the Asian experience in countries such as China, India, Korea and Taiwan.

**The Economy of Tourism in Bangladesh** - Sakib Bin Amin 2021-08-07

Bangladesh is a land of great natural beauty, with a rich culture. Its tourism industry is one of its greatest motivators for social and economic development - but it does not always climb to the heights of success that one might expect. This book is one of the first to explore tourism in Bangladesh in scholarly detail, examining driving factors behind the growth of the industry, as well as challenges it needs to overcome. It provides recommendations for policy makers, as well as a rich tapestry of scholarly work for researchers interested in Bangladesh, tourism management, and the study of developing economies.

**Old But New** - Mahbubur Rahman 2009

Chiefly with reference to Bangladesh.

**Flashpoint in Ukraine** - Stephen Lendman 2014-06-20

"Twenty-two geopolitical analysts provide an alternative vision to the fraudulent Western narrative on events in Ukraine and alert the world to the danger of a much wider war."--Page 4 of cover.

**War** - Andrew (Professor of International Law at the Graduate Institute of International and Development Studies Clapham, Professor of International Law at the Graduate Institute of International and Development Studies Geneva) 2021-07

This book provides an accessible and engaging account of the contemporary laws of war. It highlights how, even though war has been outlawed and should be finished as an institution, states continue to claim that they can wage necessary wars of self-defence, engage in lawful killings in war, and imprison law-of-war detainees.

**C++ Plus Data Structures** - Nell B. Dale 2003

Computer Science

**The Dhaka University Journal of Science** - 2008

**Russia in Decline** - S. Enders Wimbush 2017-03

Russia is in precipitous decline, which is unlikely to be reversed. This

conclusion, based on the research of Russian and American experts, constitutes the bottom line of The Jamestown Foundation's project, *Russia in Decline*. Moreover, the tempo of Russia's decay is accelerating across virtually every fragment of its politics, economy, society and military, which renders Russia a poor candidate to survive globalization, let alone claim the mantle of a Great Power. This small volume details why Russia's spiraling into decline and disarray should keep strategists awake at night. It should also alert foreign policy, security and military planners, for whom Russia's decline will necessarily become the leitmotif of informed planning.

**Ain't Nothing Like Freedom** - Cynthia McKinney 2013-03-26

Elected six times to the House from the state of Georgia, Cynthia McKinney cut a trail through Congressional deceit like a hot ember through ash. She discovered legislators who passed laws without reading them. Party leaders who colluded across party lines against their constituents' interests. Black-skinned individuals shilling for the white status quo. She excoriated government lassitude over Hurricane Katrina, uncovering dark secrets. She held the only critical Congressional briefing on 9/11, introducing counter- testimony of scholars, investigators, former intelligence agents. As a member of the House Armed Services Committee, she held Rumsfeld to account for malfeasance by military contractors and missing billions in the Pentagon's budget. Then she hammered him on the reasons for the failure of NORAD air defenses on 9/11. She read truth into the Congressional Record, held town halls and hearings, led protests, showed up while others played along to get along, took the side of the people against the will of the Party. And when she got too truth seeking and speaking, the Republicans rigged the Democratic primaries to boot her out, leaving behind a trail of achievements mostly won singlehandedly as a result of her service on the House International Relations, House Agriculture, House Armed Services, and Budget Committees and the Select Committee on Hurricanes Katrina and Rita But McKinney rose again like a Phoenix, answering the call to run as 2008 Green Party candidate for President, challenging the corrupt two-party stranglehold on American democracy. Then it was on to the Freedom Flotilla to Gaza, to be seized on the high seas and imprisoned in Israel. On to Tripoli, to serve as witness to the NATO terror bombing of Libya. On to Malaysia to serve on the War Crimes Commission... Often introduced as the Sojourner Truth, the Harriet Tubman of our age, McKinney reflects here on the Biblical figures of Esther, Deborah and Naomi. This is the Cynthia McKinney saga as it stands to date-- what she saw, what she learned, and how she fought for change.

**Relative Effectiveness of Alternative Microfinance-driven Poverty Alleviation Programs in Bangladesh** - Dr. Tamgid Ahmed Chowdhury 2014-06-26

In general, the effectiveness of microfinance-driven poverty-alleviation programs run by Government Organizations (GOs) and Non-Government Organizations (NGOs) in developing countries, such as Bangladesh, is assessed by repayment rates, the number of beneficiaries, the area coverage, the amount of loans disbursed, the cost of operations, profitability, and the financial sustainability of the projects. This study argues that these methods are quite restrictive since none of them reflect the perceptions of poor people concerning the effectiveness of such projects. Development agencies such as GOs and NGOs have never been compared on the basis of service delivery effectiveness (a process-based comparison); nor have they ever been compared on the basis of their relative contribution to raising the living standards of the poor (an outcome-based comparison). Both types of comparison are crucial to poverty reduction. The main reason behind the absence of such comparisons is the unavailability of the appropriate parameters that could be used for such analysis. For the process-based comparison, this study develops and validates a two-dimensional multi-item service delivery effectiveness scale through construct, convergent, discriminant and nomological validity. The scale captures different aspects of effectiveness in the delivery of services. These aspects are termed the 'credibility dimension' and the 'focus towards beneficiaries dimension' of service delivery in poverty-alleviation programs. For the output-based comparison, this study also develops and validates a 'multidimensional poverty model' to compare the effectiveness of GOs and NGOs in contributing to the economic, social, political, and cultural elements in the lives of the poor. The methodology is based on 930 samples collected from 12 districts and 107 randomly chosen villages in Bangladesh during September-December 2009.

**Bio103** - OpenStax 2019-09-30

*Cpce Secrets Study Guide* - Mometrix Media 2014-03-31

\*\*\*Includes Practice Test Questions\*\*\* CPCE Secrets helps you ace the Counselor Preparation Comprehensive Examination, without weeks and months of endless studying. Our comprehensive CPCE Secrets study guide is written by our exam experts, who painstakingly researched every topic and concept that you need to know to ace your test. Our original research reveals specific weaknesses that you can exploit to increase your exam score more than you've ever imagined. CPCE Secrets includes: The 5 Secret Keys to CPCE Success: Time is Your Greatest Enemy, Guessing is Not Guesswork, Practice Smarter, Not Harder, Prepare, Don't Procrastinate, Test Yourself; A comprehensive General Strategy review including: Make Predictions, Answer the Question, Benchmark, Valid Information, Avoid Fact Traps, Milk the Question, The Trap of Familiarity, Eliminate Answers, Tough Questions, Brainstorm, Read Carefully, Face Value, Prefixes, Hedge Phrases, Switchback Words, New Information, Time Management, Contextual Clues, Don't Panic, Pace Yourself, Answer Selection, Check Your Work, Beware of Directly Quoted Answers, Slang, Extreme Statements, Answer Choice Families; Comprehensive sections including: Erickson's Stages of Development, Jean Piaget's Theory of Development, Oedipus and Electra Complexes, Nature vs. Nurture, Maslow's Hierarchy of Needs, Spirituality and Personality Development, Neuropsychological Assessment, Anxiety and Mood Disorders, Substance-Related Disorders, Treatment Options for Cognitive Disorders, Generativity vs. Stagnation, Cultural Norms, Worldview, Acculturation, and Assimilation, Americans with Disabilities Act, Basic Facts about Suicide, Co-dependency, Active-Directive and Person-Centered Counseling Models, Basic Tenants of the Psychoanalytic Counseling Theory, Counselor/Client Relationship, Object Relations Theory, Rogerian and Gestalt Theories, Existential Therapy, Eric Berne's Transactional Therapy, and much more...

**Ophthalmic Care** - Janet Marsden 2017-02-16

Written by an international team of ophthalmic practitioners, this authoritative book is a vital resource not only for ophthalmic professionals, but for any healthcare professional who cares for patients with eye problems. In the ten years since the first edition was published, practice has moved on, as has the evidence for practice. This second edition draws on the passion and goodwill of the original team of authors, complemented by other colleagues, to fully revise and update the text in line with new findings, new practice and new and exciting treatments. The book is broadly divided into three sections. The first section considers the structure and function of the eye, as well as the basic principles of ophthalmology and eye examination. The second section considers patient care in diverse settings, as well as work-related issues and patient education. It also includes two entirely new chapters on eye banking and global eye health. The third section takes a systematic approach to patient care, working from the front to the back of the eye, discussing some of the common disorders affecting each structure (such as the lens or cornea) or group of structures (such as the eyelids or lacrimal drainage system). The book concludes with a very useful glossary of ophthalmic terms. Some aspects of practice discussed in the text are, of necessity, UK based, but these are clearly indicated and, wherever possible, principles (rather than specifics) are addressed and readers are directed to local policies and interpretations. The first edition of this book became a core text for ophthalmic nursing, in particular, and for the education of ophthalmic nurses across the world. This new edition will provide a comprehensive, up-to-date, evidence-

based resource for all ophthalmic healthcare professionals. Contents include: • Physiology of vision • Optics • Pharmacology • Examination of the eye • Visual impairment • Patient education • Work and the eye • Care of the adult ophthalmic patient in an inpatient setting • The care of the child undergoing ophthalmic treatment • Developments in day care surgery for ophthalmic patients • Ophthalmic theatre nursing • The care of patients presenting with acute problems • Eye banking • Global eye health • The eyelids and lacrimal drainage system • The conjunctiva • The cornea • The sclera • The lens • The uveal tract • The angle and aqueous • The retina and vitreous • The orbit and extraocular muscles • Visual and pupillary pathways and neuro-ophthalmology • The eye and systemic disease

**Policy Development in TESOL and Multilingualism** - Kashif Raza 2021-08-22

The book is of interest to scholars of multilingualism, language teachers, researchers, and administrators who are developing policies on teaching English and promoting multilingualism. Given its scope, this edited collection provides an overview of how multilingualism is transforming the practice of Teaching English to Speakers of Other Languages (TESOL) in diverse contexts around the world. It serves as a platform for discussions related to policy enactment where TESOL and multilingualism are viewed as collaborative endeavours and approaches the topic from three different angles. The first section of the book provides critical examinations of previous initiatives and accomplishments in the area of language policy development and implementation. The second section describes current projects and initiatives intended to expand and strengthen the field of TESOL while providing space for local and indigenous languages to develop. The third and last part of the book highlights policy development areas that need special consideration in order to develop a form of TESOL that builds on and contributes to multilingualism.

**Mobile Marketing Channel** - Mahmud Akhter Shareef 2016-04-23

This book attempts to address, explore, and conceptualize the epistemological paradigms of SMS as an alternative marketing channel or in combination with other existing traditional channels. It promotes a multichannel strategy in the light of synthesized marketing distribution, consumer behavior, and information and communication technology (ICT)-related behavioral theory to develop, establish, and launch a guiding theory and practice for this emerging area. Usage of mobile phones and hand-held wireless devices is growing and diffusing so quickly that 21st century marketing managers find a great potential for this wireless channel to be the most effective media for maintaining a consumer relationship that provides the highest quality service. The emergence of SMS-based direct marketing as a distinct channel or embedded with other channels is characterized by several issues, challenges, barriers, and limitations. This book examines and postulates the following interrelated issues related to wireless marketing (particularly the SMS-based marketing channel): (i) Consumer behavior for mobile phone SMS - perception, exposure, and attention; (ii) Consumer attitudes toward SMS-based marketing channels; (iii) The scope of SMS to meet consumer service output demands from an online channel; (iv) Consumer selection criteria for mobile phone SMS channel structure; (v) Mobile channel structure as an efficient and effective consumer interaction mode; and (vi) Consumer multichannel behavior. It is important to use the SMS-based mobile channel as a radical tool of interactive marketing and seamless service marketing, as there is the opportunity to maximize, until now, unutilized benefits of this efficient and popular direct marketing channel.