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The primary focus of this monograph is the collection of summaries of marketing research articles reported in chapters 2 to 4, which together represent what is known in academic research at the nexus of marketing and health care.

Marketing Research, Global Edition 2016-10-05 Alvin C. Burns For courses in global marketing. Marketing Research: The Fundamentals The 8th Edition of Marketing Research continues to provide students with a “nuts and bolts” introduction to the field of marketing research. Intended for students with no prior background in marketing research, the book teaches the basic fundamental statistical models needed to analyse market data. This edition has been condensed and reorganised for a more streamlined approach. An integrated case study throughout the text helps students relate the material to the real world--and their future careers. All information has been updated to offer the most current insights on forces shaping marketing research, such as the impact of social media and mobile technologies. 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.

Marketing Research 2003 Alvin C. Burns

Marketing Research 2017 Alvin C. Burns "Intended for readers with no prior background in marketing research, the book teaches the basic fundamental statistical models needed to analyze market data." --Amazon.

Basic Marketing Research Using Microsoft Excel Data Analysis 2011-01-01 Alvin
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C. Burns

Marketing and Social Media 2020-12-07 Lorri Mon Marketing and Social Media: A Guide for Libraries, Archives, and Museums, Second Edition is a much-needed guide to marketing for libraries, archives, and museum professionals in the social media age. This book serves as both an introductory textbook and as a guide for working professionals interested in developing well-planned evidence-based marketing campaigns. Chapters cover coordinating efforts with the organization's mission, goals, and objectives, how to do a SWOT analysis and environmental scanning, the use of existing data as well as issues in collecting additional data, how to identify and involve stakeholders, a 4-step marketing model, considerations of price, placement, product, and promotion, market research, understanding customer groups and market segmentation, marketing mix strategy and evaluation, promotional activities, channel selection, social media marketing activities, content marketing, social media policies, guidelines, crisis communication, and evidence-based assessment. Discussion of social media and examples of social media marketing activities are included throughout the book, as well as case study examples of marketing and social media campaigns in libraries, archives and museums. This second edition further includes a new final chapter offering step-by-step guidance for brand-new social media managers on how to get started from their first day on the job with social media marketing, management, assessment, strategic planning, and content calendar planning activities, in addition to working with colleagues and managers to integrate social media into work activities across the organization. For educators, this text includes elements which can be developed into classroom or workshop assignments which include pull quotes highlighting important concepts in each chapter, key terms, discussion questions, illustrative case study examples from archives, libraries and museums, and an annotated bibliography for further reading.

Basic Marketing Research 2008 Alvin C. Burns This book is targeted for those who need to learn the marketing research process and basic data analysis techniques. This is the first book on the market that offers a software add-in (XL Data Analyst) designed specifically to use the power of Excel for marketing research applications. XL Data Analyst also features data analysis output that is exceptionally easy to understand and in professional table/report-ready format. All marketing research concepts are presented simply and intuitively. KEY TOPICS: 11 Step marketing research process; the industry; ethical issues, global applications. Basic descriptive statistics, confidence intervals and hypothesis testing, differences tests through one-way ANOVA, cross-tabulation/Chi-square, Pearson Correlation, and simple and multiple regression are all comprehensively covered. This is the ideal book for those who wish to teach basic marketing research to undergraduate students without learning cumbersome statistical analysis software but who have access to Excel". The XL Data Analysis Add-in is easy to master and use and performs analyses such as tests of proportions and hypothesis tests for percentages, not typically available on standard statistical analysis software.

Mastery Teaching 1994-11-28 Madeline Hunter Increase students' learning and retention with the expert teachings of this gifted educator. A useful resource for the beginning teacher or the experienced veteran, this classic has sold more than 100,000 copies and is still going strong.

Understanding Digital Marketing 2012-03-03 Damian Ryan Digital marketing now represents 25% of the marketing spend in the UK and this is predicted to move to 50% or higher within the next three years. Understanding Digital Marketing looks at the world of digital marketing: how it got started, how it got to where it is today, and where the thought leaders in the industry believe it is headed in the future. This authoritative title demonstrates how to harness the power of digital media and use it to achieve the utmost success in business, now and in the future. Understanding Digital Marketing deals with every key topic in detail, including: search marketing, social media, Google, mobile marketing, affiliate marketing, e-mail marketing, customer engagement and digital marketing strategies. Essential reading for both practitioners and students alike, and including real-world examples of

digital marketing successes and expert opinions, Understanding Digital Marketing provides you with tools to utilize the power of the internet to take your company wherever you want it to go.

Business Analytics 2019-02 Stephen G. Powell

Plugged in 2017-01-01 Patti M. Valkenburg Cover -- Half-title -- Title -- Copyright -- Dedication -- Contents -- Preface -- 1 Youth and Media -- 2 Then and Now -- 3 Themes and Theoretical Perspectives -- 4 Infants, Toddlers, and Preschoolers -- 5 Children -- 6 Adolescents -- 7 Media and Violence -- 8 Media and Emotions -- 9 Advertising and Commercialism -- 10 Media and Sex -- 11 Media and Education -- 12 Digital Games -- 13 Social Media -- 14 Media and Parenting -- 15 The End -- Notes -- Acknowledgments -- Index -- A -- B -- C -- D -- E -- F -- G -- H -- I -- J -- K -- L -- M -- N -- O -- P -- Q -- R -- S -- T -- U -- V -- W -- X -- Y -- Z

Principles of Marketing John F. Tanner, Jr.

The Fall of the Philippines 1953 Louis Morton A detailed description of the three-month defense of Bataan, the siege of Corregidor, the soldier's life in the crowded intimacy of Malinta Tunnel, MacArthur's evacuation, and the surrender of 78,000 American and Allied troops.

Essentials of Services Marketing 2012-08-31 Jochen Wirtz Make it easy for students to understand: Clear, Simple Language and Visual Learning Aids The authors use simple English and short sentences to help students grasp concepts more easily and quickly. The text consists of full-colored learning cues, graphics, and diagrams to capture student attention and help them visualize concepts. Know Your ESM presents quick review questions designed to help students consolidate their understanding of key chapter concepts. Make it easy for students to relate: Cases and Examples written with a Global Outlook The first edition global outlook is retained by having an even spread of familiar cases and examples from the world's major regions: 40% from American, 30% from Asia and 30% from Europe. Help students see how various concepts fit into the big picture: Revised Framework An improved

framework characterized by stronger chapter integration as well as tighter presentation and structure. Help instructors to prepare for lessons: Enhanced Instructor Supplements Instructor's Manual: Contain additional individual and group class activities. It also contains chapter-by-chapter teaching suggestions. Powerpoint Slides: Slides will feature example-based teaching using many examples and step-by-step application cases to teach and illustrate chapter concepts. Test Bank: Updated Test Bank that is Test Gen compatible. Video Bank: Corporate videos and advertisements help link concept to application. Videos will also come with teaching notes and/or a list of questions for students to answer. Case Bank: Cases can be in PDF format available for download as an Instructor Resource.

Introducing Marketing 2018-07-11 John Burnett "Integrated Marketing" boxes illustrate how companies apply principles.

Marketing Scales Handbook 2015-10-01 Gordon C. Bruner La 4e de couv.indique : "This is the seventh volume in the long-running Marketing Scales Handbook series. The purpose of the book is to help readers benefit from vetted research by some of the world's consumer behavior experts. By learning about the measures used by the experts, the hope is that those who borrow the well-developed scales rather than using "quick-and-dirty" measures will achieve higher quality insights in their research activities. The book contains reviews of 364 multi-item measures that were reported in one or more articles published in top marketing journals in 2010 and 2011. Each review provides the scale items (questions or statements) as well as information about the scale's origin, previous users, and measurement quality. The scales are useful when wanting to accurately measure theoretical constructs such as attitudes, emotions, and traits in surveys and experiments with a wide variety of participants such as consumers, viewers, patients, patrons, or citizens. Many of the measures could also be used in business settings when studying employees and/or administrators. The scales reviewed in this volume are primarily new and are not in the previous volumes of the series."

Future Shock 2022-01-11 Alvin Toffler NEW YORK TIMES BESTSELLER • The classic work that predicted the anxieties of a world upended by rapidly emerging

technologies—and now provides a road map to solving many of our most pressing crises. "Explosive . . . brilliantly formulated." —The Wall Street Journal Future Shock is the classic that changed our view of tomorrow. Its startling insights into accelerating change led a president to ask his advisers for a special report, inspired composers to write symphonies and rock music, gave a powerful new concept to social science, and added a phrase to our language. Published in over fifty countries, Future Shock is the most important study of change and adaptation in our time. In many ways, Future Shock is about the present. It is about what is happening today to people and groups who are overwhelmed by change. Change affects our products, communities, organizations—even our patterns of friendship and love. But Future Shock also illuminates the world of tomorrow by exploding countless clichés about today. It vividly describes the emerging global civilization: the rise of new businesses, subcultures, lifestyles, and human relationships—all of them temporary. Future Shock will intrigue, provoke, frighten, encourage, and, above all, change everyone who reads it.

Good Economics for Hard Times 2019-11-12 Abhijit V. Banerjee The winners of the Nobel Prize show how economics, when done right, can help us solve the thorniest social and political problems of our day. Figuring out how to deal with today's critical economic problems is perhaps the great challenge of our time. Much greater than space travel or perhaps even the next revolutionary medical breakthrough, what is at stake is the whole idea of the good life as we have known it. Immigration and inequality, globalization and technological disruption, slowing growth and accelerating climate change--these are sources of great anxiety across the world, from New Delhi and Dakar to Paris and Washington, DC. The resources to address these challenges are there--what we lack are ideas that will help us jump the wall of disagreement and distrust that divides us. If we succeed, history will remember our era with gratitude; if we fail, the potential losses are incalculable. In this revolutionary book, renowned MIT economists Abhijit V. Banerjee and Esther Duflo take on this challenge, building on cutting-edge research in economics explained with lucidity and grace. Original, provocative, and urgent, Good Economics for Hard Times makes a persuasive case for an intelligent interventionism and a society built on compassion and respect. It is an extraordinary

achievement, one that shines a light to help us appreciate and understand our precariously balanced world.

The Orange Economy 2013-10-01 Inter American Development Bank This manual has been designed and written with the purpose of introducing key concepts and areas of debate around the "creative economy", a valuable development opportunity that Latin America, the Caribbean and the world at large cannot afford to miss. The creative economy, which we call the "Orange Economy" in this book (you'll see why), encompasses the immense wealth of talent, intellectual property, interconnectedness, and, of course, cultural heritage of the Latin American and Caribbean region (and indeed, every region). At the end of this manual, you will have the knowledge base necessary to understand and explain what the Orange Economy is and why it is so important. You will also acquire the analytical tools needed to take better advantage of opportunities across the arts, heritage, media, and creative services.

Predictably Irrational 2008-02 Dan Ariely An upbeat cultural evaluation of the sources of illogical decisions explores the reasons why irrational thought often overcomes level-headed practices, offering insight into the structural patterns that cause people to make the same mistakes repeatedly. 150,000 first printing.

Introduction to Algorithms, third edition 2009-07-31 Thomas H. Cormen The latest edition of the essential text and professional reference, with substantial new material on such topics as vEB trees, multithreaded algorithms, dynamic programming, and edge-based flow. Some books on algorithms are rigorous but incomplete; others cover masses of material but lack rigor. Introduction to Algorithms uniquely combines rigor and comprehensiveness. The book covers a broad range of algorithms in depth, yet makes their design and analysis accessible to all levels of readers. Each chapter is relatively self-contained and can be used as a unit of study. The algorithms are described in English and in a pseudocode designed to be readable by anyone who has done a little programming. The explanations have been kept elementary without sacrificing depth of coverage or mathematical rigor. The first edition became a widely used text in universities worldwide as well as the standard

reference for professionals. The second edition featured new chapters on the role of algorithms, probabilistic analysis and randomized algorithms, and linear programming. The third edition has been revised and updated throughout. It includes two completely new chapters, on van Emde Boas trees and multithreaded algorithms, substantial additions to the chapter on recurrence (now called "Divide-and-Conquer"), and an appendix on matrices. It features improved treatment of dynamic programming and greedy algorithms and a new notion of edge-based flow in the material on flow networks. Many exercises and problems have been added for this edition. The international paperback edition is no longer available; the hardcover is available worldwide.

Firm Competitive Advantage Through Relationship Management 2021-03-25 Bartosz Deszczyński Relationship management (RM) is an essential part of business, but its success as a business model can be hard to measure, with some firms embracing a model that is truly relationship-orientated, while others claim to be relationship-orientated but in fact prefer transactional short-term gain. This open access book aims to develop a mid-range theory of relationship management, examining truly relationship-orientated firms to discover not only what qualities these firms have that make them successful at the RM model, but also what benefits this model has for the firm. It addresses questions like how RM-mature companies achieve and sustain competitive advantage, and what determines the scale and scope of these firms, illustrating with case studies. This book will be of interest to scholars studying leadership and strategy, especially those interested in relationship management, business ethics and corporate social responsibility. It will also be of interest to professionals looking to develop their understanding of relationship management.

Basic Marketing Research 1996 Gilbert A. Churchill Why is BASIC MARKETING RESEARCH the best-selling marketing textbook? Because it's written to your perspective as a student. Authors Churchill and Brown know that for a marketing textbook to be effective, students have to be able to understand it. And they've achieved that time and again. This edition is packed with the features that made it a best-seller in the first place, from study tools to updated content to an easy-to-read

writing style. Plus, in this volume you'll learn more about how experts gather data and how to use it yourself to turn greater profits.

Essentials of Marketing Research 2013-01-09 Kenneth E. Clow Essentials of Marketing Research takes an applied approach to the fundamentals of marketing research by providing examples from the business world of marketing research and showing students how to apply marketing research results. This text focuses on understanding and interpreting marketing research studies. Focusing on the 'how-to' and 'so what' of marketing research helps students understand the value of marketing research and how they can put marketing research into practice. There is a strong emphasis on how to use marketing research to make better management decisions. The unique feature set integrates data analysis, interpretation, application, and decision-making throughout the entire text. The text opens with a discussion of the role of marketing research, along with a breakdown of the marketing research process. The text then moves into a section discussing types of marketing research, including secondary resources, qualitative research, observation research, and survey research. Newer methods (e.g. using blogs or Twitter feeds as secondary resources and using online focus groups) are discussed as extensions of traditional methods such. The third section discusses sampling procedures, measurement methods, marketing scales, and questionnaires. Finally, a section on analyzing and reporting marketing research focuses on the fundamental data analysis skills that students will use in their marketing careers. Features of this text include: - Chapter Openers describe the results of a research study that apply to the topics being presented in that chapter. These are taken from a variety of industries, with a greater emphasis on social media and the Internet. - A Global Concerns section appears in each chapter, helping prepare students to conduct market research on an international scale. This text emphasizes the presentation of research results and uses graphs, tables, and figures extensively. - A Statistics Review section emphasizes the practical interpretation and application of statistical principles being reviewed in each chapter. - Dealing with Data sections in each chapter provide students with opportunities to practice interpreting data and applying results to marketing decisions. Multiple SPSS data sets and step-by-step instructions are available on the companion site to use with this feature. - Each Chapter Summary is tied to the chapter-opening Learning

Objectives. - A Continuing Case Study follows a group of students through the research process. It shows potential trade-offs, difficulties and flaws that often occur during the implementation of research project. Accompanying case questions can be used for class discussion, in-class group work, or individual assignments. - End-of-Chapter Critical Thinking Exercises are applied in nature and emphasize key chapter concepts. These can be used as assignments to test students' understanding of marketing research results and how results can be applied to decision-making. - End-of-chapter Your Research Project provides more challenging opportunities for students to apply chapter knowledge on an in-depth basis, and thus learn by doing.

Amusing Ourselves to Death 2005-12-27 Neil Postman What happens when media and politics become forms of entertainment? As our world begins to look more and more like Orwell's 1984, Neil's Postman's essential guide to the modern media is more relevant than ever. "It's unlikely that Trump has ever read Amusing Ourselves to Death, but his ascent would not have surprised Postman." -CNN Originally published in 1985, Neil Postman's groundbreaking polemic about the corrosive effects of television on our politics and public discourse has been hailed as a twenty-first-century book published in the twentieth century. Now, with television joined by more sophisticated electronic media—from the Internet to cell phones to DVDs—it has taken on even greater significance. Amusing Ourselves to Death is a prophetic look at what happens when politics, journalism, education, and even religion become subject to the demands of entertainment. It is also a blueprint for regaining control of our media, so that they can serve our highest goals. "A brilliant, powerful, and important book. This is an indictment that Postman has laid down and, so far as I can see, an irrefutable one." –Jonathan Yardley, The Washington Post Book World

Elements of Marketing Research 2015 Piotr Zaborek

Expanded Cinema 2020-03-03 Gene Youngblood Fiftieth anniversary reissue of the founding media studies book that helped establish media art as a cultural category. First published in 1970, Gene Youngblood's influential Expanded Cinema was the first serious treatment of video, computers, and holography as cinematic technologies. Long considered the bible for media artists, Youngblood's insider

account of 1960s counterculture and the birth of cybernetics remains a mainstay reference in today's hypermediated digital world. This fiftieth anniversary edition includes a new Introduction by the author that offers conceptual tools for understanding the sociocultural and sociopolitical realities of our present world. A unique eyewitness account of burgeoning experimental film and the birth of video art in the late 1960s, this far-ranging study traces the evolution of cinematic language to the end of fiction, drama, and realism. Vast in scope, its prescient formulations include "the paleocybernetic age," "intermedia," the "artist as design scientist," the "artist as ecologist," "synaesthetics and kinesthetics," and "the technosphere: man/machine symbiosis." Outstanding works are analyzed in detail. Methods of production are meticulously described, including interviews with artists and technologists of the period, such as Nam June Paik, Jordan Belson, Andy Warhol, Stan Brakhage, Carolee Schneemann, Stan VanDerBeek, Les Levine, and Frank Gillette. An inspiring Introduction by the celebrated polymath and designer R. Buckminster Fuller—a perfectly cut gem of countercultural thinking in itself—places Youngblood's radical observations in comprehensive perspective. Providing an unparalleled historical documentation, Expanded Cinema clarifies a chapter of countercultural history that is still not fully represented in the arthistorical record half a century later. The book will also inspire the current generation of artists working in ever-newer expansions of the cinematic environment and will prove invaluable to all who are concerned with the technologies that are reshaping the nature of human communication.

Qualitative Consumer and Marketing Research 2012-12-14 Russell Belk Electronic Inspection Copy available for instructors here - How is qualitative marketing and consumer research conducted today? - What is rigorous research in this field? - What are the new, cutting edge techniques? Written for students, scholars, and marketing research practitioners, this book takes readers through the basics to an advanced understanding of the latest developments in qualitative marketing and consumer research. The book offers readers a practical guide to planning, conducting, analyzing, and presenting research using both time-tested and new methods, skills and technologies. With hands-on exercises that researchers can practice and apply, the book leads readers step-by-step through developing qualitative researching skills,

using illustrations drawn from the best of recent and classic research. Whatever your background, this book will help you become a better researcher and help your research come alive for others.

The Smell of Kerosene 2023-09-15 Donald L Mallick The Smell of Kerosene tells the dramatic story of a NASA research pilot who logged over 11,000 flight hours in more than 125 types of aircraft. Donald Mallick gives the reader fascinating first-hand descriptions of his early naval flight training, carrier operations, and his research flying career with NASA and its predecessor agency, the National Advisory Committee for Aeronautics (NACA). Mallick joined the NACA as a research pilot at the Langley Memorial Aeronautical Laboratory at Hampton, Virginia, where he flew modified helicopters and jets, and witnessed the NACA's evolution into the National Aeronautics and Space Administration. After transferring to the NASA Flight Research Center (now NASA Dryden Flight Research Center) at Edwards, California, he became involved with projects that further pushed the boundaries of aerospace technology. These included the giant delta-winged XB-70 supersonic research airplane, the wingless M2-F1 lifting body vehicle, and the triple-sonic YF-12 Blackbird. Mallick also test-flew the Lunar Landing Research Vehicle (LLRV) and helped develop techniques used in training astronauts to land on the Moon. This book puts the reader in the pilot's seat for a "day at the office" unlike any other.

Advertising and the Public Interest 1973 John A. Howard

International Business 2021-09-16 Michael R. Czinkota Rigorously updated textbook that balances business theory and business practice. Includes new cases studies and up-to-date examples.

Pentagon 9/11 2007-09-05 Alfred Goldberg The most comprehensive account to date of the 9/11 attack on the Pentagon and aftermath, this volume includes unprecedented details on the impact on the Pentagon building and personnel and the scope of the rescue, recovery, and caregiving effort. It features 32 pages of photographs and more than a dozen diagrams and illustrations not previously

available.

Technology and Global Industry 1987-02-01 Harvey Brooks

Corcoran Gallery of Art 2011 Corcoran Gallery of Art This authoritative catalogue of the Corcoran Gallery of Art's renowned collection of pre-1945 American paintings will greatly enhance scholarly and public understanding of one of the finest and most important collections of historic American art in the world. Composed of more than 600 objects dating from 1740 to 1945.

Marketing Strategy In The Digital Age: Applying Kotler's Strategies To Digital

Marketing 2020-08-26 Milton Kotler The market changes faster than marketing. In essence, marketing strategy has undergone only two eras, the entity era and the bit era, also known as the industrial age and the digital age. In the age of digital society, all CEOs, CMOs and senior marketing executives must consider how to change their strategies, improve the role of marketing and adopt emerging technological and data tools to integrate with the Internet. The goal of digital marketing strategy is not to disrupt existing marketing strategies, but to complement, integrate and develop the two at the same time. In this book, the authors provide detailed discussion and practical analysis on the relationship between marketing and digital technologies and propose a marketing implementation framework for digital strategy platforms. Standing for Recognize, Reach, Relationship and Return, the 4R system is a powerful strategic trading tool for digital implementation, especially for CEOs and CMOs. All other tools, such as data platforms, content marketing, DSP digital advertising and digital marketing ROI design essentially serve the 4R system. As such, the authors advocate for firms to restructure their digital marketing strategy around the 4R system.

Knowledge Solutions 2017-05-22 Olivier Serrat This book is open access under a CC BY-NC 3.0 IGO license. This book comprehensively covers topics in knowledge management and competence in strategy development, management techniques, collaboration mechanisms, knowledge sharing and learning, as well as knowledge capture and storage. Presented in accessible "chunks," it includes more than 120

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topics that are essential to high-performance organizations. The extensive use of quotes by respected experts juxtaposed with relevant research to counterpoint or lend weight to key concepts; "cheat sheets" that simplify access and reference to individual articles; as well as the grouping of many of these topics under recurrent themes make this book unique. In addition, it provides scalable tried-and-tested tools, method and approaches for improved organizational effectiveness. The research included is particularly useful to knowledge workers engaged in executive leadership; research, analysis and advice; and corporate management and administration. It is a valuable resource for those working in the public, private and third sectors, both in industrialized and developing countries.

Tourism Destination Management 2019-09-18 Manuel Rodríguez-Díaz This book collected studies focused on the management of tourist destinations. Destinations are complex and adaptive systems, where the different elements that make them up have to be oriented towards achieving a common objective that improves the competitiveness of the destination. Five main lines of research on tourist destinations can be established: 1) the management, planning, and marketing of destinations, with special attention to the tourism supply chain, communication, and integral management; 2) the sustainability of resources and capabilities; 3) the renewal of destinations in order to update their offer and main resources to maintain competitiveness; 4) online reputation and communication through social media in order to create and enhance a strong brand image and customer loyalty; and 5) the application of new technologies in order to develop smart destinations. The book is made up of five research studies that focus on analyzing the transition towards a more circular tourist activity in hotels, image as a competitive factor of destinations, the value of cultural creativity, the coherence of online reputation, and the relationship between hotel prices and online reputation in different tourist destinations.

Getting Started with Data Science 2015-12-14 Murtaza Haider Master Data Analytics Hands-On by Solving Fascinating Problems You'll Actually Enjoy! Harvard Business Review recently called data science "The Sexiest Job of the 21st Century." It's not just sexy: For millions of managers, analysts, and students who

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need to solve real business problems, it's indispensable. Unfortunately, there's been nothing easy about learning data science—until now. *Getting Started with Data Science* takes its inspiration from worldwide best-sellers like *Freakonomics* and Malcolm Gladwell's *Outliers*: It teaches through a powerful narrative packed with unforgettable stories. Murtaza Haider offers informative, jargon-free coverage of basic theory and technique, backed with plenty of vivid examples and hands-on practice opportunities. Everything's software and platform agnostic, so you can learn data science whether you work with R, Stata, SPSS, or SAS. Best of all, Haider teaches a crucial skillset most data science books ignore: how to tell powerful stories using graphics and tables. Every chapter is built around real research challenges, so you'll always know why you're doing what you're doing. You'll master data science by answering fascinating questions, such as:

- Are religious individuals more or less likely to have extramarital affairs?
- Do attractive professors get better teaching evaluations?
- Does the higher price of cigarettes deter smoking?
- What determines housing prices more: lot size or the number of bedrooms?
- How do teenagers and older people differ in the way they use social media?
- Who is more likely to use online dating services?
- Why do some purchase iPhones and others Blackberry devices?
- Does the presence of children influence a family's spending on alcohol?

For each problem, you'll walk through defining your question and the answers you'll need; exploring how others have approached similar challenges; selecting your data and methods; generating your statistics; organizing your report; and telling your story. Throughout, the focus is squarely on what matters most: transforming data into insights that are clear, accurate, and can be acted upon.

The Structuring of Organizations 1979 Henry Mintzberg Presents methods and examples of organizational structure using empirical literature to describe how organizations structure themselves. The book discusses the nature of managerial work, strategy formation process and issues associated with each type of structure.

Vietnam Studies 2016-12-10 Col Francis J. Kelly As long ago as 1957, U.S. Army Special Forces soldiers were in the Republic of Vietnam. going about their business of training, advising, and assisting members of the Vietnamese Army. Despite the old Army witticism about never volunteering for anything, the Special Forces soldier

is. in fan, a double volunteer, having first volunteered for airborne training and then again for Special Forces training. From a very meager beginning but sustained by a strong motivation and confidence in his mission, the Special Forces soldier has marched through the Vietnam struggle in superb fashion. In 1957 some fifty-eight Vietnamese soldiers were given military training by Special Forces troops. Ten years later the Special Forces were advising and assisting over 40,000 paramilitary troops, along with another 40,000 Regional Forces and Popular Forces soldiers. This monograph traces the development and notes the progress, problems, successes, and failures of a unique program undertaken by the U.S. Army for the first time in its history. It is hoped that all the significant lessons learned have been recorded and the many pitfalls of such a program uncovered. I am responsible for the conclusions reached, yet my thought processes could not escape the influence of the many outstanding officers and men in the Special Forces who joined in the struggle. Particularly, I must take note of the contributions of the Special Forces noncommissioned officers, without question the most competent soldiers in the world. With the withdrawal of the Special Forces from Vietnam in 1971, the Army could honestly lay claim to a new dimension in ground warfare—the organized employment of a paramilitary force in sustained combat against a determined enemy. I know I speak for my predecessors and successors in claiming that the 5th Special Forces Group (Airborne) was the finest collection of professional soldiers ever assembled by the U.S. Army, anywhere, anytime. Francis John Kelly Colonel, Armor 1972

A Chronology of Health Care Marketing Research 2019-12-20 Dawn Iacobucci *A Chronology of Health Care Marketing Research* is intended to begin to understand marketing issues in the realm of health care. The primary focus of this monograph is the collection of summaries of marketing research articles reported in chapters 2 to 4, which together represent what is known in academic research at the nexus of marketing and health care. Chapters 2 to 4 do not comprise a traditional literature review but is intended as a chronological overview to serve as a database of synopses of the marketing articles that investigate issues regarding healthcare, offering a resource for scholars wishing to get acquainted with the research that has been conducted to date on a particular healthcare topic of interest. These chapters present

the marketing perspective about health care - research that has been conducted by marketers. Chapters 5 and 6 contain research and writings about healthcare by scholars in other disciplines for marketers to showcase complementary points of view. Thus, chapters 2 to 4 should interest marketing academics and practitioners and may also be informative to those outside of marketing who may be unaware of the research that has been conducted in this field. Chapters 5 and 6 report from other fields and disciplines with the primary intention of providing interesting and informative coverage to marketers regarding how others approach some overlapping research topics. The second point of difference is that chapters 2 to 4 offer depth, aiming to be comprehensive in covering that which is known from marketing research in the healthcare arena, whereas chapters 5 and 6 focus on breadth and currency, sampling some representative articles to lend awareness to marketers of research conducted on healthcare issues by scholars from other disciplines.

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If you want to become a government accountant, you have to think twice because the public usually think differently of those in position. But it doesn't really matter what other people think as long as you're doing your work honestly and effectively.

Commerce – accounting groups are maintained by corporations, whether big or small. The groups of accountants prepare and organize all the financial statements, handle tax issues, track costs, handle international transactions, and a lot more.

Analysis download marketing research alvin c burns ronald. The number of treatments you will need depends on the patient's condition. On average this could be from 10 to 5 treatments and 2 to 3 times a week. How much it will cost also varies as this could be from \$40 to \$150. Some insurance companies and HMO's now cover that or partially

so you should check if this is included in your policy.

Anyone can try acupuncture to relieve pain or prevent one but many practitioners decline to see someone during pregnancy. But if you have already started, it is generally safe to do so until the infant is born.

Some acupuncturists may ask you to take in some herbs as part of the treatment. Since you have no idea what it can do, have this checked first by your local doctor to make sure this is safe as this could interact with the drugs you are taking causing side effects.

Fight download marketing research alvin c burns ronald: Before this person does anything, you will first have to answer a few questions. You will then be given a physical exam to check your pulse and observe the shape, color and coating of your tongue. Other things that are checked will be the color and texture of the skin and your posture as this will give clues to your health.

Only then will you be told to lie down on a padded examining table and the needles are inserted to the skin. The difference with this kind of needle is that they twirl and jiggle each time they are pushed further into the body.

You may not feel them at all and if you do, it will only be a twitch that soon goes away. Once they are in place, this will be left there for 15 to 60 minutes that may make you feel very relaxed and sleepy that you may even doze off. Once the session is complete, the needles are removed and you will be on your way.

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The question now is whether you should get free accounting software or not. It's only a download away but before anything else, there are some things that you need to look for in accounting software; consider the following tips.

Large companies who want to promote products and marketing campaigns are now providing the public with free accounting software. You have to surf the internet diligently so that you can immediately take advantage of it.

You can find a lot of free things online but you should be warned about scams. There are dishonest websites that tell surfers they offer free accounting software that are downloadable. The site will ask you to provide personal information on their registration forms and then ask for the number of your credit card. Legitimate websites that offer free accounting software will not request for any personal information.

Transformation download marketing research alvin c burns ronald~The duration of your treatment varies depending on the nature of your problem. Some are easy to fix compared to others especially if you are dealing with something long term. For instance, alcoholics and drug users may quit their vices after 3 or 4 months while those suffering from a disease like autism will take years as there is no know cure yet for the this illness.

Before the needles are inserted, you need to undergo a physical examination and answer a few questions. There are risks involved even though it is a painless procedure because the needle might hit something vital inside but if the specialist is good, then there is nothing to worry about.

You may notice a spot of blood when the needles come off. But if you are concerned about it, talk to your acupuncturist so he or she can prescribe something.

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In short, the business' language is accounting. All business activities are quantified through accounting and this is where all business reports are derived and later on, communicated to the management level. What career opportunities can you expect if you're a graduate of accountancy?

Public Practice – if you become a CPA, you can do public practice. You can give your services to clients in exchange for an affordable fee. Usually, CPAs work in

partnerships and they offer their services to businesses, governments, and even to individuals. The job responsibilities of an accountant in public practice will usually include auditing, taxation, management advisory services, etc. You can gain a lot of work experience in this field.

Education – accountancy graduates can also teach after they get their methods of teaching. They can become a researcher, reviewer, and a professor. If you choose this profession, you can learn a lot of things. You can clear out certain accounting issues, conduct research, and then distribute the results.

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Offices and companies have various activities everyday and that includes accounting. Whether the company is private or government-owned, it still makes use of accounting. Companies, offices, and various organizations or institutions cannot operate successfully without an accounting staff. However, having an accounting staff can get very expensive and so most companies resort to auditing services or financial accounting services. Chartered accountants are not hard to find; with the use of the internet, you can easily locate them and hire their services.

A company needs to seek help from a competent and experienced auditor or accountant so that all financial activities of the company are monitored and evaluated. This way, the company can gain a lot of benefits which can lead to its success. It is now easy to monitor the sales as well the operating expenses. All expenditures and income are recorded and the accountant can even provide you with strategies to help increase the profit and sales of a company.

Outsourcing is quite popular nowadays because it is a cost-effective measure for companies who want to cut-down their operation costs. That is why most companies are looking for services of chartered accountants. These accounting services can provide any company or organization with auditing services, company laws, taxation, and other related matters.

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Accounting is an essential part of the lives of people as well as businesses. Through accounting, an individual or business can keep track of all its financial transactions. If you’re a professional, it only means that you earning income. Your income will be used to finance all your expenditures like food, water, electricity, and many others. If you keep track of these things, it can already be called accounting.

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Using needles to adjust bodily functions to optimum levels is the principle behind acupuncture. Both ancient Chinese and modern Western practitioners have used this technique to relieve many sufferers of chronic disease. Needling is a relatively safe, beneficial treatment strategy that can be used to reduce pain, improve healing, and increase general well-being. But exactly how is this procedure done and what sort of benefits can be obtained?

Procedure for Needle Puncture

There are two broad categories of acupuncture practice today, traditional Chinese medicine (TCM) and medical acupuncture. Both have their merits, so the choice is individual. The decision for most people hinges upon which philosophy appeals more to them and which technique holds the least apprehension.

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Successful Career in Accounting Even if You're Hit Forty!

You're never too old to dream, right? If it is your ambition to become a well-known and most sought-after accountant in the business industry, you can turn that dream into reality even if you're 40 years + already.

If you started planning your career path when you were still younger, your dream is within your arm's reach. In order to experience continuing success, you must have excellent knowledge in accountancy. You must work accurately and you should gather work experience through the years in the profession. Check these steps so that you can at least evaluate your situation right now:

1. You must excel in Mathematics – you must know how to manipulate numbers. Did you excel the subject when you were still in high school or college? As an accountant, you should love mathematics. If you hate it, then you're not an efficient accountant and you're bound to commit mistakes especially in the computation and analysis of financial data.

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After the regular sessions, it is advisable to go back for follow up treatment. It should be every 2 weeks for the next 2 months and then once a month later on.

Aside from needles, most clinics use herbs in the form of masks, poultices and moisturizers. Before you use it, check with your doctor to make sure there is no allergic reaction to any forms of medication that you are taking.

After the first facial acupuncture treatment, you will usually see an increased glow to one's complexion which the Chinese say an increased Qi or blood flow to the face. It becomes more open, the wrinkles start to disappear and the skin appears more toned.

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Most patients that undergo acupuncture will not feel any significant change after one session which is why a few sessions are needed. Best of all, it is painless so your body will not feel sore afterwards.

Several studies have been conducted about acupuncture and there have been positive results. For instance in the UK, 400 participants who were suffering from migraines claimed they felt better after 3 months worth of sessions.

In the US, acupuncture has also proven to be effective in helping people deal with arthritis because the needles help the body fight against this chronic illness that is much cheaper and more effective than conventional medicine.

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One can follow certain things to avoid allergies like people who have food allergies that contain should peanuts and any food containing smallest amount of peanuts. Also avoid using cosmetic that contain chemicals allergic to the skin. One can also avoid airborne allergies by keeping pets in restricted areas and away from bedroom. Replace carpets and rugs from time to time. Avoid keeping things that accumulate dust. And also clean the room and house frequently.

Anemia in Adolescents

To understand what is anemia one should begin with breathing. The oxygen that is inhaled simply doesn't stop in lungs. It circulates though out the body and fuels the brains also. Oxygen travels to all parts of the body though bloodstream and to be precise in the RBCs I.e. red blood cells. Now, these RBCs are produced in the bone marrow of the body and they serve as boats carrying oxygen in the bloodstream. RBCs have something called hemoglobin, a protein which holds oxygen. To make adequate hemoglobin

body requires iron in plenty. The iron is supplied by the foods that we take along with other nutrients. When these RBCs are fewer in number than what is needed anemia occurs in the body. There can be 3 primary reasons: RBCs are lost due to some reason, the production of RBCs is slower than what is needed and lastly the body is destroying the RBCs. Different types of anemia are linked to at least one of these causes.

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The bone marrow replaces small amounts of blood is lost due to some reason without making a person anemic. But in cases where considerable amount of blood flows in small amount of time as a result of an injury due to a serious example for instance, it may not be possible for bone marrow to replace RBCs so quickly resulting in anemia. Also, losing small amounts of blood over long periods of time may also lead to anemia. Example of this situation can be seen in girls who get heavy periods attributed mainly to deficiency of iron in the diet.

Anemia due to iron deficiency is the most common kind of anemia in the United States. It occurs mainly due to lack of iron in a person's diet. A teen with iron deficiency would have lower hemoglobin production and consequently lower RBCs. When the production of RBCs is low the person is regarded as anemic. The signs of anemia are paleness and tiredness. There can be other reasons as to why enough RBCs are not produced in the body. Folic acid and Vitamin B-12 are also essential to produce RBCs. Getting these in adequate quantities is this important too. There can be a problem with bone marrow's working too resulting in anemia.

Hemolytic anemia occurs when a person has RBCs whose lifespan is shorter. The bone marrow may not be able to produce new blood cells if the blood cells die too early. This can result due to many reasons including person having disorders like sphenocytosis or sickle cell anemia. In some cases the immune system of the body may itself destroy the RBCs. In some cases certain antibodies can form in the blood as a result of reaction to certain drugs or infections and may attack the RBCs.

*Behind the download marketing research alvin c burns ronald*___**Common Oral Health Problems in Adolescents**

Adolescents face many oral health problems which may require them to visit a dentist or any other healthcare professional. Irregular teeth growth is a common problem and adolescents with braces are a common sight. Another problem is wisdom teeth extraction or the removal of the third molar. Dental cavities are yet another common problem in adolescents.

Orthodontics is a specialty in dentistry which deals with correction, development and prevention of irregular teeth, jaw and bite. Orthodontics also helps to correct jaw disorders and facial abnormalities. If a general dentist feels abnormalities in the adolescent, he/she will refer the patient to an orthodontist. The American Dental Association suggests that every adolescent above the age of seven should get an orthodontic evaluation done. Problems which require orthodontic treatment are crowded or crooked teeth, extra teeth, missing teeth, under-bite, overbite, jaw joint disorder, and incorrect or misaligned jaw position.

To get braces or any other orthodontic treatments, the appropriate age is ten to fourteen years. But regardless of the age, the same physical and biological process is used in correcting and moving the teeth alignments. Braces are also known as fixed orthodontic appliances. There are three types of braces used to move and reposition the teeth. The first consists of brackets which are made out of plastic or metal. They are either of tooth color or clear and are bonded onto the teeth. The second type is the lingual type of brackets which are attached to the back teeth and cannot be seen while talking. The third type is a band. It is a metal band which covers the teeth and wraps around the last ones.

Curse download marketing research alvin c burns ronald:Allergic reactions can range from mild symptoms like runny nose to more severe ones such as difficulty in breathing. Teenagers suffering from asthma often have allergic reaction to cold and get asthma attack is another example of allergies. Some kinds of allergies trigger multiple symptoms. Allergic reactions in very rare cases also produce severe reaction known as "anaphylaxis" for which the signs are difficulty in breathing, difficulty in swallowing,

swelling in tongue, lips and throat and dizziness. This allergic reaction occurs as soon as the system is exposed to substances that trigger allergic reactions like peanut although some reactions are delayed by as much as four hours.

The reasons why people get allergies can be various and one of the reasons could be hereditary but that that does not necessarily mean that children are bound to get allergies from their parents. Some of the common allergens include food, airborne particles, insect bite and sting, medicines, chemicals etc. Food allergies typically occur in infants and usually vanish as the child grows. The list of food allergens includes milk & dairy products, wheat, soy, eggs, peanuts, and seafood. Some people are allergic to stings and bites of certain insects. The venom in the bite is the one which actually causes reaction and can be as serious as anaphylactic in some teens. Some teens are also allergic to airborne particles which are also known as environmental allergens. They are also the commonest of all the allergens. Examples of these allergens include dust mites, animal dander, mold spores, grass pollens, trees and ragweed. Some adolescents are also allergic to certain antibiotic medicines. Another common allergen is chemical, certain chemicals present in laundry detergents or cosmetics can cause rashes that are itchy in nature.

Allergists usually treat allergic problems. They may ask questions like symptoms of the allergy and whether it is hereditary. They may also prescribe certain diagnostic tests like blood or skin test depending on the type of allergy. The best way to treat allergies is to completely avoid the substances that cause allergies. However there are certain medications and injections are also available to treat allergies.

Rating : download marketing research alvin c burns ronald. Like other strategies used in treating health conditions, acupuncture may have some side effects.

Medications have side effects and allergic reactions, surgeries have risk of infection and complications. For needle puncture, there is a risk of injury, rare infections, minor bleeding, small bruises, and some dizziness.

You can minimize the possible side effects by choosing a licensed acupuncturist. Most countries either have government licensing in place or have professional organizations with very strict rules and regulations.

How do treatments go?

An acupuncturist will do an initial evaluation of your medical history and your body's current state. Multiple pressure points are palpated, and a regimen of treatment is formulated. Most courses involve a series of 10 to 20 treatment sessions, each lasting 30 to 90 minutes. Needles will be carefully placed at the required points and kept in place for some time. Most patients report a feeling of mild sensation at the site of the puncture, but no real pain.

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Cholesterol screening helps to determine the cholesterol and fat levels in the blood. Children and adolescents with normal cholesterol level is a thing of the past. Because of the changing lifestyle and junk food trend, even they have a high risk to develop high levels of cholesterol which also increases the risk of developing heart diseases which can affect the blood vessels and the coronary arteries. The main cause of this change is obesity, junk food high in fat, fast food diets, sedentary lifestyle and high cholesterol level in family history. Keeping the blood cholesterol levels at normal is a good way of avoiding high blood pressure and coronary artery diseases.

The blood cholesterol level can vary from individual to individual. Healthy levels of LDL is less than one hundred and thirty milligrams, HDL is greater than thirty five milligrams. If the HDL is less than thirty five milligrams then the adolescent is at a higher risk of developing heart diseases. And LDL more than one hundred and thirty milligrams is dangerous. But a high level of LDL cholesterol is a problem in many citizens of America. And there is an expected increase in number, the figure is unknown, of adolescents who have a family history of high cholesterol levels.

An adolescent or a child who has a parent having high levels of blood cholesterol and family history of heart diseases at an early age, should take cholesterol test from the

age of two. Adolescents who are obese also should have lipid test along with cholesterol test. The lipid test shows levels of kinds of fats in blood such as triglycerides, LDL and HDL.

Analysis download marketing research alvin c burns ronald; Family and school support is necessary to tackle the depression of the adolescent. Parents can get their children admitted in emotional growth schools, boot camps or wilderness programs, to solve the behavioral problems. These programs consist of non medical staff and confrontational therapies. But care must be taken as some of the programs can in turn harm children who are depressed and sensitive. Adolescents, who get caught due to criminal offense, should be taken special care of by their parents. It is best that the child face the consequences and learn a lesson from it. Depressed adolescents respond well to treatment if they are treated comprehensively and early. More than half of the adults are known to have depression when they were in their teens.

Diabetes in adolescents

Diabetes is a rapidly growing, serious health problem among youngster today. Above thirteen thousand adolescents are diagnosed for type 1 diabetes, every year in America. There has also been an increase in the number of teenagers with type 2 diabetes, which was more common among adults above forty and who were overweight. Clinics are reporting that nearly half of the new childhood diabetes cases are of type 2. Adolescents, who are obese and had type 2 diabetes in the family history, are at a greater risk of developing diabetes.

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The wisdom teeth or third molars can grow in people of the age fifteen to twenty five. These teeth cause problem, because most of the mouths are too small to adjust new teeth and hence they need to be removed. If the wisdom tooth has place to grow, without affecting other teeth, they can be left to themselves. But if the adolescent experiences pain, facial swelling, mouth infection and gum-line swelling, then they should be extracted immediately. They can also destroy the second molars and impact other tooth. Various gum and jaw diseases can be caused. There can be a tumor development; cysts development and plaque build up. Hence, a surgery is performed to remove the tooth or teeth. The gum tissue covering the wisdom tooth is removed and the connective tissue connecting the tooth to the bone is detached. The tooth is then removed and the opening is sutured. A general dentist can perform wisdom tooth surgery in the local office using anesthesia.

Five times common than asthma is tooth cavities. The tooth above the gum line is made up of enamel, the hardest tissue within the human body. The tooth below the gum-line comprise of nerves, roots and dentin. Dentin is another type of tissue and isn't as hard as the enamel. The acid which leads to tooth decay is produced by bacteria. These acids, along with dietary sugar, attach the enamel and eat away the minerals within the enamel, until a cavity is formed. This is known as tooth cavity. The biggest prevention against dental cavities is brushing teeth twice a day and even better, after every meal with fluoride toothpaste and soft bristle toothbrush. Carbonated drinks must be avoided strictly and must be replaced with fruit juices and sugary food must be avoided. Intake of fluoridated water also helps a lot or fluoride supplements can be used as replacement.

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There are basically two types of diabetes that will affect an adolescent. It is type 1 diabetes and type 2 diabetes. Type 1 diabetes affects the immune system's function as the
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systems attacks the pancreas' insulin producing cells, also known as the beta cells. Because of this, the pancreas loses the ability to manufacture insulin. This is the reason why people with type 1 diabetes take insulin everyday. The symptoms are weight loss, increase in urination & thirst, blurred vision, tiredness and constant hunger. And if the adolescent isn't treated at the right time, he/she can slip in to diabetic coma which can endanger his/her life. In type2 diabetes, the body is incapable of properly using the insulin produced by the body and requires insulin from an external source, too. The symptoms of type 2 diabetes are similar to type 1 diabetes. The teenager feels sick, tired, nauseated, and thirsty. The wounds will recover very slowly; he/she will get infections frequently, will develop blurred vision and will experience weight loss.

Parents play a vital role in determining the problem. They should constantly observe their child for eating disorders or signs of depression. Although cigarette, drugs and alcohol should be avoided by all adolescents and children, it is even more important that youngster with diabetes should stay away from these things as they can worsen the situation. A person with diabetes, who switches to smoking, is at risk of developing cardiovascular diseases and circulatory problems. Consumption of alcohol can cause hypoglycemia or low blood sugar. It is the duty of the parents to make their child aware of the possible risk they would face if they start to smoke, drink alcohol or take drugs.

Children and adolescents, who have diabetes, face many challenges while trying to lead a normal life. They have to think twice before doing simple things as going to a party, playing sports and even when staying over with friends. This is because they require to intake oral medication or insulin. Their blood sugar level must be checked many times through out the day. Also, at gatherings, they have to avoid many food items. Because of this they will feel different from the crowd and can feel left out. Not only does diabetes pose behavioral challenges, but also emotional challenges.

Happiness download marketing research alvin c burns ronald. The needles used helps the body balance the serotonin levels since it is a neurotransmitter that affects blood vessels and has a role to play in migraines. In fact the more frequent these sessions are the better. It may even come to a point where the specific point of contact is no longer needed but the general stimulation itself.

The end result of undergoing acupuncture is amazing. If you experience 15 to 20 days of agonizing pain, this may be count down to only 8 days. You won't even need to use that much medication anymore as before.

For those who are working, this is good so that they are not absent from work that much and there won't be that much deductions in their salary.

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Heat stroke is the severest condition of all heat related illnesses. In this condition the body gets overwhelmed with excessive heat and the efficiency of the system that regulates body heat goes down considerably which can result in a serious emergency requiring immediate medical care. The symptoms of heat stroke include dry and warm skin, very high fever generally above 104 degree Fahrenheit, increased heart rate, appetite loss, nausea, headache, vomiting, fatigue, agitation, confusion, stupor, seizures, coma and possible death. A teenager experiencing symptoms of heat stroke should stay in a cool place and have adequate rest. Heat stroke is a serious condition and emergency attention should be sought by calling 911. In the meanwhile the affected teenager should be made free of excessive clothing and should be worn with cool clothes and also put cool water on the skin to lower the temperature. Placing ice bags in armpits also helps. Make the teenager drink cool drinks if the teenager is alert.

Heat strokes are very much preventable if certain precautions are taken like drinking adequate water during hot days, avoiding alcoholic and caffeine drinks, wearing light clothes, exercising in cooler time of the day, wearing sunglasses and hat, using umbrella on a hot day, applying sun cream with a spf of at least 15 etc.

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Variations of Conventional Acupuncture

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Auriculotherapy or ear acupuncture is one of the variations of conventional acupuncture. In this practice, it is believed that the ear provides a map for all the major bodily organs. A specific area or point on the ear corresponds to a particular organ, such as the heart, kidneys, or liver. Thus, the needles are placed in particular points around the ear and on the ear cartilage.

Staple acupuncture is a method used in smoking cessation, wherein staples are placed for a certain period anywhere on the ear area to provide stimulation.

Indeed there is growing evidence that this traditional Oriental practice can rival any modern forms of treatment. If you are one of the many people who are looking for a widely recognized and time honored therapeutic practice, acupuncture may just be the alternative treatment for you.

Project download marketing research alvin c burns ronald. The profit & loss of a certain company is determined by finance professionals through accounting. They can determine what created the profits as well as the losses. Accountants form some sort of business equation so justify the profits & losses of a business. By doing so, they can easily tell a company's net worth.

It seems that by simply starting to define one accounting term, it eventually leads to defining other terms as well. Net worth is another term that is quite difficult to understand. It refers to the resulting amount after deducting the liabilities of a company from the assets. Private companies refer to net worth as owner's equity.

Why owner's equity? Well, after deducting all the liabilities, what's left basically belongs to the owner. In the case of public companies, the profit of the business is returned as dividends to shareholders. As you can see, before owner or shareholders of a company can take hold of the profits, all liabilities must be deducted first.

Discovery download marketing research alvin c burns ronald... A rest of about a month is generally advised and normal activities can be resumed after acute symptoms disappear. Also care should be taken to avoid physical activities which are heavy in nature and also activities or sports involving physical contacts should also be avoided. Care must also be taken to avoid eating sweet things in excess for few months.

Menstrual Disorders in Adolescent Girls

Adolescence is the time when there is sudden transformation in the body and many questions arise in the minds of the adolescents. Firstly they are not able to cope with the changes and secondly the changes bring along problems with them. The most challenging problems are related to menses, in girls. Menstrual conditions are many that may require physician's attention or any other healthcare professional's attention. The most common of the menstrual disorders are premenstrual syndrome, dysmenorrhea and amenorrhea.

Before the onset of the menses, females face many uncomfortable symptoms which last for a short period, stretching from few hours to few days. But some of them can be very intense and can disturb the normal functioning of the person. These symptoms are grouped as premenstrual syndrome. In usual cases, the symptoms come to a halt when the menses begin, but for some they may last even after the menstrual periods are over. Eighty five percent of the females experience some of the symptoms of premenstrual syndrome at one time or the other. Nearly forty percent experience the symptoms so intensely that their daily chores are affected by it and ten percent are disabled by it.

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Start now and look and look for a career in accountancy while you're still young. New accountancy graduates are produced every year and so you mustn't lose hope if you still don't have a career right now. Exert some effort and time and soon you will have a rewarding career.

If the church doesn't want to hire a skilled force of financial experts, they can simply make use of the church accounting software. Accounting experts designed the software and it can assist church officials in managing finances. The software engineers are already well-acquainted with the church's various needs and so they can easily tailor-fit a certain church's software according to its particular requirements.

The church accounting software is quite different from other software. Ordinary accounting software is designed to suit the needs of modern businesses. The church accounting software on the other hand focuses mainly on the necessities of the institution. The church has no ambition or any financial interest. Remember, the church is not being taxed by the government and so its expenditure and resources takes a different curve altogether. Aside from that, the church has several expenditure and income account heads.

example download marketing research alvin c burns ronald~If you are suffering from any of the ailments mentioned above, acupuncture may just be the remedy for you. Acupuncture is harmless, and is known to promote health and a sense of well-being. It is a healthy, chemical-free alternative to traditional forms of medical treatment.

Things You Should Know About Acupuncture

Acupuncture has been practiced for hundreds of years. To let you know more about this practice, here are a few things that you should know.

First, acupuncture is a holistic healthcare technique that involves inserting needles into specific points in the body. Studies have been conducted and it has been proven to treat ear, nose, throat, respiratory, gastrointestinal, eye, nervous system and muscular disorders.

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If you look at the history of acupuncture, not much has changed since the needle technique used back then is still being used today. Even if various forms have developed through the years, one thing for sure is that it works.

In order for you to see how effective it is, you have to see a specialist who is not only qualified to treat your condition but also one who is well trained.

The Soothing Effects of Acupuncture

Acupuncture is an ancient form of Chinese medicine that has been practiced for thousands of years. Commonly used to treat bodily pains, acupuncture actually has a wide range of uses that range from addictions, to injuries, to disease prevention. If you are thinking about trying acupuncture, the following will give you a better idea of its many benefits.

Solutions download marketing research alvin c burns ronald; Accountants can also work as professors, or as researchers in schools or colleges. They can also become reviewers. If you have a knack for teaching, then this career path is for you. Although you won't directly get experience as an accountant, you will see that this career path in accountancy can also provide you with great opportunities.

You can also enter the government. Whether it is the local, state or federal government, you will see that they will constantly have openings for accounting jobs.

Being in the government can also produce a lot of great opportunities in your field. It will let you meet important people who can help you in advancing in your career and it will also provide you with great intensive training as an accountant.

Lolita download marketing research alvin c burns ronald...But acupuncture only reached the US in the early 80's with the establishment of a regulatory board called the National Commission for Acupuncture and Oriental Medicine. As a result, various schools have been built and those who want to become licensed acupuncturists are now able to practice their profession.

Despite that, there were a lot of people who are not yet convinced on the positive effects of alternative forms of medication. It was only in 1995 that the US Food and Drug Administration decided to classify the needles used for acupuncture as medical instruments and assured the public that they are both safe and effective.

To further promote acupuncture, the NIH or National Institute of Health in 1997 has stated that this technique is very useful in treating various health conditions. These include ear, nose, throat, respiratory, gastrointestinal, eye, nervous system and muscular disorders. In some cases, acupuncture is able to prevent some of them from happening.

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This was further strengthened by the fact that the side effects of acupuncture are much less than that of conventional drugs that are being sold by pharmaceutical companies. So that people can avail of acupuncture, another recommendation by the NIH is for US companies to provide full coverage for certain conditions. If you do not quality, perhaps there is partial coverage which you should look up in your policy.

But despite that, more research needs to be done to see its effects on other health related problems. Some examples of these include addictions, autism, chronic low back pain, migraines and osteoarthritis of the knee.

Instruction download marketing research alvin c burns ronald:The lists of subjects you will be learning in school include anatomy, body therapy, massage therapy and the other sciences. Training will be done also in a clinical setting so you are able to put theory into practice but this will only happen in your third year.

While some schools will let you finish a program in three years, there are those that can be completed after five.

Lately, acupuncture school has also gone down the digital path by offering cyber distance programs for those who cannot go to school. Some of these offer CEU's or continuing education units to advance programs.

Review download marketing research alvin c burns ronald

Acupuncture Can Help Treat Migraines

Acupuncture can help treat migraines. This was discovered after a comparative study was done with conventional medical care. In some cases, it even prevents it from happening which helps improve the quality of life for the patient.

To understand how acupuncture helps migraine sufferers, you have to understand that in traditional Chinese medicine, it is believed that an imbalance in the flow of blood and energy causes this to happen.

In order to treat it, the specialist must relieve the tension by inserting needles into the body to improve the blood flow to the brain thus reducing the pain experienced during an attack.

Liberation download marketing research alvin c burns ronald,These courses can be chosen on the basis of modules or on an hourly basis. The course material covers the history, theory and techniques of acupuncture. Courses that offer tools such as acupuncture DVD and video are ideal for acupuncturists or students of acupuncture to improve their clinical expertise.

Once you graduate from acupuncture school, some will open their own practice while others will first work for a clinic. Those who decide to be employed will work with other professionals that may include naturopaths, chiropractors and other specialists that are also into Oriental Medicine.

The average acupuncturist makes about \$45,000 a year but this can change in the years to follow as they add years or experience under their belt. This just goes to show that if you work hard, you too will make a fortune. Just make sure that you do this properly for each patient because one mistake could make this all go away.

Revenge download marketing research alvin c burns ronald

How to Look For a Good Acupuncture School

Since 1982, acupuncture has found its way to the US. There are currently 50 schools that teach it and 3,000 licensed practitioners all over the country. Do you think you can be a licensed professional? Here are a few things to help you look for a good acupuncture school.

You should now that the 50 schools mentioned are all accredited by the National Commission for Acupuncture and Oriental Medicine. It is recognized by the Department of Education and some of these schools even have a masters program.

Most of these schools can be found online so you can give them a call and ask certain questions about the school. You can find out the cost of tuition, the teacher student ratio, if the school offers consultation services to students and the alumni and if they have an extensive library which focuses on traditional Chinese medicine.

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Should there be a school near where you live, you should probably take it so you don't have to worry about boarding and lodging as this is just added cost to this long term investment.

If you like the school but cannot afford the cost of tuition, find out if they offer scholarships or if they have a grant in aid program. If there are none, then check with the federal government because they should have one and they will give it to deserving students who plan to enroll in a school accredited by the National Commission for Acupuncture and Oriental Medicine.

Some states do not require you to get a license once you graduate from the program. However, if you plan to practice this elsewhere, you should prepare yourself for the state board exam as this is a requirement.

observation download marketing research alvin c burns ronald...Rise and Fall of a Pop Star

She had a goal. She wished to be a pop star. She wished to perform, to dance, to perform, to delight. She wanted to be famous, to be loved, to be revered. She desired to have it all, fame, fortune, prestige. She labored tirelessly, she practiced, she tried out, she astonished. She got a deal, a music contract, a agent, a producer. She made an CD, a hit, a wonder. She became a celebrity, a famous person, a sensation. She had it all, admirers, fortune, awards. She was on cloud nine, she was experiencing her vision. But she also had a dark side. She had a secret, a dilemma, an habit. She started to lose control, to err, to stir up trouble. She faced condemnation, backlash, litigations. She gave up her fans, her wealth, her accolades. She lost her status, she became a laughingstock, a tragedy. She forfeited it all, her fame, her riches, her prestige. She was the rise and fall of a singer.

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Analysis download marketing research alvin c burns ronald

Obesity in Adolescents

Obesity and overweight are the second most major reasons of preventable deaths in America. Stagnant lifestyle and junk food is to be blamed for more than three hundred thousand deaths per annum. The sad thing is that this problem is on the rise. Obesity is a chronic disease which poses serious health risk to the health of an individual. Also, obesity is the easiest recognizable medical problem, but is very difficult to deal with.

People usually confuse obesity with overweight. Overweight is gaining of a few extra pounds. A person is considered obese when the total body weight is minimum ten percent more than the recommended weight for his/her body structure and height. According to an estimate every year hundred billion dollars are spent on the obesity problem. It is very important to treat the problem as early as possible. Obese children between the age of ten and thirteen have eighty percent chances of growing into obese adults, unless they change their ways and adopt a healthier lifestyle. The obesity problem starts from the age of five and continue till adolescence.

Investment download marketing research alvin c burns ronald~Advanced Accounting Career Training

Are you satisfied with your career right now? Don't you wish to move upwards or be promoted? One way to develop your accounting career is by taking an advanced accounting career training. You can even try taking up a different field if you like but always remember to remain motivated in your present career.

When you finally decide to undergo advanced accounting career training, you only have positive reasons in your mind. So what are these positive reasons? There are various reasons but the most common are the following:

High chance of promotion. As mentioned earlier, one way to get promoted is through training. You shouldn't stop learning even if you're already old. You can expect career

promotion to come your way after undergoing advanced career training. By then, you will be ready to take new responsibilities.

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Self motivation is extremely necessary in losing weight. Because obesity is more a family problem and not an individual problem, the whole family can switch to eating healthy food and exercising regularly. This can make the weight control program a success. Parents can play a major role by boosting the self esteem of their children by concentrating on their strengths and encouraging them, instead of targeting the weight problem. The whole family should eat meals together, instead of eating individually while watching a movie. This helps all the members to focus on the food and the quantity being eaten. If the teenager isn't getting support from his family members, he/she can join support groups which can help towards the goals.

After the adolescent has lost weight, it is very important that he/she maintains it. In majority of the cases, people shift back to their old eating habits after losing weight. That is the reason why obesity is more of a lifetime issue. So the main aim of any weight loss program must be to make the adolescent like healthy food. He/she must also be made to exercise regularly, irrespective of the weight.

History download marketing research alvin c burns ronald...A lot of people are unaware that acupuncture is not yet legal in every state. You can find work or start your own practice in California, New York, Texas, Hawaii and Oregon with 8 more states that are still pending legislation.

We mentioned that you have to study in a school certified by the Council of Colleges of Acupuncture and Oriental Medicine (CCAOM). One more hurdle you have to face before getting your license is passing an exam given by them except in the state of California which has its own regulating body and board certification exam in order for you to practice your profession.

An acupuncturist degree is just the first step in becoming your own boss. To become a master, you have to learn everything there is to know as a student so those who entrust themselves to you in the future will not have any problems.

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The disease should not be taken lightly and if it's left untreated it can spread and affect the bones under the teeth which would eventually dissolve and would no longer support the teeth in its place. The chronic form of the disease is responsible for tooth loss in seventy percent of the cases affecting seventy five percent of the people at some time in their lives.

The causes of periodontal disease are similar to any other oral disease wherein plaque buildup and bacteria are responsible for the condition. According to statistics plaque buildup is the main cause of gum related diseases. Apart from the causes listed, the other possible causes of periodontal disease include: Genetics, unkempt oral hygiene, food getting stuck to frequently in the gums, mouth breathing, low nutrient diet or vitamin c deficient diet, smoking, diabetes, autoimmune/systemic disease, changes in hormone levels, certain medications and constantly teeth grinding.

According to statistics nearly sixty six percent young adult population suffers from periodontal disease and nearly fifty percent of teenagers suffer from periodontal disease. Also, it is the most widespread tooth loss cause in adults. But, what are the symptoms of periodontal disease? There are various symptoms and it could differ from one adolescent to the other which may include swollen, tender, and red gums; if one gets bleeding during brushing or flossing the teeth it is also one of the symptoms of periodontal disease; receding gums; constant odorous breath; loose teeth; dentures not fitting any longer; change in alignment of jaw and bite. The symptoms of the disease may be similar to other medical conditions and doctor's consultation is the best in this regard.

Hope download marketing research alvin c burns ronald: Apart from studying the medical history of the patient, the doctor will recommend diagnostic procedures such as bone scans, X-ray, magnetic resonance imaging and blood test. The bone scans will determine the arthritic changes and degenerative changes in the joints, which helps to detect tumors & bone diseases and the cause of pain and inflammation. The X-ray will give the inside picture of the bones, tissues and organs. The magnetic resonance imaging provide detailed image of the structures within the body with the help of large magnets. It is best if slipped capital femoral epiphysis is determined in the early stages, so that the femur bone's head doesn't slip off any further. The adolescent may need to undergo a surgery along with physical therapy.

Periodontal Disease in Adolescents

The meaning of the word "periodontal" is around the tooth. Also known as gum diseases periodontal diseases are nothing but serious infections caused by bacteria that harm the gums and tissues in the vicinity of the mouth. While dental cavities or caries only affects the tooth Periodontal disease is devastating affecting the bones that surround the tooth, gums, coverings of teeth root and tooth membrane. A physician specializing in the treatment of periodontal disease is known as Periodontist.

Hope download marketing research alvin c burns ronald

The second accountancy career that you may be able to land is serving as a public accountant. If you're already a CPA, you can serve the general public. You will be called a public accountant once there is already the so-called practitioner-client connection or relationship. Even those accountants who are not yet certified can already practice their profession. Oftentimes, CPAs join partnerships and they have a wide scope of clientele from the local area to the national and even international clients at times.

Being a government accountant is another career. In this profession, you will be working for the government, whether local, state, or federal. The accounting methods used conventionally are also used in government accounting. You will make use of the method called double-entry systems and you will be using journals as well as ledgers. If you're a government accountant, you will be focusing more in rendering service. Government units are not very particular with profits because they are put up to serve the public.

Fiduciary accounting is another type of accountancy careers. Here, accounting relies on trust. Executors, administrators, trustees, or any other person who is trustworthy can do fiduciary accounting. A fiduciary accountant keeps important records and he also prepares certain reports. The courts can authorize these fiduciary accountants to carry out their tasks.

example download marketing research alvin c burns ronald; The earliest account of this is found in the book called Nei Jing which in English means the Yellow Emperor's Classic of Internal Medicine. The contents of this book date somewhere around 200 BC. Back then, they did not use metal needles and instead used those made out of stone, moxibustion and herbs to treat a patient.

Acupuncture prevents and treats diseases by inserting very fine needles into the skin specifically at the anatomic points of the body.

The principle behind this concept is that illnesses occur because there is an imbalance in your life force otherwise known as Qi. It is believed that this flows in 14 channels in the human body known as meridians which branch out to bodily organs and functions. If there is a blockage or obstruction in any of them, this is when you succumb to a disease or an illness.

Instruction download marketing research alvin c burns ronald

There are so many chartered accountants all over the world. Choosing just one for your company or organization is an overwhelming task. You have to give a large portion of your time in searching for reputable chartered accountants as well as financial services. By exerting effort in your research, you will be able to find a good financial service provider.

It would be best to hire the services of chartered accountants as soon as you start your business operation. And you know what? Even individuals can hire the services of these accountants so that they can keep track of their financial matters, especially taxation. Money is very important. Individuals as well as businesses need it for their everyday expenditures. It is therefore of great importance to keep track of all financial and money matters. Go ahead and search for the best financial accounting service online or even locally.

Best Seller : download marketing research alvin c burns ronald...But acupuncture is not risk free. Hematoma may develop if the needle punctures a circulatory structure. It is also possible that pneumothorax may occur if the needle is inserted too deep. There is also the risk of HIV and hepatitis if the needle was not properly sterilized.

Now that you know what acupuncture is, you must not forget that it is merely an alternative and not a proper form of medical treatment. This means you should still be examined by a professional in the medical field who can determine the severity of your illness or disease.

First download marketing research alvin c burns ronald

Treatment of acne is classified into topical and systemic drug therapies which are given based on extent of severity. In some instances the combination of both the methods might be the way to go for acne treatment. Topical medication is nothing but creams, gels, lotions, solutions etc. prescribed to patients for acne treatment. Some of the examples of topical medication are: Benzoyl Peroxide which kills the Propionibacterium Acnes bacteria, antibiotics helps in stopping or slowing down the growth of the bacteria and also reduces inflammation, Tretinoin helps in stopping the formation of new acne lesions and Adapalene reduces formation of comedo.

Systemic drug therapies involve prescription of systemic antibiotics primarily for the treatment of acne problem which is moderate to severe in nature. The examples of antibiotics prescribed are Doxycycline, erythromycin and tetracycline. In some cases an oral drug called Isotretinoin is prescribed for teenagers with severe acne problem which shrinks down the sebaceous glands that produce oil. The results are pretty good and almost ninety percent of the adolescents have success with this oral drug. But the drug has some serious side-effects and thus it is very important that one consults a doctor before use.

Adolescent Pregnancy

Adolescent pregnancy in ninety nine percent of the cases is unwanted and is the major consequence of adolescent sexual activity, other than STDs. This issue has affected youth, families, educators, health care professionals, and government official. A study on the high school adolescents has concluded that forty eight percent of the males and forty five percent of the females are sexually active. One fourth of the high school students had sexual contact by fifteen years of age. The average age of boys is sixteen and a girl is seventeen, who have had intercourse. Ninety percent of adolescents, in the age range of fifteen to nineteen, say their pregnancy is unintended.

*Opportunity download marketing research alvin c burns ronald.*In some cases, acupuncture is more effective when the needles are first heated. This technique is known as “moxibustion.” Here, the acupuncturist lights a small bunch of the dried herb called moxa or mugwort and holds it above the needles. The herb, which burns slowly and gives off a little smoke and a pleasant, incense-like smell, will never directly touch your body.

Another variation is electrical acupuncture. Here, electrical wires are hooked up to the needles and a weak current runs through it which may cause no or little sensation at all.

It is also possible that herbal medications will also be prescribed by the acupuncturist for your treatment to be successful.

Discovery download marketing research alvin c burns ronald

What is acupuncture?

Acupuncture has surged in popularity for the last few decades as brought on by the recent health trend. Mostly known as a traditional Chinese medical technique, acupuncture is seen as a homeopathic method of treatment. While alternative medicine does raise a lot of eyebrows for the scientifically-inclined, it does merit attention before being dismissed as a quack cure.

Basic Procedure

Basically, needles are inserted into the skin, each corresponding to one of the numerous pressure points located throughout the body. According to Traditional Chinese Medicine, by inserting a needle into the pressure point, an acupuncturist can manipulate the flow of chi or life force, thus relieving pain and gradually treating the patient. While most would say that the whole chi thing is a bunch of nonsense, science has suggested that with the needles inserted, the body's natural painkillers called endorphins are released, thus helping with pain relief.

Legend download marketing research alvin c burns ronald

The educational components of an accounting education are specialized accounting, general accounting, and professional accounting. These days, accounting students can also take advantage of doctoral programs and other continuing educational programs.

Is accounting education right for you? Before you finally enroll in an accounting course, you have to be very sure that you like business matters. You see, accounting is more on business matters and mathematical computations. It also involves a lot of analyzing tasks.

Once you've decided that an accounting course is the best for you, find a university or college now; you can either go to college abroad or you can attend school locally.

Every step involves making decisions. So make sure that you make the best decisions because your future lies with it.

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Behold {the chronicles|the accounts} of bygone eras, {wherein which} the ink of scribes has {immortalized|preserved} {the narratives|the stories} of kings and commoners alike. This is not {a book|an ordinary book}; it is {a portall|a gateway} to {the epoch|the periods} that have paved {the way|the path} for {the world|the globe} we inhabit today.

Transformation download marketing research alvin c burns ronald

The profit & loss of a certain company is determined by finance professionals through accounting. They can determine what created the profits as well as the losses.

Accountants form some sort of business equation so justify the profits & losses of a business. By doing so, they can easily tell a company's net worth.

It seems that by simply starting to define one accounting term, it eventually leads to defining other terms as well. Net worth is another term that is quite difficult to understand. It refers to the resulting amount after deducting the liabilities of a company from the assets. Private companies refer to net worth as owner's equity.

Why owner's equity? Well, after deducting all the liabilities, what's left basically belongs to the owner. In the case of public companies, the profit of the business is returned as dividends to shareholders. As you can see, before owner or shareholders of a company can take hold of the profits, all liabilities must be deducted first.

The Best download marketing research alvin c burns ronald. Nicotine is the addictive and toxic substance present in a cigarette. This is the same substance that makes quitting a big challenge for most smokers. The nicotine that you get from smoking will attach itself to the pleasure areas in the brain, making it hard for you to stop. Without a steady stream of this substance, a smoker will tend to feel depressed and uncomfortable.

People who have undergone acupuncture treatment reported that they no longer find cigarettes as tempting or as satisfying. Oftentimes, smoking would leave an awful taste in their mouths prompting them to stop their habit for once. Some patients would even resort to eating mints or lozenges to clear to get rid of the terrible aftertaste. According to skilled practitioners, approximately 7 out of 10 smokers will successfully extricate themselves from their smoking habit after 2 or 3 weeks. While the others are unable to quit totally, these smokers will be able to cut down on their cigarette consumption quite significantly.

Concepts download marketing research alvin c burns ronald, **Instruments**

Modern acupuncturists nowadays use disposable fine stainless steel needles that are 0.007 to 0.020 inches in diameter which are sterilized with either ethylene oxide or by autoclave. Since they are way finer than hypodermic syringe needles, being poked by these needles are relatively painless. The upper third of the needle is covered with either a thicker bronze wire or plastic to make the needle sturdier and easier to handle. The length of the needle and how far they are inserted is all up to the acupuncturist and his practised style of acupuncture.

Example Of Treatment

If a patient has a headache, he/she is diagnosed and is treated by stimulating the sensitive points located at the webs between the thumbs and palms. In acupuncture theory, these points are connected to the face and head and can be used for treatment of headaches and other ailments involved. Needles are then carefully inserted into the skin until the patient feels a twinge, which is usually accompanied by a slight involuntary twitching of the area. During this treatment, a number of things may occur.

- Sensitivity to pain in where needles are inserted.
 - A hint of nausea during treatment in case of bad headaches.
 - Near-immediate headache relief.
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