



This completely revised and updated second edition of the new testament in antiquity skillfully develops how jewish hellenistic and roman cultures formed the essential environment in which the new testament authors wrote their books and letters understanding of the land history and culture of the ancient world brings remarkable new insights into how we read the new testament itself throughout the book numerous features provide windows into the first century world nearly 500 full color photos charts maps and drawings have been carefully selected additional features include sidebars that integrate the book's material with issues of interpretation discussion questions and bibliographies the 21st century business environment demands more analysis and rigor in marketing decision making increasingly marketing decision making resembles design engineering putting together concepts data analyses and simulations to learn about the marketplace and to design effective marketing plans while many view traditional marketing as art and some view it as science the new marketing increasingly looks like engineering that is combining art and science to solve specific problems marketing engineering is the systematic approach to harness data and knowledge to drive effective marketing decision making and implementation through a technology enabled and model supported decision process for more information on excel based models that support these concepts visit decisionpro biz we have designed this book primarily for the business school student or marketing manager who with minimal background and technical training must understand and employ the basic tools and models associated with marketing engineering we offer an accessible overview of the most widely used marketing engineering concepts and tools and show how they drive the collection of the right data and information to perform the right analyses to make better marketing plans better product designs and better marketing decisions what's new in the 2nd edition while much has changed in the nearly five years since the first edition of principles of marketing engineering was published much has remained the same hence we have not changed the basic structure or contents of the book we have however updated the examples and references added new content on customer lifetime value and customer valuation methods added several new pricing models added new material on reverse perceptual mapping to describe some exciting enhancements to our marketing engineering for excel software provided some new perspectives on the future of marketing engineering provided better alignment between the content of the text and both the software and cases available with marketing engineering for excel 2.0

Learn by example the fundamentals of data analysis as well as several intermediate to advanced methods and techniques ranging from classification and regression to bayesian methods and mcmc which can be put to immediate use key features analyze your data using r the most powerful statistical programming language learn how to implement applied statistics using practical use cases use popular r packages to work with unstructured and structured data book description frequently the tool of choice for academics r has spread deep into the private sector and can be found in the production pipelines at some of the most advanced and successful enterprises the power and domain specificity of r allows the user to express complex analytics easily quickly and succinctly starting with the basics of r and statistical reasoning this book dives into advanced predictive analytics showing how to apply those techniques to real world data though with real world examples packed with engaging problems and exercises this book begins with a review of r and its syntax with packages like rcpp ggplot2 and dplyr from there get to grips with the fundamentals of applied statistics and build on this knowledge to perform sophisticated and powerful analytics solve the difficulties relating to performing data analysis in practice and find solutions to working with messy data large data communicating results and facilitating reproducibility this book is engineered to be an invaluable resource through many stages of anyone's career as a data analyst what you will learn gain a thorough understanding of statistical reasoning and sampling theory employ hypothesis testing to draw inferences from your data learn bayesian methods for estimating parameters train regression classification and time series models handle missing data gracefully using multiple imputation identify and manage problematic data points learn how to scale your analyses to larger data with rcpp data table dplyr and parallelization put best practices into effect to make your job easier and facilitate reproducibility who this book is for budding data scientists and data analysts who are new to the concept of data analysis or who want to build efficient analytical models in r will find this book to be useful no prior exposure to data analysis is needed although a fundamental understanding of the r programming language is required to get the best out of this book rust

empowerment rust

rust placing emphasis on practical how to guidance this cutting edge resource provides a first hand insider's perspective on the advent and evolution of smart grids in the 21st century this book presents engineers researchers and students with the building blocks that comprise basic smart grids including power plant transmission substation distribution and meter automation moreover this forward looking volume explores the next step of this technology's evolution it provides a detailed explanation of how an advanced smart grid incorporates demand response with smart appliances and management mechanisms for distributed generation energy storage and electric vehicles this updated second edition focuses on the disruptive impact of der this new edition also includes a glossary with well over 100 acronyms and terms acknowledging the tremendous challenge for a student of smart energy and smart grid to grasp this complex industry

are black men naturally violent do they define manhood in the same way as their counterparts across lines of race are black greek letter fraternities among the most dangerous student organizations on american college and university campuses can their often dangerous initiation processes be stopped or even modified and if not what should be done about them in this second edition of black haze ricky l jones takes on these questions and more the first edition was an enlightening and sometimes disturbing examination of american men's quest for acceptance comfort reaffirmation and manhood in a world where their footing is often unstable in this new edition jones

not only provides masterful philosophical and ethical analyses but he also forces the engagement of a terrifying real world process that damages and kills students with all too frequent regularity with a revealing new preface and stunning afterword jones immerses the reader in an intriguing and dark world marked by hypermasculinity unapologetic brutality and sometimes death he offers a compelling book that ranges well beyond the subject of hazing one that yields perplexing questions and demands difficult choices as we move forward in addressing issues surrounding fraternities violent hazing black men and american society

international finance and open economy macroeconomics provides a complete theoretical historical and policy focused account of the international financial system that covers all of the standard topics such as foreign exchange markets balance of payments accounting macroeconomic policy in an open economy exchange rate crises multinational enterprises and international financial markets the book uses the 1944 bretton woods conference as a unifying theme to relate the many controversial issue it is written in a lively manner to bring real world events into the discussion of all of the concepts topics and policy issues there is also emphasis on the history of economic thought in order to explain how economists in different time periods dealt with international financial issues expanded new edition of an important study of the protracted violence in colombia this book examines the political economic and military factors that have contributed to decades of violent conflict in colombia during one of the longest protracted civil wars in the world using four years of field research and more than two hundred interviews nazih richani examines colombia s war system the systemic interlacing relationship among actors in conflict their respective political economy and also the overall political economy of the system they help in creating several key questions are raised including when and why do some conflicts protract and what types of socioeconomic and political configurations make peaceful resolutions difficult to obtain also addressed are the lessons of other protracted conflicts such as those found in lebanon angola and italy in this expanded second edition richani contributes new chapters looking at developments in colombia since the book s initial publication a decade ago and a look at the challenges for peace that lie ahead worship the lord too many churches assume that those in their pews and those who pass through their doors know what worship is and why the lord commands it the purpose of this booklet then is to educate and acquaint members of reformed churches but most of all those who inquire within their walls with a basic knowledge of what reformed churches mean when they say worship the lord in knowing what to expect the worshippers response of praise and thanksgiving will be more active joyful and meaningful first published in 2007 lies damned lies and drug war statistics critically analyzed claims made by the office of national drug control policy ondcp the white house agency of accountability in the nation s drug war since 1989 as found in the six editions of the annual national drug control strategy between 2000 and 2005 in this revised and updated second edition of their critically acclaimed work matthew b robinson and renee g scherlen examine seven more recent editions 2006 2012 to once again determine if ondcp accurately and honestly presents information or intentionally distorts evidence to justify continuing the drug war they uncover the many ways in which ondcp manipulates statistics and visually presents that information to the public their analysis demonstrates a drug war that consistently fails to reduce drug use drug fatalities or illnesses associated with drug use fails to provide treatment for drug dependent users and drives up the prices of drugs they conclude with policy recommendations for reforming ondcp s use of statistics as well as how the nation fights the war on drugs change of time and change of measure provides a comprehensive account of two topics that are of particular significance in both theoretical and applied stochastics random change of time and change of probability law random change of time is key to understanding the nature of various stochastic processes and gives rise to interesting mathematical results and insights of importance for the modeling and interpretation of empirically observed dynamic processes change of probability law is a technique for solving central questions in mathematical finance and also has a considerable role in insurance mathematics large deviation theory and other fields the book comprehensively collects and integrates results from a number of scattered sources in the literature and discusses the importance of the results relative to the existing literature particularly with regard to mathematical finance in this second edition a chapter 13 entitled a wider view has been added this outlines some of the developments that have taken place in the area of change of time and change of measure since the publication of the first edition most of these developments have their root in the study of the statistical theory of turbulence rather than in financial mathematics and econometrics and they form part of the new research area termed ambit stochastics updated with the latest research this second edition approaches human development from a multidisciplinary perspective uniquely inclusive of the moral and faith dimensions of the life cycle human development and faith examines the interplay of mind body family community and soul at every stage of development back cover the second edition of jack crumley s an introduction to epistemology strikes a balance between the many issues that engage contemporary epistemologists and the contributions of the major historical figures he shows not only how philosophers such as descartes hume locke berkeley and kant foreground the contemporary debates but also why they deserve consideration on their own terms a substantial revision of the first edition the second edition is even more accessible to students the new edition includes recent work on contextualism evidentialism externalism and internalism and perceptual realism as well the chapter on coherence theory is substantially revised reflecting recent developments in that area new to this second edition is a chapter on feminist epistemology which includes discussions of major positions and themes such as feminist empiricism feminist standpoint epistemology postmodern epistemology and feminist critiques of objectivity it presents the important contributions of philosophers such as sandra harding helen longino genevieve lloyd and others each chapter ends with a list of study questions and readings for further study







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