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Operations research techniques are extremely important tools for planning airline operations. However, much of the technical literature on airline optimization models is highly specialized and accessible only to a limited audience. Allied to this there is a concern among the operations research community that the materials offered in OR courses at MBA or senior undergraduate business level are too abstract, outdated, and at times irrelevant to today's fast and dynamic airline industry. This book demystifies the operations and scheduling environment, presenting simplified and easy-to-understand models, applied to straightforward and practical examples. After introducing the key issues confronting operations and scheduling within airlines, Airline Operations and Scheduling goes on to provide an objective review of the various optimization models adopted in practice. Each model provides airlines with efficient solutions to a range of scenarios, and is accompanied by case studies similar to those experienced by commercial airlines. Using unique source material and combining interviews with alumni working at operations and scheduling departments of various airlines, this solution-orientated approach has been used on many courses with outstanding feedback. As well as having been comprehensively updated, this second edition of Airline Operations and Scheduling adds new chapters on fuel management systems, baggage handling, aircraft maintenance planning and aircraft boarding strategies. The readership includes graduate and undergraduate business, management, transportation, and engineering students; airlines training and acquainting new recruits with operations planning and scheduling processes; general aviation, flight school, International Air Transport Association (IATA), and International Civil Aviation Organization (ICAO) training course instructors; executive jet, chartered flight, air-cargo and package delivery companies, and airline consultants. Bernard Rosner's FUNDAMENTALS OF BIostatISTICS is a practical introduction to the methods, techniques, and computation of statistics with human subjects. It prepares students for their future courses and careers by introducing the statistical methods most often used in medical literature. Rosner minimizes the amount of mathematical formulation (algebra-based) while still giving complete explanations of all the important concepts. As in previous editions, a major strength of this book is that every new concept is developed systematically through completely worked out examples from current medical research problems. Most methods are illustrated with specific instructions as to implementation using software either from SAS, Stata, R, Excel or Minitab. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version. Services

Marketing: People, Technology, Strategy is the eighth edition of the globally leading textbook for Services Marketing by Jochen Wirtz and Christopher Lovelock, extensively updated to feature the latest academic research, industry trends, and technology, social media and case examples. This textbook takes on a strong managerial approach presented through a coherent and progressive pedagogical framework rooted in solid academic research. Featuring cases and examples from all over the world, Services Marketing: People, Technology, Strategy is suitable for students who want to gain a wider managerial view of Services Marketing. This updated second edition of Acute Ischemic Stroke: Imaging and Intervention provides a comprehensive account of the state of the art in the diagnosis and treatment of acute ischemic stroke. The basic format of the first edition has been retained, with sections on fundamentals such as pathophysiology and causes, imaging techniques and interventions. However, each chapter has been revised to reflect the important recent progress in advanced neuroimaging and the use of interventional tools. In addition, a new chapter is included on the classification instruments for ischemic stroke and their use in predicting outcomes and therapeutic triage. All of the authors are internationally recognized experts and members of the interdisciplinary stroke team at the Massachusetts General Hospital and Harvard Medical School. The text is supported by numerous informative illustrations, and ease of reference is ensured through the inclusion of suitable tables. This book will serve as a unique source of up-to-date information for neurologists, emergency physicians, radiologists and other health care providers who care for the patient with acute ischemic stroke. This book offers a comprehensive understanding of the concept and scope of the tourism industry in general and of destination marketing and management in particular. Taking an integrated and comprehensive approach, it focuses on both the macro and micro aspects of destination marketing and management. The book consists of 27 chapters presented in seven parts with the following themes: concept, scope and structure of destination marketing and management, destination planning and policy, consumer decision-making processes, destination marketing research, destination branding and positioning, destination product development and distribution, the role of emerging technologies in destination marketing, destination stakeholder management, destination safety, disaster and crisis management, destination competitiveness and sustainability, and challenges and opportunities for destination marketing and management. -- [Source inconnue]. This new edition focuses on preparing your students to assume the role as a significant member of the health-care team and manager of care, and is designed to help your students transition to professional nursing practice. Developed as a user-friendly text, the content and style makes it a great tool for your students in or out of the classroom. (Midwest). This best-selling resource provides a general overview and basic information for all adult intensive care units. The material is presented in a brief and quick-access format which allows for topic and exam review. It provides enough detailed and specific information to address most all questions and problems that arise in the ICU. Emphasis on fundamental principles in the text should prove useful for patient care outside the ICU as well. New chapters in this edition include hyperthermia and hypothermia syndromes; infection control in the ICU; and severe airflow obstruction. Sections have been reorganized and consolidated when appropriate to reinforce concepts. Revised edition of: Operations and process management / Nigel Slack ... [et al.]. This brief, but complete, paperback builds a basic framework for the relationships among business strategy, information systems, and organizational strategies. Readers will learn how IT relate to organizational design and business strategy, how to recognize opportunities in the work environment, and how to apply current technologies in innovative ways. This book provides a treatment of operations strategy which is clear and well structured, and seeks to apply some of the ideas of operations strategy to a variety of businesses and organisations. In the Trenches of Hell On July 19, 1916, 7000 Australian soldiers - in the first major action of the AIF on the Western Front - attacked entrenched German positions at Fromelles in northern France. By the next day, there were over 5500 casualties, including nearly 2000 dead - a bloodbath that the Australian War Memorial describes as 'the worst 24 hours in Australia's entire history. Just days later, three Australian Divisions attacked German positions at nearby Pozières, and over the next six weeks they suffered another 23,000 casualties. Of that bitter battle, the great Australian war correspondent Charles Bean would write, "The field of Pozières is more consecrated by Australian fighting and more hallowed by Australian blood than any field which has ever existed . . ." Yet the sad truth is that, nearly a century on from those battles, Australians know only a fraction of what occurred. This book brings

the battles back to life and puts the reader in the moment, illustrating both the heroism displayed and the insanity of the British plan. With his extraordinary vigour and commitment to research, Peter FitzSimons shows why this is a story about which all Australians can be proud. And angry. The central focus of this book is how organizations deliver service and the operational decisions that managers face in managing resources and delivering service to their customers. 'Supply Chain Management' illustrates the key drivers of good supply chain management in order to help students understand what creates a competitive advantage. It also provides strong coverage of analytic skills so that students can gauge the effectiveness of the techniques described. Streamline your studying and get the grade you want with PRINCIPLES OF SUPPLY CHAIN MANAGEMENT: A BALANCED APPROACH, Second Edition. With this textbook, you'll learn from real case studies, as well as games--like The Beer Game Supply Chain Management Simulation--how to understand and apply supply chain management. The coverage in this text uses a broad brush to encompass OM, purchasing, and logistics with a supply chain management focus, covering a great deal of content that isn't currently available elsewhere. The book guides you through how all aspects of supply chain activity are accomplished effectively and efficiently. It brings you the real world of supply chain management. The authors break down supply chain issues into purchasing, operations, and logistics. This is one of the most--if not the most--balanced supply chain management texts available, and it follows a natural flow through the supply chain. The well-organized chapters include excellent case studies, demonstrating the practical application of supply chain management in the workplace. Profiles throughout the text reinforce the studies, and help to reinforce your learning. This second edition also includes a number of new cases, in addition to the previous 15 cases, all packaged on the Student CD. Each of the 14 chapters includes revised and updated Supply Chain Management in Action opening features, e-Business Connection features, Global Perspective features, and company examples to ensure that current supply chain management issues are covered in depth. A handy, straightforward guide that teaches students how to acquire marketable job skills and real-world know-how before they graduate--revised and updated for today's economic and academic landscapes. Award-winning college professor and adviser Bill Coplin lays down the essential skills students need to survive and succeed in today's job market, based on his extensive interviews with employers, recruiters, HR specialists, and employed college grads. Going beyond test scores and GPAs, Coplin teaches students how to maximize their college experience by focusing on ten crucial skill groups: Work Ethic, Physical Performance, Speaking, Writing, Teamwork, Influencing People, Research, Number Crunching, Critical Thinking, and Problem Solving. 10 Things Employers Want You to Learn in College gives students the tools they need to prepare during their undergraduate years to impress potential employers, land a higher-paying job, and start on the road to career security and satisfaction. This book covers the foundations of modern methods of quality control and improvement that are used in the manufacturing and service industries. Quality is key to surviving tough competition. Consequently, business needs technically competent people who are well-versed in statistical quality control and improvement. This book should serve the needs of students in business and management and students in engineering, technology, and other related disciplines. Professionals will find this book to be a valuable reference in the field. This book presents the proceedings of the 24th European Conference on Artificial Intelligence (ECAI 2020), held in Santiago de Compostela, Spain, from 29 August to 8 September 2020. The conference was postponed from June, and much of it conducted online due to the COVID-19 restrictions. The conference is one of the principal occasions for researchers and practitioners of AI to meet and discuss the latest trends and challenges in all fields of AI and to demonstrate innovative applications and uses of advanced AI technology. The book also includes the proceedings of the 10th Conference on Prestigious Applications of Artificial Intelligence (PAIS 2020) held at the same time. A record number of more than 1,700 submissions was received for ECAI 2020, of which 1,443 were reviewed. Of these, 361 full-papers and 36 highlight papers were accepted (an acceptance rate of 25% for full-papers and 45% for highlight papers). The book is divided into three sections: ECAI full papers; ECAI highlight papers; and PAIS papers. The topics of these papers cover all aspects of AI, including Agent-based and Multi-agent Systems; Computational Intelligence; Constraints and Satisfiability; Games and Virtual Environments; Heuristic Search; Human Aspects in AI; Information Retrieval and Filtering; Knowledge Representation and Reasoning; Machine Learning; Multidisciplinary Topics and Applications; Natural Language Processing; Planning and Scheduling;

Robotics; Safe, Explainable, and Trustworthy AI; Semantic Technologies; Uncertainty in AI; and Vision. The book will be of interest to all those whose work involves the use of AI technology. "Project Management, 8e provides a holistic and realistic approach to Project Management that combines the human aspect and culture of an organization with the tools and methods used. It covers concepts and skills used to propose, plan, secure resources, budget and lead project teams to successful completion of projects. This text is not only on how the management process works, but also, and more importantly, on why it works. It's not intended to specialize by industry type or project scope, rather it is written for the individual who will be required to manage a variety of projects in a variety of organizational settings. 8e was written for a broad range of audiences including, project managers, students, analysts and Project Management Institute Members preparing for certification exams. The digital component, Connect, now has enhanced algorithmic problems, Application Based Activities, SmartBook 2.0 and Practice Operations, a game-based 3D operations management simulation."--Publisher. Drawing on exhaustive research, practical experience and decades of teaching marketplace theology, Richard Goossen and R. Paul Stevens present a theologically robust vision of Christian entrepreneurship for leaders who would seek to ground their calling in the mission of the triune God. "This book takes you through the collection gallery by gallery, illuminating the art and installations in each room"--From preface. This is a comprehensive, practical and theoretical guide to the latest thinking in the foundations of services. The authors present contributions from the world's leading experts on services marketing and management.' For courses in mathematics for retail merchandising. Written by experienced retailers, *Merchandising Mathematics for Retailing, 5/e* introduces students to the essential principles and techniques of merchandising mathematics, and explains how to apply them in solving everyday retail merchandising problems. Instructor- and student-friendly, it features clear and concise explanations of key concepts, followed by problems, case studies, spreadsheets, and summary problems using realistic industry figures. Most chapters lend themselves to spreadsheet use, and skeletal spreadsheets are provided to instructors within the Instructor's Manual. This edition is extensively updated to reflect current trends, and to discuss careers from the viewpoint of working professionals. It adds 20+ new case studies that encourage students to use analytic skills, and link content to realistic retail challenges. This edition also contains a focused discussion of profitability measures, and an extended discussion of assortment planning. The best-selling textbook in purchasing and supply management through several editions, this book presents a practical framework for students to apply how firms actually manage the enterprise-wide functions of purchasing and supply in today's business environment. This edition represents a complete and thorough revision of the book, now explaining purchasing and supply management in the context of the supply chain, which has begun to dominate the literature in the field. *World Class Supply ManagementSM: The Key to Supply Chain Management, Seventh Edition*, reflects that change in focus, right down to the title (formerly called, more traditionally, *Purchasing and Supply Management*; now with the subtitle that specifically references the book's increased focus on supply-chain issues). New chapters have been added to the beginning and end of the text, to frame the new discussion of supply chain issues. The book has also been thoroughly updated to reflect the realities of purchasing and supply management in the digital age. After years out of print, this new and redesigned book brings back the best and most complete history of the Women's Army Corps. Loaded with history, tables, charts, statistics, photos, personalities, and many useful appendices (including a history of WAC uniforms), *The Women's Army Corps, 1945-1978* is must reading for anyone who served those years in the Army as well as for those who want a complete history of the modern-day military. Author Bettie Morden served from 1942-1972 and she used her experience and access to people and records to compile the definitive reference work. Col. Morden is a graduate of the WAC Officers' Advanced Course (1962); Command and General Staff College (1964); and the Army Management School (1965). She has been awarded the Distinguished Service Medal, the Legion of Merit, the Joint Service Commendation Medal, and the Army Commendation Medal with Oak Leaf Cluster. The fully updated *Crisis Management in Anesthesiology* continues to provide updated insights on the latest theories, principles, and practices in anesthesiology. From anesthesiologists and nurse anesthetists to emergency physicians and residents, this medical reference book will effectively prepare you to handle any critical incident during anesthesia. Identify and respond to a broad range of life-threatening situations with the updated *Catalog of Critical Incidents*, which

outlines what may happen during surgery and details the steps necessary to respond to and resolve the crisis. React quickly to a range of potential threats with an added emphasis on simulation of managing critical incidents. Useful review for all anesthesia professionals of the core knowledge of diagnosis and management of many critical events. Explore new topics in the ever-expanding anesthesia practice environment with a detailed chapter on debriefing. Consult this title on your favorite e-reader, conduct rapid searches, and adjust font sizes for optimal readability. NEW YORK TIMES BESTSELLER • The NBA according to The Sports Guy—now updated with fresh takes on LeBron, the Celtics, and more! Foreword by Malcolm Gladwell • “The work of a true fan . . . it might just represent the next phase of sports commentary.”—The Atlantic Bill Simmons, the wildly opinionated and thoroughly entertaining basketball addict known to millions as ESPN's The Sports Guy, has written the definitive book on the past, present, and future of the NBA. From the age-old question of who actually won the rivalry between Bill Russell and Wilt Chamberlain to the one about which team was truly the best of all time, Simmons opens—and then closes, once and for all—every major pro basketball debate. Then he takes it further by completely reevaluating not only how NBA Hall of Fame inductees should be chosen but how the institution must be reshaped from the ground up, the result being the Pyramid: Simmons's one-of-a-kind five-level shrine to the ninety-six greatest players in the history of pro basketball. And ultimately he takes fans to the heart of it all, as he uses a conversation with one NBA great to uncover that coveted thing: The Secret of Basketball. Comprehensive, authoritative, controversial, hilarious, and impossible to put down (even for Celtic-haters), *The Book of Basketball* offers every hardwood fan a courtside seat beside the game's finest, funniest, and fiercest chronicler. Gain a thorough understanding of the critical role of purchasing in the supply chain with one of today's leading-edge strategy and purchasing books— *SOURCING AND SUPPLY CHAIN MANAGEMENT, 5E, International Edition*. This turnkey solution provides current and complete coverage that makes it not only a useful book, but also a valuable professional reference tool. This edition presents the most recent critical developments in the field as well as the impact of the recent recession and ongoing business uncertainty on today's supply chain. This leading author team draws from firsthand experience and their relationships with executives and practitioners worldwide to present numerous cases, memorable examples, and unique insights that enable readers to better understand today's purchasing process. Since the beginning of mankind on Earth, if the "busyness" process was successful, then some form of benefit sustained it. The fundamentals are obvious: get the right inputs (materials, labor, money, and ideas); transform them into highly demanded, quality outputs; and make it available in time to the end consumer. Illustrating how operations relate to the rest of the organization, *Production and Operations Management Systems* provides an understanding of the production and operations management (P/OM) functions as well as the processes of goods and service producers. The modular character of the text permits many different journeys through the materials. If you like to start with supply chain management (Chapter 9) and then move on to inventory management (Chapter 5) and then quality management (Chapter 8), you can do so in that order. However, if your focus is product line stability and quick response time to competition, you may prefer to begin with project management (Chapter 7) to reflect the continuous project mode required for fast redesign rapid response. Slides, lectures, Excel worksheets, and solutions to short and extended problem sets are available on the Downloads / Updates tabs. The project management component of P/OM is no longer an auxiliary aspect of the field. The entire system has to be viewed and understood. The book helps students develop a sense of managerial competence in making decisions in the design, planning, operation, and control of manufacturing, production, and operations systems through examples and case studies. The text uses analytical techniques when necessary to develop critical thinking and to sharpen decision-making skills. It makes production and operations management (P/OM) interesting, even exciting, to those who are embarking on a career that involves business of any kind. Focusing on critical care nursing, this full-color text provides an examination of the important aspects of critical care nursing. It is organized in ten units around alterations in body systems. Developed for the required management course in all pharmacy curricula, this text covers everything from personal management to operations management, managing people, accounting basics and finance, marketing, purchasing, value-added services, managing risks and more, in this text the top experts focus on the principles applicable to all practice settings and all aspects of pharmacy practice. Evidence based, theory is directly applied to cases

and examples. The seventh edition of Operations and Supply Chain Management for MBAs is the definitive introduction to the fundamental concepts of supply chain and operations management. Designed specifically to meet the needs of MBA students, this market-leading book offers clear presentation of topics such as process planning and design, capacity and location planning, schedule and inventory management, and enterprise resource planning. A strategic, conceptual approach helps readers comprehend the contemporary issues they will soon be facing in industry. This concisely-formatted volume enables instructors to customize their courses for the unique requirements of MBA programs. Each chapter integrates material directly into the text—rather than sidebars, highlights, and other pedagogical devices—to achieve a smooth, easy-to-read narrative flow. Carefully selected questions prompt discussions that complement the mature, more experienced nature of MBA students, while case studies and supplementary materials illustrate key concepts and practices. Topics such as outsourcing and global sourcing, the role of information technology, and global competitiveness strategies assist students to

understand working and competing in the globalized economy. This text addresses the issues of how to develop new service products - where the concept of service has moved from transaction to experience. The authors draw upon the expertise of internationally recognised authors. This is the eBook of the printed book and may not include any media, website access codes, or print supplements that may come packaged with the bound book. Written by award-winning experts, Steve Mariotti and Caroline Glackin, Entrepreneurship and Small Business Management presents complex economic, financial and business concepts in a manner easily understood by a variety of students. Based on a proven curriculum from the Network for Teaching Entrepreneurship (NFTE), it is organized to follow the life-cycle of an entrepreneurial venture—from concept through implementation to harvesting or replication. Filled with examples from a broad range of industries, it moves further into the entrepreneurial process—discussing the business plan and also the unique aspects of managing and growing entrepreneurial ventures and small businesses.