

Nantel Study Guides

Offering practical approaches to common clinical problems, *Gynecologic Radiation Oncology: A Practical Guide* compiles the extensive clinical experience of Drs. Patricia J. Eifel and Ann H. Klopp from MD Anderson Cancer Center into one user-friendly volume. This reference addresses practical aspects of the field: how to evaluate the role of radiation therapy in various clinical settings, how to explain the rationale for treatment recommendations to referring physicians and patients, when and how to apply various external beam and brachytherapy techniques to address specific clinical problems, and how to monitor and manage patients during and after treatment. The book focuses on the following items, which can have immediate application to the treatment of patients with gynecologic cancers.

Marty Taylor (Cornell University) Provides a concept map of each chapter, chapter summaries, a variety of interactive questions, and chapter tests.

This comprehensive, up-to-date text, which brings together the key practical elements of the rapidly evolving field of sperm DNA and chromatin abnormalities, is divided thematically into five main sections. Part I discusses human sperm chromatin structure and nuclear architecture, while part II presents laboratory evaluation of sperm DNA damage, including SCSA, SCD, TUNEL and Comet assays, and cytochemical tests. Biological and clinical factors in the etiology of sperm DNA damage are discussed in part III, including oxidative stress, abortive apoptosis, cancer, and environmental and lifestyle factors. Part IV presents clinical studies on the utility of sperm DNA damage tests, both with natural and ART-assisted pregnancies, and debates the clinical utility of such tests. Finally, part V discusses current treatment options, such as antioxidant therapy, varicocele, advanced sperm processing techniques and the use of testicular sperm. We are now beginning to better understand the unique organization of the sperm chromatin, as well as the nature and etiology of sperm DNA damage. Written and edited by worldwide experts in andrology, *A Clinician's Guide to Sperm DNA and Chromatin Damage* is an excellent resource for reproductive medicine and REI specialists, urologists, reproductive biologists and any professional working with the infertile male.

An up-to-date overview of blood and marrow transplantations, the book discusses in detail Indication to transplantation and pre-transplant considerations. An outlook on the latest developments and their future aspects is included, while problems and pre- and post-transplant complications are fully explored.

Includes Practice Test Questions *Plant Operator Selection System Secrets* helps you ace the Plant Operator Selection System without weeks and months of endless studying. Our comprehensive Plant Operator Selection System Secrets study guide is written by our exam experts, who painstakingly researched every topic and concept that you need to know to ace your test. Our original research reveals specific weaknesses that you can exploit to increase your exam score more than you've ever imagined. *Plant Operator Selection System Secrets* includes: The 5 Secret Keys to POSS Exam Success: Time is Your Greatest Enemy, Guessing is Not Guesswork, Practice Smarter, Not Harder, Prepare, Don't Procrastinate, Test Yourself; A comprehensive General Strategy review including: Make Predictions, Answer the Question, Benchmark, Valid Information, Avoid Fact Traps, Milk the Question, The Trap of Familiarity, Eliminate Answers, Tough Questions, Brainstorm, Read Carefully, Face Value, Prefixes, Hedge Phrases, Switchback Words, New Information, Time Management, Contextual Clues, Don't Panic, Pace Yourself, Answer Selection, Check Your Work, Beware of Directly Quoted Answers, Slang, Extreme Statements, Answer Choice Families; A comprehensive Content review including: Power Plant Operator, Specialized Training, Solve Problems, Adjustments, Electrical Power Station, Logs of Performance and Maintenance, Production, Safe Working Conditions, Emergency Situations, Water Treatment Plant, Test Results, Independent Contractor, Mechanical Concepts, Tables and Graphs, Reading Comprehension, Mathematical Usage, Index Score, Good Night's Sleep, Complete and Balanced Breakfast, Drink Plenty of Water, Practice Exercises, Assembly Questions, Double-Check Your Work, Jigsaw Puzzles, Electronics Equipment, Spatial Intelligence, Manipulate Three-Dimensional Objects, Mechanical Concepts, Basics of Physics, Velocity of an Object, Speed, Acceleration, and much more...

La investigación en marketing : introducción - La formulación del problema de la investigación - Los datos secundarios y la investigación cualitativa - La encuesta, la observación y la experimentación - La construcción y el test de los instrumentos de medida - El muestreo, teoría y práctica - El arreglo de los datos y el análisis estadístico univariado - El análisis de las relaciones entre dos variables - El análisis de las percepciones y de las preferencias - El informe de investigación.

FAO provides countries with technical support to conduct nutrition assessments, in particular to build the evidence base required for countries to achieve commitments made at the Second International Conference on Nutrition (ICN2) and under the 2016-2025 UN Decade of Action on Nutrition. Such concrete evidence can only derive from precise and valid measures of what people eat and drink. There is a wide range of dietary assessment methods available to measure food and nutrient intakes (expressed as energy insufficiency, diet quality and food patterns etc.) in diet and nutrition surveys, in impact surveys, and in monitoring and evaluation. Different indicators can be selected according to a study's objectives, sample population, costs and required precision. In low capacity settings, a number of other issues should be considered (e.g. availability of food composition tables, cultural and community specific issues, such as intra-household distribution of foods and eating from shared plates, etc.). This manual aims to signpost for the users the best way to measure food and nutrient intakes and to enhance their understanding of the key features, strengths and limitations of various methods. It also highlights a number of common methodological considerations involved in the selection process. Target audience comprises of individuals (policy-makers, programme managers, educators, health professionals including dietitians and nutritionists, field workers and researchers) involved in national surveys, programme planning and monitoring and evaluation in low capacity settings, as well as those in charge of knowledge brokering for policy-making.

“The Bean Trees is the work of a visionary. . . . It leaves you open-mouthed and smiling.” — Los Angeles Times A bestseller that has come to be regarded as an American classic, *The Bean Trees* is the novel that launched Barbara Kingsolver’s remarkable literary career. It is the charming, engrossing tale of rural Kentucky native Taylor Greer, who only wants to get away from her roots and avoid getting pregnant. She succeeds, but inherits a three-year-old Native American girl named Turtle along the way, and together, from Oklahoma to Arizona, half-Cherokee Taylor and her charge search for a new life in the West. Hers is a story about love and friendship, abandonment and belonging, and the discovery of surprising resources in seemingly empty places. This edition includes a P.S. section with additional insights from the author, background material, suggestions for further reading, and more.

A source of medical, legal and regulatory information on the toxicology of human exposure to metals and chemicals, this three-volume set is designed to be the first resource professionals turn to when formulating an opinion and developing a programme. It is annually updated to provide the latest information on over 150 chemical agents in a standar

In recent years, developed countries have formulated public policies in agriculture ranging from supporting rural life and farm income to promoting sustainability of food and fibre production. *Public Policy in Agriculture: Impact on Labor Supply and Household Income* addresses the lack of empirical research in this area. It explores the impact of differing approaches to public policy through a series of international case studies, from the USA and Canada to South Korea, Norway, Slovenia and Taiwan. At a time when much of the developed world has been experiencing budget deficits and policy-makers and the public in general have re-opened the debate on public expenditures in the agricultural sector, this is a timely volume. Mishra, Viaggi and Gomez y Paloma have written an authoritative guide to agricultural public policy that will serve as a reference for academics, researchers, students, and policy-makers.

The brilliant #1 New York Times bestseller Named a best book of 2020 by The New York Times, The Washington Post, TIME, The Guardian, and many more With *The Mirror & the Light*, Hilary Mantel brings to a triumphant close the trilogy she began with her peerless, Booker Prize-winning novels, *Wolf Hall* and *Bring Up the Bodies*. She traces the final years of Thomas Cromwell, the boy from nowhere who climbs to the heights of power, offering a defining portrait of predator and prey, of a ferocious contest between present and past, between royal will and a common man’s vision: of a modern nation making itself through conflict, passion and courage. The story begins in May 1536: Anne Boleyn is dead, decapitated in the space of a heartbeat by a hired French executioner. As her remains are bundled into oblivion, Cromwell breakfasts with the victors. The blacksmith’s son from Putney emerges from the spring’s bloodbath to continue his climb to power and wealth, while his formidable master, Henry VIII, settles to short-lived happiness with his third queen, Jane Seymour. Cromwell, a man with only his wits to rely on, has no great family to back him, no private army. Despite rebellion at home, traitors plotting abroad and the threat of invasion testing Henry’s regime to the breaking point, Cromwell’s robust imagination sees a new country in the mirror of the future. All of England lies at his feet, ripe for innovation and religious reform. But as fortune’s wheel turns, Cromwell’s enemies are gathering in the shadows. The inevitable question remains: how long can anyone survive under Henry’s cruel and capricious gaze? Eagerly awaited and eight years in the making, *The Mirror & the Light* completes Cromwell’s journey from self-made man to one of the most feared, influential figures of his time. Portrayed by Mantel with pathos and terrific energy, Cromwell is as complex as he is unforgettable: a politician and a fixer, a husband and a father, a man who both defied and defined his age. The key to opening the hearts, minds and wallets of Quebecers Most Quebecers come from a French culture, live in an English society and have an American lifestyle. Who are Quebecers exactly? What do they want? What are their aspirations? This book paints a surprising, sometimes unsettling, and consistently uncompromising portrait of the Quebec personality. During the last 30 years, the Leger survey firm has collected the most intimate secrets, deepest fears and greatest hopes of Quebecers and Canadians, in order to redefine what constitutes the Quebec difference. Using a scientific approach, this book unveils the seven character traits that make Quebecers unique – not better or worse, but different.

Applying Social Cognition to Consumer-Focused Strategy, a book in the Advertising and Consumer Psychology series sponsored by the Society for Consumer Psychology, focuses on the most important recent developments at the interface of social cognition and marketing, and develops integrative theoretical frameworks with rich practical implications. More specifically, the chapters offer a novel and thought-provoking perspective on consumer-focused strategy--or the effects of marketing stimuli and activities on an integrated system of consumer processes and responses. Divided into four parts, this book: *offers new perspectives on consumer information processing, selective or one sided information processing, and attribution theory; *discusses how asking questions in focus groups, surveys, and experiments leads consumers to create opinions that would not have occurred to them otherwise; *advances a new approach for modeling uncertainty and a new framework for thinking about uncertainty; *summarizes recent developments concerning the Implicit Association Test and their implications for branding strategy; *develops a new approach for analyzing the effects of intention on behavior and unplanned purchase behaviors; *discusses the devaluation effect and shows both how implementation intentions can be used to increase new product consumption and also how promotion versus prevention regulatory focus influences consumer preferences; and *focuses on consumer information processing and persuasion. The text is intended for advanced graduate students, academics, and practitioners who embrace cutting-edge paradigms and methodologies in social-cognitive consumer research.

Offering a fresh take on laser engineering, *Laser Modeling: A Numerical Approach with Algebra and Calculus* presents algebraic models and traditional calculus-based methods in tandem to make concepts easier to digest and apply in the real world. Each technique is introduced alongside a practical, solved example based on a commercial laser. Assuming some knowledge of the nature of light, emission of radiation, and basic atomic physics, the text: Explains how to formulate an accurate gain threshold equation as well as determine small-signal gain Discusses gain saturation and

introduces a novel pass-by-pass model for rapid implementation of "what if?" scenarios Outlines the calculus-based Rigrod approach in a simplified manner to aid in comprehension Considers thermal effects on solid-state lasers and other lasers with new and efficient quasi-three-level materials Demonstrates how the convolution method is used to predict the effect of temperature drift on a DPSS system Describes the technique and technology of Q-switching and provides a simple model for predicting output power Addresses non-linear optics and supplies a simple model for calculating optimal crystal length Examines common laser systems, answering basic design questions and summarizing parameters Includes downloadable Microsoft® Excel™ spreadsheets, allowing models to be customized for specific lasers Don't let the mathematical rigor of solutions get in the way of understanding the concepts. Laser Modeling: A Numerical Approach with Algebra and Calculus covers laser theory in an accessible way that can be applied immediately, and numerically, to real laser systems.

Written for graduate students in mathematics or non-specialist mathematicians who wish to learn the basics about some of the most important current research in the field, this book provides an intensive, yet accessible, introduction to the subject of algebraic combinatorics. After recalling basic notions of combinatorics, representation theory, and some commutative algebra, the main material provides links between the study of coinvariant—or diagonally coinvariant—spaces and the study of Macdonald polynomials and related operators. This gives rise to a large number of combinatorial questions relating to objects counted by familiar numbers such as the factorials, Catalan numbers, and the number of Cayley trees or parking functions. The author offers ideas for extending the theory to other families of finite Coxeter groups, besides permutation groups.

Orofacial Pain: A Guide to Medications and Management brings together guidance and information on the rational use of medications for the treatment of chronic orofacial pain. Focusing on clinically relevant information throughout and aiming itself squarely at the needs of dentists and other clinicians working directly with orofacial pain, the book covers the use of oral, injectable and topical medications for managing neuropathic and musculoskeletal pain, headache, and uncommon orofacial pain disorders. Useful features, such as discussion of the top 60 medications prescribed for orofacial pain, are integrated with comprehensive coverage of drug types, pharmacological issues, and the interaction of medication management with other treatment strategies.

This book presents a detailed description of the Think Aloud Method, which was developed to facilitate knowledge acquisition and problem-solving by asking the participant to think aloud while solving a problem. The Think Aloud Method is based on the premise that people are often able to verbalize their thoughts as they solve a problem, and their resulting behavior can be analyzed to answer questions about problem solving behavior. This method is useful for psychological research on problem solving behavior, as well as for knowledge acquisition in the context of building expert computer programs. In many cases the Think Aloud Method is an invaluable source of information for psychologists and knowledge engineers. The Think Aloud Method is intended for two types of readers: social scientists who want to use the Think Aloud Method for research on cognitive processes, and knowledge engineers who wish to use the method for knowledge acquisition. The book is made accessible to both audiences with short introductions to several issues that are basic knowledge for one readership, but that are not part of the standard knowledge of their community. Introductory sections on those topics relevant to both communities are also included. The Think Aloud Method will prove a welcome addition to work in this exciting area.

Includes papers and case studies presented at a FAO workshop held in Rome, Italy from 8 to 10 October 2003 Evidence shows that a multidisciplinary approach to Parkinson's care provides better patient outcomes and is more cost effective. This new title provides a practical guide to this approach, with the perspective of the person living with Parkinson's firmly at its core. Written by experts in their field and firmly grounded in up-to-date evidence, Parkinson's Disease: A Multidisciplinary Guide to Management addresses multidisciplinary intervention through the various stages of disease, rather than by discipline. It covers all aspects of care, from pharmacological management to non-drug interventions that are helpful for Parkinson's symptoms. This book is unique in its holistic approach to the patient and their family, and will help all members of the team to implement a biopsychosocial model of health that puts the person with Parkinson's at the centre of care. Clinician-led content provides perspectives of different members of the interdisciplinary team, including medics, nurses, physiotherapists, occupational therapists and psychologists Includes practical advice and top tips enhance management of common problems Includes best practice for Parkinson's as well as Atypical Parkinsonian Syndromes - Progressive Supranuclear Palsy, Corticobasal Syndrome and Multiple System Atrophy Includes management of falls and bone health, palliative care, management of inpatients Provides practical advice on delivering services remotely by telephone or video

Contributing pioneering new research, this innovative book proposes new ways and directions in which to extend the influential 'business networks perspective' approach to doing business. While previous research has focused upon relationships with customers and suppliers, the authors argue that there is a need to expand the outlook to include other stakeholders. Taking a stand in a broad management perspective, chapters relate contemporary issues within industrial and international marketing, product innovation, and information systems. Challenging existing views and proposing elaborate alternatives; this volume examines a range of examples that have inspired researchers to extend the business network. To provide further understanding, Extending the Business Network Approach relates current and new research to territories, technologies and terms to reveal novel insights, and to encourage further directions for research.

Machine translation has become increasingly popular, especially with the introduction of neural machine translation in major online translation systems. However, despite the rapid advances in machine translation, the role of a human translator remains crucial. As illustrated by the chapters in this book, man-machine interaction is essential in machine translation, localisation, terminology management, and crowdsourcing translation. In fact, the importance of a human

translator before, during, and after machine processing, cannot be overemphasised as human intervention is the best way to ensure the translation quality of machine translation. This volume explores the role of a human translator in machine translation from various perspectives, affording a comprehensive look at this topical research area. This book is essential reading for anyone involved in translation studies, machine translation or interested in translation technology. This book takes an international perspective on the topical issues of marketing ethics and ethical communications. The contributors are professors of business in various European institutions who bring their international background and experience to this body of work. Johannesburg is the economic hub of South Africa and the Southern African region. At the same time, it is a city of extremes which juxtaposes ostentatious wealth and conspicuous consumption with grinding poverty and food insecurity. Not enough is known about the prevalence and nature of food insecurity in the city, making it difficult to challenge and plan to reduce the urban food gap. This paper uses AFSUN data from three lower-income areas of the city (Alexandra, Orange Farm and the Inner City) to examine the characteristics and drivers of food insecurity in Johannesburg. Despite high overall levels of food insecurity, the three study areas exhibited important differences. While the proportion of food secure households was similar in each area, the proportion of severely food insecure households was highest in the informal settlement of Orange Farm and lowest in Alexandra. Household food insecurity is directly linked to household income as the vast majority of food consumed is purchased not grown. In general, the poorer the household, the greater the proportion of household income that is spent on food. Households rely significantly on supermarkets and the informal food economy as food sources. Less than ten percent are involved in any form of urban agriculture or receive food transfers directly from rural areas. This paper also shows that food insecurity correlates with poor health outcomes and concludes with a discussion of the policy implications of the AFSUN study. This extensively revised second edition provides an up-to-date and highly informative textbook on psoriasis. The understanding of the mechanisms behind the disease and the available treatment options have continued to develop rapidly in recent times, with this vital resource covering the latest in these management options, including targeted T-cell therapy, the use of immunomodulators, systemic therapies, and ultraviolet and laser therapy. In addition, it provides a detailed overview of the pathophysiology, comorbidities, epidemiology and triggers of the disease. *Advances in Psoriasis: A Multisystemic Guide* extensively details the scientific basis and practice management of psoriasis. It is therefore a vital resource for practicing and trainee dermatologists looking to develop their clinical knowledge of how to manage and treat these patients.

This book investigates the effects of utilitarian and hedonic shopping behavior, drawing on original empirical research. Consumers have been shown to shop in one of two ways: they are either mainly driven by fun, escapism, and variety, or by need and efficiency. While previous literature has focused on the drivers of hedonic or utilitarian shopping, this book explores the consequences of these styles of shopping and addresses their impact on perceived value, money spent, and willingness to return to the store in future. The author synthesizes theories from previous studies, applying them to two key retailing contexts – intensive distribution and selective distribution. Ultimately, this book highlights the need for retailers to adopt a more consumer-based perspective to improve shopping experiences. It will prove useful for academics who want to gain a better understanding of hedonic and utilitarian behavior, and also offers practitioners with useful insights on how to target different customer segments.

Nutritional status is the most important outcome indicator to measure progress against poverty and malnutrition. Nine case studies from Africa, Asia and Latin America and three desk reviews investigate best practices that may account for successful outcomes and programme sustainability.

The Rowman & Littlefield Guide for Peer Tutors introduces college students to the field of peer tutoring, providing a theoretical background and practical guidance for peer tutors in higher education. Taking an innovative approach firmly grounded in the science of learning and cognition, the text guides college students in thinking critically about their work as educators and in making informed choices in working with learners. A vibrant, engaging read, the text covers topics essential for all peer tutors, across writing, mathematics, the sciences, languages, and other disciplines: the brain-based reality of learning, active and collaborative pedagogies, the role of learning centers in colleges and universities, models for tutoring, the transition to college, metacognition, study strategies, online environments, and much more. An ideal supporting text for both tutor training programs and courses for peer educators, this book provides support for learning and writing center administrators in welcoming college students to the field of peer-led learning and for tutors in the work of acting as guides and mentors to the fields of inquiry that exist within the academy.

Poor dietary quality is a significant risk factor for stunting and micronutrient deficiencies among young children and globally one of the leading causes of premature death and disease (Arimond & Ruel, 2004; Forouzanfar et al., 2015). Dietary quality is typically proxied by diversity of the consumed diet. Foods with similar nutritional qualities are first grouped together and dietary diversity is measured by the number of different food groups consumed in a certain time interval. For example, the World Health Organization recommends that children 6-23 months consume at least four food groups (out of seven) every day. Based on this metric, Ethiopian children in this age range consume one of the least diversified diets in sub-Saharan Africa (Hirvonen, 2016) with only 14 percent meeting the WHO recommendation (CSA & ICF, 2016). Recent analysis of the timing of growth faltering of young children suggests that poor complementary feeding practices, including poor dietary quality, is an important risk factor for stunting in Ethiopia (Hirvonen, Headey, Golan, & Hoddinott, 2019). The available evidence suggests that diets are monotonous also at the household level. For example, in 2011, the average Ethiopian household consumed only 42 kg of fruits and vegetables in a year per adult equivalent (Hassen Worku, Dereje, Minten, & Hirvonen, 2017) – far below the World Health Organization's recommendation of 146 kg per year (Hall, Moore, Harper, & Lynch, 2009). This report is structured as follows. In the subsequent section, we describe the data used in this report. In section 3, we assess the consumption of nutritious foods among young children and also carry out a similar assessment at the household level. In section 4, we study the production of nutritious foods in the region. In section 5, we examine the availability of nutritious foods in rural markets. In section 6, we assess the affordability of nutritious foods in the region. Section 7 concludes and summarizes the findings.

This third edition of the SME Mining Engineering Handbook reaffirms its international reputation as "the handbook of choice" for today's practicing mining engineer. It distills the body of knowledge that characterizes mining engineering as a disciplinary field and has subsequently helped to inspire and inform generations of mining professionals. Virtually all of the information is original content, representing the latest information from more than 250 internationally recognized mining industry experts. Within the handbook's 115 thought-provoking chapters are current topics relevant to today's mining professional: Analyzing how the mining and minerals industry will develop over the medium and long term--why such changes are inevitable, what this will mean in terms of challenges, and how they could be managed Explaining the mechanics associated with the multifaceted world of mine and mineral economics, from the decisions associated with how best to finance a single piece of high-value equipment to the long-term cash-flow issues associated with mine planning at a mature operation Describing the recent and ongoing technical initiatives and engineering developments in relation to robotics, automation, acid rock drainage, block caving optimization, or process dewatering methods Examining in detail the methods and equipment available to achieve efficient, predictable, and safe rock breaking, whether

employing a tunnel boring machine for development work, mineral extraction using a mobile miner, or cast blasting at a surface coal operation Identifying the salient points that dictate which is the safest, most efficient, and most versatile extraction method to employ, as well as describing in detail how each alternative is engineered Discussing the impacts that social and environmental issues have on mining from the pre-exploration phase to end-of-mine issues and beyond, and how to manage these two increasingly important factors to the benefit of both the mining companies and other stakeholders

Legionnaires' disease, a pneumonia caused by the Legionella bacterium, is the leading cause of reported waterborne disease outbreaks in the United States. Legionella occur naturally in water from many different environmental sources, but grow rapidly in the warm, stagnant conditions that can be found in engineered water systems such as cooling towers, building plumbing, and hot tubs. Humans are primarily exposed to Legionella through inhalation of contaminated aerosols into the respiratory system. Legionnaires' disease can be fatal, with between 3 and 33 percent of Legionella infections leading to death, and studies show the incidence of Legionnaires' disease in the United States increased five-fold from 2000 to 2017. Management of Legionella in Water Systems reviews the state of science on Legionella contamination of water systems, specifically the ecology and diagnosis. This report explores the process of transmission via water systems, quantification, prevention and control, and policy and training issues that affect the incidence of Legionnaires' disease. It also analyzes existing knowledge gaps and recommends research priorities moving forward.

This book is an innovative attempt to identify and analyse the processes related to social influence in online buying behaviour, with special attention given to the phenomenon of social proof, which is the basis of social media, recommendation marketing and word of mouth (WOM) marketing. It empirically verifies the factors which influence the effectiveness of social proof, as well as identifying relevant impact factors. Opening with a literature review of this concept from the perspective of social psychology, sociology and marketing, this interdisciplinary approach to the issue allows for an in-depth understanding of the mechanisms of the effective use of social proof in contemporary online marketing. Following this, in the context of theoretical considerations, the author analyses the social role and significance of social proof in the buying behaviours of online consumers. The second half of the book presents the results of the author's quantitative and qualitative research of the effectiveness of social proof. The quantitative research verifies the hypotheses concerning the social role and significance of social proof in buying decisions and identifies the level of confidence in the opinions expressed by other web users. The qualitative research focuses on the empirical verification of the effectiveness of social proof mechanisms. Additionally, attention is given to sensitivity to social proof, i.e., the factors that increase the effectiveness of such messages, both from the sender's and recipient's perspective, as well as the forms and channels of communication. Written for scholars and researchers interested in the debate on the transparency of activities carried out by companies in the area of online marketing, the book's detailed analysis of influence utilising both quantitative and qualitative studies may be of interest to a wider group of academics including economists, psychologists and sociologists.

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