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Developed for Introduction to Soils or Soil Science courses,

The Nature and Properties of Soils, Fifteenth Edition, can be used in courses such as Soil Fertility, Land Resources, Earth Science and Soil Geography. Help students learn about soils and their connections to the ecosystem The Nature and Properties of Soils is designed to engage today's students with the latest in the world of soils. This hallmark text introduces students to the exciting world of soils through clear writing, strong pedagogy, and an ecological approach that effectively explains the fundamentals of soil science. Worked calculations, vignettes, and current real-world applications prepare readers to understand concepts, solve problems, and think critically. Written for both majors and non-majors, this text highlights the many interactions between the soil and other components of forest, range, agricultural, wetland and constructed ecosystems. Now in full-color, the Fifteenth Edition includes hundreds of compelling photos, figures, and diagrams to bring the exciting world of soils to life. Extensively revised, new and updated content appears in every chapter. Examples include: coverage of the pedosphere concept; new insights into humus and soil carbon accumulation; subaqueous soils, soil effects on human health; principles and practice of organic farming; urban and human engineered soils; new understandings of the nitrogen cycle; water-saving irrigation techniques; hydraulic redistribution, soil food-web ecology; disease suppressive soils; soil microbial genomics; soil interactions with global climate change; digital soil maps; and many others This volume presents a collection of papers presented at the 15th International Symposium of Robotic Research (ISRR). ISRR is the biennial meeting of the International Foundation of Robotic Research (IFRR) and its 15th edition took place in Flagstaff, Arizona on December 9 to December 12, 2011. As for the previous symposia, ISRR 2011 followed up on the successful concept of a mixture of invited contributions and

open submissions. Therefore approximately half of the 37 contributions were invited contributions from outstanding researchers selected by the IFRR officers and the program committee, and the other half were chosen among the open submissions after peer review. This selection process resulted in a truly excellent technical program which featured some of the very best of robotic research. The program was organized around oral presentation in a single-track format and included for the first time a small number of interactive presentations. The symposium contributions contained in this volume report on a variety of new robotics research results covering a broad spectrum including perception, manipulation, grasping, vehicles and design, navigation, control and integration, estimation and SLAM. The 13TH ENHANCED EDITION of GARDNER'S ART THROUGH THE AGES: A GLOBAL HISTORY takes this brilliant bestseller to new heights in addressing the challenges of today's classroom. Over 300 additional new images are integrated into the text, and appear online as full size digital images with discussions written by the author. These bonus images are complimented complemented by groundbreaking media support for students including video study tools and a robust eBook. With a renewed focus on job-relevant skills, the newest edition of this bestselling text helps management and non-management students alike better prepare to enter the workforce. Management, 15th Edition, Global Edition, vividly illustrates effective management theories by incorporating the perspectives of real-life managers. Through examples, cases, and hands-on exercises, students will see and experience management in action--helping them develop the specific skills that employers are looking for and understand how the concepts they're learning about actually work in today's dynamic business world. Renowned for its authoritative, comprehensive coverage of contemporary

international finance, Multinational Business Finance trains the leaders of tomorrow's multinational enterprises to recognize and capitalize on the unique characteristics of global markets. Because the job of a manager is to make financial decisions that increase a firm's value, the authors have embedded real-world mini-cases throughout to apply chapter concepts to the types of situations managers of multinational firms face. The 15th Edition attempts to capture the rapid evolution of our global marketplace, taking a closer look at the types of organizations that permeate the widespread arena, competition, and opportunities in emerging markets, and how financial leadership can integrate the strategic and financial challenges that global businesses face today. Robbins/Judge presents current, relevant research in a clear, reader-friendly writing style. Globally accepted and written by one of the most foremost authors in the field, this is a necessary read for all managers, human resource workers, and anyone needing to understand and improve their people skills. Enhance your knowledge of AIS with the latest information Accounting Information Systems, 15th edition by Marshall B. Romney and Paul J. Steinbart provides a comprehensive guide to AIS, with unprecedented coverage of the major approaches to the subject. This new edition incorporates all the most recent updates in the field, covering recent regulatory developments in the design and operation of accounting systems, how developments in IT affect business processes, and how accountants can use AIS to add value to add value to an organisation. This book will not only show you how AIS has changed the role of the accountant, but also prepare you for a successful accounting career. With chapters and material to suit your course needs, this text is an excellent course companion for undergraduates and postgraduates alike. Organise your learning and improve results with the Revel® Edition for this text. The interactive,

digital, and mobile learning environment that replaces the traditional printed text and empowers students to actively participate in learning. More than a digital textbook, Revel delivers an engaging blend of author content, media, and assessment. With Revel, students read and practice in one continuous experience — anytime, anywhere, on any device. If you would like to purchase the Revel® version of this text, search for: 9781292353319 Revel for Accounting Information Systems, Global Edition, Instant Access This textbook provides a survey of sociology. As the scientific study of society, sociology is a social science which uses various methods of empirical investigation and critical analysis to develop a body of knowledge about human social activity. It focuses on the influence of our relationships around us and how they affect our behaviors and attitudes. The author approaches this subject with a desire to help students find and use sociology in everyday life. Modern Chess Openings is the best and most trusted tool for serious chess players on the market. First published over a half-century ago, this is a completely revised and updated edition of the book that has been the standard English language reference on chess openings. An invaluable resource for club and tournament players, it now includes information on recent matches and the most up-to-date theory on chess openings. Modern Chess Openings is ideal for intermediate players ready to elevate their game to the next level or International Grandmasters who want to stay on top of recent chess innovations.

Abnormal Psychology: The Science and Treatment of Psychological Disorders consists of a balance and blending of research and clinical application, the use of paradigms as an organizing principle, and involving the learner in the kinds of real-world problem solving engaged in by clinicians and scientists. Students learn that psychopathology is best understood by considering multiple perspectives and that

these varying perspectives provide the clearest accounting of the causes of these disorders as well as the best possible treatments. A longtime favorite with millions of readers, **LOOKING OUT, LOOKING IN, 15th Edition** maintains its market-leading tradition of linking the latest research and theory to learners' everyday lives. Its accessible approach motivates readers to learn and apply communication principles in both personal relationships and on the job. Expanded emphasis on social media includes an all-new chapter devoted to the role of mediated communication in interpersonal relationships as well as integrated coverage throughout the book. In addition, diverse examples, new readings, compelling cartoons, lively photos, and popular culture references bring principles to life. **Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.** Author and award-winning scholar-professor Fred Kleiner continues to set the standard for art history textbooks, combining impeccable and authoritative scholarship with an engaging approach that discusses the most significant artworks and monuments in their full historical and cultural contexts. The most widely read and respected history of art and architecture in the English language for over 85 years, the 15th edition of **GARDNER'S ART THROUGH THE AGES: A GLOBAL HISTORY, VOLUME I** includes nearly 200 new images, new pedagogical box features, images that have been upgraded for clarity and color-fidelity, revised and improved maps and architectural reconstructions, and more. More than 40 reviewers -- both generalists and specialists -- contributed to the accuracy and readability of this edition. **GARDNER'S** has built its stellar reputation on up-to-date and extensive scholarship, reproductions of unsurpassed quality, the consistent voice of a single storyteller, and more online resources and help for students and instructors than any

other art survey text. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version. Updated in its 13th edition, Joseph Devito's The Interpersonal Communication Book provides a highly interactive presentation of the theory, research, and skills of interpersonal communication with integrated discussions of diversity, ethics, workplace issues, face-to-face and computer-mediated communication and a new focus on the concept of choice in communication. This thirteenth edition presents a comprehensive view of the theory and research in interpersonal communication and, at the same time, guides readers to improve a wide range of interpersonal skills. The text emphasizes how to choose among those skills and make effective communication choices in a variety of personal, social, and workplace relationships For undergraduate Principles of Management courses REAL Managers, REAL Experiences With a renewed focus on skills and careers, the new edition of this bestselling text can help better prepare your students to enter the job market. Management, Thirteenth Edition vividly illustrates effective management theories by incorporating the perspectives of real-life managers. Through examples, cases, and hands-on exercises, students will see and experience management in action, helping them understand how the concepts they're learning actually work in today's dynamic business world. Students will gain hands-on practice applying management concepts with MyManagementLab. They'll engage in real business situations with simulations, build their management skills by writing and talking about different management scenarios, have access to a video library to help put concepts into perspective, and more. Also available with MyManagementLab MyManagementLab is an online homework, tutorial, and assessment program designed to work with this text to engage students and improve results.

Within its structured environment, students practice what they learn, test their understanding, and pursue a personalized study plan that helps them better absorb course material and understand difficult concepts. Please note that the product you are purchasing does not include MyManagementLab. MyManagementLab Join over 11 million students benefiting from Pearson MyLabs This title can be supported by MyManagementLab, an online homework and tutorial system designed to test and build your understanding. Would you like to use the power of MyManagementLab to accelerate your learning? You need both an access card and a course ID to access MyManagementLab. These are the steps you need to take: 1. Make sure that your lecturer is already using the system Ask your lecturer before purchasing a MyLab product as you will need a course ID from them before you can gain access to the system. 2. Check whether an access card has been included with the book at a reduced cost If it has, it will be on the inside back cover of the book. 3. If you have a course ID but no access code, you can benefit from MyManagementLab at a reduced price by purchasing a pack containing a copy of the book and an access code for MyManagementLab (ISBN:9781292090313) 4. If your lecturer is using the MyLab and you would like to purchase the product... Go to www.mymanagementlab.com to buy access to this interactive study programme. For educator access, contact your Pearson representative. To find out who your Pearson representative is, visit www.pearsoned.co.uk/relocator This 15th edition of Life Insurance is published in recognition of the 100th anniversary of this book's first edition. That edition was published in 1915 and authored by Dr. Solomon S. Huebner, founder of the Wharton School's insurance program and of the Chartered Life Underwriter certification program. It was pioneering for setting out both insurance principles and

practices in a single, expansive treatise aimed explicitly at students of the business, whether they were students in the traditional collegiate sense or those undertaking professional development studies. This edition continues that legacy. While the 14th edition represented a sweeping revision and was published not long ago, several factors compelled us to bring forward this edition. These included a desire to update several vitally important sections, such as the tax treatment of life insurance and the implementation of the Health Care and Affordability Act of 2010. We also discovered several portions of the 14th edition that needed clarification and others that benefitted from a deeper treatment. We also corrected several errors identified by helpful readers. The book's simple title, Life Insurance, should be understood in its broadest context to encompass insurance that (1) pays money on the death of an insured (i.e., mortality risks), (2) promises to pay while an insured is alive (i.e., longevity risks), and (3) promises payment or services to insureds in the event of incapacity, disability, or loss of health (i.e., morbidity risks). The book contains a heavy emphasize the economic and finance fundamentals that underpin life insurance theory and practice. The book is made more relevant to students and practitioners through its inclusion of the latest innovations in insurance products, their pricing, and their applications to individual, family, and business problem solving. Toward this end, the treatment of enterprise risk management has been deepened, in accordance with the increased understanding and emphasis occurring over the past two decades. The material is presented from the viewpoints of the buyer, the advisor, the insurer, and the regulator. Forthright appraisals are offered to the various life insurer products, with suggestions for how they and the companies and producers that sell them can be evaluated. Further, while the historical emphasis on U.S. practice is retained, international practices

and terminology are presented throughout. Finally, entire chapters are devoted to explanations of how life insurance products (1) fit within a personal financial planning context, (2) are taxed, (3) are relevant in estate planning, (4) assist in retirement planning, and (5) find beneficial application in many business situations. Each of these chapters reflects the latest applications, law, and tax treatment, while essential theoretical and practical background information provides a stable and lasting learning platform. For undergraduate and graduate International Business courses. An effective balance between authoritative theory and meaningful practice.

International Business is an authoritative and engaging voice on conducting business in international markets. This text not only describes the ideas of international business but it also uses contemporary examples, scenarios, and cases to help students effectively put theory into practice. This edition features updated author-written cases, including ten entirely new cases, and expanded coverage on emerging economies.

MyManagementLab for International Business is a total learning package. MyManagementLab is an online homework, tutorial, and assessment program that truly engages students in learning. It helps students better prepare for class, quizzes, and exams-resulting in better performance in the course-and provides educators a dynamic set of tools for gauging individual and class progress. Teaching and Learning Experience This program will provide a better teaching and learning experience-for you and your students. Here's how: Improve Results with MyManagementLab:

MyManagementLab delivers proven results in helping students succeed and provides engaging experiences that personalize learning. Bring Concepts to Life with Cases and Features: Every chapter begins and ends with an author-written case that either introduces new material or integrates what has already been learned Keep Your Course Current and

Relevant: New examples, topics, and statistics appear throughout the text. Note: You are purchasing a standalone product; MyManagementLab does not come packaged with this content. If you would like to purchase both the physical text and MyManagementLab search for ISBN-10: 0133768740/ISBN-13: 9780133768749. That package includes ISBN-10: 0133457230/ISBN-13: 9780133457230 and ISBN-10: 0133486621/ISBN-13: 9780133486629.

MyManagementLab is not a self-paced technology and should only be purchased when required by an instructor. Now in its 15th edition, this proven, market-leading book remains a favorite among readers of all backgrounds for its clear, concise treatment of international trade and finance theory. Using a wealth of contemporary examples and practical applications, INTERNATIONAL ECONOMICS vividly demonstrates the relevance of theory to real-world economic issues and policy questions. Discussions are presented both verbally and graphically, making the book highly accessible even if you have little economics background. As you will soon discover, If it's clear, concise, and contemporary, it has to be Carbaugh! Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

The Interpersonal Communication Book provides a highly interactive presentation of the theory, research, and skills of interpersonal communication with integrated discussions of diversity, ethics, workplace issues, face-to-face and computer-mediated communication and a new focus on the concept of choice in communication. Recognized for its ability to help students understand the crucial connection between theory and practice, this thirteenth edition presents a comprehensive view of the theory and research in interpersonal communication and, at the same time, guides students to improve a wide range of interpersonal skills. The

text emphasizes how to choose among those skills and make effective communication choices in a variety of personal, social, and workplace relationships. Superior coverage of cultural diversity, ethics, interpersonal communication in the workplace, and the integration of face-to-face and computer-mediated communication make The Interpersonal Communication Book the best choice for preparing students to communicate successfully in today's world. Teaching & Learning Experience Personalize Learning-“Test Yourself” self-assessments interspersed throughout each chapter ask students to analyze their own thoughts and behaviors on a variety of interpersonal issues. These interactive quizzes personalize the material for students and help engage them in the text and the course. MyCommunicationLab delivers proven results in helping students succeed, provides engaging experiences that personalize learning, and comes from a trusted partner with educational expertise and a deep commitment to helping students and instructors achieve their goals. With tools such as MediaShare (our video upload and commenting tool), MyOutline, and self-assessments in MyPersonalityProfile, MySpeechLab works with students and instructors to personalize the learning experience and make it more effective. Improve Skill Development and Application-“Understanding Interpersonal Skills” boxes complement the theory and research boxes by highlighting and reinforcing the major skills discussed throughout the text: First the boxes present a skills-related concept and then the students apply the skills to their own communication behavior and choices through a “Working with Interpersonal Skills” activity. Chapter summaries (including QR links to audio summaries), key terms, and additional activities on MyCommunicationLab.com emphasize skill-building and applications. Engage Students- “ViewPoints” photo captions make every interior photo a truly integrated and

pedagogically sound part of the text by presenting a substantive issue to stimulate class discussion and to provide insight into the ways in which interpersonal communication works. “Interpersonal Choice Points,” brief scenarios asking students to apply the material in the chapter to a specific interaction, encourage them to apply the research and theory discussed in the text to real-life situations. Explore Examples of interpersonal communication in a variety of contexts: culture, gender, technology, workplace, and ethics. Emphasize Learning Outcomes — Objectives preface each chapter and provide a clear statement of what the reader should learn (knowledge) and be able to do (skill) after reading the chapter. Understand Theory and Research — Contemporary theory and research findings are included throughout and are referenced in APA format.

“Understanding Interpersonal Theory & Research” boxes in every chapter highlight relevant theories and research and help illustrate how theory can be provocative and often practical. Students also can access Pearson’s MySearchLab where students can get extensive help on the research process as well as can access four databases of credible and reliable source material (for details, please see www.mysearchlab.com). MySearchLab also contains an AutoCite feature that assists students in the creation of a Works Cited document (using APA, MLA, or Chicago formats), as well as Pearson’s SourceCheck, which encourages students to accurately document and cite their sources. Support Instructors- Strong supplements package along with activities and assessments in MyCommunicationLab. ClassPrep, located within MySpeechLab, contains videos, lectures, classroom activities, audio clips, and more. This book presents 5 tutorial lectures given by leading researchers at the 15th edition of the International School on Formal Methods for the Design of Computer, Communication and

Software Systems, SFM 2015, held in Bertinoro, Italy, in June 2015. SFM 2015 was devoted to multicore programming and covered topics such as concurrency and coordination mechanisms, architecture and memory models and type systems. This book is the product of more than half a century of leadership and innovation in physics education. When the first edition of University Physics by Francis W. Sears and Mark W. Zemansky was published in 1949, it was revolutionary among calculus-based physics textbooks in its emphasis on the fundamental principles of physics and how to apply them. The success of University Physics with generations of (several million) students and educators around the world is a testament to the merits of this approach and to the many innovations it has introduced subsequently. In preparing this First Australian SI edition, our aim was to create a text that is the future of Physics Education in Australia. We have further enhanced and developed University Physics to assimilate the best ideas from education research with enhanced problem-solving instruction, pioneering visual and conceptual pedagogy, the first systematically enhanced problems, and the most pedagogically proven and widely used online homework and tutorial system in the world, Mastering Physics. Perfect your lab skills with the gold standard in microbiology! Serving as both the #1 bench reference for practicing microbiologists and as a favorite text for students in clinical laboratory science programs, Bailey & Scott's Diagnostic Microbiology, 14th Edition covers all the topical information and critical thinking practice you need for effective laboratory testing. This new edition also features hundreds step-by-step procedures, updated visuals, new case studies, and new material on the latest trends and equipment in clinical microbiology – including automation, automated streaking, MALDI-TOF, and incubator microscopes. It's everything you

need to get quality lab results in class and in clinical practice! More than 800 detailed, full-color illustrations aid comprehension and help in visualizing concepts. Expanded sections on parasitology, mycology, and virology eliminate the need to purchase separate books on this material. General and Species boxes in the organism chapters highlight the important topics that will be discussed in the chapter. Case studies provide the opportunity to apply information to a variety of diagnostic scenarios, and help improve decision-making and critical thinking skills. Hands-on procedures include step-by-step instructions, full-color photos, and expected results. A glossary of terms is found at the back of the book for quick reference. Learning objectives begin each chapter, offering a measurable outcome to achieve by the completing the material. Learning resources on the Evolve companion website enhance learning with review questions and procedures. NEW! Coverage of automation, automated streaking, MALDI-TOF, and incubator microscopes keeps you in the know on these progressing topics. NEW! Updated images provide a more vivid look into book content and reflect the latest procedures. NEW! Thoroughly reviewed and updated chapters equip you with the most current information. NEW! Significant lab manual improvements provide an excellent learning resource at no extra cost. NEW! 10 extra case studies on the Evolve companion website offer more opportunities to improve critical thinking skills. 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. For courses in Interpersonal Communication The Interpersonal Communication Book provides in-depth coverage of interpersonal communication, blending theory and research with practical skills. Author Joseph DeVito utilises the concept of choice as the philosophical foundation of his narrative, emphasising how the choices individuals make will influence their relationships and the effectiveness of their messages. The 15th Edition has been updated with new topics and additional coverage of the impact that the proliferation of social media has had upon interpersonal communication throughout the world. Cateora and Graham's International Marketing is far and away the best selling text in the field, with a pioneering approach to making the material accessible and relevant that has become the standard by which other books are judged. Providing a well-rounded perspective of international markets that encompasses history, geography, language, and religion as well as economics, Cateora helps students to see the cultural and environmental uniqueness of any nation or region. The 15th edition reflects all the important events and innovations to affect global business within recent years, while including several new and updated technological learning tools. "This book is intended for use in a one-semester course in accounting information systems at either the undergraduate or graduate level. The topics covered in this text provide information systems students with a solid understanding of transaction processing systems that they can then build on as they pursue more in-depth study of specific topics such as databases, data analytics, networks, systems analysis and design, cloud computing, virtualization, blockchain, artificial intelligence, Internet of Things, computer security, and information system controls"-- The Ever-Changing Mold of Modern Business Communication. Business Communication

Today continually demonstrates the inherent connection between recent technological developments and modern business practices. To-the-point information on more than 1000 diseases and disorders surgeons are most likely to encounter The leading single-source surgery book for house-staff, students, practitioners, and surgeons A Doody's Core Title for 2011! "This is an excellent source of updated, authoritative, and concise information on diseases encountered in general surgery and the surgical subspecialties of otolaryngology, urology, gynecology, orthopedics, plastic and reconstructive surgery, and pediatrics....This is a wonderful resource for all levels of surgical practitioners as well as nonsurgical practitioners. In my experience, it has provided me with a framework to prepare for both oral and written boards. 3 Stars."--Doody's Review Service Authoritative, concise, and completely up-to-date, CURRENT Diagnosis & Treatment Surgery features: Wide-ranging coverage that encompasses general surgery and all the important subspecialties including otolaryngology, urology, gynecology, orthopedics, plastic and reconstructive surgery, and pediatrics References linked to recent journal articles Logical quick-find organization made even more accessible by a comprehensive index More than 600 informative photographs and illustrations Detailed treatment algorithms NEW CD-ROM with content from Quick Answers: Surgery to speed diagnosis of symptoms and signs NEW Chapter on Training, Communication, Professionalism, and Systems-Based Practice Completely rewritten chapters on Wound Healing, Anesthesia, Otolaryngology/Head & Neck Surgery, The Heart, Neurosurgery, Gynecology, and Orthopedics A streamlined approach to master microbiology Brock Biology of Microorganisms is the leading majors microbiology text on the market. It sets the standard for impeccable scholarship, accuracy, and strong coverage of

ecology, evolution, and metabolism. The 15th edition seamlessly integrates the most current science, paying particular attention to molecular biology and the genomic revolution. It introduces a flexible, more streamlined organisation with a consistent level of detail and comprehensive art program. Different social stories to help teach children with autism everyday social skills. This classic text has sold well for a half century because it covers all the conventional areas of international economics in an easy-to-understand manner. The 13th edition continues to provide the best blend of events and analysis, so that readers can build their abilities to understand global economic developments and to evaluate proposals for changes in economic policies. The book is informed by current events and by the latest in applied international research. It combines rigorous economic analysis with attention to the issues of economic policy that are alive and important today. This concise and readable text uses economic terminology when it enhances the analysis, but avoids jargon for jargon's sake. Like earlier editions, it also places international economics events within a historical framework. The overall treatment continues to be intuitive rather than mathematical and is strongly oriented towards policy. Developed to meet the demand for a low-cost, high-quality history book, this economically priced version of THE AMERICAN PAGEANT, Fifteenth Edition, offers readers the complete narrative while limiting the number of features, photos, and maps. All volumes feature a paperback, two-color format for those seeking a comprehensive, trade-sized history text. THE AMERICAN PAGEANT enjoys a reputation as one of the most popular, effective, and entertaining texts in American history. The colorful anecdotes, first-person quotations, and trademark wit bring American history to life. The fifteenth edition includes markedly deeper explorations of the cultural

innovations, artistic movements, and intellectual doctrines that have engaged and inspired Americans and shaped the course of American history. Additional features of THE AMERICAN PAGEANT help you understand and master the content: chapter-ending chronologies provide a context for the major periods in American history, while other features present global context and key historical figures for analysis. Available in the following split options: CENGAGE ADVANTAGE BOOKS: THE AMERICAN PAGEANT, Fifteenth Edition Complete, Volume 1: To 1877, and Volume 2: Since 1865. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version. Communication Technology Update and Fundamentals has set the standard as the single best resource for students and professionals looking to brush up on how communication technologies have developed, grown, and converged, as well as what's in store for the future. The 15th edition is completely updated, reflecting the changes that have swept the communication industries. The first five chapters offer the communication technology fundamentals, including the ecosystem, the history, and structure—then delves into each of about two dozen technologies, including mass media, computers, consumer electronics, and networking technologies. Each chapter is written by experts who provide snapshots of the state of each individual field. Together, these updates provide a broad overview of these industries, as well as the role communication technologies play in our everyday lives. In addition to substantial updates to each chapter, the 15th edition includes: First-ever chapters on Big Data and the Internet of Things Updated user data in every chapter Projections of what each technology will become by 2031 Suggestions on how to get a job working with the technologies discussed The companion website, www.tfi.com/ctu, offers updated information on the

technologies covered in this text, as well as links to other resources This book is carefully designed and correlated to the thirteen telecourse video programs to enrich your understanding of economic principles.

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