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KEY=FILE - SINGH DOYLE

Human Genetics : Concepts and Applications McGraw-Hill Higher Education Introduction to Information Retrieval Cambridge University Press *Class-tested and coherent, this textbook teaches classical and web information retrieval, including web search and the related areas of text classification and text clustering from basic concepts. It gives an up-to-date treatment of all aspects of the design and implementation of systems for gathering, indexing, and searching documents; methods for evaluating systems; and an introduction to the use of machine learning methods on text collections. All the important ideas are explained using examples and figures, making it perfect for introductory courses in information retrieval for advanced undergraduates and graduate students in computer science. Based on feedback from extensive classroom experience, the book has been carefully structured in order to make teaching more natural and effective. Slides and additional exercises (with solutions for lecturers) are also available through the book's supporting website to help course instructors prepare their lectures.* **Good and Cheap Eat Well on \$4/Day Workman Publishing Company** *A perfect and irresistible idea: A cookbook filled with delicious, healthful recipes created for everyone on a tight budget. While studying food policy as a master's candidate at NYU, Leanne Brown asked a simple yet critical question: How well can a person eat on the \$4 a day given by SNAP, the U.S. government's Supplemental Nutrition Assistance Program informally known as food stamps? The answer is surprisingly well: Broiled Tilapia with Lime, Spicy Pulled Pork, Green Chile and Cheddar Quesadillas, Vegetable Jambalaya, Beet and Chickpea Salad—even desserts like Coconut Chocolate Cookies and Peach Coffee Cake. In addition to creating nutritious recipes that maximize every ingredient and use economical cooking methods, Ms. Brown gives tips on shopping; on creating pantry basics; on mastering certain staples—pizza dough, flour tortillas—and saucy extras that make everything taste better, like spice oil and tzatziki; and how to make fundamentally smart, healthful food choices. The idea for Good and Cheap is already proving itself. The author launched a Kickstarter campaign to self-publish and fund the buy one/give one model. Hundreds of thousands of viewers watched her video and donated \$145,000, and national media are paying attention. Even high-profile chefs and food writers have taken note—like Mark Bittman, who retweeted the link to the campaign; Francis Lam, who called it “Terrific!”; and Michael Pollan, who cited it as a “cool kickstarter.” In the same way that TOMS turned inexpensive, stylish shoes into a larger do-good movement, Good and Cheap is poised to become a cookbook that every food lover with a conscience will embrace.* **Organizational Culture and Leadership John Wiley & Sons** *Regarded as one of the most influential management books of all time, this fourth edition of Leadership and Organizational Culture transforms the abstract concept of culture into a tool that can be used to better shape the dynamics of organization and change. This updated edition focuses on today's business realities. Edgar Schein draws on a wide range of contemporary research to redefine culture and demonstrate the crucial role leaders play in successfully applying the principles of culture to achieve their organizational goals.* **Research Methods: The Basics 2nd edition Routledge** *Research Methods: The Basics is an accessible, user-friendly introduction to the different aspects of research theory, methods and practice. This second edition provides an expanded resource suitable for students and practitioners in a wide range of disciplines including the natural sciences, social sciences and humanities. Structured in two parts - the first covering the nature of knowledge and the reasons for research, the second the specific methods used to carry out effective research and how to propose, plan, carry out and write up a research project - this book covers:*

- Reasons for doing a research project
- Structuring and planning a research project
- The ethical issues involved in research
- Different types of data and how they are measured
- Collecting and analysing qualitative and quantitative data in order to draw sound conclusions
- Mixed methods and interdisciplinary research
- Devising a research proposal and writing up the research
- Motivation and quality of work.

Complete with a glossary of key terms and guides to further reading, this book is an essential text for anyone coming to research for the first time. **Commerce Business Daily Health Behavior Theory, Research, and Practice John Wiley & Sons** *"Health Behavior: Theory, Research, and Practice, Fifth Edition, is a thorough introduction to the practice of health education and health promotion, covering the theories, applications, and research of most use to public health students and practitioners. Through four editions, with more than 100,000 copies sold, this book has become the gold-standard textbook for health behavior courses. This essential resource includes the most current information on theory, research, and practice at individual, interpersonal, and community and group levels, with substantial new content on current and emerging theories of health communication, social marketing and e-health, culturally diverse communities, health promotion, the impact of stress, the importance of networks and community, social marketing, and evaluation. New contents include an update to the selection of theories, both established and emerging; e-health and social media as integrated into health communication; global health as an application of health behavior theory; culture and health disparities; more guidance on how to select suitable theories for specific problems/issues. In addition to a selection of basic ancillary materials, the editors offer a dedicated website with student-written "theory in action" examples; expanded bibliographies; exemplar measures of theoretical constructs; and relevant links"--* **Pre-Incident Indicators of Terrorist Incidents The Identification of Behavioral, Geographic and Temporal Patterns of**

Preparatory Conduct DIANE Publishing This is a print on demand edition of a hard to find publication. Explores whether sufficient data exists to examine the temporal and spatial relationships that existed in terrorist group planning, and if so, could patterns of preparatory conduct be identified? About one-half of the terrorists resided, planned, and prepared for terrorism relatively close to their eventual target. The terrorist groups existed for 1,205 days from the first planning meeting to the date of the actual/planned terrorist incident. The planning process for specific acts began 2-3 months prior to the terrorist incident. This study examined selected terrorist groups/incidents in the U.S. from 1980-2002. It provides for the potential to identify patterns of conduct that might lead to intervention prior to the commission of the actual terrorist incidents. Illustrations. **Holes Yearling #1 NEW YORK TIMES BESTSELLER • NEWBERY MEDAL WINNER • NATIONAL BOOK AWARD WINNER** Dig deep in this award-winning, modern classic that will remind readers that adventure is right around the corner--or just under your feet! Stanley Yelnats is under a curse. A curse that began with his no-good-dirty-rotten-pig-stealing-great-great-grandfather and has since followed generations of Yelnatses. Now Stanley has been unjustly sent to a boys' detention center, Camp Green Lake, where the boys build character by spending all day, every day digging holes exactly five feet wide and five feet deep. There is no lake at Camp Green Lake. But there are an awful lot of holes. It doesn't take long for Stanley to realize there's more than character improvement going on at Camp Green Lake. The boys are digging holes because the warden is looking for something. But what could be buried under a dried-up lake? Stanley tries to dig up the truth in this inventive and darkly humorous tale of crime and punishment—and redemption. "A smart jigsaw puzzle of a novel." —New York Times *Includes a double bonus: an excerpt from *Small Steps*, the follow-up to *Holes*, as well as an excerpt from the New York Times bestseller *Fuzzy Mud*. **Critical Thinking A Student's Introduction Ingram The Content Analysis Guidebook SAGE** Content analysis is one of the most important but complex research methodologies in the social sciences. In this thoroughly updated Second Edition of *The Content Analysis Guidebook*, author Kimberly Neuendorf provides an accessible core text for upper-level undergraduates and graduate students across the social sciences. Comprising step-by-step instructions and practical advice, this text unravels the complicated aspects of content analysis. **The Kentucky Derby, Preakness and Belmont Stakes A Comprehensive History McFarland** This is the definitive history of thoroughbred racing's three premier events, which have never before been explored in such detail. This book gives the history of America's classic races from the inaugural Belmont Stakes in 1867 through 2013, identifying which equine participants were truly worthy of lasting acclaim and which were one-hit wonders. Perhaps even more compelling are the stories of the men and women who rode, trained, owned, or bred classic winners, including their exploits on the turf and their triumphs and failures in arenas far removed from horse racing. **Numerical Analysis Cengage Learning** This well-respected text gives an introduction to the theory and application of modern numerical approximation techniques for students taking a one- or two-semester course in numerical analysis. With an accessible treatment that only requires a calculus prerequisite, Burden and Faires explain how, why, and when approximation techniques can be expected to work, and why, in some situations, they fail. A wealth of examples and exercises develop students' intuition, and demonstrate the subject's practical applications to important everyday problems in math, computing, engineering, and physical science disciplines. The first book of its kind built from the ground up to serve a diverse undergraduate audience, three decades later Burden and Faires remains the definitive introduction to a vital and practical subject. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version. **Java Software Solutions Foundations of Program Design Java Software Solutions** teaches a foundation of programming techniques to foster well-designed object-oriented software. Heralded for its integration of small and large realistic examples, this worldwide best-selling text emphasizes building solid problem-solving and design skills to write high-quality programs. MyProgrammingLab, Pearson's new online homework and assessment tool, is available with this edition. **Skinny Bitch A No-Nonsense, Tough-Love Guide for Savvy Girls Who Want to Stop Eating Crap and Start Looking Fabulous! ReadHowYouWant.com** Not your typical boring diet book, this is a tart-tongued, no-holds-barred wakeup call to all women who want to be thin. With such blunt advice as, Soda is liquid Satan and You are a total moron if you think the Atkins Diet will make you thin, it's a rallying cry for all savvy women to start eating healthy and looking radiant. Unlike standard diet books, it actually makes the reader laugh out loud with its truthful, smart-mouthed revelations. Behind all the attitude, however, there's solid guidance. *Skinny Bitch* espouses a healthful lifestyle that promotes whole grains, fruits, and vegetables, and encourages women to get excited about feeling clean and pure and energized. **Database Design for Smarties Using UML for Data Modeling Morgan Kaufmann** Craft the Right Design Using UML Whether building a relational, object-relational, or object-oriented database, database developers are increasingly relying on an object-oriented design approach as the best way to meet user needs and performance criteria. This book teaches you how to use the Unified Modeling Language—the official standard of the Object Management Group—to develop and implement the best possible design for your database. Inside, the author leads you step by step through the design process, from requirements analysis to schema generation. You'll learn to express stakeholder needs in UML use cases and actor diagrams, to translate UML entities into database components, and to transform the resulting design into relational, object-relational, and object-oriented schemas for all major DBMS products. Features Teaches you everything you need to know to design, build, and test databases using an OO model. Shows you how to use UML, the accepted standard for database design according to OO principles. Explains how to transform your design into a conceptual schema for relational, object-relational, and object-oriented DBMSs. Offers practical examples of design for Oracle, SQL Server, Sybase, Informix, Object Design, POET, and other database management systems. Focuses heavily on re-using design patterns for maximum productivity and teaches you how to certify completed designs for re-use. **Consumer Behavior Pearson Education India** **Computed Tomography for Technologists Exam Review Lippincott Williams & Wilkins** Leveraging the organization and focus on exam preparation found in the comprehensive text, this Exam Review will help any student to successfully complete the ARRT General Radiography and Computed Tomography exams. The book includes a bulleted format review of content, Registry-style questions with answers and rationales, and a mock exam following the ARRT format. The companion website offers an online testing simulation engine. **Mistaken Identification The Eyewitness, Psychology and the Law Cambridge University Press** Examines traditional safeguards against mistaken eyewitness identification. **March: Book One Top Shelf Productions** Congressman John Lewis (GA-5) is an American icon, one of the key figures of the civil rights movement. His commitment to justice and nonviolence has taken him from an Alabama sharecropper's farm to the halls of Congress, from a segregated schoolroom to the 1963 March on Washington, and from receiving beatings from state troopers to receiving the Medal of Freedom from the first African-American president. Now, to share his remarkable story with new generations, Lewis presents *March*, a graphic novel trilogy, in collaboration

with co-writer Andrew Aydin and New York Times best-selling artist Nate Powell (winner of the Eisner Award and LA Times Book Prize finalist for *Swallow Me Whole*). *March* is a vivid first-hand account of John Lewis' lifelong struggle for civil and human rights, meditating in the modern age on the distance traveled since the days of Jim Crow and segregation. Rooted in Lewis' personal story, it also reflects on the highs and lows of the broader civil rights movement. *Book One* spans John Lewis' youth in rural Alabama, his life-changing meeting with Martin Luther King, Jr., the birth of the Nashville Student Movement, and their battle to tear down segregation through nonviolent lunch counter sit-ins, building to a stunning climax on the steps of City Hall. Many years ago, John Lewis and other student activists drew inspiration from the 1958 comic book *Martin Luther King and the Montgomery Story*. Now, his own comics bring those days to life for a new audience, testifying to a movement whose echoes will be heard for generations.

Radiative Processes in Astrophysics John Wiley & Sons *Radiative Processes in Astrophysics*: This clear, straightforward, and fundamental introduction is designed to present-from a physicist's point of view-radiation processes and their applications to astrophysical phenomena and space science. It covers such topics as radiative transfer theory, relativistic covariance and kinematics, bremsstrahlung radiation, synchrotron radiation, Compton scattering, some plasma effects, and radiative transitions in atoms. Discussion begins with first principles, physically motivating and deriving all results rather than merely presenting finished formulae. However, a reasonably good physics background (introductory quantum mechanics, intermediate electromagnetic theory, special relativity, and some statistical mechanics) is required. Much of this prerequisite material is provided by brief reviews, making the book a self-contained reference for workers in the field as well as the ideal text for senior or first-year graduate students of astronomy, astrophysics, and related physics courses. *Radiative Processes in Astrophysics* also contains about 75 problems, with solutions, illustrating applications of the material and methods for calculating results. This important and integral section emphasizes physical intuition by presenting important results that are used throughout the main text; it is here that most of the practical astrophysical applications become apparent.

How I Became a Quant Insights from 25 of Wall Street's Elite John Wiley & Sons Praise for *How I Became a Quant* "Led by two top-notch quants, Richard R. Lindsey and Barry Schachter, *How I Became a Quant* details the quirky world of quantitative analysis through stories told by some of today's most successful quants. For anyone who might have thought otherwise, there are engaging personalities behind all that number crunching!" --Ira Kawaller, Kawaller & Co. and the Kawaller Fund "A fun and fascinating read. This book tells the story of how academics, physicists, mathematicians, and other scientists became professional investors managing billions." --David A. Krell, President and CEO, International Securities Exchange "How I Became a Quant should be must reading for all students with a quantitative aptitude. It provides fascinating examples of the dynamic career opportunities potentially open to anyone with the skills and passion for quantitative analysis." --Roy D. Henriksson, Chief Investment Officer, Advanced Portfolio Management "Quants"--those who design and implement mathematical models for the pricing of derivatives, assessment of risk, or prediction of market movements--are the backbone of today's investment industry. As the greater volatility of current financial markets has driven investors to seek shelter from increasing uncertainty, the quant revolution has given people the opportunity to avoid unwanted financial risk by literally trading it away, or more specifically, paying someone else to take on the unwanted risk. *How I Became a Quant* reveals the faces behind the quant revolution, offering you?the?chance to learn firsthand what it's like to be a?quant today. In this fascinating collection of Wall Street war stories, more than two dozen quants detail their roots, roles, and contributions, explaining what they do and how they do it, as well as outlining the sometimes unexpected paths they have followed from the halls of academia to the front lines of an investment revolution.

Free To Choose A Personal Statement HarperCollins INTERNATIONAL BESTSELLER A powerful and persuasive discussion about economics, freedom, and the relationship between the two, from today's brightest economist. In this classic discussion, Milton and Rose Friedman explain how our freedom has been eroded and our affluence undermined through the explosion of laws, regulations, agencies, and spending in Washington. This important analysis reveals what has gone wrong in America in the past and what is necessary for our economic health to flourish.

Onsite Wastewater Treatment Systems Manual "This manual contains overview information on treatment technologies, installation practices, and past performance."--Intro. **The Book of Basketball** The NBA According to the Sports Guy ESPN An opinionated tour of the past, present, and future of pro basketball, written by ESPN's "Sports Guy" columnist, shares insights on everything from major NBA events and underrated players to how Hall of Famers should be selected.

The School of Greatness A Real-World Guide to Living Bigger, Loving Deeper, and Leaving a Legacy Rodale When a career-ending injury left elite athlete and professional football player Lewis Howes out of work and living on his sister's couch, he decided he needed to make a change for the better. He started by reaching out to people he admired, searching for mentors, and applying his past coaches' advice from sports to life off the field. Lewis did more than bounce back: He built a multimillion-dollar online business and is now a sought-after business coach, speaker, and podcast host. In the New York Times bestseller *The School of Greatness*, Howes shares the essential tips and habits he gathered in interviewing "the greats" on his wildly popular podcast of the same name. In discussion with people like Olympic gold medalist Shawn Johnson and Pencils of Promise CEO Adam Braun, Howes figured out that greatness is unearthed and cultivated from within. The masters of greatness are not successful because they got lucky or are innately more talented, but because they applied specific habits and tools to embrace and overcome adversity in their lives. A framework for personal development, *The School of Greatness* gives you the tools, knowledge, and actionable resources you need to reach your potential. Howes anchors each chapter with a specific lesson he culled from his greatness "professors" and his own experiences to teach you how to create a vision, develop hustle, and use dedication, mindfulness, joy, and love to reach goals. His lessons and practical exercises prove that anyone is capable of achieving success and that we can all strive for greatness in our everyday lives.

National Archives Records Relating to the Korean War **Fundamentals of Management Essential Concepts and Applications** The Sergeants Major of the Army **The Book of the Dead** BoD - Books on Demand *Reproduction of the original: The Book of the Dead* by E. A. Wallis Budge **Irrational Exuberance (Second Edition)** Princeton University Press This first edition of this book was a broad study, drawing on a wide range of published research and historical evidence, of the enormous stock market boom that started around 1982 and picked up incredible speed after 1995. Although it took as its specific starting point this ongoing boom, it placed it in the context of stock market booms generally, and it also made concrete suggestions regarding policy changes that should be initiated in response to this and other such booms. The book argued that the boom represents a speculative bubble, not grounded in sensible economic fundamentals. Part one of the book considered structural factors behind the boom. A list of twelve precipitating factors that appear to be its ultimate causes was given. Amplification mechanisms, naturally-occurring Ponzi processes, that enlarge the effects of these precipitating

factors, were described. Part Two discussed cultural factors, the effects of the news media, and of "new era" economic thinking. Part Three discussed psychological factors, psychological anchors for the market and herd behavior. Part Four discussed attempts to rationalize exuberance: efficient markets theory and theories that investors are learning. Part Five presented policy options and actions that should be taken. The second edition, 2005, added an analysis of the real estate bubble as similar to the stock market bubble that preceded it, and warned that "Significant further rises in these markets could lead, eventually, to even more significant declines. The bad outcome could be that eventual declines would result in a substantial increase in the rate of personal bankruptcies, which could lead to a secondary string of bankruptcies of financial institutions as well. Another long-run consequence could be a decline in consumer and business confidence, and another, possibly worldwide, recession." Thus, the second edition of this book was among the first to warn of the global financial crisis that began with the subprime mortgage debacle in 2007

THE HUMAN SKELETON IN FORENSIC MEDICINE (3rd Ed.) Charles C Thomas Publisher This classic in forensic anthropology has been thoroughly updated and greatly expanded for the new Third Edition. The result presents the state of the medicolegal art of investigating human skeletal remains. The third edition follows more than 25 years after the second edition. During this time, considerable changes occurred in the field and Forensic Anthropology became a distinct specialty in its own right. Included in the book are detailed discussions on crime scene investigation, including excavation techniques, time interval since death, human or animal remains, mass graves, and preparation of remains. Existing chapters, all dramatically revised, bring readers in line with the current concepts of skeletal age; determination of sex; assessment of ancestry; calculation of stature; factors of individualization; superimposition and restoration of physiognomy. There is also a section on dental analysis examining such topics as dental anatomy, nomenclature, estimation of age in subadults and adults, determination of sex and ancestry, and pathological conditions. New additions are chapters on skeletal pathology and trauma assessment. A new chapter has also been added on "Forensic Anthropology of the Living." Although all of the sections of the book have been updated significantly, the authors have retained some sense of history to recognize the many pioneers that have shaped the discipline. The text will assist forensic anthropologists and forensic pathologists who have to analyze skeletons found in forensic contexts. This book has a global perspective in order to make it usable to practitioners across the world. Where possible, short case studies have been added to illustrate the diverse aspects of the work.

Design Manual Onsite Wastewater Treatment and Disposal Systems Women, Race, & Class Vintage From one of our most important scholars and civil rights activist icon, a powerful study of the women's liberation movement and the tangled knot of oppression facing Black women. "Angela Davis is herself a woman of undeniable courage. She should be heard."—The New York Times Angela Davis provides a powerful history of the social and political influence of whiteness and elitism in feminism, from abolitionist days to the present, and demonstrates how the racist and classist biases of its leaders inevitably hampered any collective ambitions. While Black women were aided by some activists like Sarah and Angelina Grimke and the suffrage cause found unwavering support in Frederick Douglass, many women played on the fears of white supremacists for political gain rather than take an intersectional approach to liberation. Here, Davis not only contextualizes the legacy and pitfalls of civil and women's rights activists, but also discusses Communist women, the murder of Emmitt Till, and Margaret Sanger's racism. Davis shows readers how the inequalities between Black and white women influence the contemporary issues of rape, reproductive freedom, housework and child care in this bold and indispensable work.

Business Communication Today Pearson Education India The Ever-Changing Mold of Modern Business Communication. Business Communication Today continually demonstrates the inherent connection between recent technological developments and modern business practices.

Law for Business and Personal Use Cengage Learning Explore the foundations of business law as well as the application of legal concepts to everyday life. LAW FOR BUSINESS AND PERSONAL USE, 19E, combines strong content and interactive technology with consistent, proven instruction to maintain student interest and support active learning. Coverage includes contracts, criminal law, environmental law, family law, and consumer protection. With more than 1,000 cases, LAW FOR BUSINESS AND PERSONAL USE, 19E, offers plenty of opportunities for case analysis and research. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Mind Gym An Athlete's Guide to Inner Excellence McGraw Hill Professional Praise for Mind Gym "Believing in yourself is paramount to success for any athlete. Gary's lessons and David's writing provide examples of the importance of the mental game." --Ben Crenshaw, two-time Masters champion and former Ryder Cup captain "Mind Gym hits a home run. If you want to build mental muscle for the major leagues, read this book." --Ken Griffey Jr., Major League Baseball MVP "I read Mind Gym on my way to the Sydney Olympics and really got a lot out of it. Gary has important lessons to teach, and you'll find the exercises fun and beneficial." --Jason Kidd, NBA All-Star and Olympic gold-medal winner In Mind Gym, noted sports psychology consultant Gary Mack explains how your mind influences your performance on the field or on the court as much as your physical skill does, if not more so. Through forty accessible lessons and inspirational anecdotes from prominent athletes--many of whom he has worked with--you will learn the same techniques and exercises Mack uses to help elite athletes build mental "muscle." Mind Gym will give you the "head edge" over the competition.

Sweating the Small Stuff Inner-city Schools and the New Paternalism This book tells the story of six secondary schools that have succeeded in eliminating or dramatically shrinking the achievement gap between whites and disadvantaged black and Hispanic students. It recounts the stories of the University Park Campus School (UPCS) in Worcester, the American Indian Public Charter School in Oakland, Amistad Academy in New Haven, the Cristo Rey Jesuit High School in Chicago, the KIPP Academy in the Bronx, and the SEED school in Washington, D.C.

Business Ethics Consumer Behaviour PDF eBook A European Perspective Pearson Higher Ed Consumer Behaviour: A European Perspective 6th Edition by Michael R. Solomon, Gary J. Bamossy, Søren T. Askegaard and Margaret K. Hogg Now in its sixth edition, Consumer Behaviour: A European Perspective provides a fully comprehensive, lively and engaging introduction to the behaviour of consumers in Europe and around the world. This text offers a cutting-edge overview of consumer behaviour and is ideal for second and third year undergraduates as well as master's students. The book links consumer behaviour theory with the real-life problems faced by practitioners in many ways: Marketing opportunity, Marketing pitfalls and Multicultural dimensions boxes throughout the text illustrate the impact consumer behaviour has on marketing activities. Consumer behaviour as I see it boxes feature marketing professionals talking about the relevance of consumer behaviour issues to their everyday work. Brand new Case studies about European companies and topics give deep insights into the world of consumer behaviour. New coverage of sustainable consumption, emerging technologies, social media and online behaviour is woven throughout this edition. Online materials including multiple-choice questions and links to useful websites are available on the book's

website at www.pearsoned.co.uk/solomon About the authors Michael R. Solomon, Ph.D., joined the Haub School of Business at Saint Joseph's University in Philadelphia as Professor of Marketing in 2006, where he also serves as Director of the Center for Consumer Research. He is also Professor of Consumer Behaviour at the Manchester Business School, The University of Manchester. In addition to this book, he is also the co-author of the widely used textbook, *Marketing: Real People, Real Decisions*. Gary J. Bamossy, Ph.D., is Clinical Professor of Marketing at the McDonough School of Business, Georgetown University, in Washington D.C. Søren Askegaard, Ph.D., is Professor of Marketing at the University of Southern Denmark, Odense. Margaret K. Hogg, Ph.D., is Professor of Consumer Behaviour and Marketing in the Department of Marketing at Lancaster University Management School.