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An introduction to marketing concepts, strategies and practices with a balance of depth of coverage and ease of learning. Principles of Marketing keeps pace with a rapidly changing field, focussing on the ways brands create and capture consumer value. Practical content and linkage are at the heart of this edition. Real local and international examples bring ideas to life and new feature 'linking the concepts' helps students test and consolidate understanding as they go. The latest edition enhances understanding with a unique learning design including revised, integrative concept maps at the start of each chapter, end-of-chapter features summarising ideas and themes, a mix of mini and major case studies to illuminate concepts, and critical thinking exercises for applying skills.

The book deals with the fundamentals, theoretical bases, and design methodologies of conventional internal combustion engine (ICE) vehicles, electric vehicles (EVs), hybrid electric vehicles (HEVs), and fuel cell vehicles (FCVs). The design methodology is described in mathematical terms, step-by-step, and the topics are approached from the overall drive train system, not just individual components. Furthermore, in explaining the design methodology of each drive train, design examples are presented with simulation results.

A new edition of the most popular book of project management case studies, expanded to include more than 100 cases plus a "super case" on the Iridium Project Case studies are an important part of project management education and training. This Fourth Edition of Harold Kerzner's Project Management Case Studies features a number of new cases covering value measurement in project management. Also included is the well-received "super case," which covers all aspects of project management and may be used as a capstone for a course. This new edition: Contains 100-plus case studies drawn from real companies to illustrate both successful and poor implementation of project management Represents a wide range of industries, including medical and pharmaceutical, aerospace, manufacturing, automotive, finance and banking, and telecommunications Covers cutting-edge areas of construction and international project management plus a "super case" on the Iridium Project, covering all aspects of project management Follows and supports preparation for the Project Management Professional (PMP®) Certification Exam Project Management Case Studies, Fourth Edition is a valuable resource for students, as well as practicing engineers and managers, and can be used on its own or with the new Eleventh Edition of Harold Kerzner's landmark reference, Project Management: A Systems Approach to Planning, Scheduling, and Controlling. (PMP and Project Management Professional are registered marks of the Project Management Institute, Inc.)

Provides an overview of the sustainable energy crisis that is threatening the world's natural resources, explaining how energy consumption is estimated and how those numbers have been skewed by various factors and discussing alternate forms of energy that can and should be used.

The classic work that revolutionized the way business is conducted across cultures around the world.

The challenges to humanity posed by the digital future, the first detailed examination of the unprecedented form of power called "surveillance capitalism," and the quest by powerful corporations to predict and control our behavior. In this masterwork of original thinking and research, Shoshana Zuboff provides startling insights into the phenomenon that she has named surveillance capitalism. The stakes could not be higher: a global architecture of behavior modification threatens human nature in the twenty-first century just as industrial capitalism disfigured the natural world in the twentieth. Zuboff vividly brings to life the consequences as surveillance capitalism advances from Silicon Valley into every economic sector. Vast wealth and power are accumulated in ominous new "behavioral futures markets," where predictions about our behavior are bought and sold, and the production of goods and services is subordinated to a new "means of behavioral modification." The threat has shifted from a totalitarian Big Brother state to a ubiquitous digital architecture: a "Big Other" operating in the interests of surveillance capital. Here is the crucible of an unprecedented form of power marked by extreme concentrations of knowledge and free from democratic oversight. Zuboff's comprehensive and moving analysis lays bare the threats to twenty-first century society: a controlled "hive" of total connection that seduces with promises of total certainty for maximum profit -- at the expense of democracy, freedom, and our human future. With little resistance from law or society, surveillance capitalism is on the verge of dominating the social order and shaping the digital future -- if we let it.

Aiming to help with the productivity and efficiency of garment-producing enterprises, this book suggests practical ideas for the design, materials, safety, welfare and maintenance of the business. It also presents procedures and examples for identifying and assessing productivity.

This book helps "students to master the standard organizational patterns of the paragraph and the basic concepts of essay writing. The text's time-proven approach integrates the study of rhetorical patterns and the writing process with extensive practice in sentence structure and mechanics." - product description.

Science and technology has been used more and more in the last few decades to gain advantage over competitors. Quite often, however, the actual science involved is not published because a suitable journal cannot be found. The Engineering of Sport brings together work from a very diverse range of subjects including Engineering, Physics, Materials and Biomechanics. The Engineering of Sport represent work which was represented at the 1st International Conference on the Engineering of Sport held in Sheffield, UK in July 1996. Many sports were represented and the material covered split into nine topics covering aerodynamics, biomechanics, design, dynamics, instrumentation, materials, mechanics, modelling, motion analysis, and vibrations. It should be of interest to specialists in all areas of sports research.

(Black & White version) Fundamentals of Business was created for Virginia Tech's MGT 1104 Foundations of Business through a collaboration between the Pamplin College of Business and Virginia Tech Libraries. This book is freely available at: <http://hdl.handle.net/10919/70961> It is licensed with a Creative Commons-NonCommercial ShareAlike 3.0 license.

The Global Innovation Index 2020 provides detailed metrics about the innovation performance of 131 countries and economies around the world. Its 80 indicators explore a broad vision of innovation, including political environment, education, infrastructure and business sophistication. The 2020 edition sheds light on the state of innovation financing by investigating the evolution of financing mechanisms for

entrepreneurs and other innovators, and by pointing to progress and remaining challenges – including in the context of the economic slowdown induced by the coronavirus disease (COVID-19) crisis.

A resource for industry professionals and consultants, this book on corporate strategy lays down the theories and models for revitalizing companies in the face of global recession. It discusses cutting-edge concepts, constructs, paradigms, theories, models, and cases of corporate strategic leadership for bringing about transformation and innovation in companies. It demonstrates that great companies are those that make the leap from 'good' results to 'great' results and sustain these for at least 15 years; it explores, reviews and analyzes great transformation strategies in this context. Each chapter in the book is appended with transformation exercises that further explicate the concepts.

The light-duty vehicle fleet is expected to undergo substantial technological changes over the next several decades. New powertrain designs, alternative fuels, advanced materials and significant changes to the vehicle body are being driven by increasingly stringent fuel economy and greenhouse gas emission standards. By the end of the next decade, cars and light-duty trucks will be more fuel efficient, weigh less, emit less air pollutants, have more safety features, and will be more expensive to purchase relative to current vehicles. Though the gasoline-powered spark ignition engine will continue to be the dominant powertrain configuration even through 2030, such vehicles will be equipped with advanced technologies, materials, electronics and controls, and aerodynamics. And by 2030, the deployment of alternative methods to propel and fuel vehicles and alternative modes of transportation, including autonomous vehicles, will be well underway. What are these new technologies - how will they work, and will some technologies be more effective than others? Written to inform The United States Department of Transportation's National Highway Traffic Safety Administration (NHTSA) and Environmental Protection Agency (EPA) Corporate Average Fuel Economy (CAFE) and greenhouse gas (GHG) emission standards, this new report from the National Research Council is a technical evaluation of costs, benefits, and implementation issues of fuel reduction technologies for next-generation light-duty vehicles. Cost, Effectiveness, and Deployment of Fuel Economy Technologies for Light-Duty Vehicles estimates the cost, potential efficiency improvements, and barriers to commercial deployment of technologies that might be employed from 2020 to 2030. This report describes these promising technologies and makes recommendations for their inclusion on the list of technologies applicable for the 2017-2025 CAFE standards.

There is increasing attention to the importance of biodiversity for food security and nutrition, especially above-ground biodiversity such as plants and animals. However, less attention is being paid to the biodiversity beneath our feet, soil biodiversity, which drives many processes that produce food or purify soil and water. This report is the result of an inclusive process involving more than 300 scientists from around the world under the auspices of the FAO's Global Soil Partnership and its Intergovernmental Technical Panel on Soils, the Convention on Biological Diversity, the Global Soil Biodiversity Initiative, and the European Commission. It presents concisely the state of knowledge on soil biodiversity, the threats to it, and the solutions that soil biodiversity can provide to problems in different fields. It also represents a valuable contribution to raising awareness of the importance of soil biodiversity and highlighting its role in finding solutions to today's global threats. Provides an account, from the point of view of the U.S. Army forces employed, of the 1990-91 Persian Gulf War, from the Iraqi invasion of Kuwait to the withdrawal of coalition forces from southeastern Iraq. It focuses on the Army's part in this war, particularly the activities of the Headquarters, Third Army, and the Army Forces Central Command (ARCENT). It looks especially at the activities of the VII Corps, which executed ARCENT's main effort in the theater ground force schwerpunkt -- General Schwarzkopf's "Great Wheel." This is not an official history; the author speaks in his own voice and makes his own judgments. Maps.

This open access book explores supply chains strategies to help companies face challenges such as societal emergency, digitalization, climate changes and scarcity of resources. The book identifies industrial scenarios for the next decade based on the analysis of trends at social, economic, environmental technological and political level, and examines how they may impact on supply chain processes and how to design next generation supply chains to answer these challenges. By mapping enabling technologies for supply chain innovation, the book proposes a roadmap for the full implementation of the supply chain strategies based on the integration of production and logistics processes. Case studies from process industry, discrete manufacturing, distribution and logistics, as well as ICT providers are provided, and policy recommendations are put forward to support companies in this transformative process.

The powertrain is at the heart of vehicle design; the engine – whether it is a conventional, hybrid or electric design – provides the motive power, which is then managed and controlled through the transmission and final drive components. The overall powertrain system therefore defines the dynamic performance and character of the vehicle. The design of the powertrain has conventionally been tackled by analyzing each of the subsystems individually and the individual components, for example, engine, transmission and driveline have received considerable attention in textbooks over the past decades. The key theme of this book is to take a systems approach – to look at the integration of the components so that the whole powertrain system meets the demands of overall energy efficiency and good drivability. Vehicle Powertrain Systems provides a thorough description and analysis of all the powertrain components and then treats them together so that the overall performance of the vehicle can be understood and calculated. The text is well supported by practical problems and worked examples. Extensive use is made of the MATLAB(R) software and many example programmes for vehicle calculations are provided in the text. Key features: Structured approach to explaining the fundamentals of powertrain engineering Integration of powertrain components into overall vehicle design Emphasis on practical vehicle design issues Extensive use of practical problems and worked examples Provision of MATLAB(R) programmes for the reader to use in vehicle performance calculations This comprehensive and integrated analysis of vehicle powertrain engineering provides an invaluable resource for undergraduate and postgraduate automotive engineering students and is a useful reference for practicing engineers in the vehicle industry

The Toyota Production System is the benchmark used throughout the world for “lean” thinking. Now you can model your own processes after those of the company that “wrote the book on supply chain management.” Written by two experts on the subject, along with a former Toyota senior executive, this book details the most celebrated supply chain operation in the world to help you form an integrated, synchronized system that will be the envy of your industry. You will find key insight into the logic behind every point of Toyota’s supply chain, along with both the tactics and strategies you can use to build an outstanding system of your own. Toyota Supply Chain Management explains how to achieve balance and efficiency by focusing on: Variety: Determine your variety of offerings based on operational efficiency and market demand Velocity: Maintain a steady flow through all processes of the supply chain Variability: Manage inconsistencies carefully to reduce cost and improve quality Visibility: Ensure the transparency of all processes to enable continuous learning and improvement The authors provide valuable insider tips and offer hands-on

guidance for improving production and operations in a variety of industries, including health care, insurance, banking, credit processing, and retailing. With careful attention paid to every aspect of the subject—from principles and theories to operations and best practices—Toyota Supply Chain Management is the most comprehensive, insightful guide to forging a world-class supply chain system.

The fifth edition of "Numerical Methods for Engineers" continues its tradition of excellence. Instructors love this text because it is a comprehensive text that is easy to teach from. Students love it because it is written for them—with great pedagogy and clear explanations and examples throughout. The text features a broad array of applications, including all engineering disciplines. The revision retains the successful pedagogy of the prior editions. Chapra and Canale's unique approach opens each part of the text with sections called Motivation, Mathematical Background, and Orientation, preparing the student for what is to come in a motivating and engaging manner. Each part closes with an Epilogue containing sections called Trade-Offs, Important Relationships and Formulas, and Advanced Methods and Additional References. Much more than a summary, the Epilogue deepens understanding of what has been learned and provides a peek into more advanced methods. Approximately 80% of the end-of-chapter problems are revised or new to this edition. The expanded breadth of engineering disciplines covered is especially evident in the problems, which now cover such areas as biotechnology and biomedical engineering. Users will find use of software packages, specifically MATLAB and Excel with VBA. This includes material on developing MATLAB m-files and VBA macros. Fuel cells are one of the cleanest and most efficient technologies for generating electricity. Since there is no combustion, there are none of the pollutants commonly produced by boilers and furnaces. For systems designed to consume hydrogen directly, the only products are electricity, water and heat. Fuel cells are an important technology for a potentially wide variety of applications including on-site electric power for households and commercial buildings; supplemental or auxiliary power to support car, truck and aircraft systems; power for personal, mass and commercial transportation; and the modular addition by utilities of new power generation closely tailored to meet growth in power consumption. These applications will be in a large number of industries worldwide. In this Seventh Edition of the Fuel Cell Handbook, we have discussed the Solid State Energy Conversion Alliance Program (SECA) activities. In addition, individual fuel cell technologies and other supporting materials have been updated. Building on its continued success this text has been revised to provide the most comprehensive, balanced and up-to-date coverage of systems analysis and design available. The Fourth Edition maintains the dual focus on the concepts and techniques from both the traditional, structured approach and the object-oriented approach to systems development. Instructors have the flexibility to emphasize one approach over the other, or both, while referring to one integrated case study that runs through every chapter.

Aiming to bridge the gap between theory and application, this work focuses on strategic management.

A brand-new edition of the classic guide on low-speed wind tunnel testing While great advances in theoretical and computational methods have been made in recent years, low-speed wind tunnel testing remains essential for obtaining the full range of data

needed to guide detailed design decisions for many practical engineering problems. This long-awaited Third Edition of William H. Rae, Jr.'s landmark reference brings together essential information on all aspects of low-speed wind tunnel design, analysis, testing, and instrumentation in one easy-to-use resource. Written by authors who are among the most respected wind tunnel engineers in the world, this edition has been updated to address current topics and applications, and includes coverage of digital electronics, new instrumentation, video and photographic methods, pressure-sensitive paint, and liquid crystal-based measurement methods. The book is organized for quick access to topics of interest, and examines basic test techniques and objectives of modeling and testing aircraft designs in low-speed wind tunnels, as well as applications to fluid motion analysis, automobiles, marine vessels, buildings, bridges, and other structures subject to wind loading. Supplemented with real-world examples throughout, *Low-Speed Wind Tunnel Testing, Third Edition* is an indispensable resource for aerospace engineering students and professionals, engineers and researchers in the automotive industries, wind tunnel designers, architects, and others who need to get the most from low-speed wind tunnel technology and experiments in their work.

After decades of stagnation, the size of Latin America's middle class recently expanded to the point where, for the first time ever, the number of people in poverty is equal to the size of the middle class. This volume investigates the nature, determinants and possible consequences of this remarkable process of social transformation. We propose an original definition of the middle class, tailor-made for Latin America, centered on the concept of economic security and thus a low probability of falling into poverty. Given our definition of the middle class, there are four, not three, classes in Latin America. Sandwiched between the poor and the middle class there lies a large group of people who appear to make ends meet well enough, but do not enjoy the economic security that would be required for membership of the middle class. We call this group the 'vulnerable'. In an almost mechanical sense, these transformations in Latin America reflect both economic growth and declining inequality in over the period. We adopt a measure of mobility that decomposes the 'gainers' and 'losers' in society by social class of each household. The continent has experienced a large amount of churning over the last 15 years, at least 43% of all Latin Americans changed social classes between the mid 1990s and the end of the 2000s. Despite the upward mobility trend, intergenerational mobility, a better proxy for inequality of opportunity, remains stagnant. Educational achievement and attainment remain to be strongly dependent upon parental education levels. Despite the recent growth in pro-poor programs, the middle class has benefited disproportionately from social security transfers and are increasingly opting out from government services. Central to the region's prospects of continued progress will be its ability to harness the new middle class into a new, more inclusive social contract, where the better-off pay their fair share of taxes, and demand improved public services.

For courses in engineering and economics *Comprehensively blends engineering concepts with economic theory*
Contemporary Engineering Economics teaches engineers how to make smart financial decisions in an effort to create economical products. As design and manufacturing become an integral part of engineers' work, they are required to make more and more decisions regarding money. The *Sixth Edition* helps students think like the 21st century engineer

who is able to incorporate elements of science, engineering, design, and economics into his or her products. This text comprehensively integrates economic theory with principles of engineering, helping students build sound skills in financial project analysis. MyEngineeringLab™ not included. Students, if MyEngineeringLab is a recommended/mandatory component of the course, please ask your instructor for the correct ISBN and course ID. MyEngineeringLab should only be purchased when required by an instructor. Instructors, contact your Pearson representative for more information. MyEngineeringLab 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. Instructors can choose from a wide range of assignment options, including time limits, proctoring, and maximum number of attempts allowed. The bottom line: MyEngineeringLab means less time grading and more time teaching.

Automotive Technology: Principles, Diagnosis, and Service, Fourth Edition, meets the needs for a comprehensive book that covers all eight areas of automotive service, plus the soft skills and tool knowledge that must also be taught. Because many automotive systems are intertwined, presenting all systems together in one text makes it easier for the student to see how they are all connected. Topics are divided into 133 short chapters, which makes it easier for instructors and students to learn and master the content.

Designing EEG Experiments for Studying the Brain: Design Code and Example Datasets details the design of various brain experiments using electroencephalogram (EEG). Providing guidelines for designing an EEG experiment, it is primarily for researchers who want to venture into this field by designing their own experiments as well as those who are excited about neuroscience and want to explore various applications related to the brain. The first chapter describes how to design an EEG experiment and details the various parameters that should be considered for success, while remaining chapters provide experiment design for a number of neurological applications, both clinical and behavioral. As each chapter is accompanied with experiment design codes and example datasets, those interested can quickly design their own experiments or use the current design for their own purposes. Helpful appendices provide various forms for one's experiment including recruitment forms, feedback forms, ethics forms, and recommendations for related hardware equipment and software for data acquisition, processing, and analysis. Written to assist neuroscientists in experiment designs using EEG Presents a step-by-step approach to designing both clinical and behavioral EEG experiments Includes experiment design codes and example datasets Provides inclusion and exclusion criteria to help correctly identify experiment subjects and the minimum number of samples Includes appendices that provide recruitment forms,

ethics forms, and various subjective tests associated with each of the chapters Electronics explained in one volume, using both theoretical and practical applications. Mike Tooley provides all the information required to get to grips with the fundamentals of electronics, detailing the underpinning knowledge necessary to appreciate the operation of a wide range of electronic circuits, including amplifiers, logic circuits, power supplies and oscillators. The 5th edition includes an additional chapter showing how a wide range of useful electronic applications can be developed in conjunction with the increasingly popular Arduino microcontroller, as well as a new section on batteries for use in electronic equipment and some additional/updated student assignments. The book's content is matched to the latest pre-degree level courses (from Level 2 up to, and including, Foundation Degree and HND), making this an invaluable reference text for all study levels, and its broad coverage is combined with practical case studies based in real-world engineering contexts. In addition, each chapter includes a practical investigation designed to reinforce learning and provide a basis for further practical work. A companion website at <http://www.key2electronics.com> offers the reader a set of spreadsheet design tools that can be used to simplify circuit calculations, as well as circuit models and templates that will enable virtual simulation of circuits in the book. These are accompanied by online self-test multiple choice questions for each chapter with automatic marking, to enable students to continually monitor their own progress and understanding. A bank of online questions for lecturers to set as assignments is also available.

A superior primer on software testing and quality assurance, from integration to execution and automation This important new work fills the pressing need for a user-friendly text that aims to provide software engineers, software quality professionals, software developers, and students with the fundamental developments in testing theory and common testing practices. Software Testing and Quality Assurance: Theory and Practice equips readers with a solid understanding of: Practices that support the production of quality software Software testing techniques Life-cycle models for requirements, defects, test cases, and test results Process models for units, integration, system, and acceptance testing How to build test teams, including recruiting and retaining test engineers Quality Models, Capability Maturity Model, Testing Maturity Model, and Test Process Improvement Model Expertly balancing theory with practice, and complemented with an abundance of pedagogical tools, including test questions, examples, teaching suggestions, and chapter summaries, this book is a valuable, self-contained tool for professionals and an ideal introductory text for courses in software testing, quality assurance, and software engineering.

Lead-Acid Batteries for Future Automobiles provides an overview on the innovations that were recently introduced in automotive lead-acid batteries and other aspects of current research. Innovative concepts are presented, some of which aim to make lead-acid technology a candidate for higher levels of powertrain hybridization, namely 48-volt mild or high-

volt full hybrids. Lead-acid batteries continue to dominate the market as storage devices for automotive starting and power supply systems, but are facing competition from alternative storage technologies and being challenged by new application requirements, particularly related to new electric vehicle functions and powertrain electrification. Presents an overview of development trends for future automobiles and the demands that they place on the battery Describes how to adapt LABs for use in micro and mild hybrid EVs via collector construction and materials, via carbon additives, via new cell construction (bipolar), and via LAB hybrids with Li-ion and supercap systems System integration of LABs into vehicle power-supply and hybridization concepts Short description of competitive battery technologies

"Published by OpenStax College, Calculus is designed for the typical two- or three-semester general calculus course, incorporating innovative features to enhance student learning. The book guides students through the core concepts of calculus and helps them understand how those concepts apply to their lives and the world around them. Due to the comprehensive nature of the material, we are offering the book in three volumes for flexibility and efficiency. Volume 1 covers functions, limits, derivatives, and integration."--BC Campus website.

This book details the design and technology of the on-line electric vehicle (OLEV) system and its enabling wireless power-transfer technology, the "shaped magnetic field in resonance" (SMFIR). The text shows how OLEV systems can achieve their three linked important goals: reduction of CO₂ produced by ground transportation; improved energy efficiency of ground transportation; and contribution to the amelioration or prevention of climate change and global warming. SMFIR provides power to the OLEV by wireless transmission from underground cables using an alternating magnetic field and the reader learns how this is done. This cable network will in future be part of any local smart grid for energy supply and use thereby exploiting local and renewable energy generation to further its aims. In addition to the technical details involved with design and realization of a fleet of vehicles combined with extensive subsurface charging infrastructure, practical issues such as those involved with pedestrian safety are considered. Furthermore, the benefits of reductions in harmful emissions without recourse to large banks of batteries are made apparent. Importantly, the use of Professor Suh's axiomatic design paradigm enables such a complicated transportation system to be developed at reasonable cost and delivered on time. The book covers both the detailed design and the relevant systems-engineering knowledge and draws on experience gained in the successful implementation of OLEV systems in four Korean cities. The introduction to axiomatic design and the in-depth discussion of system and technology development provided by The On-line Electric Vehicle is instructive to graduate students in electrical, mechanical and transportation engineering and will help engineers and designers to master the efficient, timely and to-cost implementation of large-scale networked systems. Managers responsible for the running of large transportation infrastructure projects and concerned with technology management

more generally will also find much to interest them in this book.

Organizing involves continuous challenges in the face of uncertainty and change. How is globalization impacting organizations? How will new strategies for a turbulent world affect organizational design? In this second edition of *Organization Theory and Design*, developed for students in the UK, Europe, the Middle East and Africa, respected academics Jonathan Murphy and Hugh Willmott continue to add an international perspective to Richard L. Daft's landmark text. Together they tackle these questions in a comprehensive, clear and accessible study of the subject.

Contributions by Surhid Gautam and Lit-Mian Chan. This book presents a state-of-the-art review of vehicle emission standards and regulations and provides a synthesis of worldwide experience with vehicle emission control technologies and their applications in both industrial and developing countries. Topics covered include:

- * The two principal international systems of vehicle emission standards: those of North America and Europe
- * Test procedures used to verify compliance with emissions standards and to estimate actual emissions
- * Engine and aftertreatment technologies that have been developed to enable new vehicles to comply with emission standards, as well as the cost and other impacts of these technologies
- * An evaluation of measures for controlling emissions from in-use vehicles
- * The role of fuels in reducing vehicle emissions, the benefits that could be gained by reformulating conventional gasoline and diesel fuels, the potential benefits of alternative cleaner fuels, and the prospects for using hydrogen and electric power to run motor vehicles with ultra-low or zero emissions.

This book is the first in a series of publications on vehicle-related pollution and control measures prepared by the World Bank in collaboration with the United Nations Environment Programme to underpin the Bank's overall objective of promoting transport that is environmentally sustainable and least damaging to human health and welfare.

Agency has two meanings in psychology and neuroscience. It can refer to one's capacity to affect the world and act in line with one's goals and desires--this is the objective aspect of agency. But agency can also refer to the subjective experience of controlling one's actions, or how it feels to achieve one's goals or affect the world. This subjective aspect is known as the sense of agency, and it is an important part of what makes us human. Interest in the sense of agency has exploded since the early 2000s, largely because scientists have learned that it can be studied objectively through analyses of human judgment, behavior, and the brain. This book brings together some of the world's leading researchers to give structure to this nascent but rapidly growing field. The contributors address questions such as: What role does agency play in the sense of self? Is agency based on predicting outcomes of actions? And what are the links between agency and motivation? Recent work on the sense of agency has been markedly interdisciplinary. The chapters collected here combine ideas and methods from fields as diverse as engineering, psychology, neurology, neuroscience, and

philosophy of mind, making the book a valuable resource for any student or researcher interested in action, volition, and exploring how mind and brain are organized.

Research centering on blood flow in the heart continues to hold an important position, especially since a better understanding of the subject may help reduce the incidence of coronary arterial disease and heart attacks. This book summarizes recent advances in the field; it is the product of fruitful cooperation among international scientists who met in Japan in May, 1990 to discuss the regulation of coronary blood flow.

This report considers the biological and behavioral mechanisms that may underlie the pathogenicity of tobacco smoke. Many Surgeon General's reports have considered research findings on mechanisms in assessing the biological plausibility of associations observed in epidemiologic studies. Mechanisms of disease are important because they may provide plausibility, which is one of the guideline criteria for assessing evidence on causation. This report specifically reviews the evidence on the potential mechanisms by which smoking causes diseases and considers whether a mechanism is likely to be operative in the production of human disease by tobacco smoke. This evidence is relevant to understanding how smoking causes disease, to identifying those who may be particularly susceptible, and to assessing the potential risks of tobacco products.

Cost, Effectiveness, and Deployment of Fuel Economy Technologies for Light-Duty Vehicles National Academies Press

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