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Basic and Clinical Immunology E-Book - Mark Peakman 2009-04-24

Within this one volume both basic science and clinical immunology are demystified for the medical and other health sciences student. The basic immunological processes are described first, with a level of detail restricted to what is appropriate for medical (and similar) curricula. In the second part of the book, immunological mechanisms behind major diseases of the various body systems are explained. Throughout the text clinical details are highlighted and more in-depth material is differentiated from the main text.

Exercise Physiology - William D. McArdle 2001

This thoroughly revised, updated Fifth Edition textbook provides excellent coverage of exercise physiology concepts integrated with relevant scientific information. A basic foundation to understand nutrition, energy transfer and exercise training, it unites the topics of physical conditioning, sports nutrition, body composition, weight control and more. Chapters contain bulleted Objectives and Summaries that promote mastery of the material. A "Focus on Research" section features synopses of published studies, and interviews with nine contemporary scientists inspire students to realize their professional potential. "Integrative Questions" pose open-ended questions for considerable reflection

on complex concepts. Many new additions enhance this must-have text.

Gene Drives on the Horizon - National Academies of Sciences, Engineering, and Medicine 2016-08-28

Research on gene drive systems is rapidly advancing. Many proposed applications of gene drive research aim to solve environmental and public health challenges, including the reduction of poverty and the burden of vector-borne diseases, such as malaria and dengue, which disproportionately impact low and middle income countries. However, due to their intrinsic qualities of rapid spread and irreversibility, gene drive systems raise many questions with respect to their safety relative to public and environmental health. Because gene drive systems are designed to alter the environments we share in ways that will be hard to anticipate and impossible to completely roll back, questions about the ethics surrounding use of this research are complex and will require very careful exploration. Gene Drives on the Horizon outlines the state of knowledge relative to the science, ethics, public engagement, and risk assessment as they pertain to research directions of gene drive systems and governance of the research process. This report offers principles for responsible

practices of gene drive research and related applications for use by investigators, their institutions, the research funders, and regulators.

Mechanics of Materials - Robert W. Fitzgerald 1982

Genome - Matt Ridley 2013-03-26

“Ridley leaps from chromosome to chromosome in a handy summation of our ever increasing understanding of the roles that genes play in disease, behavior, sexual differences, and even intelligence. . . . He addresses not only the ethical quandaries faced by contemporary scientists but the reductionist danger in equating inheritability with inevitability.” — The New Yorker The genome's been mapped. But what does it mean? Matt Ridley's *Genome* is the book that explains it all: what it is, how it works, and what it portends for the future Arguably the most significant scientific discovery of the new century, the mapping of the twenty-three pairs of chromosomes that make up the human genome raises almost as many questions as it answers. Questions that will profoundly impact the way we think about disease, about longevity, and about free will. Questions that will affect the rest of your life. *Genome* offers extraordinary insight into the ramifications of this incredible breakthrough. By picking one newly discovered gene from each pair of chromosomes and telling its story, Matt Ridley recounts the history of our species and its ancestors from the dawn of life to the brink of future medicine. From Huntington's disease to cancer, from the applications of gene therapy to the horrors of eugenics, Ridley probes the scientific, philosophical, and moral issues arising as a result of the mapping of the genome. It will help you understand what this scientific milestone means for you, for your children, and for humankind.

Clinical Examination of Cattle - Gustav Rosenberger 1979

Endocrine Physiology, Fifth Edition - Patricia E. Molina 2018-04-09

Publisher's Note: Products purchased from Third Party sellers are not guaranteed by the publisher for quality, authenticity, or access to any online entitlements included with the product. The principles of endocrinology and metabolism clearly and simply explained on a system-by-system, organ-by-organ basis ESSENTIAL FOR USMLE® STEP 1 REVIEW! A Doody's Core Title for 2020! Applauded by medical students for its clarity, comprehensiveness, and portability, *Endocrine Physiology, Fifth Edition* delivers unmatched coverage of the fundamental concepts of hormone biological actions. These concepts provide a solid foundation for first-and-second year medical students to understand the physiologic mechanisms involved in neuroendocrine regulation of organ function. With its emphasis on must-know principles, *Endocrine Physiology* is essential for residents and fellows, and is the single-best endocrine review available for the USMLE® Step 1. Here's why this is essential for USMLE® Step 1 review: •Informative first chapter describes the organization of the endocrine system, as well as general concepts of hormone production and release, transport and metabolic rate, and cellular mechanisms of action •Boxed case studies help you apply principles to real-world clinical situations •Each chapter includes bulleted Objectives, Key Concepts, Study Questions, Suggested Readings, and diagrams encapsulating key concepts If you've been looking for a student-tested, basic yet comprehensive review of endocrinology and metabolism, your search ends here.

Animal Physiology - Richard W. (Michigan State University) Hill 2017-10-05

Published by Sinauer Associates, an imprint of Oxford University Press.

The Ghosts Of Evolution - Connie Barlow 2008-08-05

A new vision is sweeping through ecological science: The dense web of dependencies that makes up an ecosystem has gained an added dimension-the dimension of time. Every field, forest, and park is full of living organisms adapted for relationships with

creatures that are now extinct. In a vivid narrative, Connie Barlow shows how the idea of "missing partners" in nature evolved from isolated, curious examples into an idea that is transforming how ecologists understand the entire flora and fauna of the Americas. This fascinating book will enrich and deepen the experience of anyone who enjoys a stroll through the woods or even down an urban sidewalk. But this knowledge has a dark side too: Barlow's "ghost stories" teach us that the ripples of biodiversity loss around us now are just the leading edge of what may well become perilous cascades of extinction.

Textbook of Veterinary Physiology - James G. Cunningham 2002

This well-illustrated, authoritative text introduces students to the principles and concepts of physiology that are essential to the study and practice of veterinary medicine. Coverage of physiopathology, in addition to clinical problem-solving techniques, makes this resource uniquely relevant to practice. Clinical correlation boxes in each chapter include history and background information on topics in physiology. Cases present realistic situations that show theory in practice and reinforce students' understanding of each topic. The organization by body system follows a logical progression and makes it easy to refer to specific information. User friendly style of writing to make it easy for students to read Clinical correlations appear at the end of each chapter - shows how physiology is applied to diagnosis and management Practice questions and answers at the end of chapters Chapter outlines help the reader survey vital information Organised by Body System for easy reference to data Topics have been thoroughly revised and updated to reflect current the latest developments and understanding.

Essentials of Exercise Physiology - William D. McArdle 2006 Fully revised and updated, this Third Edition provides excellent coverage of the fundamentals of exercise physiology, integrating scientific and clinical information on nutrition, energy transfer, and

exercise training. The book is lavishly illustrated with full-color graphics and photos and includes real-life cases, laboratory-type activities, and practical problem-solving questions. This edition has an Integrated Workbook in the margins that reinforces concepts, presents activities to test knowledge, and aids students in taking notes. An accompanying CD-ROM contains multiple-choice and true/false questions to help students prepare for exams.

LiveAdvise online faculty support and student tutoring services are available free with the text.

Cell Physiology - David Landowne 2010-06-08

Audience: First and Second year medical students; and Allied Health students Cell Physiology is essential for medical students as it is the basis for understanding the more complex physiology topics they will eventually need to learn Emphasizes understanding key concepts rather than merely memorizing facts Packed with self-study questions, explicit diagrams, and clinical examples Current and up-to-date basic and clinical science concepts all medical students are required to know

Principles of Human Physiology - Cindy L. Stanfield 2017

Designed to address the challenges instructors face in teaching students with varied backgrounds and learning styles, this text provides features such as chemistry review boxes to provide resources for students, while toolboxes and discovery boxes allow instructors the option to delve into more detail about physiology topics.

Microbiology - Gerard J. Tortora 2013

Microbiology: An Introduction helps you see the connection between human health and microbiology.

Ecology - Michael Begon 2020-11-17

A definitive guide to the depth and breadth of the ecological sciences, revised and updated The revised and updated fifth edition of Ecology: From Individuals to Ecosystems - now in full colour - offers students and practitioners a review of the ecological sciences. The previous editions of this book earned the

authors the prestigious 'Exceptional Life-time Achievement Award' of the British Ecological Society - the aim for the fifth edition is not only to maintain standards but indeed to enhance its coverage of Ecology. In the first edition, 34 years ago, it seemed acceptable for ecologists to hold a comfortable, objective, not to say aloof position, from which the ecological communities around us were simply material for which we sought a scientific understanding. Now, we must accept the immediacy of the many environmental problems that threaten us and the responsibility of ecologists to play their full part in addressing these problems. This fifth edition addresses this challenge, with several chapters devoted entirely to applied topics, and examples of how ecological principles have been applied to problems facing us highlighted throughout the remaining nineteen chapters. Nonetheless, the authors remain wedded to the belief that environmental action can only ever be as sound as the ecological principles on which it is based. Hence, while trying harder than ever to help improve preparedness for addressing the environmental problems of the years ahead, the book remains, in its essence, an exposition of the science of ecology. This new edition incorporates the results from more than a thousand recent studies into a fully up-to-date text. Written for students of ecology, researchers and practitioners, the fifth edition of *Ecology: From Individuals to Ecosystems* is an essential reference to all aspects of ecology and addresses environmental problems of the future.

Introduction to Food Engineering - R. Paul Singh 2001-06-29

Food engineering is a required class in food science programs, as outlined by the Institute for Food Technologists (IFT). The concepts and applications are also required for professionals in food processing and manufacturing to attain the highest standards of food safety and quality. The third edition of this successful textbook succinctly presents the engineering concepts and unit operations used in food processing, in a unique blend of principles with applications. The authors use their many years of teaching to

present food engineering concepts in a logical progression that covers the standard course curriculum. Each chapter describes the application of a particular principle followed by the quantitative relationships that define the related processes, solved examples, and problems to test understanding. The subjects the authors have selected to illustrate engineering principles demonstrate the relationship of engineering to the chemistry, microbiology, nutrition and processing of foods. Topics incorporate both traditional and contemporary food processing operations.

Use of Autologous Blood - 1994

The Physiology of Domestic Animals - Henry Hugh Dukes 1955
Physiology.

Quaternary Geomorphology in India - Balai Chandra Das
2018-05-19

This edited book presents a novel collection of field-based empirical studies on the Quaternary geomorphology of the Lower Ganga Basin. The book covers a wide range of topics discussing various geomorphological facets of the Lower Ganga and its subsidiary rivers focussing on laterites, palaeoenvironment and palaeogeomorphology, palaeo-coastal landforms, neo-tectonism, tidal-fluvial dynamics, extra-channel geomorphology and channel-pattern adjustment among others. Various methodologies were applied ranging from historical records and religious texts to state-of-the-art remote sensing and GIS techniques. The book appeals to all scientists and post-graduate students of geomorphology and related areas who want to acquire detailed knowledge of the geology and geomorphology of the Lower Ganga Basin or are in search of new methodologies for studying the feedback mechanisms between forms and processes.

Biology For Dummies - Rene Fester Kratz 2017-03-20

The ultimate guide to understanding biology Have you ever wondered how the food you eat becomes the energy your body needs to keep going? The theory of evolution says that humans

and chimps descended from a common ancestor, but does it tell us how and why? We humans are insatiably curious creatures who can't help wondering how things work—starting with our own bodies. Wouldn't it be great to have a single source of quick answers to all our questions about how living things work? Now there is. From molecules to animals, cells to ecosystems, *Biology For Dummies* answers all your questions about how living things work. Written in plain English and packed with dozens of enlightening illustrations, this reference guide covers the most recent developments and discoveries in evolutionary, reproductive, and ecological biology. It's also complemented with lots of practical, up-to-date examples to bring the information to life. Discover how living things work Think like a biologist and use scientific methods Understand lifecycle processes Whether you're enrolled in a biology class or just want to know more about this fascinating and ever-evolving field of study, *Biology For Dummies* will help you unlock the mysteries of how life works.

Your Inner Fish - Neil Shubin 2008-01-15

Neil Shubin, the paleontologist and professor of anatomy who co-discovered Tiktaalik, the “fish with hands,” tells the story of our bodies as you've never heard it before. The basis for the PBS series. By examining fossils and DNA, he shows us that our hands actually resemble fish fins, our heads are organized like long-extinct jawless fish, and major parts of our genomes look and function like those of worms and bacteria. *Your Inner Fish* makes us look at ourselves and our world in an illuminating new light. This is science writing at its finest—enlightening, accessible and told with irresistible enthusiasm.

Pocket Companion to Robbins & Cotran Pathologic Basis of Disease E-Book - Richard N Mitchell 2016-05-29

This pocket companion offers rapid, portable access to the most important pathology facts and concepts from Robbins and Cotran *Pathologic Basis of Disease*, 9th Edition. It distills the key concepts and principles of pathology into a condensed, at-a-glance format,

making it the perfect reference for quick review anytime! Consult this title on your favorite e-reader, conduct rapid searches, and adjust font sizes for optimal readability. Access key concepts and principles of pathology in a condensed, at-a-glance format. Locate additional information with abundant page references to the parent text. Review for in-course exams and the USMLE Step 1 with content that highlights the most important material in the current edition Robbins and Cotran *Pathologic Basis of Disease*. Easily find information with help from a format that closely follows the Table of Contents from the current edition of the parent text. *Vander's Renal Physiology, 7th Edition* - Douglas C. Eaton 2009-07-31

The structure, function, and pathologies of the human kidney -- simplified and explained A Doody's Core Title for 2011! 4 STAR DOODY'S REVIEW! "This seventh edition of a concise, well written book on renal physiology continues the legacy of the book as a major contributor in the field....This well written book is an excellent review of renal function and is one of the best concise reviews of the topic."--Doody's Review Service Written in a concise, conversational style, this trusted text reviews the fundamental principles of renal physiology that are essential for an understanding of clinical medicine. Combining the latest research with a fully integrated teaching approach, *Vander's Renal Physiology* explains how the kidneys affect other body systems and how they in turn are affected by these systems. Filled with the learning tools you need to truly learn key concepts rather than merely memorize facts, *Vander's* will prove valuable to you at every stage of your studies or practice. Features: New Global case studies New An online physiology learning center that offers additional exam questions, artwork, and graphs Offers the best review of renal physiology available for the USMLE Step 1 Begins with the basics and works up to advanced principles Distills the essence of renal processes and their regulation in a concise, integrated manner that focuses on the logic of renal processes

Features learning aids such as flow charts, diagrams, key concepts, clinical examples, learning objectives, and review questions with answers and explanations Explains the relationship between blood pressure and renal function Presents the normal functions of the kidney with clinical correlations to disease states Includes the most current research on the molecular and genetic principles underlying renal physiology

The Chosen Species - Juan Luis Arsuaga 2006

Is modern man the logical conclusion of a long evolutionary journey? Or are humans merely an evolutionary accident? The Chosen Species answers these and many other questions about our origins. Authors Juan Luis Arsuaga and Ignacio Martínez are world-renowned paleoanthropologists and co-directors of the excavations at Atapuerca---a World Heritage Site and Europe's oldest known burial site---where their team discovered a new human species, homo antecessor. Their work has changed the way we see human evolution. Here, the authors draw on their rich experience to provide a fascinating account of our origins. They reconstruct the sequence of events, give an account of how, when, and why man evolved, and draw conclusions based on verifiable facts and well-founded argument. The Chosen Species combines scientific rigor with a spellbinding style that will grip readers as they follow the tale to its end.

Antoni van Leeuwenhoek - Lisa Yount 2014-12-15

For his discoveries of microscopic life, Antoni van Leeuwenhoek is remembered today as one of the great geniuses of science. Using microscopes he made himself, Antoni van Leeuwenhoek peered into exciting new worlds that no one knew existed before.

Beginning in the 1670s, he discovered tiny, single-celled living things that he called "little animals." His curiosity led him to examine lake water, moldy bread, and even the plaque build-up on his own teeth! Van Leeuwenhoek was also the first to see red blood cells and bacteria.

Plant Anatomy - David F. Cutler 2009-01-22

This indispensable textbook provides a comprehensive overview of all aspects of plant anatomy and emphasizes the application of plant anatomy and its relevance to modern botanical research. The companion website, 'The Virtual Plant', offers a collection of high quality photographs and scanning electron microscope images giving students access to the microscopic detail of plant structures essential to gaining a real understanding of the subject. Exercises for the laboratory are also included, making this work an indispensable resource for lectures and laboratory classes. Visit: http://virtualplant.ru.ac.za/Main/virtual_Cover.htm to access these resources. Plant Anatomy is an essential reference for undergraduates taking courses in plant anatomy, applied plant anatomy and plant biology courses; and for researchers and postgraduates in plant sciences.

The Physiology Coloring Book - Wynn Kapit 1987

Designed for independent learning, this book teaches the key concepts of physiology in an easy-to-understand way by inviting readers to colour in more than 150 pages of outline drawings.

Bacterial Vaccines - Rene Germanier 2012-12-02

Bacterial Vaccines provides information dealing with vaccination of man against bacterial diseases. This book emphasizes the description, composition, production, and control of the vaccines, as well as vaccine benefits and drawbacks. Organized into 14 chapters, this book contains a description of the etiological agent, particularly with respect to its antigenic composition, and also of the pathogenesis of the disease and the immune mechanisms acting against it. The chapters are separated according to the disease they describe, which include diphtheria, tetanus, pertussis, cholera, typhoid fever, shigellosis, Escherichia coli infections, meningococcal meningitis, pneumococcal infections, Haemophilus influenzae type b infections, Pseudomonas aeruginosa infections, gonorrhoea, tuberculosis, and leprosy. This book will provide the reader with a comprehensive survey of vaccination of man against bacterial diseases. It is intended for

those involved in vaccine development, production, and control.

The Picture in the Attic - Richard MacAndrew 2011

Emma has just moved into her dream home with her new husband and a baby on the way. Everything seems perfect at first, until she hears strange noises coming from the attic. As the noises get worse, it becomes clear that the house is hiding a horrible secret...

Pathology: A Modern Case Study - Howard Reisner 2014-09-22

A unique case-based molecular approach to understanding pathology *Pathology: A Modern Case Study* is a concise, focused text that emphasizes the molecular and cellular biology essential to understanding the concepts of disease causation. The book includes numerous case studies designed to highlight the role of the pathologist in the team that provides patient care. *Pathology: A Modern Case Study* examines the role of anatomic, clinical, and molecular pathologists in dedicated chapters and in descriptions of the pathology of specific organ systems. Features Coverage of pathology focuses on modern approaches to common and important diseases Each chapter delivers the most up-to-date advances in pathology Learning aids include chapter summaries and overviews, bolded terms, and a glossary Common clinically relevant disease are highlighted Disease discussion is based on organ compartment and etiology Coverage includes: Disease and the Genome: Genetic, Developmental and Neoplastic Disease Cell Injury, Death and Aging and the Body's Response Environmental Injury Clinical Practice: Anatomic Pathology Clinical Practice: Molecular Pathology Clinical Practice: Molecular Pathology Organ-specific pathology covering all major body systems Molecular pathology Essential for undergraduate medical students and clinicians who wish to expand their knowledge pathology, *Pathology: A Modern Case Study* delivers valuable coverage that is directly related to a patient's condition and the clinical practice of pathology.

The Greatest Show on Earth - Richard Dawkins 2009-09-22

Richard Dawkins transformed our view of God in his blockbuster,

The God Delusion, which sold millions of copies in English alone. He revolutionized the way we see natural selection in the seminal bestseller *The Selfish Gene*. Now, he launches a fierce counterattack against proponents of "Intelligent Design" in his New York Times bestseller, *The Greatest Show on Earth*.

"Intelligent Design" is being taught in our schools; educators are being asked to "teach the controversy" behind evolutionary theory. There is no controversy. Dawkins sifts through rich layers of scientific evidence—from living examples of natural selection to clues in the fossil record; from natural clocks that mark the vast epochs wherein evolution ran its course to the intricacies of developing embryos; from plate tectonics to molecular genetics—to make the airtight case that "we find ourselves perched on one tiny twig in the midst of a blossoming and flourishing tree of life and it is no accident, but the direct consequence of evolution by non-random selection." His unjaded passion for the natural world turns what might have been a negative argument, exposing the absurdities of the creationist position, into a positive offering to the reader: nothing less than a master's vision of life, in all its splendor.

Geostatistical Applications for Precision Agriculture - Margaret A. Oliver 2010-07-27

The aim of this book is to bring together a series of contributions from experts in the field to cover the major aspects of the application of geostatistics in precision agriculture. The focus will not be on theory, although there is a need for some theory to set the methods in their appropriate context. The subject areas identified and the authors selected have applied the methods in a precision agriculture framework. The papers will reflect the wide range of methods available and how they can be applied practically in the context of precision agriculture. This book is likely to have more impact as it becomes increasingly possible to obtain data cheaply and more farmers use onboard digital maps of soil and crops to manage their land. It might also stimulate more

software development for geostatistics in PA.

Junk DNA - Nessa Carey 2015-03-05

From the author of the acclaimed *The Epigenetics Revolution* ('A book that would have had Darwin swooning' - Guardian) comes another thrilling exploration of the cutting edge of human science. For decades after the structure of DNA was identified, scientists focused purely on genes, the regions of the genome that contain codes for the production of proteins. Other regions - 98% of the human genome - were dismissed as 'junk'. But in recent years researchers have discovered that variations in this 'junk' DNA underlie many previously intractable diseases, and they can now generate new approaches to tackling them. Nessa Carey explores, for the first time for a general audience, the incredible story behind a controversy that has generated unusually vituperative public exchanges between scientists. She shows how junk DNA plays an important role in areas as diverse as genetic diseases, viral infections, sex determination in mammals, human biological complexity, disease treatments, even evolution itself - and reveals how we are only now truly unlocking its secrets, more than half a century after Crick and Watson won their Nobel prize for the discovery of the structure of DNA in 1962.

Principles of Animal Physiology - Christopher D. Moyes 2013-07-26

Principles of Animal Physiology, Second Edition continues to set a new standard for animal physiology textbooks with its focus on animal diversity, its modern approach and clear foundation in molecular and cell biology, its concrete examples throughout, and its fully integrated coverage of the endocrine system. Carefully designed, full-color artwork guides students through complex systems and processes while in-text pedagogical tools help them learn and remember the material. The book includes the most up-to-date research on animal genetics and genomics, methods and models, and offers a diverse range of vertebrate and invertebrate examples, with a student-friendly writing style that is consistently clear and engaging.

The Wisdom of the Body - Walter B. Cannon 1978-06-01

Education - Herbert Spencer 1889

Manifiesto que da al público en beneficio de la humanidad - Félix Amador 1834

Microbiology - Gerard J. Tortora 2004

Every student package automatically includes a CD-ROM containing the Microbiology Place website, along with an access code for the Microbiology Place website. Students and instructors continue to make *Microbiology: An Introduction* the No. 1 selling non-majors microbiology text, praising its careful balance of microbiology concepts and applications, proven art that teaches, and its straightforward presentation of complex topics. For the Eighth Edition, this successful formula has been refined with updated research, applications, and links to an enhanced Microbiology Place Website/CD-ROM. Supported by a powerful new Art and Photo CD-ROM for instructors, this new edition provides the most current coverage, technology, and applications for microbiology students.

Lehninger Principles of Biochemistry - Nelson David L. 2005

CD-ROM includes animations, living graphs, biochemistry in 3D structure tutorials.

Ten Deadly Marketing Sins - Philip Kotler 2004-05-03

Marketing's undisputed doyen offers an unbeatable guide on what not to do As the cost of marketing rises, its effectiveness is in decline. CEOs want a return on their marketing investment, but can't be sure their marketing efforts are even working. Truly, marketers have to shape up or watch their business go south. In this clear and comprehensive guide, renowned marketing expert Philip Kotler identifies the ten most common-and most damaging-mistakes marketers make, and how to avoid them. But these ten mistakes are much more than simple mess-ups; they're glaring

deficiencies that prevent companies from succeeding in the marketplace. In *Ten Deadly Marketing Sins*, Kotler covers each sin in-depth in its own chapter and offers practical, proven guidance for reversing them. Marketers will learn how to stay market-focused and customer-driven, fully understand their customers, keep track of the competition, manage relationships with stakeholders, find new opportunities, develop effective marketing plans, strengthen product and service policies, build brands, get organized, and use technology to the fullest. Covering crucial topics every marketer must understand, *Ten Deadly Marketing Sins* is a must-have for anyone who want to remain competitive in an increasingly challenging marketplace. Packed with the kind of

marketing wisdom only Kotler can provide, this is an indispensable resource for every company-and every marketer-who wants to develop better products, better marketing plans, and better customer relationships. *Ten Deadly Marketing Sins* is an unbeatable resource from the most respected thinker in modern marketing. Philip Kotler (Chicago, IL) is the S. C. Johnson Distinguished Professor of International Marketing at Northwestern University's Kellogg Graduate School of Management and the author of 15 books, including *Marketing Insights from A to Z* (0-471-26867-4) and *Lateral Marketing* (0-471-45516-4), both published by Wiley.