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88DZ9T - FARRELL WEBB

Focusing on communication, speech making, and the impact of facial expressions, Bender gives readers a full awareness of power presentations in the business environment—offering a method for improvement for the presenter and the company. Well-written and highly informative, this is an essential tool for success in today's fast-changing world.

"Beberapa tahun yang lalu, motivator tidak dianggap sebagai suatu mata pencaharian yang layak di mata masyarakat. Tapi beberapa tahun belakangan, yang terjadi justru kebalikannya. Motivator menjadi suatu sosok yang esensial bagi masyarakat Indonesia, dan kehadirannya dihargai sangat mahal di mana pun. Buku ini membahas kisah 15 motivator ternama di Indonesia: di lingkungan seperti apa mereka tumbuh, bagaimana caranya mereka menemukan jati diri mereka, sampai masalah dan halangan apa saja yang menjadikan mereka seperti sekarang ini."

Megan whirls into Stella's life like the crazy cartwheeler she is. And she's going to whirl right out again, soon as her holiday in Portbay's over. But that doesn't mean that she, TJ, Rachel and Stella can't have some fun at the Portbay Gala before she goes... Oops, did someone say "fun"? More like "trouble".

In this latest addition to the Chicken Soup family, children and grandchildren will relive memories of their parents and grandparents as they read stories of love, humor and wisdom.

The Structure of Mitochondria provides an extensive account of the structure of mitochondria. This book illustrates the variety of mitochondrial structure revealed by electron microscopy of intact cells. Organized into nine chapters, this book begins with an overview of the application of electron microscopy to the study of the structure of cells and their mitochondria. This text then explains the short-term changes of the type revealed by phase contrast microscopy of living cells. Other chapters consider the rationale behind the procedures generally employed for the isolation of mitochondria and other sub-cellular components. This book discusses as well the important component of mitochondria. The final chapter describes the interesting similarities of mitochondria, chloroplasts, and bacteria and the bearing these have on the concept about the way in which the relationships between mitochondria and the rest of the eukaryotic cell have evolved. This book is a valuable resource for biologists, physiologists, and bacteriologists.

This book presents 25 selected papers from the International Conference on "Developing Synergies between Islam & Science and Technology for Mankind's Benefit" held at the International Institute for Advanced Islamic Studies Malaysia, Kuala Lumpur, in October 2014. The papers cover a broad range of issues reflecting the main conference themes: Cosmology and the Universe, Philosophy of Science and the Emergence of Biological Systems, Principles and Applications of Tawhidic Science, Medical Applications of Tawhidic Science and Bioethics, and the History and Teaching of Science from an Islamic Perspective. Highlighting the relationships between the Islamic religious worldview and the physical sciences, the book challenges secularist paradigms on the study of Science and Technology. Integrating metaphysical perspectives of Science, topics include Islamic approaches to S&T such as an Islamic epistemology of the philosophy of science, a new quantum theory, environmental care, avoiding wasteful consumption using Islamic teachings, and emotional-blasting psychological therapy. Eminent contributing scholars include Osman Bakar, Mohammad Hashim Kamali, Mehdi Golshani, Mohd. Kamal Hassan, Adi Setia and Malik Badri. The book is essential reading for a broad group of academics and practitioners, from Islamic scholars and social scientists to (physical) scientists and engineers.

The Natural Speaker is a friendly step-by-step guide to public speaking that explores the fundamental skills necessary to present a natural and rewarding speech to any audience. By providing an overview of speech construction, practice, and delivery, this book is designed to enhance and improve upon students' natural strengths. Featuring a warm and humorous writing style, The Natural Speaker illustrates the concepts and skills required for enjoyable public speaking, and Randy Fujishin invites readers to view speaking as a life-long journey. This tenth edition features a new chapter on speaking in online contexts, including leading or participating in online meetings, using digital presentation tools, and guidelines for effective online PowerPoint presentations, as well as additional focus on intercultural considerations and new Internet student activities at the end of each chapter. This book serves as an accessible core textbook for Public Speaking and Introduction to Communication courses and also provides guidance for individual readers and public speaking workshops. Online resources include an instructor's manual with sample test questions and exercises.

Known for its clear presentation style, single-author voice, and focus on content most relevant to clinical and pre-clinical students, Guyton and Hall Textbook of Medical Physiology, 14th Edition, employs a distinctive format to ensure maximum learning and retention of complex concepts. A larger font size emphasizes core information, while supporting information, including clinical examples, are detailed in smaller font and highlighted in pale blue - making it easy to quickly skim the essential text or pursue more in-depth study. This two-tone approach, along with other outstanding features, makes this bestselling text a favorite of students worldwide. Offers a clinically oriented perspective written with the clinical and preclinical student in mind, bridging basic physiology with pathophysiology. Focuses on core material and how the body maintains homeostasis to remain healthy, emphasizing the important principles that will aid in later clinical decision making. Presents information in short chapters using a concise, readable voice that facilitates learning and retention. Contains more than 1,200 full-color drawings and diagrams - all carefully crafted to make physiology easier to understand. Features expanded clinical coverage including obesity, metabolic and cardiovascular disorders, Alzheimer's disease, and other degenerative diseases. Includes online access to interactive figures, new audio of heart sounds, animations, self-assessment questions, and more. Evolve Instructor site with an image and test bank is available to instructors through their Elsevier sales rep or via request at <https://evolve.elsevier.com>.

Everyone wants to be successful—and today's youth are no exception. After the massive success of Jack Canfield's *The Success Principles*, thousands of requests came rushing in to develop the most important success strategies for today's teenagers. Their calls have been answered. Even though many teens are urged to get good grades, many feel lost when it comes to setting powerful goals and creating the life they really want. Jack Canfield, cocreator of the famed *Chicken Soup for the Soul* series has teamed up with successful author and young entrepreneur Kent Healy to design a fun and engaging teen-friendly book that offers the timeless information and inspiration to get from where you are to where you really want to be. *The Success Principles for Teens* is a roadmap for ev-

ery young person. It doesn't matter if your goal is to become a better student or athlete, start a business, make millions of dollars, or simply find guidance and direction, the principles in this book always work, if you work the principles. This is not merely a collection of "good ideas." This book includes twenty-three of the most important success strategies used by thousands of exceptional young people throughout history. With the right tools, anyone can be successful. This book will give teens the courage and the heart to get started and get ahead.

The early history of Islam in Indonesian world is bewilderingly complex, not only in the context of the spread of Islam in the area, but also in the terms of its institutional formation. This book, therefore, discusses such themes as the early introduction of Islam to the Indonesian archipelago, the development of Islamic learning, educational, and legal institutions. Not least important, the book also reveals the religious, intellectual and political relations between Islam in the archipelago with that of the Arabian world "Professor Azyumardi Azra is a brilliant authority in Islam in Indonesia. No one interested in Indonesian Islam can afford to be without this book." —Professor Dr. M.C. Ricklefs Department of History National University of Singapore Author of acclaimed book, *A History of Modern Indonesia since c. 1200* (third edition, 2002) "This well researched book should be a required reading for anyone who would like to comprehend the dynamic of Islam in Indonesia and in Southeast Asia as a whole." —Professor DR. Taufik Abdullah Sejarahhwan and member of Akademi Ilmu Pengetahuan Indonesia (AIPI) [Mizan, Pustaka, Religion, Islam, Refrention]

book TOEFL STRATEGIES WITH PRACTICE TESTS, 2ND ED. (see previous listing for description) and three audiocassettes, which are revised and updated for this newest edition.

Transforming Pertamina, the state of oil company of Indonesia, into a competitive powerhouse with business oriented ; volume commemorating of the 50th of its anniversary.

There are few one-size-fits-all solutions in sales. Context matters. Complex sales are different from one-call closes. B2B is different than B2C. Prospects, territories, products, industries, companies, and sales processes are all different. There is little black and white in the sales profession. Except for objections. There is democracy in objections. Every salesperson must endure many NOs in order to get to YES. Objections don't care or consider: Who you are What you sell How you sell If you are new to sales or a veteran If your sales cycle is long or short - complex or transactional For as long as salespeople have been asking buyers to make commitments, buyers have been throwing out objections. And, for as long as buyers have been saying no, salespeople have yearned for the secrets to getting past those NOs. Following in the footsteps of his blockbuster bestsellers *Fanatical Prospecting* and *Sales EQ*, Jeb Blount's *Objections* is a comprehensive and contemporary guide that engages your heart and mind. In his signature right-to-the-point style, Jeb pulls no punches and slaps you in the face with the cold, hard truth about what's really holding you back from closing sales and reaching your income goals. Then he pulls you in with examples, stories, and lessons that teach powerful human-influence frameworks for getting past NO - even with the most challenging objections. What you won't find, though, is old school techniques straight out of the last century. No bait and switch schemes, no sycophantic tie-downs, no cheesy scripts, and none of the contrived closing techniques that leave you feeling like a phony, destroy relationships, and only serve to increase your buyers' resistance. Instead, you'll learn a new psychology for turning-around objections and proven techniques that work with today's more informed, in control, and skeptical buyers. Inside the pages of *Objections*, you'll gain deep insight into: How to get past the natural human fear of NO and become rejection proof The science of resistance and why buyers throw out objections Human influence frameworks that turn you into a master persuader The key to avoiding embarrassing red herrings that derail sales calls How to leverage the "Magical Quarter of a Second" to instantly gain control of your emotions when you get hit with difficult objections Proven objection turn-around frameworks that give you confidence and control in virtually every sales situation How to easily skip past reflex responses on cold calls and when prospecting How to move past brush-offs to get to the next step, increase pipeline velocity, and shorten the sales cycle The 5 Step Process for Turning Around Buying Commitment Objections and closing the sale Rapid Negotiation techniques that deliver better terms and higher prices As you dive into these powerful insights, and with each new chapter, you'll gain greater and greater confidence in your ability to face and effectively handle objections in any selling situation. And, with this new-found confidence, your success and income will soar.

Pekerja yang sehat adalah aset, sebaliknya pekerja yang tidak sehat bukan hanya merugikan diri pekerja namun juga keberlanjutan bisnis perusahaan dan ekonomi bangsa. Teori adalah ilmu, aplikasi adalah seni. Buku ini dengan pendekatan ilmu dan seni memaparkan cara pencegahan gangguan kesehatan terkait pola hidup dan pola kerja menuju pekerja sehat dan selamat, khususnya pencegahan tingkat primer sebelum pekerja sakit dengan melakukan promosi kesehatan terutama di tingkat organisasi pada kelompok pekerja dan secara bersamaan di tingkat individu, didasarkan pada konsep dasar dan teori pembentukan perilaku yang dikombinasikan dengan pengalaman dalam pengabdian kepada masyarakat di lapangan serta hasil penelitian yang dilakukan penulis bersama kolega, mahasiswa, dan praktisi di dalam maupun di luar Departemen Keselamatan dan Kesehatan Kerja, Fakultas Kesehatan Masyarakat Universitas Indonesia. Buku ini terdiri dari 8 (delapan) bab yang dikelompokkan menjadi 3 (tiga) bagian pokok bahasan. Bagian Kesatu, menyajikan konsep dasar, teori dan model yang digunakan sebagai dasar pengelolaan promosi kesehatan di tempat kerja, membahas tentang perilaku kesehatan pekerja sebagai objek empiris ilmu promosi kesehatan, dan teori perubahan perilaku serta teori pembelajaran sebagai konsep dasar promosi kesehatan khususnya promosi kesehatan pada pekerja; Bagian Kedua, menjelaskan tentang manajemen promosi kesehatan di tempat kerja, yaitu tentang metode, apa dan bagaimana mengembangkan program promosi kesehatan beserta langkah dan strateginya di tempat kerja atau tempat usaha yang terstruktur organisasinya. Di samping itu, dijelaskan tentang peran petugas kesehatan di Puskesmas terutama dokter, Pembimbing Kesehatan Kerja dan Promosionis yang bertanggung jawab terhadap kesehatan masyarakat di wilayahnya, termasuk masyarakat pekerja yang belum cukup tersedia akses upaya promotif dan preventif di era baru BPJS sejak diberlakukannya pada tahun 2011. Bagian Ketiga, membahas cukup detail tentang aplikasi perilaku hidup sehat dan perilaku kerja sehat, serta manajemen kelelahan di tempat kerja, dan manajemen stres di tempat kerja dengan program pelaksanaannya di tempat kerja dalam upaya mempertahankan dan meningkatkan kapasitas kerja dan status kesehatan pekerja. Walaupun telah banyak diterbitkan buku tentang promosi kesehatan pekerja, namun diharapkan buku ini dapat menjadipengantaruntukmengetahuilebihdalam dan dapat dipraktikkan di lapangan bagi mahasiswa, akademisi, praktisi, dokter, dokter kesehatan kerja (occupational health physician), perawat kesehatan kerja (occupational health nurse), jabatan fungsional pem-

bimbing kesehatan kerja, serta lulusan sarjana K3 atau magister K3, dan profesional kesehatan kerja lainnya termasuk pimpinan perusahaan, terutama yang mengelola sumber daya manusia (HRD), dan Keselamatan dan Kesehatan Kerja (HSE), Panitia Pembina Keselamatan dan Kesehatan Kerja di dunia usaha dan dunia kerja, serta profesional lainnya di bidang keselamatan dan kesehatan kerja maupun bidang lainnya, dalam menjalankan profesinya masing-masing.

"[The book] has been designed for one- and two-semester courses for undergraduates majoring in biochemistry and related disciplines, as well as for graduate students who require a broad introduction to biochemistry. It is also suited for courses at medical, dental, veterinary, pharmacy, and other professional schools. The book will be used most successfully by students who have completed two years of college-level chemistry, including organic chemistry, and have received at least an introduction to biology. While some background in physics and physical chemistry would be useful, all relevant principles are introduced in a manner that should make them accessible to most students"--Preface.

""Indonesia telah masuk ke dalam era krisis minyak bumi. Harga minyak melambung, kapasitas produksi menyusut, sementara inefisiensi kelembagaan maupun regulasi merebak. Masa keemasan bisnis minyak di Indonesia telah usai dan sekarang minyak bumi malah menjadi beban. Di saat negara-negara produsen minyak mempersiapkan diri memulai era keemasan minyak tahap kedua, Indonesia menuju era krisis energi. Dalam kondisi seperti ini, apa yang bakal kita hadapi tahun 2020 dan bagaimana kita menghadapinya? -----

----- "Rangkaian kejadian seputar masalah migas di tanah air, tentu tidak terjadi dengan kebetulan. Ada kekuatan virtual yang tidak menghendaki bisnis bernilai milyaran dollar ini berubah. Buku ini melengkapi dan memperkaya wawasan kita tentang bagaimana kita memperlakukan sumber daya minyak kita." -- Rhenald Kasali, Founder Rumah Perubahan "Saat ini Indonesia telah menjadi negara net oil importer. Produksi minyak kita berkisar 900.000 barel per hari, sementara kebutuhan BBM dalam negeri diperkirakan mencapai 1,4 juta barel per hari dan akan terus meningkat sejalan dengan pertumbuhan subsektor migas hilir. Peran migas yang vital dan strategis mulai bergeser dan dikhawatirkan malah membebani keuangan negara. Demi mengembalikan peran penting dan strategis migas saat ini dan di masa depan, pengelolaan migas harus dilakukan secara bijaksana dan seoptimal mungkin." -- Saryono Hadiwidjono, Komite BPH Migas "Tidak dapat dimungkiri, kebutuhan akan migas perlu dipenuhi jika kita menginginkan pertumbuhan ekonomi yang berkesinambungan. Kebijakan mengenai migas tidak bisa ditentukan hanya dengan mempertimbangkan segi tekno-ekonomis, tetapi juga sosio-politis. Buku ini dapat menjadi referensi bagi para pembuat kebijakan dan stakeholder industri migas, serta masyarakat luas yang ingin mendapat gambaran mengenai industri migas secara kontekstual." -- Widhyawan Prawiraatmadja, Deputi SKK Migas "Karakteristik industri migas: risiko tinggi dan investasi milyaran dollar. Sayangnya masih banyak tantangan yang melingkupinya. Buku ini sangat layak dan perlu dibaca oleh mereka yang tertarik dan sedang mendalami industri migas nasional." -- Mardijono Nugroho, Patra Jasa "Ketahanan energi merupakan pilar penting ketahanan ekonomi sebagai salah satu unsur utama dalam ketahanan nasional. Namun pengelolaan energi di Indonesia saat ini tidak mendukung situasi yang diharapkan, seperti APBN masih bergantung pada penerimaan migas, subsidi BBM, dan infrastruktur kurang memadai. Buku ini menggambarkan secara historis dan memotret secara realistis kondisi perminyakan dan energi di Indonesia. -- Tatang Arudji, Pertamina Tokyo Office 2006-2009/Board Auditor PPT & CO Japan""

Teknologi di bidang kesehatan dan biomedis berkembang dengan pesat. Pemeriksaan genetik yang awalnya rumit dan mahal, kini menjadi semakin mudah dan terjangkau. Oleh karena itu, tidak mengherankan apabila banyak pihak yang berpendapat bahwa teknologi nutrigenetik sudah siap untuk diterima konsumen. Dengan memadukan unsur genetik dan gizi, kita dapat memberikan layanan konseling gizi dengan lebih presisi: menjawab kebutuhan klien sesuai dengan kondisi biologis yang dimiliki. Buku ini adalah sebuah proposal terhadap model pelayanan gizi terbaru, yaitu layanan ini melibatkan analisis genetik. Dalam buku ini, penulis menyajikan panduan bagaimana rekomendasi kebutuhan gizi disesuaikan dengan variasi genetik yang dimiliki oleh setiap individu. Penulis berharap buku ini dapat dijadikan panduan bagi praktisi di bidang gizi yang ingin mengaplikasikan teknik ini. Di bagian akhir buku ini, penulis menyajikan hasil penelitian yang dilakukan selama lebih dari sepuluh tahun di bidang nutrigenetik. Fokus dari riset yang dilakukan adalah bagaimana membagi klien menjadi golongan yang mudah mengalami kegemukan dan tidak mudah mengalami kegemukan, terutama akibat kelebihan energi. Buku NUTRIGENETIK: Rekomendasi Kebutuhan Energi dan Zat Gizi Makro Berbasis Genetik untuk Layanan Personalized Nutrition diharapkan dapat menjadi pijakan bagi peneliti di Indonesia yang berencana untuk melakukan penelitian di bidang nutrigenetik dan berkontribusi dalam pengembangan layanan personalized nutrition.

Leadership is most needed in times of change, uncertainty and crisis. We are living through those times. To support leaders in all spheres, this book provides a guide to the territory of leadership and its three domains: the strategic (head), the operational (hands) and the interpersonal (heart). It describes the tasks leaders have to achieve and explains the psychology of leadership based in personality. It argues strongly that complete leadership is the province of diverse teams of leaders made up of complementary differences. And now the best has just got better. The new edition shows how leadership has to change over time, describes how the most highly rated leaders achieve their goals and also elucidates the neuroscience of leadership to enhance understanding of leadership's foundations. Pendleton, Furnham and Cowell's work is a powerful combination of the best research on the psychology of leadership and years of iteration and practical implementation in the field - working with thousands of leaders from all walks of life and learning from their successes and challenges. There is no one secret recipe for success as a leader. What this book provides is a framework to enable you to achieve success in your own way.

The story of one of the greatest unsolved problems in mathematics What is the shortest possible route for a traveling salesman seeking to visit each city on a list exactly once and return to his city of origin? It sounds simple enough, yet the traveling salesman problem is one of the most intensely studied puzzles in applied mathematics—and it has defied solution to this day. In this book, William Cook takes readers on a mathematical excursion, picking up the salesman's trail in the 1800s when Irish mathematician W. R. Hamilton first defined the problem, and venturing to the furthest limits of today's state-of-the-art attempts to solve it. He also explores its many important applications, from genome sequencing and designing computer processors to arranging music and hunting for planets. In Pursuit of the Traveling Salesman travels to the very threshold of our understanding about the nature of complexity, and challenges you yourself to discover the solution to this captivating mathematical problem.

""Dari pengarang buku Change!, Mutasi DNA Powerhouse, MYELIN, dan Cracking Zone Banyak orang tersesat di ruang ""kerja"" yang salah dan bertahun-tahun membiarkan dirinya terkunci di sana. Sementara anak-anak muda yang dibahas dalam buku ini menemukan masa depan dengan cara yang berbeda. Mereka sadar, kerja keras diperlukan, tetapi masa depan tidak ditentukan oleh ijazah. Ijazah atau sekolah hanyalah potensi belaka. Sedangkan masa depan harus didatangi. Masa depan bak sebuah pintu yang harus dicari dan diketuk berkali-kali sampai ""seseorang"" membukakannya. Itu pun belum jaminan bahwa itulah pintu yang dicari. Mereka bersusah payah menemukan pintu itu, dan sekarang mereka telah mendapatkannya. Buku ini memotret kisah 24 orang wirausaha muda dalam membangun, mempertahankan, dan mengembangkan bisnis yang telah mereka temukan sejak masih kuliah. Anak-anak muda, agen perubahan dalam lingkungannya ini, tidak memulainya

dari modal besar, melainkan dengan merangkai keping demi keping seManga, Manhua & Manhwa, pengetahuan, dan keberanian. Mereka sempat stagnan, jatuh, bahkan gagal. Tetapi yang membuat mereka berhasil adalah keberanian untuk bangkit. Setiap usaha tentu mengandung risiko. Wirausahawan muda tidak mundur setelah mengetahui risiko, tetapi mencari cara untuk meminimalkan risiko dan keluar dari kesulitan. Pada setiap rupiah kerugian, menetes air mata pembelajaran sehingga lebih berhati-hati di kemudian hari. Inilah buku yang akan membuka pemikiran Anda tentang dunia wirausaha dan-tidak menutup kemungkinan- akan menggugah minat Anda menjadi seorang entrepreneur yang naik kelas dan modern. TIDAK DIANJURKAN DIBACA OLEH MEREKA YANG TIDAK INGIN MENGUBAH HIDUPNYA""

Buku ini mengulas tentang perubahan ekonomi yang sedang berlangsung di Cina dan India. Dalam buku ini, Robyn Meredith, wartawan kawakan majalah Forbes, membawa pengalaman dan pengetahuannya yang dalam tentang kedua negara itu. Meskipun persoalan yang dibahas amatlah besar, buku ini cukup ringkas sehingga menjadi kejutan yang menyenangkan bagi para pembacanya.

One of the biggest challenges a person faces in his/her career is becoming a manager. Not only must a manager lead, they must motivate, organize and innovate. It can include reading financial statements, organizing teams, resolving disputes and understanding the overall organizational culture of a company. Macmillan Teach Yourself Management Skills in 24 Hours offers new managers a well-organized, structured approach to self-training. Covering everything from negotiation and project management to interviewing techniques and performance appraisals, this title offers 24 straightforward chapters, each of which can be read and studied in about an hour.

""Masih segar dalam ingatan kita betapa negeri ini diguncang kasus cicak versus buaya. Sempat juga ada kontroversi demonstrasi yang membawa-bawa kerbau. Namun, siapa sangka hewan sebenarnya memiliki posisi mulia sebagai guru manajemen yang paripurna? Sebagai karya fabel praktis alias actionable fable pertama di dunia yang merangkum 20 karakter hewan beserta relevansinya dalam dunia manajemen, Animal-based Management: Rahasia Merek-Merek Raksasa Berjaya akan membuka mata Anda betapa banyak merek personal dan korporat terkemuka-Steve Jobs, Starbucks, BCA, Kompas, The Beatles, dan seterusnya-yang kesuksesannya mereka tak bisa dilepaskan dari sumbangsih ajaran hewan. Disusun dari kombinasi ideal dua business narrator berlatar belakang praktisi media dan praktisi bisnis, buku ini memberi Anda tiket kelas satu berkelana menjelajahi berbagai teori serta konsep manajemen terkini tanpa perlu mengernyitkan dahi. Niscaya, Anda pun secara instan akan mengetahui beraneka rahasia di balik kejayaannya merek-merek raksasa. Jadi, bersiaplah belajar manajemen dari hewan!""

About your Address Book: 100 blank lined pages. size: 5.5x8.5 inches - nice compact size with lots of spaces for important contact details. professional-looking matte cover. quality white paper. perfect for keeping addresses, email, mobile, work and home phone numbers as well social media and birthdays.

This book discusses the common principles of morality and ethics derived from divinely endowed intuitive reason through the creation of al-fitra (nature) and human intellect (al-'aql). Biomedical topics are presented and ethical issues related to topics such as genetic testing, assisted reproduction and organ transplantation are discussed. Whereas these natural sources are God's special gifts to human beings, God's revelation as given to the prophets is the supernatural source of divine guidance through which human communities have been guided at all times through history. The second part of the book concentrates on the objectives of Islamic religious practice - the maqasid - which include: Preservation of Faith, Preservation of Life, Preservation of Mind (intellect and reason), Preservation of Progeny (al-nasl) and Preservation of Property. Lastly, the third part of the book discusses selected topical issues, including abortion, assisted reproduction devices, genetics, organ transplantation, brain death and end-of-life aspects. For each topic, the current medical evidence is followed by a detailed discussion of the ethical issues involved.

Includes letter to Radcliffe Brown and comments on social organization of tribes in Australia.

On the development of quality and work performance of teachers in Indonesia.

Cancer was thought to originate from alterations in intercellular signaling that resulted in the transformation of cells, their uncontrolled proliferation and metastasis. There is now an increasing body of evidence demonstrating that the surrounding matrix and cell-matrix interactions are also major players in this process. Cells adhere and receive signals from various extracellular matrices via transmembrane receptors, the best known of which are the heterodimeric glycoproteins, integrins.

This detailed volume presents a wide range of techniques for plant mitochondrial analysis, ranging from tried-and-tested work horse techniques to the latest innovations. Within its pages, it explores subjects such as affinity-based isolation of mitochondria with magnetic beads, mitochondrial quality assessment protocols, measurement of uptake and release of specific metabolites, mitochondrial protein identification and visualization, as well as gene splicing and editing, and much more. Written for the highly successful Methods in Molecular Biology series, chapters include introductions to their respective topics, lists of the necessary materials and reagents, step-by-step, readily reproducible laboratory protocols, and tips on troubleshooting and avoiding known pitfalls. Authoritative and practical, Plant Mitochondria: Methods and Protocols provides a highly useful set of methodologies for the plant mitochondrial community to help discover more interesting aspects of plant mitochondria in the years to come.

Nearly two years after the economic meltdown, joblessness and foreclosures are still endemic, Wall Street executives are once again getting massive bonuses, and our leaders in Washington lack the will to make desperately needed fundamental changes to the economy. Change will have to come from below. Agenda for a New Economy is the handbook for that revolution. In this revised and updated edition David Korten has fleshed out his vision of the alternative to the corporate Wall Street economy: a Main Street economy based on locally owned, community-oriented "living enterprises" whose success is measured as much by their positive impact on people and the environment as by their positive balance sheet. We will lose nothing in the process because, as Korten ably demonstrates, the supposed services Wall Street offers are simply a con game. And Korten now offers more in-depth advice on how to mount a grassroots campaign to bring about an economy based on shared prosperity, ecological stewardship, and citizen democracy.

Asia is the most populated geographical region, with 50% of the world's inhabitants living there. Coupled that with the impressive economic growth rates in many Asian countries, the region provides a very attractive and lucrative market for many businesses, big and small and from all industries. In addition, Asia is also a dynamic market that significantly grows with developments in technology and digitalization. For example, a research by Google and Temasek shows that Southeast Asia is the world's fastest growing internet region. The internet economy in Southeast Asia is expected to grow by 6.5 times from US\$31 billion in 2015 to US\$197 billion in 2025. All these make it critical for marketers, whether domestic, regional or global, to stay in touch if not ahead, in their understanding of what is happening in Asia from a marketing perspective and what Asia has to offer to the world. One phenomenon happening in the Asian market and which marketers should pay utmost attention to, is the rapidly unfolding digital revolution that has fundamentally transformed not just the extent but also the nature of competition. What makes it even more challenging and complicating is also how such a revolution impacts on consumer and business buying behavior. Disruptive technologies supported by this digital revolution have brought in new competitors and enabled existing competitors

to surpass the conventional boundaries which we may be quite familiar with. Asian consumers have become more educated and connected and have embraced newer ways of selecting, buying and using products and services. In this book, the Father of Modern Marketing, Professor Philip Kotler has collaborated with two marketing experts from Asia, Hermawan Kartajaya from Indonesia and Hooi Den Huan from Singapore to publish a book on Marketing for Competitiveness: Asia to the World — In the Age of Digital Consumers. This book argues that marketing is no longer just vertical but has encompassed a new, more horizontal paradigm. In addition to many new concepts and frameworks, this book includes a plethora of real-world examples from various countries in Asia, which will help to shed light on how companies, both Asian and global, compete in Asia. Useful lessons can be drawn by all businesses in the world on how to win the mind, heart and spirit of the Asian consumer — digital and non-digital.

A repositioning effort has become crucial to Asia in 2002 as a result of economic crisis, which served as a catalyst for change. This book provides a new model for the Asian region, one which offers the prospect of vital and sustainable growth to the region's economies and companies.

Marketing guru Philip Kotler shows entrepreneurs how to market their companies to investors. How can businesses do a better job of attracting capital? The answer: "Marketing!" Marketing expert Philip Kotler teams up with a renowned marketing consultant and an INSEAD professor for this practical, marketing-based approach to raising capital from investors. Based on the premise that entrepreneurs and business owners often don't understand what investors want and how they make their decisions, *Attracting Investors* offers a larger view of the factors involved, and guides both startup and veteran firms in effectively raising capital. Philip Kotler (Glencoe, IL) is the S.C. Johnson & Son Distinguished Professor of International Marketing at Northwestern University's Kellogg School of Management, and the author of 35 books. Hermawan Kartajaya (Jakarta, Indonesia) runs MarkPlus, the largest marketing consulting firm in Indonesia, and is co-author with Kotler of several books, including *Repositioning Asia* and *Rethinking Marketing*. S. David Young (Fontainebleau, France) is a Professor

of Accounting and Control at INSEAD in Fontainebleau, France.

Indonesia adalah negara kepulauan, sebagian besar wilayahnya laut. Indonesia memiliki berbagai potensi kelautan, baik perikanan, transportasi, perdagangan, pariwisata, energi terbarukan, juga mineral bawah laut, namun pembangunan kemaritiman nyaris tidak tersentuh dengan baik, seolah stagnan. Reaktualisasi Poros Maritim menyoroti komitmen pemerintah di bidang kemaritiman, dinamika dan tantangan industri kemaritiman (seperti investasi, infrastruktur, ecolabelling, ekowisata, perlindungan nelayan), optimalisasi kerja sama maritim internasional, juga mencari terobosan out of the box di sektor kelautan dan perikanan. Ditulis oleh birokrat sekaligus pemerhati yang paham kompleksitas situasi kemaritiman nasional, berpengalaman di forum internasional, namun tetap berani bersuara kritis, buku ini berusaha mencari solusi masalah mendasar kemaritiman Indonesia sekaligus menagih janji pemerintah untuk mengembangkan ekonomi berbasis kemaritiman.

Indonesia merupakan pasar bahan bakar minyak yang besar dan menarik untuk dimasuki para pemain besar internasional atau international oil company, sebut saja Shell, Total, BP, Exxon, dan Vivo. Mereka sangat serius dan antusias menjual bahan bakar minyak hasil produksinya untuk memenuhi kebutuhan pasar konsumen Indonesia. Hal ini menjadi tantangan dan peluang yang mesti disikapi dengan respons yang tepat dan tentunya suatu momen bagi Pertamina dan Hiswana Migas untuk terus meningkatkan jumlah ritel outlet-nya, baik yang SPBU skala kecil atau mini maupun yang tipe standard maupun gerai ritel yang skala mikro untuk merespon kebutuhan konsumen. Rezim pemberian subsidi kepada produk dalam harga bahan bakar minyak dan LPG lambat laun akan berubah. Skala besaran subsidi semakin tahun semakin menurun sejalan dengan kemampuan pemerintah dan era baru paradigma sosial politik yang semakin berkembang. Subsidi langsung adalah solusi paripurna agar dana subsidi pemerintah dapat terlaksana secara tepat sasaran dan tepat guna, dan secara akuntabel dapat dipertanggungjawabkan. Berbagai upaya telah dan terus diupayakan agar ke depan semakin baik pelaksanaannya dan terus diperbaiki sistem distribusi dan pelaporan penyaluran BBM dan LPG-nya untuk pelayanan lebih baik lagi. Buku persembahkan penerbit ByPass