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Omega John Wiley & Sons

PeopleSoft for the Oracle DBA, Second Edition stands on the boundary between the PeopleSoft application and the Oracle database. This new edition of David Kurtz's book is freshly revised, showing how to tame the beast and manage Oracle successfully in a PeopleSoft environment. You'll learn about PeopleSoft's Internet architecture and its use of Oracle's Tuxedo Application Server. You'll find full coverage of key database issues such as indexing, connectivity, and tablespace usage as they apply to PeopleSoft. Kurtz also provides some of the best advice and information to be found anywhere on managing and troubleshooting performance issues in a PeopleSoft environment. The solid coverage of performance troubleshooting is enough by itself to make PeopleSoft for the Oracle DBA a must-have book for any Oracle Database administrator working in support of a PeopleSoft environment. Explains PeopleSoft's technical architecture as it relates to Oracle Database Demonstrates how to instrument and measure the performance of PeopleSoft Provides techniques to troubleshoot and resolve performance problems

Antibody Engineering Texas A&M University Press

Interest in recombinant antibody technologies has rapidly increased because of its wide range of possible applications in therapy, diagnosis, and especially, cancer treatment. The possibility of generating human antibodies that are not accessible by conventional polyclonal or monoclonal approaches has facilitated the development of antibody engineering technologies. This manual presents a comprehensive collection of detailed step-by-step protocols, provided by experts. The text covers all basic methods needed in antibody engineering as well as recently developed and emerging technologies.

The Complete Guide to Bulova Accutron Watches CRC Press

A practical, easily accessible guide for bench-top chemists, thisbook focuses on accurately applying computational chemistrytechniques to everyday chemistry problems. Provides nonmathematical explanations of advanced topics incomputational chemistry. Focuses on when and how to apply different computationaltechniques. Addresses computational chemistry connections to biochemicalsystems and polymers. Provides a prioritized list of methods for attacking difficultcomputational chemistry problems, and compares advantages anddisadvantages of various approximation techniques. Describes how the choice of methods of software affectsrequirements for computer memory and processing time.

Highway Safety Literature Academic Press

Finding a vintage Rolex is easy. Finding one that 's worth its price... that 's the challenge. Fakes are getting harder to spot, and a poor restoration could end up costing you more than its price in repairs. That 's a painful mistake you could avoid with the right information. Written by a seasoned collector, this guide will teach you the complex nuances of vintage Rolex watches, saving you from financial catastrophe and turning you into a savvy collector. 1,483 references are covered in extraordinary detail, from antique and vintage dress watches to contemporary professional watches. Bezel sizes, dial markings, case engraving, hands, movements and much more, all documented so you know exactly what you 're paying for. The guide will lead you from potential pitfall to glorious barn-find, with all the treacherous twists and turns along the way. There are plenty of pictures to inspire, inform and enlighten you as you learn to zero-in on your dream watch. The world of vintage Rolex watches is complex and nuanced, making it especially daunting for the first-time buyer. But armed with the facts, you will make informed choices that put you back in the driver 's seat.

Modeling the Psychopathological Dimensions of Schizophrenia Springer Science & Business Media

A beautifully arranged book for wristwatch enthusiasts and collectors. Each model is objectively evaluated or its performance and value for the money. Illustrated with stunning color photography and printed on quality stock in the US.

Enicar Watches (1913-1988) Apress

complete history of the Enicar watch factory (1913-1988) founded by Ariste Racine

Watch Springer

This professional book introduces marketing and luxury brand professionals to a new definition of luxury and the art of designing the ultimate luxury experience in both the physical space (e.g., in-store, hotel, restaurant) and the digital space (e.g., social media, website, e-commerce). Specifically, it offers an overview of customer experience issues and explores big five experiential strategies that can be applied by luxury houses in order to provide the best luxury experience to their customers. Themes such as quality of customer luxury experience, immersion and co-production/co-creation in luxury, creation and management, digital and immersive marketing, and innovative market research are also examined. How do consumers define luxury? Is there one luxury or several "luxuries"? What kind of luxury experiences consumers want to live? How can luxury houses design the ultimate luxury experience? More than in any other sector, luxury consumption is a response to a search for emotions, pleasure, uniqueness, consideration and greatest services. The luxury consumer wants to live luxury experiences - not just buy luxury products or services. In this way, this book presents the luxury consumption experience as a combination of symbolic meaning, subconscious processes and nonverbal cues and characterized by fantasies, feelings and fun. Featuring case studies and interviews from international luxury sectors and

brand managers such as Burberry, Dior, Porsche, Breitling, St. Regis Hotels & Resorts, and Louis Vuitton, among others, this book offers both a research and management perspective on luxury experience to professionals in the luxury sector (e.g., CEOs, brand managers, marketing and communication professionals), as well as marketing professors, students, and people eager to learn more about how to design the ultimate luxury experience. Praise for The New Luxury Experience "This book provides a holistic perspective on marketing of luxury brands, offering both useful practical advice as well as illustrating important cases." -- Ravi Dhar, Director, Yale Center for Customer Insights, Yale University "Wided Batat's book offers a fresh, insightful and comprehensive analysis of the concept of the consumer's experience with luxury whatever that may be. The Five experiential luxury strategies proposed by Wided highlight that luxury management should go above and beyond the design and branding of luxury goods and services. I also commend the consideration given to the younger generations' approach to luxury and to corporate social responsibility aspects. Luxury marketers should find this book very useful indeed." -- Francesca Dall'Olmo Riley, Professor of Brand Management, Kingston Business School, UK

National Jeweler MORNINGTUNDRA

"Tilford exposes the generals' tunnel-vision. . . . He demolishes the myth that the 1972 'Christmas bombing' brought Hanoi to its knees His controversial thesis is that the bombing of the North and the interdiction campaign against the Ho Chi Minh Trail were in no way decisive and that USAF leadership obtusely failed to perceive that North Vietnam, an agricultural nation, was simply not susceptible to strategic bombing."--Publishers Weekly ". . . . hard hitting study on the failure of American air power in the Vietnam War The acute intellectual content of the book and the author's engaging writing style make the book easy to recommend."--Armed Forces Journal International *Official Gazette of the United States Patent and Trademark Office Skyhorse Publishing Inc.*

Modeling the Psychopathological Dimensions of Schizophrenia: From Molecules to Behavior is the first book to offer a comprehensive review of the new theoretical, clinical, and basic research framework that considers psychotic illness as a group of dimensional representations of psychopathology rather than as traditional distinct categorical diagnoses. Psychotic illness, typified by schizophrenia, is a devastating condition increasingly recognized as a disorder of abnormal brain development and dysconnectivity. Its complex etiology involves both genetic and environmental factors, as well as the interplay among them. This book describes the current understanding of the clinical and pathological features of schizophrenia, with a particular focus on the evolving conceptualization of schizophrenia and related diagnostic categories of psychotic illness as combinations of dimensional abnormalities. It provides an overview of modern strategies for generating cellular and whole animal models of schizophrenia as well as detailed reviews of the specific experimental preparations and paradigms aimed at molecular, developmental, and brain-network mechanisms that are the underlying aspects of abnormal behavior and various aspects of schizophrenia. This groundbreaking book is an authoritative overview of the translational impact of emerging clinical insights on basic research approaches in schizophrenia that will advance the reader's understanding of the five major dimensions of psychopathology in schizophrenia and related psychoses and resolve the genetic and neurobiological underpinnings of these dimensions.

The New Luxury Experience

Popular Mechanics inspires, instructs and influences readers to help them master the modern world. Whether it's practical DIY home-improvement tips, gadgets and digital technology, information on the newest cars or the latest breakthroughs in science -- PM is the ultimate guide to our high-tech lifestyle.

Popular Mechanics

In the 1960s, Bulova introduced tuning fork technology into their Accutron watches. Instead of a balance wheel, a tuning fork controls the watch timing mechanism. This improves timekeeping accuracy without daily watch winding. Millions of Bulova Accutron watch styles were sold from 1960 to 1977 through retail channels. A watch style defines the watch including the movement, case, dial and band. This Guide is the first comprehensive book on the over 1,100 styles of Bulova Accutron watches. Each watch style in this book is pictured and may include the original sell price and Bulova description. This authoritative work also documents Accutron competitor watches such as: Citizen Hisonic, Cosmotron, Universal Geneve, Russian Slava, Esa F300, Swiss Beta 21, Omega Megasonic and Longines Ultra-quartz.

Antibody Engineering Volume 1

Overzicht in woord en beeld.

Flight International

A how-to guide to diagnosing and correcting faults in clocks, antique and...

Flying Magazine

Human error is involved in more than 90 percent of traffic accidents, and of those accidents, most are associated with visual distractions, or looking-but-failing-to-see errors. Human Factors of Visual and Cognitive Performance in Driving gathers knowledge from a human factors psychology

standpoint and provides deeper insight into traffic -user beh

The Trade Marks Journal

Antibodies are indispensable tools for research, diagnosis, and therapy. Recombinant approaches allow the modification and improvement of nearly all antibody properties, such as affinity, valency, specificity, stability, serum half-life, effector functions, and immunogenicity. "Antibody Engineering" provides a comprehensive toolbox covering the well-established basics but also many exciting new techniques. The protocols reflect the latest "hands on" knowledge of key laboratories in this still fast-moving field. Newcomers will benefit from the proven step-by-step protocols, which include helpful practical advice; experienced antibody engineers will appreciate the new ideas and approaches. The book is an invaluable resource for all those engaged in antibody research and development.

Yachting

American military professionals, especially the US Air Force, have had a difficult time understanding their role in this nation's defeat in Vietnam. Dr Tilford provides a critical self-analysis and questions the underlying assumptions of the Air Force's strategy in Southeast Asia. He argues that we must understand what went wrong in Vietnam and why and not manipulate the record and paint failure as victory. He explains what led to the "setup," which not only resulted in a failure for airpower but also contributed to the fall of South Vietnam, Laos, and Cambodia to Communist forces in 1975.

Crosswinds

A range of exclusive, large format photographs, informative texts and technical details are the best way to present the most beautiful and most important wristwatches of the world's largest watch manufacturer, Omega. What made the Swiss luxury brand so m

Air Line Pilot

Glossary of Civil Resistance

Private Pilot