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C3E - SANTOS ANGIE

Many scientists and engineers consider themselves poor writers or find the writing process difficult. The good news is that you do not have to be a talented writer to produce a good scientific paper, but you do have to be a careful writer. In particular, writing for a peer-reviewed scientific or engineering journal requires learning and executing a specific formula for presenting scientific work. This book is all about teaching the style and conventions of writing for a peer-reviewed scientific journal. From structure to style, titles to tables, abstracts to author lists, this book gives practical advice about the process of writing a paper and getting it published.

#1 NEW YORK TIMES BESTSELLER • Now a major motion picture directed by Steven Spielberg. “Enchanting . . . Willy Wonka meets

The Matrix.”—USA Today • “As one adventure leads expertly to the next, time simply evaporates.”—Entertainment Weekly A world at stake. A quest for the ultimate prize. Are you ready? In the year 2045, reality is an ugly place. The only time Wade Watts really feels alive is when he’s jacked into the OASIS, a vast virtual world where most of humanity spends their days. When the eccentric creator of the OASIS dies, he leaves behind a series of fiendish puzzles, based on his obsession with the pop culture of decades past. Whoever is first to solve them will inherit his vast fortune—and control of the OASIS itself. Then Wade cracks the first clue. Suddenly he’s beset by rivals who’ll kill to take this prize. The race is on—and the only way to survive is to win. NAMED ONE OF THE BEST BOOKS OF THE YEAR BY Entertainment Weekly • San Francisco Chronicle • Village Voice • Chicago Sun-Times • iO9 • The AV Club “Delightful . . . the grown-up’s Harry

Potter.”—HuffPost “An addictive read . . . part intergalactic scavenger hunt, part romance, and all heart.”—CNN “A most excellent ride . . . Cline stuffs his novel with a cornucopia of pop culture, as if to wink to the reader.”—Boston Globe “Ridiculously fun and large-hearted . . . Cline is that rare writer who can translate his own dorky enthusiasms into prose that’s both hilarious and compassionate.”—NPR “[A] fantastic page-turner . . . starts out like a simple bit of fun and winds up feeling like a rich and plausible picture of future friendships in a world not too distant from our own.”—iO9

Excessive pollution has provoked the nature, and the nature starts behaving in unnatural ways (in form of global warming versus global cooling, heavy rains versus draught, and other natural calamities like frequent earthquakes and tsunami, cyclones, epidemics, and so forth). Economic growth via production and consumption threatens peaceful life of human beings on the earth. Environment-friendly eco-green marketing is an attempt to protect consumer welfare and environment (the nature) through production, consumption, and disposal of eco-friendly products. Basically, green marketing is concerned with three aspects: 1. promotion of production and consummation of pure/quality products, 2. fair and just dealing with customers and society, and 3. protection of ecological environment. Thus, green marketing is a marketing philosophy that promotes production and selling of pure (eco-friendly) products with protection of ecological balance. Green marketing involves multiple activities. Green marketing encourages production of pure products by pure technology, conservation of energy, preservation of environment, minimum use of nat-

ural resources, and more use of natural foods instead of processed foods. Efforts of people, social organizations, firms, and governments in this regard can be said as green marketing efforts. Green marketing raises the voice against production, consumption, and/or disposal of such products that harm consumers, the society, and the environment anyway. It is necessary that businessmen and users should refrain from harmful products.

Predatory Publishing introduces and examines many forms of unethical and unprofessional publishing, whilst also analyzing its tactics and impact on scholarly communication. Covering all aspects of predatory publishing, including topics such as predatory journals, hijacked publications, alternative metrics, and fraudulent conferences, the book considers the sociocultural, geopolitical, and technical impact of predatory behaviors. Demonstrating that predatory publishing has taken advantage of the open access movement, the author highlights the negative impact such publishing practices have had on science discovery and dissemination around the world. Efforts to counter unethical and destructive conduct, such as journal blacklists, peer-review sting operations, the implementation of the strict journal selection criteria by the Directory of Open Access Journals, and government regulations in some countries, are also fully described. *Predatory Publishing* is a useful resource for every researcher, practitioner, and student in the global scholarly community. Individuals can expect to get a whole picture of the practice by reading this book, and decision-makers will find it informative to support their decisions. This book will be of interest to those studying and working in the fields of publishing, library and information science, communication science, economics, and higher education. People in other

fields, particularly biomedical sciences, will also find it useful.

On-line information -- and free text in particular -- has emerged as a major, yet unexploited, resource available in raw form. Available, but not accessible. The lexicon provides the major key for enabling accessibility to on-line text. The expert contributors to this book explore the range of possibilities for the generation of extensive lexicons. In so doing, they investigate the use of existing on-line dictionaries and thesauri, and explain how lexicons can be acquired from the corpus -- the text under investigation -- itself. Leading researchers in four related fields offer the latest investigations: computational linguists cover the natural language processing aspect; statisticians point out the issues involved in the use of massive data; experts discuss the limitations of current technology; and lexicographers share their experience in the design of the traditional dictionaries.

Bibliometrics and altmetrics are increasingly becoming the focus of interest in the context of research evaluation. The Handbook Bibliometrics provides a comprehensive introduction to quantifying scientific output in addition to a historical derivation, individual indicators, institutions, application perspectives and data bases. Furthermore, application scenarios, training and qualification on bibliometrics and their implications are considered.

Untie the string and unwrap the brown paper to reveal . . . Journal 3 Limited Edition! This 288-page book contains all of the content of the regular edition, plus all-new top-secret black light pages on real parchment; a cover with leather texture and shiny metallic pieces; a magnifying glass; a tassel bookmark; and removable photos and notes. This \$150 limited edition, with only a total of

one thousand numbered copies, will also include a signed note from the creator of Gravity Falls and co-writer of Journal 3, Alex Hirsch himself.

This book on Thesis Writing for Master's and Ph.D. program focuses on the difficulties students encounter with regard to choosing a guide; selecting an appropriate research title considering the available resources; conducting research; and ways to overcome the hardships they face while researching, writing and preparing their dissertation for submission. Thesis writing is an essential skill that medical and other postgraduates are expected to learn during their academic career as a mandatory partial requirement in order to receive the Master's degree. However, at the majority of medical schools, writing a thesis is largely based on self-learning, which adds to the burden on students due to the tremendous amount of time spent learning the writing skills in addition to their exhausting clinical and academic work. Due to the difficulties faced during the early grooming years and lack of adequate guidance, acquiring writing skills continues to be a daunting task for most students. This book addresses these difficulties and deficiencies and provides comprehensive guidance, from selecting the research title to publishing in a scientific journal.

The Intercollegiate Studies Institute (ISI) was founded in 1953 to defend traditional liberal education in American colleges and universities against the onslaught of leftist ideologues. With its myriad lectures, journals, fellowships, books, seminars, and mentoring programs, ISI is today the educational pillar of the conservative movement and the leading source of information about a free society for the many students and teachers who reject the post--

modernist zeitgeist. In this book, Lee Edwards, the pre-eminent historian of the conservative movement, details how ISI has inspired the minds of collegiate conservatives for decades and prepared them to defend the American and Western patrimony in public office, research organizations, the media, and the academy. Edwards tells the story of ISI's original focus on combating socialism, its resistance to the cultural crisis of the 1960s and the 1970s, its battle against political correctness in the 1980s and 1990s, and its answer to the renascent anti-Americanism on college campuses after 9/11. ISI's unwavering mission from the Cold War to the War on Terrorism has been to lay the intellectual and cultural foundation for ordered liberty in America and to help the West triumph in the clash of civilizations.

An incisive narrative history of the Islamic State, from the 2005 master plan to reestablish the Caliphate to its quest for Final Victory in 2020. Given how quickly its operations have achieved global impact, it may seem that the Islamic State materialized suddenly. In fact, al-Qaeda's operations chief, Sayf al-Adl, devised a seven-stage plan for jihadis to conquer the world by 2020 that included reestablishing the Caliphate in Syria between 2013 and 2016. Despite a massive schism between the Islamic State and al-Qaeda, al-Adl's plan has proved remarkably prescient. In summer 2014, ISIS declared itself the Caliphate after capturing Mosul, Iraq—part of stage five in al-Adl's plan. Drawing on large troves of recently declassified documents captured from the Islamic State and its predecessors, counterterrorism expert Brian Fishman tells the story of this organization's complex and largely hidden past—and what the master plan suggests about its future. Only by understanding the Islamic State's full history—and the strate-

gy that drove it—can we understand the contradictions that may ultimately tear it apart.

Garfield's greatest contribution to science was the Science Citation Index (SCI). It is a system that used to chart connections between pieces of scientific literature. It is not only an intellectual achievement, but also an information-engineering marvel covering millions of records, from numerous subject fields and communicated over worldwide networks. These databases became the foundation of the online research tool called the Web of Knowledge. And it has now become accessible electronically via the Web of Science. Garfield enabled information retrieval to scale up basically creating the entire information science field, as we know it today. His life and work will surely inspire generations of scientists in advancing the frontiers of human knowledge. This is *Informatics Studies* 4(2), which is Eugene Garfield Memorial Issue. It gives a bird's eye view of Garfield's life and work and consist of an 80 page interview of Garfield published in print for the first time presenting his views on impact of information systems in scientific research, NGOs, the future of Open Access, current research, and Big science which can guide academic administrators, science policy makers in governments and scientists.

This book provides you with all the tools you need to write an excellent academic article and get it published.

This handbook presents the state of the art of quantitative methods and models to understand and assess the science and technology system. Focusing on various aspects of the development and application of indicators derived from data on scholarly publications, patents and electronic communications, the individual

chapters, written by leading experts, discuss theoretical and methodological issues, illustrate applications, highlight their policy context and relevance, and point to future research directions. A substantial portion of the book is dedicated to detailed descriptions and analyses of data sources, presenting both traditional and advanced approaches. It addresses the main bibliographic metrics and indexes, such as the journal impact factor and the h-index, as well as altmetric and webometric indicators and science mapping techniques on different levels of aggregation and in the context of their value for the assessment of research performance as well as their impact on research policy and society. It also presents and critically discusses various national research evaluation systems. Complementing the sections reflecting on the science system, the technology section includes multiple chapters that explain different aspects of patent statistics, patent classification and database search methods to retrieve patent-related information. In addition, it examines the relevance of trademarks and standards as additional technological indicators. The Springer Handbook of Science and Technology Indicators is an invaluable resource for practitioners, scientists and policy makers wanting a systematic and thorough analysis of the potential and limitations of the various approaches to assess research and research performance.

A practical guide for the treatment of common diseases, this updated edition includes the very latest information. It covers the treatment of disease by drug therapy and uses case studies to illustrate the application of the principles discussed

This book contains over sixty papers on the many aspects of Elec-

tronic Publishing that have been written specifically for the 9th ELPUB conference hosted by the Research Group on Document Architectures (Jan Engelen) of the Katholieke Universiteit Leuven in Belgium. They have been refereed by the International Programme Committee consisting of 34 highly qualified experts with a wide variety of backgrounds and expertise domains. This committee was presided by Milena Dobreva of the Bulgarian Institute of Mathematics and Informatics. The major general topics covered are: Libraries and Scholarly Communication, Scholarly Publishing, Open Access, Humanities and Electronic Publishing and Electronic Publishing in a more general Societal and Economic Context. In the technical track specialised contributions can be found in the field of: Innovative Approaches, Mark-up Languages, Multilingual Issues, E-publishing for Reading Impaired Users and Web Content Management.

The Frontiers in Chemistry Editorial Office team are delighted to present the inaugural "Frontiers in Chemistry: Rising Stars" article collection, showcasing the high-quality work of internationally recognized researchers in the early stages of their independent careers. All Rising Star researchers featured within this collection were individually nominated by the Journal's Chief Editors in recognition of their potential to influence the future directions in their respective fields. The work presented here highlights the diversity of research performed across the entire breadth of the chemical sciences, and presents advances in theory, experiment and methodology with applications to compelling problems. This Editorial features the corresponding author(s) of each paper published within this important collection, ordered by section alphabetically, highlighting them as the great researchers of the fu-

ture. The Frontiers in Chemistry Editorial Office team would like to thank each researcher who contributed their work to this collection. We would also like to personally thank our Chief Editors for their exemplary leadership of this article collection; their strong

support and passion for this important, community-driven collection has ensured its success and global impact. Laurent Mathey, PhD Journal Development Manager