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Information Architecture Publication Manual of the American Psychological Association Business-to-business Internet Marketing Women in Early British and Irish Astronomy Corrosion in Reinforced Concrete Structures Publication Manual of the American Psychological Association Concise Rules of APA Style APA Style Guide to Electronic References Suggestions to Medical Authors and A.M.A. Style Book Health Policy and Politics Principles of Information Security The Social Life of Information An Introduction to Statistical Learning Dimensions of Human Behavior American Sociological Association Style Guide The Magic Art Essentials of Negotiation Fundamentals of Clinical Supervision Integrating Technology in Higher Education Qualitative Research in Practice User Interfaces for All The Leadership Challenge Introduction to Brain & Behavior A Manual for Writers of Dissertations Strategies for Theory Construction in Nursing Competitive Strategy Understanding Health Inequalities in Aotearoa New Zealand Assessing the Value of E-learning Systems The Routledge Companion to Critical Theory Canadian Fundamentals of Nursing Cochrane Handbook for Systematic Reviews of Interventions Clinical Decision Making for Adult-Gerontology Primary Care Nurse Practitioners Pragmatism, Old And New Handbook of Social Psychology MLA Style Manual and Guide to Scholarly Publishing Pediatric Primary Care - E-Book Cite Them Right Reporting Research in Psychology Call The Midwife Contemporary Nursing

Quick-fix solutions to health inequalities are unlikely to be found in complex modern societies. Class or socio-economic status, gender, ethnicity and physical location all play their part in determining our chances of maintaining good health and securing good health care. This wide-ranging discussion by community leaders and workers, policy-makers and implementers, epidemiologists, public health researchers, economists, sociologists, an historian and medical professionals addresses how health inequalities arise and provides ways of understanding and resolving them. "Should be read by anyone interested in understanding the future," The Times Literary Supplement raved about the original edition of *The Social Life of Information*. We're now living in that future, and one of the seminal books of the Internet Age is more relevant than ever. The future was a place where technology was supposed to empower individuals and obliterate social organizations. Pundits predicted that information technology would spell the end of almost everything—from mass media to bureaucracies, universities, politics, and governments. Clearly, we are not living in that future. *The Social Life of Information* explains why. John Seely Brown and Paul Duguid show us how to look beyond mere information to the social context that creates and gives meaning to it. Arguing elegantly for the important role that human sociability plays, even—perhaps especially—in the digital world, *The Social Life of Information* gives us an optimistic look beyond the simplicities of information and individuals. It shows how a better understanding of the contribution that communities, organizations, and institutions make to learning, working, and innovating can lead to the richest possible use of technology in our work and everyday lives. With a new introduction by David Weinberger and reflections by the authors on developments since the book's first publication, this new edition is essential reading for anyone seeking to understand the human place in a digital world. This easy-to-use pocket guide, compiled from the sixth edition of the "Publication Manual of the American Psychological Association," provides complete guidance on the rules of style that are critical for clear communication. Expanded and updated from the Electronic Resources section, The APA style guide to electronic resources outlines for students and writers the key elements with numerous examples. Dissertations and theses; bibliographies; curriculum and course material; reference materials, including Wiki; gray literature, such as conference hearings, presentation slides, and policy briefs; general interest media and alternative presses such as audio podcasts; and online communities, such as Weblog posts and video Weblog posts. The Routledge Companion to Critical Theory is an indispensable aid for anyone approaching this exciting field of study for the first time. By exploring ideas from a diverse range of disciplines, 'theory' encourages us to develop a deeper understanding of how we approach the written word. This book defines what is generically referred to as 'critical theory', and guides readers through some of the most complex and fundamental concepts in the field, ranging from Historicism to Postmodernism, from Psychoanalytic Criticism to Race and Postcoloniality. Fully cross referenced throughout, the book encompasses manageable introductions to important ideas followed by a dictionary of terms and thinkers which students are likely to encounter. Further reading is offered to guide students to crucial primary essays and introductory chapters on each concept. Psychology, focusing on processes that occur inside the individual and Sociology, focusing on social collectives and social institutions, come together in *Social Psychology* to explore the interface between the two fields. The core concerns of social psychology include the impact of one individual on another; the impact of a group on its individual members; the impact of individuals on the groups in which they participate; the impact of one group on another. This book is a successor to *Social Psychology: Social Perspectives and Sociological Perspectives in Social Psychology*. The current text expands on previous handbooks in social psychology by including recent developments in theory and research and comprehensive coverage of significant theoretical perspectives. *Contemporary Nursing, Issues, Trends, & Management, 6th Edition* prepares you for the rapidly evolving world of health care with a comprehensive yet focused survey of nursing topics affecting practice, as well as the issues facing today's nurse managers and tomorrow's nurse leaders. Newly revised and updated, Barbara Cherry and Susan Jacob provide the most practical and balanced preparation for the issues, trends, and management topics you will encounter in practice. Content mapped to the AACN BSN Essentials emphasizes intraprofessional teams, cultural humility and sensitivity, cultural competence, and the CLAS standards. Vignettes at the beginning of each chapter put nursing history and practice into perspective, followed by Questions to Consider While Reading This Chapter that help you reflect on the Vignettes and prepare you for the material to follow. Case studies throughout the text challenge you to apply key concepts to real-world practice. Coverage of leadership and management in nursing prepares you to function effectively in management roles. Career management strategies include advice for making the transition from student to practitioner and tips on how to pass the NCLEX-RN® examination. Key terms, learning outcomes, and chapter overviews help you study more efficiently and effectively. Helpful websites and online resources provide ways to further explore each chapter topic. Coverage of nursing education brings you up to date on a wide range of topics, from the emergence of interactive learning strategies and e-learning technology, to the effects of the nursing shortage and our aging nursing population. Updated information on paying for health care in America, the Patient Protection and Affordable Care Act, and statistics on health insurance coverage in the United States helps you understand the history and reasons behind healthcare financing reform, the costs of healthcare, and current types of managed care plans. A new section on health information technology familiarizes you with how Electronic Health Records (EHRs), point-of-care technologies, and consumer health information could potentially impact the future of health care. Updated chapter on health policy and politics explores the effect of governmental roles, structures, and actions on health care policy and how you can get involved in political advocacy at the local, state, and federal level to help shape the U.S. health care system. The latest emergency preparedness and response guidelines from the Federal Emergency Management Agency (FEMA), the Centers for Disease Control (CDC), and the World Health Organization (WHO) prepare you for responding to natural and man-made disasters. « *Clinical Decision Making for Adult-Gerontology Primary Care Nurse Practitioners* provides a systematic approach to clinical decision making for a wide variety of commonly encountered primary care issues in adult and geriatric practice. Unlike other textbooks, it details a progressive approach to handling such issues by focusing on the complete visit from history intake through management and follow-up care.

The goal of this text is to enable students to learn a systematic approach to clinical problems and use evidence-based guidelines to direct their management decisions. Designed for both the student and the newly practicing NP, this text serves as a guide to increase the practitioner's confidence with the application of assessment skills, diagnostic choices, and management approaches. Throughout the text students will find guidelines for the adult-gerontology nurse practitioner role as well as a real-life case studies that demonstrate what an NP may encounter in the clinical practice environment. The text is written at an application level, employs up-to-date evidence-based literature, and features practice questions—all of which make this a strong resource for certification preparation. »-- In this pathbreaking book, Michael E. Porter unravels the rules that govern competition and turns them into powerful analytical tools to help management interpret market signals and forecast the direction of industry development. Updated Edition of a Best Seller! Dimensions of Human Behavior: Person and Environment presents a current and comprehensive examination of human behavior using a multidimensional framework. Author Elizabeth D. Hutchison explores the biological dimension and the social factors that affect human development and behavior, encouraging readers to connect their own personal experiences with social trends in order to recognize the unity of person and environment. Aligned with the 2015 curriculum guidelines set forth by the Council on Social Work Education (CSWE), the substantially updated Sixth Edition includes a greater emphasis on culture and diversity, immigration, neuroscience, and the impact of technology. Twelve new case studies illustrate a balanced breadth and depth of coverage to help readers apply theory and general social work knowledge to unique practice situations. The companion volume, Dimensions of Human Behavior: The Changing Life Course, Sixth Edition, builds on the dimensions of person and environment with the dimension of time and demonstrates how they work together to produce patterns in life course journeys. A fascinating slice of social history - Jennifer Worth's tales of being a midwife in 1950s London, now a major BBC TV series. Jennifer Worth came from a sheltered background when she became a midwife in the Docklands in the 1950s. The conditions in which many women gave birth just half a century ago were horrifying, not only because of their grimly impoverished surroundings, but also because of what they were expected to endure. But while Jennifer witnessed brutality and tragedy, she also met with amazing kindness and understanding, tempered by a great deal of Cockney humour. She also earned the confidences of some whose lives were truly stranger, more poignant and more terrifying than could ever be recounted in fiction. Attached to an order of nuns who had been working in the slums since the 1870s, Jennifer tells the story not only of the women she treated, but also of the community of nuns (including one who was accused of stealing jewels from Hatton Garden) and the camaraderie of the midwives with whom she trained. Funny, disturbing and incredibly moving, Jennifer's stories bring to life the colourful world of the East End in the 1950s. Morris R. Cohen once described pragmatism as "a philosophy for people who cannot think"; and Bertrand Russell feared that pragmatism would lead philosophy into "cosmic impiety." Nothing could be further from the truth. Pragmatism was one of the most fruitful philosophical movements of the late nineteenth century, and has continued to be a significant influence on some of the major figures in philosophy - F. P. Ramsey, W. V. Quine, Sidney Hook, Nelson Goodman, Hilary Putnam, and many others. Today some even speak of a remarkable renaissance of pragmatism. Very often, though, what they have in mind is not the rich heritage of the classical pragmatist tradition, but a radical self-styled neo-pragmatism that has of late transmuted the reformist aspirations of classical pragmatism into a kind of revolutionary anti-intellectualism - a radical neo-pragmatism that seems to confirm Russell's worst fears. Asking what we can learn from the older pragmatist tradition, and what we can salvage from the intellectual shipwreck of the new, Susan Haack, with the assistance of Robert Lane, has put together a wide-ranging anthology that tells the story of the evolution of pragmatism from its origins in C. S. Peirce's hopes of making philosophy more scientific and William James's of "unstiffening our theories," to the radical literary-political neo-pragmatism recently popularized by Richard Rorty. Opening with a history of pragmatism from its inception to the present day, and closing with Haack's famous "interview" with Peirce and Rorty, the book presents a broad and diverse selection of pragmatist writings - classical and contemporary, reformist and revolutionary - on logic, metaphysics, theory of inquiry, philosophy of mind, philosophy of religion, aesthetics, philosophy of education, and moral, social, and political philosophy. Discover the latest trends, developments and technology in information security with Whitman/Mattord's market-leading PRINCIPLES OF INFORMATION SECURITY, 7th Edition. Designed specifically to meet the needs of information systems students like you, this edition's balanced focus addresses all aspects of information security, rather than simply offering a technical control perspective. This overview explores important terms and examines what is needed to manage an effective information security program. A new module details incident response and detection strategies. In addition, current, relevant updates highlight the latest practices in security operations as well as legislative issues, information management toolsets, digital forensics and the most recent policies and guidelines that correspond to federal and international standards. MindTap digital resources offer interactive content to further strength your success as a business decision-maker. Healthcare providers, consumers, researchers and policy makers are inundated with unmanageable amounts of information, including evidence from healthcare research. It has become impossible for all to have the time and resources to find, appraise and interpret this evidence and incorporate it into healthcare decisions. Cochrane Reviews respond to this challenge by identifying, appraising and synthesizing research-based evidence and presenting it in a standardized format, published in The Cochrane Library ([www.thecochranelibrary.com](http://www.thecochranelibrary.com)). The Cochrane Handbook for Systematic Reviews of Interventions contains methodological guidance for the preparation and maintenance of Cochrane intervention reviews. Written in a clear and accessible format, it is the essential manual for all those preparing, maintaining and reading Cochrane reviews. Many of the principles and methods described here are appropriate for systematic reviews applied to other types of research and to systematic reviews of interventions undertaken by others. It is hoped therefore that this book will be invaluable to all those who want to understand the role of systematic reviews, critically appraise published reviews or perform reviews themselves. For all masters or doctoral courses on nursing theory or related to framework development for practice or research. For beginning graduate students in nursing and related disciplines, this text offers the clearest, most useful introduction to methods of theory development. It places nursing theory development in context, with a rich historical view that traces the field from its from its mid-20th century beginnings through contemporary and emerging issues. Present-day coverage includes both domain- and population-focused theories designed to specifically address the needs of clients served by nurses. Important additions in this edition include short reflections and critical thinking projects, as well as a new chapter on using knowledge development and theory to inform practice. Fundamentals of Clinical Supervision, 5/e offers a comprehensive, interdisciplinary presentation that makes it the most highly cited publication in the field. Addressing essential topics for supervisors, it has earned a reputation as an authoritative resource for anyone seeking certification as an Approved Clinical Supervisor. Emphasizing central themes from a variety of mental health professions, the book covers supervision models, supervision modalities, administrative issues and professional concerns. This Fifth Edition covers the latest research, more on second-generation models of supervision, a new section on triadic supervision, and the latest on technology. Its one-of-a-kind supervision toolkit, scholarly approach, and topic coverage set the book apart. The most trusted source of leadership wisdom, updated to address today's realities The Leadership Challenge is the gold-standard manual for effective leadership, grounded in research and written by the premier authorities in the field. With deep insight into the complex interpersonal dynamics of the workplace, this book positions leadership both as a skill to be learned, and as a relationship that must be nurtured to reach its full potential. This new sixth edition has been revised to address current challenges, and includes more international examples and a laser focus on business issues; you'll learn how extraordinary leaders accomplish extraordinary things, and how to develop your leadership skills and style to deliver quality results every time. Engaging stories delve into the fundamental roles that great leaders fulfill, and simple frameworks provide a primer for those who seek continuous improvement; by internalizing key insights and putting concepts into action, you'll become a more effective, more impactful leader. A good leader gets things done; a great leader aspires, inspires, and achieves more. This book highlights the differences between good and great,

and shows you how to bridge the chasm between getting things done and making things happen. Gain deep insight into leadership's critical role in organizational health. Navigate the shift toward team-oriented work relationships. Motivate and inspire to break through the pervasive new cynicism. Leverage the electronic global village to deliver better results. Business is evolving at an increasingly rapid rate, and leaders must keep pace with the changes or risk stagnation. People work differently, are motivated differently, and have different expectations today—business as usual is quickly losing its effectiveness. The Leadership Challenge helps you stay current, relevant, and effective in the modern workplace. Get an in-depth look at pediatric primary care through the eyes of a Nurse Practitioner! Pediatric Primary Care, 6th Edition guides readers through the process of assessing, managing, and preventing health problems in infants, children, and adolescents. Key topics include developmental theory, issues of daily living, the health status of children today, and diversity and cultural considerations. This sixth edition also features a wealth of new content and updates — such as a new chapter on pediatric pharmacology, full-color design and illustrations, new QSEN integration, updated coverage of the impact of the Affordable Care Act, a refocused chapter on practice management, and more — to keep readers up to date on the latest issues affecting practice today. Comprehensive content provides a complete foundation in the primary care of children from the unique perspective of the Nurse Practitioner and covers the full spectrum of health conditions seen in the primary care of children, emphasizing both prevention and management. In-depth guidance on assessing and managing pediatric health problems covers patients from infancy through adolescence. Four-part organization includes 1) an introductory unit on the foundations of global pediatric health, child and family health assessment, and cultural perspectives for pediatric primary care; 2) a unit on managing child development; 3) a unit on health promotion and management; and 4) a unit on disease management. Content devoted to issues of daily living covers issues that are a part of every child's growth — such as nutrition and toilet training — that could lead to health problems unless appropriate education and guidance are given. Algorithms are used throughout the book to provide a concise overview of the evaluation and management of common disorders. Resources for providers and families are also included throughout the text for further information. Expert editor team well is well-versed in the scope of practice and knowledge base of Pediatric Nurse Practitioners (PNPs) and Family Nurse Practitioners (FNPs). Updated with cutting-edge online examples and the latest success stories, this accessible handbook will enable any company to profit from business-to-business techniques. Practical yet visionary, this resource provides a blueprint for success by explaining seven proven strategies for increasing profits by direct marketing. Chapters include website references, internet-use statistics, and other developments such as CRM, search-engine optimization, blogging, wikis, podcasting, and social networks. Packed with real-world advice, this new edition also features a personal password to access the companion website for regularly updated news, links, and additional resources. With the market-leading nursing fundamentals text in Canada, you can be assured that students will develop a firm educational foundation that will help them to succeed. Written in a clear manner and organized logically, this book will teach students all of the principles, concepts and skills necessary for them to thrive, both academically and professionally. A trusted favourite for Canadian faculty and students, the new Fourth Canadian Edition offers the most complete teaching and learning package available. A companion CD and Evolve website included with the book ensure that students have the most up-to-date and practical tools at their fingertips, and provide instructors with a host of resources to assist in their lesson planning, development and delivery. The new Fourth Canadian Edition of this nursing classic is the most current and comprehensive text available. . Nursing skills include steps and rationales to illustrate how and why a skill is performed . Critical thinking models illustrate how to provide the best care for clients . Nursing care plans include sections on Assessment, Planning, Interventions and Evaluation . Client teaching boxes emphasize key points for patient education . Boxes on older adults, culture and primary health care highlight key principles and aspects of nursing care . Evidence-informed practice guidelines provide examples of recent guidelines for Canadian nursing practice . Research highlights provide abstracts of current nursing research studies and explain the implications for daily practice . Companion CD includes student learning activities, Butterfield's Fluids and Electrolytes Tutorial, and more . Companion Evolve website includes review questions, interactive exercises, and more . Completely revised and updated to reflect current Canadian nursing practice . New chapter on Surviving Cancer . New chapter on Nursing Informatics . 3 new Canadian section editors . An all-new Canadian editorial advisory board . Over 55 contributors from across the country . Emphasis on the Media Resources that accompany each chapter help to detail the comprehensive electronic resources available for that specific topic . Addition of new Nursing Story boxes that describe real-life scenarios . Increased emphasis on nurse and client safety, including Safety Alerts embedded throughout the text that highlight safe practices and techniques . New appendix on laboratory values The Publication Manual of the American Psychological Association is the style manual of choice for writers, editors, students, and educators in the social and behavioral sciences, nursing, education, business, and related disciplines. This book is renowned as the most comprehensive yet easy-to-use guide to referencing available. Tutors rely on the advice to guide their students in the skills of identifying and referencing information sources and avoiding plagiarism. This new edition has new and expanded content, especially in relation to latest electronic sources. Careers in astronomy for women (as in other sciences) were a rarity in Britain and Ireland until well into the twentieth century. The book investigates the place of women in astronomy before that era, recounted in the form of biographies of about 25 women born between 1650 and 1900 who in varying capacities contributed to its progress during the eighteenth, nineteenth and early twentieth centuries. There are some famous names among them whose biographies have been written before now, there are others who have received less than their due recognition while many more occupied inconspicuous and sometimes thankless places as assistants to male family members. All deserve to be remembered as interesting individuals in an earlier opportunity-poor age. Placed in roughly chronological order, their lives constitute a sample thread in the story of female entry into the male world of science. The book is aimed at astronomers, amateur astronomers, historians of science, and promoters of women in science, but being written in non-technical language it is intended to be of interest also to educated readers generally. "The book provides A guidelines approach on how to implement the proposed theory and tools in e-learning programs"--Provided by publisher. An Introduction to Statistical Learning provides an accessible overview of the field of statistical learning, an essential toolset for making sense of the vast and complex data sets that have emerged in fields ranging from biology to finance, marketing, and astrophysics in the past twenty years. This book presents some of the most important modeling and prediction techniques, along with relevant applications. Topics include linear regression, classification, resampling methods, shrinkage approaches, tree-based methods, support vector machines, clustering, deep learning, survival analysis, multiple testing, and more. Color graphics and real-world examples are used to illustrate the methods presented. This book is targeted at statisticians and non-statisticians alike, who wish to use cutting-edge statistical learning techniques to analyze their data. Four of the authors co-wrote An Introduction to Statistical Learning, With Applications in R (ISLR), which has become a mainstay of undergraduate and graduate classrooms worldwide, as well as an important reference book for data scientists. One of the keys to its success was that each chapter contains a tutorial on implementing the analyses and methods presented in the R scientific computing environment. However, in recent years Python has become a popular language for data science, and there has been increasing demand for a Python-based alternative to ISLR. Hence, this book (ISLP) covers the same materials as ISLR but with labs implemented in Python. These labs will be useful both for Python novices, as well as experienced users. User Interfaces for All is the first book dedicated to the issues of Universal Design and Universal Access in the field of Human-Computer Interaction (HCI). Universal Design (or Design for All) is an inclusive and proactive approach seeking to accommodate diversity in the users and usage contexts of interactive products, applications, and se Reinforced concrete has the potential to be very durable and capable of withstanding a variety of adverse environmental conditions. However, failures in the structures do still occur as a result of premature reinforcement corrosion. In this authoritative book the fundamental aspects of this complex process are analysed; focusing on corrosion of the reinforcing steel, and looking particularly, at new scientific and technological developments.

Monitoring techniques, including the newly developed online-monitoring, are examined, as well as the numerical methods used to simulate corrosion and perform parameter studies. The influence of composition and microstructure of concrete on corrosion behaviour is explored. The second half of the book, which deals with corrosion prevention methods, starts with a discussion on stainless steels as reinforcement materials. There are comprehensive reviews of the use of surface treatments and coatings, of the application of corrosion inhibitors and of the application of electrochemical techniques. In each case the necessary scientific fundamentals are explained and practical instances of use are looked at. This is an invaluable guide for engineers, materials scientists and researchers in the field of structural concrete. Fundamental aspects of corrosion in concrete are analysed in detail Explores how to minimise the effects of corrosion in concrete Invaluable guide for engineers, materials scientists and researchers in the field of structural concrete Health Policy and Politics: A Nurse's Guide, Fifth Edition encompasses the entire health policy process from agenda setting through policy and program evaluation. This is an essential text for both graduate and undergraduate students. The Fifth Edition includes expanded information on the breadth of policy making and includes the impact of social media, economics, finance and other timely topics. The authors draw from their experience and provide concrete examples of real-life situations that help students understand the link between policy theory and political action. New to the Fifth Edition: Updated case studies involve the reader in making the connection between theory and active participation in policy making New chapter on inter-professional practice, education, and research Reference to the Affordable Care Act and other laws that affect the health care of consumers and the organization of health care system Expanded content on economics and finance New co Since its publication in 1985, the "MLA Style Manual" has been the standard guide for graduate students, teachers, and scholars in the humanities and for professional writers in many fields. Extensively reorganized and revised, the new edition contains several added sections and updated guidelines on citing electronic works--including materials found on the World Wide Web. "An educational guide based on the Publication manual of the American Psychological Association"--Cover. A practical introduction to qualitative research across fields and disciplines Qualitative Research in Practice offers a hands-on introduction to qualitative research design, methods, data, and analysis. Designed as a companion text for any course involving qualitative research, this book explores the different types of qualitative studies with relevant examples and analysis by the researchers themselves. The workbook format makes it easy to use in the classroom or the field, and the depth of information makes it a valuable resource for students of social work, psychology, counseling, management, education, health care, or any field in which qualitative research is conducted. While quantitative research is primarily concerned with numerical data, qualitative research methods are more flexible, responsive, and open to contextual information. To a qualitative researcher, a situation is defined by the participants' perspectives, making it the primary method of inquiry for understanding social phenomena through the lens of experience. This book introduces the essentials of qualitative research, bolstered by expert analysis and discussion that provides deeper insight than a traditional textbook format would allow. Understand the fundamental nature of qualitative research Learn how to accurately assess and evaluate qualitative research Explore qualitative research's many forms and applications Gain insight on qualitative research in a variety of fields and disciplines How does one codify an experience? Is it possible to measure emotion in units? Qualitative research fills the void where numbers cannot reach. It is the best tool we have for studying the unquantifiable aspects of the human experience, and it is an essential tool in a wide variety of fields. Qualitative Research in Practice provides translatable skills in a practical format to quicken your transition from "learning" to "using." Integrating Technology in Higher Education contains 20 chapters that provide technology integration experiences of authors from four continents and a diversity of disciplines in higher education settings. The utilization of various hardware and software tools to facilitate teaching and learning is discussed in the chapters of this edited book. Information Architecture: Blueprints for the Web, Second Edition introduces the core concepts of information architecture: organizing web site content so that it can be found, designing website interaction so that it's pleasant to use, and creating an interface that is easy to understand. This book helps designers, project managers, programmers, and other information architecture practitioners avoid costly mistakes by teaching the skills of information architecture swiftly and clearly. The Publication Manual of the American Psychological Association is the style manual of choice for writers, editors, students, and educators in the social and behavioral sciences. It provides invaluable guidance on all aspects of the writing process, from the ethics of authorship to the word choice that best reduces bias in language. Well-known for its authoritative and easy-to-use reference and citation system, the Publication Manual also offers guidance on choosing the headings, tables, figures, and tone that will result in strong, simple, and elegant scientific communication.

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