

## Take Off Technical English For Engineering Karbal

Publishing Law is an authoritative and engaging guide to a wide range of legal issues affecting publishing today. Hugh Jones and Christopher Benson present readers with clear and accessible guidance to the complex legal areas specific to the ever evolving world of contemporary publishing, including copyright, moral rights, contracts and licensing, privacy, confidentiality, defamation, infringement and trademarks, with analysis of legal issues relating to sales, advertising, marketing, distribution and competition. This new fifth edition presents updated coverage of the key principles of copyright, as well as new copyright exceptions, licensing and open access. There is also further in-depth coverage of the legal issues around the sale of digital content. Key features of the fifth edition include: updated coverage of EU and UK copyright, including a new chapter on copyright exceptions following the significant changes in the 2014 Regulations Comprehensive coverage of publishing contracts with authors, as well as with other providers, including translators, contributors and contracts for subsidiary rights up to date coverage of the Defamation Act 2013, and other changes to EU and UK legislation exploration of the legal issues relating to digital publishing, including eBook and other electronic agreements, data protection and online issues in relation to privacy, and copyright infringement a range of summary checklists on key issues, ranging from copyright ownership to promotion and data protection useful appendices offering an A to Z glossary of legal terms and lists of useful address and further reading.

'A manual for the 21st-century citizen... accessible, refreshingly critical, relevant and urgent' - Financial Times 'Fascinating and deeply disturbing' - Yuval Noah Harari, Guardian Books of

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the Year In this New York Times bestseller, Cathy O'Neil, one of the first champions of algorithmic accountability, sounds an alarm on the mathematical models that pervade modern life -- and threaten to rip apart our social fabric. We live in the age of the algorithm. Increasingly, the decisions that affect our lives - where we go to school, whether we get a loan, how much we pay for insurance - are being made not by humans, but by mathematical models. In theory, this should lead to greater fairness: everyone is judged according to the same rules, and bias is eliminated. And yet, as Cathy O'Neil reveals in this urgent and necessary book, the opposite is true. The models being used today are opaque, unregulated, and incontestable, even when they're wrong. Most troubling, they reinforce discrimination. Tracing the arc of a person's life, O'Neil exposes the black box models that shape our future, both as individuals and as a society. These "weapons of math destruction" score teachers and students, sort CVs, grant or deny loans, evaluate workers, target voters, and monitor our health. O'Neil calls on modellers to take more responsibility for their algorithms and on policy makers to regulate their use. But in the end, it's up to us to become more savvy about the models that govern our lives. This important book empowers us to ask the tough questions, uncover the truth, and demand change.

The main driver of inequality—returns on capital that exceed the rate of economic growth—is again threatening to generate extreme discontent and undermine democratic values. Thomas Piketty's findings in this ambitious, original, rigorous work will transform debate and set the agenda for the next generation of thought about wealth and inequality.

English for the Energy Industries: Oil, Gas and Petrochemicals English for the Energy Industries is a foundation English course for employees in the oil, gas and petrochemicals

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industries. It is aimed at pre- and low-intermediate level students who have a basic grasp of English, but who need to use technical and semi-technical vocabulary within specific functional language applicable to the workplace. It provides approximately 140 hours of listening, speaking, reading, writing and language practice activities. English for the Energy Industries focuses on high-frequency lexis and structures used in the work environment, such as the language of safety, instructions, descriptions of equipment, processes and systems. English for the Energy Industries develops the four language skills in English for Specific Purposes (ESP) contexts: Reading: uses authentic texts that energy industry technicians will use in everyday life, such as instruction manuals. Speaking and listening: communicative pairwork tasks practise real-life communication situations, such as describing and giving information about equipment and jobs, giving instructions and warnings and discussing workplace problems. Writing: tasks motivate students by developing knowledge of useful language for different text types, such as accident report forms and written notes and instructions. A comprehensive Glossary provides clear explanations of approximately 160 key terms in common use in the energy industries. Key Features Essential expressions and language used in the industry Constant recycling of high-frequency technical terms and vocabulary Real-life listening and reading texts A communicative approach to oral accuracy and fluency Over 140 hours of skills practice activities A glossary of over 160 key terms View accompanying audio CDs and Teacher's Book.

Technical English: Course Book This course has been designed for learners who will be using English in a scientific or engineering environment. Technical English introduces the vocabulary necessary to communicate and understand basic technical concepts in fields such as algebra,

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geometry, chemistry and physics. Each unit presents vocabulary related to a specific technical area, and reviews one relevant grammar point that will help students to express themselves with confidence. The approach taken in this course is direct and concise, and you will be encouraged to work both independently and with others on an extensive range of activities, all of which are geared towards making you more proficient in the technical language you will need to be successful in further study. Key features of the course include: 21 units covering a wide range of technical themes a variety of authentic source materials such as instruction manuals and scientific articles a range of listening texts, including lectures and dialogues transferable reading and listening skills with grammar for clarification and support authentic tasks designed to promote transferable skills 500 basic technical words full-colour 106-page Course Book complete with audio CD/cassette Teacher's Book with lesson-by-lesson notes, including answer keys and tapescripts See accompanying Teacher's Book.

John F. Kennedy once said, “ask not what country can do for you, ask what you can do for your country” and this quote directly and clearly reflects our Indian Army. Serving the nation is everybody’s dream but having a brave heart is not one everyone’s cup of tea only passionate people inculcate this. The Indian Army is an excellent source skilled manpower. Every year lakhs of young aspirants enroll to its different wings to its different examinations so, Indian army soldiers (Technical) MER Examination is one of them. This examination held four times a year. Indian Army Technical Written Examination consists of 2 papers – Paper I: that checks Intelligence Quotient (IQ), Numeral Ability and General Knowledge and Paper II: That checks technical portion of the candidates i.e. physics, chemistry and mathematics. The revised edition of ‘Indian Army Soldier Technical Recruitment Exam’ book is completely designed as

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per latest syllabus and examination pattern. The book divided into 6 sections and 3 Practice sets. Each chapter of this book has ample amount of solved and unsolved questions that gives the exact feel of the paper, solutions are well explained in easy and lucid language so that candidates could understand easily quickly and to make familiar with recent pattern of question paper and answer writing skills. This book is prepared according to the level of the examination so that candidates can assure after preparing from it. TABLE OF CONTENT Mathematics, Physics, Chemistry, General Knowledge, Current affairs, Practice Sets (1-3).

Unlike in most other texts of Air Navigation, here the reader will find a combined technical and operational approach, given the background of the author. Meteorology, Aircraft Instruments, Surveillance, Airspace Management, Air Traffic Flow Management, Air Traffic Services, Safety and Cartography are some of the subjects covered along the lines of this book. The book is initially intended for undergraduate-level Aerospace Engineering students, but may also be of interest for pilots or air traffic controllers that want to expand their knowledge of the proposed themes.

Authored by a qualified engineer with professional experience in both engineering and English language teaching, the book covers essential technical English vocabulary in context. Over 1000 words and phrases are presented to help engineers or engineering students better communicate in English on the job, using a format designed to make self-study more intuitive-- words and expressions are explained on the left-hand pages, and practice activities are on the right hand pages. Suitable for Upper Intermediate level learners of English (CEF B1-B2).

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A new, up-to-date course where students learn what they need to know for a career in commerce, tourism, nursing, or technology.

**Safety First: English for Health and Safety** Aimed at people already working in industry, Safety First focuses on testing, activating and building workplace vocabulary and helping students develop their range of conversational language by teaching useful phrases and raising awareness of different registers. It also builds communication skills and gives practice in other skills needed in industry, such as listening for gist and key information and interpreting e-mail messages.

**Key Features** A wide variety of interesting activity types to engage the learner  
Systematic recycling to activate workplace vocabulary  
Builds communications skills and raises awareness of different registers through use of authentic language  
Provides practice in industry-specific skills such as form-filling and understanding complex instructions  
Puzzles and games to help with critical thinking skills  
Includes audio CD See accompanying Teacher's Book.

**English for Islamic Studies Teacher's Book** For Islamic Studies is an innovative new course for those studying English in the context of Islamic beliefs, history and current issues. It is ideal for students seeking to develop transferable academic skills and strategies, such as listening to talks and lectures, reading academic articles and books, taking part in discussions, giving presentations and writing academic essays. The syllabus concentrates on key vocabulary for different aspects of Islamic and religious studies, and on words and phrases commonly used in academic English.

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Islamic Studies has 14 units, each of which looks at a different aspect of Islam and its beliefs, culture and practices. Odd-numbered units concentrate on listening skills, while even-numbered units focus on reading skills. The Teacher's Book includes:  
comprehensive teaching notes on all exercises to help teachers prepare effective lessons  
complete answer keys to all exercises  
full transcripts of listening exercises  
photocopiable resource pages and ideas for additional activities  
See accompanying Course Book.

The Workbook consolidates the work done in class and encourages self-study. Further supplementary material on the website supports the Workbook material making it even more relevant to students' needs.

THE SERIES 9 TIE-IN BOOK More than 100 beautiful and mouth-watering sweet and savoury bakes, from Paul Hollywood, Prue Leith and all the series 8 and 9 bakers. As well as helpful hints, tips and tricks, and easy step-by-step instructions and photographs throughout. On your marks, get set, BAKE! The Great British Bake Off: Get Baking for Friends & Family will encourage and empower amateur bakers of all abilities to have a go at home, taking inspiration from The Great British Bake Off's most ambitious bakes but with simplified recipes and straightforward instructions that will enable even complete beginners to impress their nearest and dearest. From children's birthdays and charity bake sales to celebrating with a loved one or simply enjoying sweet treat over a cup of tea and a catch-up with a dear friend, Get Baking for Friends

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& Family is a celebration of all those shared moments: both in the joy of making and in the simple pleasure of indulging in something really delicious. What readers are saying: 'Gorgeous! This is the most lovely GBBO book I've got. Photos are beautiful and I am so pleased that the instructions are shorter than previous books.' 'Beautiful photography and has motivated me to dust off the oven gloves immediately as well as providing a perfect companion to this year's Bake Off.' 'So many excellent recipes, both classic and more innovative too. I can't wait to give this as a gift this Christmas.' 'Heartily recommend the book to aspiring and improving bakers.' 'Very well written, easy to follow, and also looks great on my coffee table which is a bonus. Most importantly I want to eat all the things in the book, which is what I look for in a cookbook!' 'The recipes are all 5 star for me so far.'

Career Express Level C1 Teacher's Book Career Express Business English C1 is the second part of a two-level multimedia course, for students on a Business English language course at university level. Reading -The texts focus on the most interesting topics from the world of business. They provide the springboard for a discussion of contemporary business issues. Listening -Realistic conversations, presentations and lectures expose you to a variety of native and non-native speaker accents and help you to develop core listening comprehension skills. Business Skills -This section introduces you to the skills most needed in business, such as taking part in meetings, using diplomacy at work, describing charts and presenting products. Discussion and Role-

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Play -These features give you the opportunity to pick up on issues raised in the reading and listening sections, and to practise functional language. Company Case -These task-based case studies have been inspired by real business scenarios. They require you to work in teams, find strategic solutions to real-life problems and present them to the class. Audio CDs -Complete recordings for all the listening activities in the Course Book. Career Express Self Study Online -This website offers an abundance of additional material: Electronic Workbook with interactive practice exercises to consolidate vocabulary, grammar, reading and skills Self-assessment tests for each unit Tailor-made videos with interactive exercises The complete Course Book listening material as MP3 downloads

'What is a self and how can a self come out of inanimate matter?' This is the riddle that drove Douglas Hofstadter to write this extraordinary book. In order to impart his original and personal view on the core mystery of human existence - our intangible sensation of 'I'-ness - Hofstadter defines the playful yet seemingly paradoxical notion of 'strange loop', and explicates this idea using analogies from many disciplines.

Take-Off: Technical English for Engineering Course Book Take-Off has been designed for non-native speakers of English who are studying Engineering NVQ Level 2 and above. The aeronautical context is particularly aimed at technicians and engineers who are going on to work in the aeronautics industry. Take-Off is an ESP course for intermediate-level students. Unlike many ESP courses, it teaches genuine transferable

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skills and is ideal for students who need to further their technical training in English. The focus is on skills development, using relevant contexts, with grammar taking a strong supporting role. Reading and listening development is dealt with in the context of understanding instructions and information in technical manuals. Students develop the speaking skills of asking for and giving factual information, and the writing skills necessary to complete workplace documentation, such as accident reports and safety assessments. Take-Off uses a communicative methodology, with graded tasks that are carefully scaffolded to involve and motivate the students, providing them with a clear sense of achievement. The wide variety of texts and task types will appeal to a broad range of ages and nationalities. There are also comprehensive word lists and a glossary of terms for student reference. A bank of tests are provided online. Please contact us if you have purchased the book and would like access to these tests.

**Key Features**

- Practical skills developed for dealing with oral and written instructions and documentation
- Task-based approach ensures achievable lesson outcomes
- Variety of texts and tasks on a wide range of aeronautical topics
- Two review sections to consolidate skills and vocabulary knowledge
- Glossary and electrical appendix
- Audio CDs for further self-study and homework
- Accompanying Workbook, Teacher's Book and Interactive Media Book also available.

An English course for employees in the oil, gas and petrochemicals industries.

Cambridge English For Engineering Is For Intermediate To Upper-Intermediate Level

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(B1 - B2) Learners Of English Who Need To Use English In An Engineering Environment. The Course Is Particularly Suitable For Civil, Mechanical And Electrical Engineers And Can Be Used In The Classroom Or For Self-Study. Cambridge English For Engineering Is Designed To Improve The Communication Skills And Specialist Language Knowledge Of Engineers, Enabling Them To Communicate More Confidently And Effectively. With An Emphasis On Listening And Speaking, The Ten Standalone Units Cover Topics Common To All Fields Of Engineering Such As Monitoring And Control; Procedures And Precautions; And Engineering Design. Authentic Activities Based On Everyday Engineering Situations - From Describing Technical Problems And Solutions To Working With Drawings - Make The Course Relevant And Motivating. In Addition, A Set Of Case Studies Available Online Provide Problem-Solving In Authentic Engineering Scenarios. The Online Teacher'S Book Has Extensive Background Information For The Non-Specialist Teacher, Useful Web Links And Extra Printable Activities. The Course Comprises: Student'S Book With 2 Audio Cds Engineering Case Studies Online Teacher'S Book Online

A complete guide to writing and selling your novel So you want to write a novel? Great! That's a worthy goal, no matter what your reason. But don't settle for just writing a novel. Aim high. Write a novel that you intend to sell to a publisher. Writing Fiction for Dummies is a complete guide designed to coach you every step along the path from beginning writer to royalty-earning author. Here are some things you'll learn in Writing

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Fiction for Dummies: Strategic Planning: Pinpoint where you are on the roadmap to publication; discover what every reader desperately wants from a story; home in on a marketable category; choose from among the four most common creative styles; and learn the self-management methods of professional writers. Writing Powerful Fiction: Construct a story world that rings true; create believable, unpredictable characters; build a strong plot with all six layers of complexity of a modern novel; and infuse it all with a strong theme. Self-Editing Your Novel: Psychoanalyze your characters to bring them fully to life; edit your story structure from the top down; fix broken scenes; and polish your action and dialogue. Finding An Agent and Getting Published: Write a query letter, a synopsis, and a proposal; pitch your work to agents and editors without fear. Writing Fiction For Dummies takes you from being a writer to being an author. It can happen—if you have the talent and persistence to do what you need to do.

Technical English Level 1 covers the core language and skills that students need to communicate successfully in all technical and industrial specifications.

Take-Off: Technical English for Engineering Workbook Take-Off has been designed for non-native speakers of English who are studying Engineering (NVQ Level 2 and above). The aeronautical context is particularly aimed at technicians and engineers who are going on to work in the aeronautics industry. Take-Off is an ESP course for intermediate-level students. Unlike many ESP courses, it teaches genuine transferable skills and is ideal for students who need to further their technical training in English. The

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focus is on skills development, using relevant contexts, with grammar taking a strong supporting role. Reading and listening development is dealt with in the context of understanding instructions and information in technical manuals. Students develop the speaking skills of asking for and giving factual information, and the writing skills necessary to complete workplace documentation, such as accident reports and safety assessments. Take-Off uses a communicative methodology, with graded tasks that are carefully scaffolded to involve and motivate the students, providing them with a clear sense of achievement. The wide variety of texts and task types will appeal to a broad range of ages and nationalities. There are also comprehensive word lists and a glossary of terms for student reference. A bank of tests are provided online. Please contact us if you have purchased the book and would like access to these tests.

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- Glossary and electrical appendix
- Audio CDs for further self-study and homework
- Accompanying Course Book, Teacher's Book and Interactive Media Book also available.

Although we have been successful in our careers, they have not turned out quite as we expected. We both have changed positions several times-for all the right reasons-but there are no pension plans vesting on our behalf. Our retirement funds are growing only through our

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individual contributions. Michael and I have a wonderful marriage with three great children. As I write this, two are in college and one is just beginning high school. We have spent a fortune making sure our children have received the best education available. One day in 1996, one of my children came home disillusioned with school. He was bored and tired of studying. "Why should I put time into studying subjects I will never use in real life?" he protested. Without thinking, I responded, "Because if you don't get good grades, you won't get into college." "Regardless of whether I go to college," he replied, "I'm going to be rich."

Five years and more than 100,000 copies after it was first published, it's hard to imagine anyone working in Web design who hasn't read Steve Krug's "instant classic" on Web usability, but people are still discovering it every day. In this second edition, Steve adds three new chapters in the same style as the original: wry and entertaining, yet loaded with insights and practical advice for novice and veteran alike. Don't be surprised if it completely changes the way you think about Web design. Three New Chapters! Usability as common courtesy -- Why people really leave Web sites Web Accessibility, CSS, and you -- Making sites usable and accessible Help! My boss wants me to \_\_\_\_\_. -- Surviving executive design whims "I thought usability was the enemy of design until I read the first edition of this book. Don't Make Me Think! showed me how to put myself in the position of the person who uses my site. After reading it over a couple of hours and putting its ideas to work for the past five years, I can say it has done more to improve my abilities as a Web designer than any other book. In this second edition, Steve Krug adds essential ammunition for those whose bosses, clients, stakeholders, and marketing managers insist on doing the wrong thing. If you design, write, program, own, or manage Web sites, you must read this book." -- Jeffrey Zeldman, author of

### Designing with Web Standards

Winner of the Tonight Show Summer Reads with Jimmy Fallon. Tomi Adeyemi conjures a stunning world of dark magic and danger in her West African-inspired fantasy debut *Children of Blood and Bone*. They killed my mother. They took our magic. They tried to bury us. Now we rise. Zélie remembers when the soil of Orïsha hummed with magic. When different clans ruled – Burners igniting flames, Tiders beckoning waves, and Zélie’s Reaper mother summoning forth souls. But everything changed the night magic disappeared. Under the orders of a ruthless king, anyone with powers was targeted and killed, leaving Zélie without a mother and her people without hope. Only a few people remain with the power to use magic, and they must remain hidden. Zélie is one such person. Now she has a chance to bring back magic to her people and strike against the monarchy. With the help of a rogue princess, Zélie must learn to harness her powers and outrun the crown prince, who is hell-bent on eradicating magic for good. Danger lurks in Orïsha, where strange creatures prowl, and vengeful spirits wait in the waters. Yet the greatest danger may be Zélie herself as she struggles to come to terms with the strength of her magic – and her growing feelings for an enemy. The movie of *Children of Blood and Bone* is in development at Fox 2000/Temple Hill Productions with the incredible Karen Rosenfelt and Wyck Godfrey (*Twilight*, *Maze Runner*, *The Fault In Our Stars*) producing it.

This book is specifically designed to be strong and expert in proven tips & techniques in English, Technical English Language & Communication Skill for graduate (B.Tech./B.E.) and also postgraduate Students (M.Tech./M.E.) of all disciplines (Mechanical, Civil, Electrical, Computer Science, IT) Engineering Students and Professionals who want to improve their

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language abilities and Communication Skills more confidently and effectively. It has been written based on the current research of Universities and Engineering Colleges syllabi in India which can be used in the classroom or for self-study. Each section of this book explains every appropriate concept from basic to advance in depth with appropriate examples and realistic manner which helps you not only to improve and enhance your Grammar tool, English Language & Communication Skill but also to overcome the problems of common error, building vocabulary, Spoken English, job interviews, group discussions, presentation, technical listening, speaking, reading, writing etc. This book will help you to understand effective communication, English Language, in the professional and to get good scores in the exams. This book is a must for All Engineering Students and Professionals.

This new edition incorporates revised guidance from H.M Treasury which is designed to promote efficient policy development and resource allocation across government through the use of a thorough, long-term and analytically robust approach to the appraisal and evaluation of public service projects before significant funds are committed. It is the first edition to have been aided by a consultation process in order to ensure the guidance is clearer and more closely tailored to suit the needs of users.

Career Express Level B2 Course Book Career Express Business English B2 is the first part of a two-level multimedia course, for students on a Business English language course at university level. It offers a wealth of material and enables you to learn the communication skills you need to be successful in the globalized world of business. Reading -The texts focus on the most interesting topics from the world of business. They provide the springboard for a discussion of contemporary business issues. Listening -Realistic conversations, presentations

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and lectures expose you to a variety of native and non-native speaker accents and help you to develop core listening comprehension skills. Business Skills -This section introduces you to the skills most needed in business, such as taking part in meetings, using diplomacy at work, describing charts and presenting products. Discussion and Role-Play -These features give you the opportunity to pick up on issues raised in the reading and listening sections, and to practise functional language. Company Case -These task-based case studies have been inspired by real business scenarios. They require you to work in teams, find strategic solutions to real-life problems and present them to the class. Audio CDs -Complete recordings for all the listening activities in the Course Book. Career Express Self Study Online -This website offers an abundance of additional material: Electronic Workbook with interactive practice exercises to consolidate vocabulary, grammar, reading and skills Self-assessment tests for each unit Tailor-made videos with interactive exercises The complete Course Book listening material as MP3 downloads

The old saying goes, "To the man with a hammer, everything looks like a nail." But anyone who has done any kind of project knows a hammer often isn't enough. The more tools you have at your disposal, the more likely you'll use the right tool for the job - and get it done right. The same is true when it comes to your thinking. The quality of your outcomes depends on the mental models in your head. And most people are going through life with little more than a hammer. Until now. The Great Mental Models: General Thinking Concepts is the first book in The Great Mental Models series designed to upgrade your thinking with the best, most useful and powerful tools so you always have the right one on hand. This volume details nine of the most versatile, all-purpose mental models you can use right away to improve your decision

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making, productivity, and how clearly you see the world. You will discover what forces govern the universe and how to focus your efforts so you can harness them to your advantage, rather than fight with them or worse yet- ignore them. Upgrade your mental toolbox and get the first volume today. AUTHOR BIOGRAPHY Farnam Street (FS) is one of the world's fastest growing websites, dedicated to helping our readers master the best of what other people have already figured out. We curate, examine and explore the timeless ideas and mental models that history's brightest minds have used to live lives of purpose. Our readers include students, teachers, CEOs, coaches, athletes, artists, leaders, followers, politicians and more. They're not defined by gender, age, income, or politics but rather by a shared passion for avoiding problems, making better decisions, and lifelong learning. AUTHOR HOME Ottawa, Ontario, Canada

'Technical English' provides English language instruction for students who are involved in vocational and technical education. The course contains the core language and skills which are common to a range of industrial specialisations. It presents key technical concepts concisely with labelled illustrations.

A communication-focussed course in American English. This flexible course builds confidence through an emphasis on speaking and listening skills, and enhances learning through the innovative and interactive digibook. The Teacher's Resource Book Pack contains teacher's notes, a test generator CD-ROM and a webcode for the Digibook.

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Nell Ann Pickett and Ann A. Laster have consulted-through seven editions-with people in business, industry, government, and the corporate world as well as with technical and vocational instructors and students, technical communicators, and other professionals to prepare this technical writing text. Their research has been invaluable, laying the foundations for a text students will want to read.

The English for Work series presents and practises spoken English and practical writing for everyday communication. The functional language is introduced through a series of short texts and developed in language notes and practice exercises.

This highly illustrated, step-by-step guide gives detailed instructions for dozens of different manipulation techniques, covering all levels of the spine, thorax, and pelvis. It also includes a helpful overview of the principles and theory of spinal manipulation and its use in clinical practice. The accompanying DVD contains video clips demonstrating the techniques described in the book. The new edition is a highly illustrated, step-by-step guide to 41 manipulation techniques commonly used in clinical practice. The book also provides the related theory essential for safe and effective use of manipulation techniques.

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