



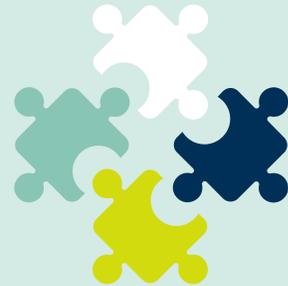
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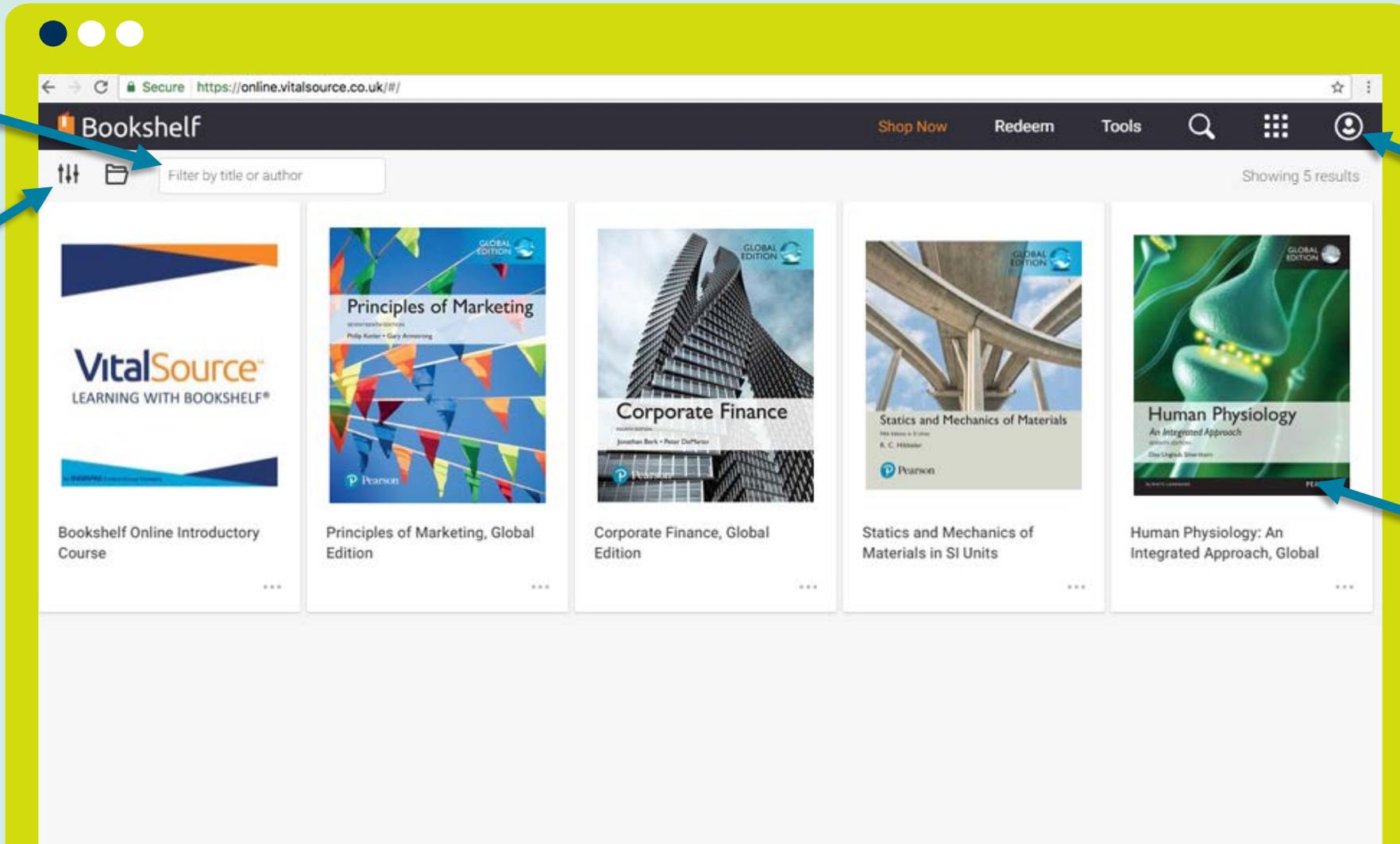
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Your Bookshelf – basic view

You can **filter** by title or Author.

Personalize the overview of your Bookshelf - sort and view as **covers** or as a **list**.



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Click on the cover to open a book.

Navigation – it is so easy

Return to Library, Home or Main Menu

Table of Contents, Search, Notebook and other **Study Tools**. All with direct links to content.

Easy navigate by **page number** or add/select a **Bookmark**.

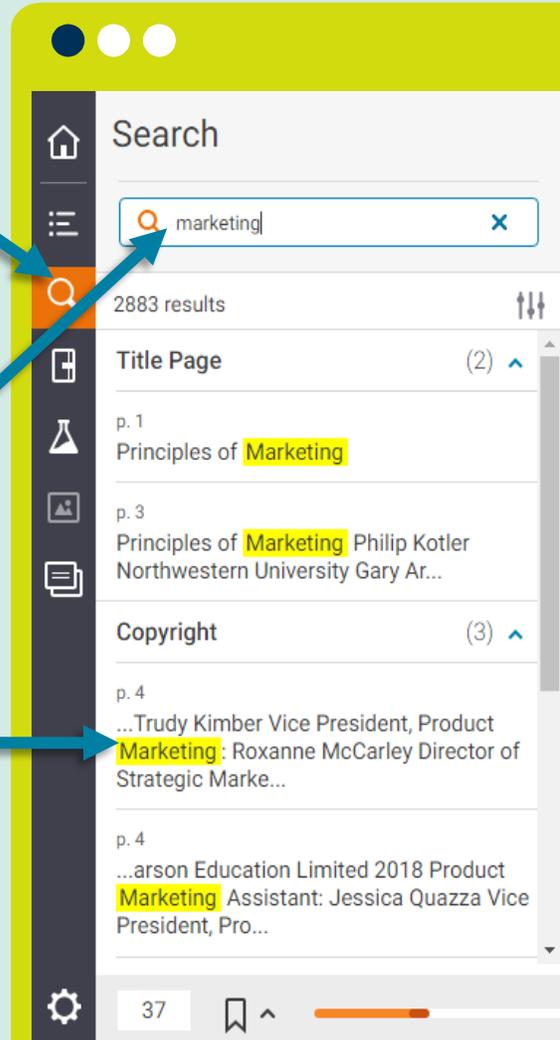
The screenshot shows a digital textbook interface. On the left is a dark sidebar with several white icons: a home icon, a table of contents icon, a search icon, a notebook icon, a flask icon, a person icon, and a document icon. A blue arrow points from the text 'Return to Library, Home or Main Menu' to the home icon. Another blue arrow points from 'Table of Contents, Search, Notebook and other Study Tools' to the table of contents icon. At the bottom of the sidebar, a gear icon is highlighted with a blue arrow from the text 'Easy navigate by page number or add/select a Bookmark'. The main content area has a dark blue header with a white table of contents: 'PART 1: Defining Marketing and the Marketing Process (Chapters 1-2)', 'PART 2: Understanding the Marketplace and Consumer Value (Chapters 3-6)', 'PART 3: Designing a Customer Value-Driven Strategy and Mix (Chapters 7-17)', and 'PART 4: Extending Marketing (Chapters 18-20)'. Below this is a large orange number '1' followed by the chapter title 'Marketing' in red and 'Creating Customer Value and Engagement' in grey. A 'CHAPTER PREVIEW' section follows, with a sub-header 'CHAPTER PREVIEW' and a paragraph of text. To the right of the preview is another paragraph of text. At the bottom of the page, there is a footer with a page number '26', a bookmark icon, a scroll bar, and several utility icons (print, zoom, edit, etc.).

Quick Search

Finding a topic is **quick and easy**.

Use the Search box to **search inside the book**. Click on the X to clear.

Click on a search result to **go to that content**.



95% of students report that search functions have a positive impact on their learning.

economic well-being of the communities in which they operate.

One prominent marketer calls this *Marketing 3.0*. "Marketing 3.0 organizations are values-driven," he says. "I'm not talking about being value-driven. I'm talking about 'values' plural, where values amount to caring about the state of the world." Another marketer calls it *purpose-driven marketing*. "The future of profit is purpose," he says.¹¹

As **Figure 1.4** shows, companies should balance three considerations in setting their *marketing* strategies: company profits, consumer wants, and society's interests. Online grocer Door to Door Organics operates this way:¹²

- Door to Door Organics delivers fresh, high-quality, organic, natural, and local meat, dairy, produce, and groceries directly to homes, offices, and schools in 16 states across the country. Customers order online and receive weekly deliveries to their doorsteps year-round. But Door to Door Organics does much more than just sell groceries

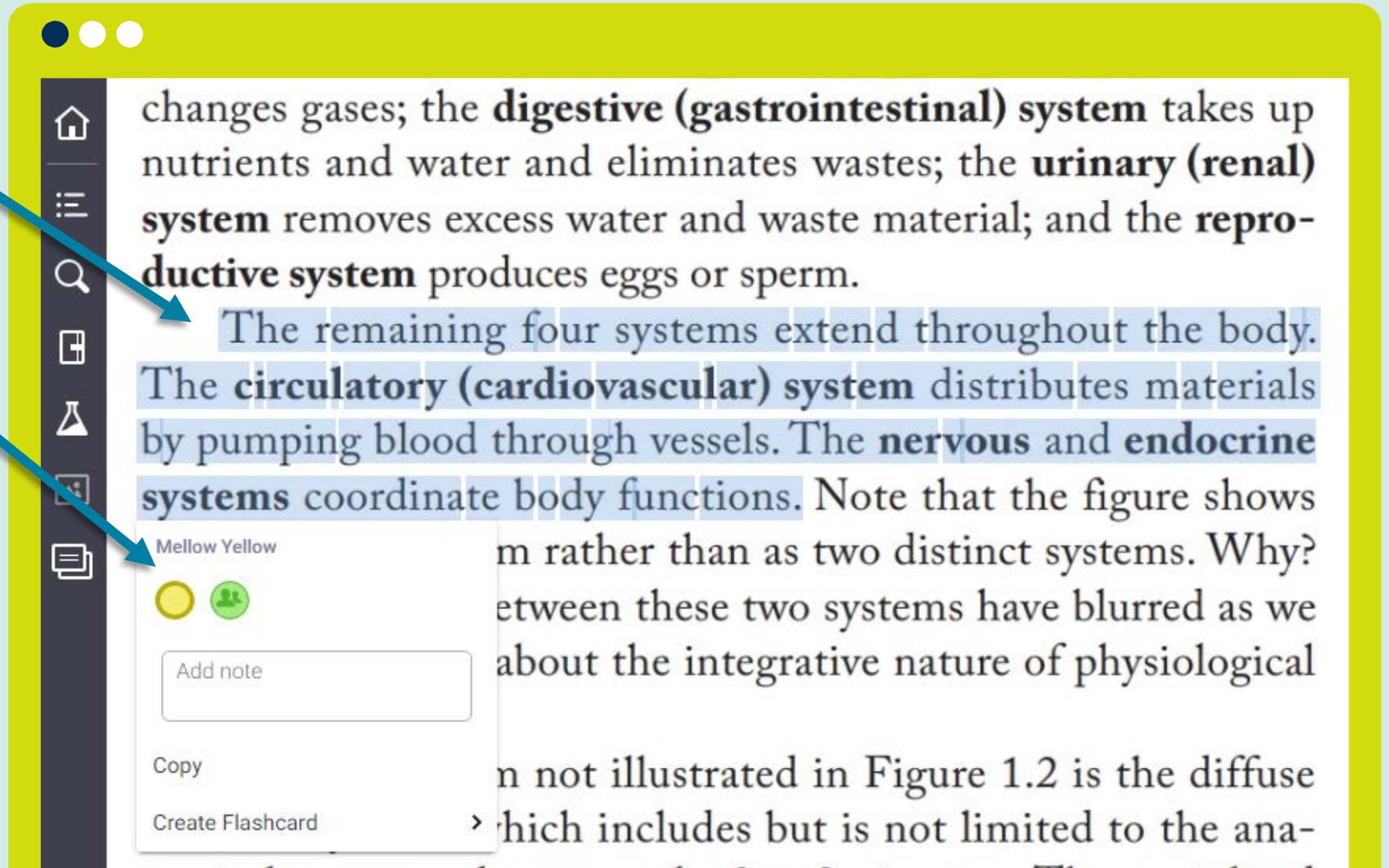
Your search term **will be highlighted** in the text.

Simple Study Tools: Highlights

Select the text you want to highlight.

Select the highlighter color.

Use color to **organize your highlights** for more efficient learning – assign a color for revision, exams, questions etc.



The screenshot shows a digital note-taking application interface. On the left is a dark sidebar with icons for home, list, search, and other functions. The main area displays text about physiological systems. A blue highlighter is used to highlight several lines of text. A context menu is open over the highlighted text, showing a color selection menu with a yellow circle selected, and options for 'Add note', 'Copy', and 'Create Flashcard'. Two blue arrows point from the text on the left to the application: one points to the highlighted text, and the other points to the color selection menu.

changes gases; the **digestive (gastrointestinal) system** takes up nutrients and water and eliminates wastes; the **urinary (renal) system** removes excess water and waste material; and the **reproductive system** produces eggs or sperm.

The remaining four systems extend throughout the body. The **circulatory (cardiovascular) system** distributes materials by pumping blood through vessels. The **nervous and endocrine systems** coordinate body functions. Note that the figure shows m rather than as two distinct systems. Why? etween these two systems have blurred as we about the integrative nature of physiological

n not illustrated in Figure 1.2 is the diffuse which includes but is not limited to the ana-

Simple Study Tools: Notes

To include a note with your highlight, enter your note in the „**Add Note**” field.

Notes don't only have to be text! Add **photos, videos, web links** to your notes for review.

Find notes quickly using „Search”.

86% of students state that writing notes has a positive influence on their learning

Exam

● ● ● ✕ ●

B *I* ~~A~~ X_2 X^2

There's a video that explains this nicely| [Liquidity Ratio]
(<https://youtu.be/1U9FX9vL>)

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Introduction (1)

videos.
Liquidity Ratios

Liquidity and the cash flow cycle (1)

Exam Sep 6, 2017 ▾

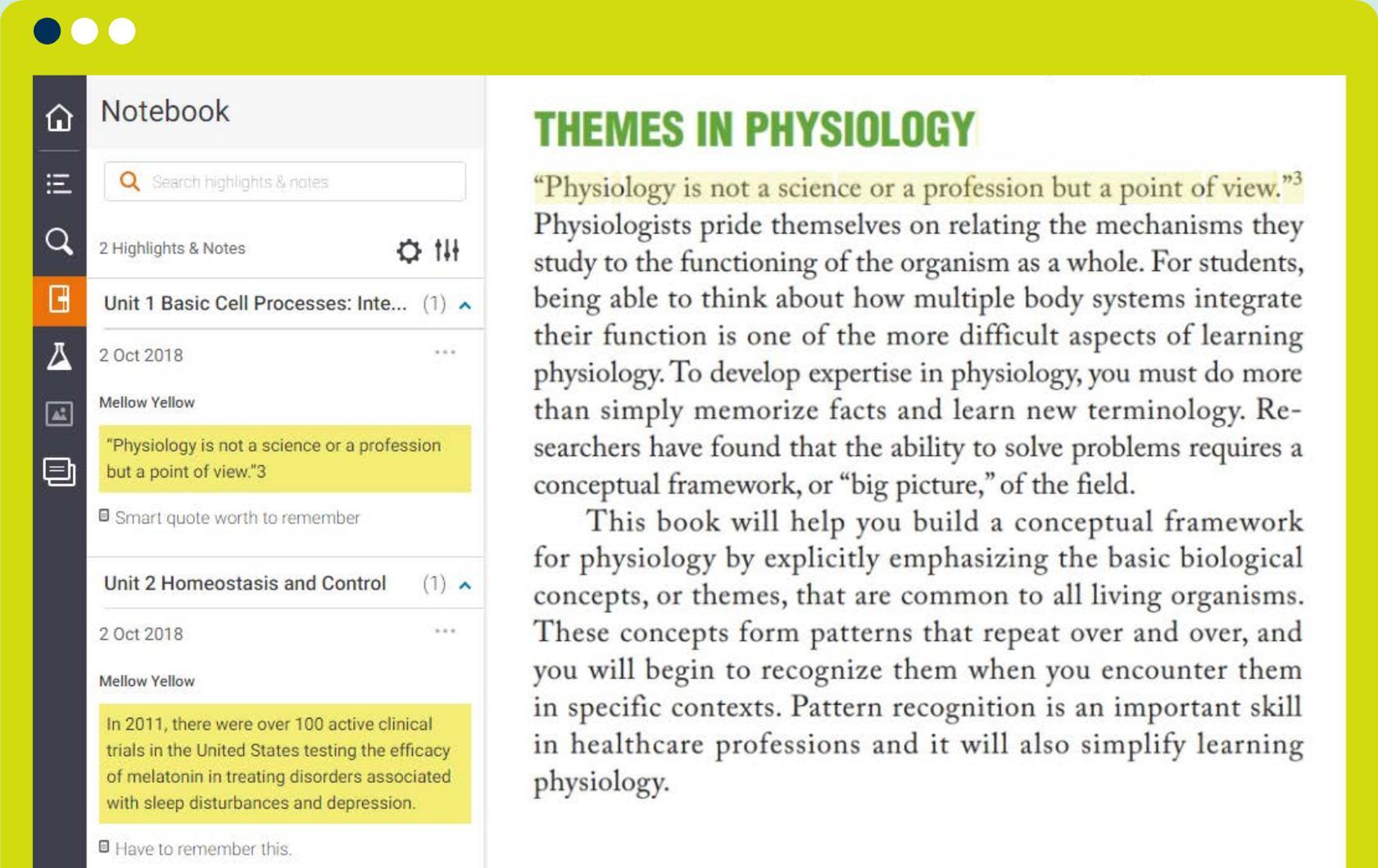
We shall consider the effect these different business cycles have on our assessment of a business's liquidity when we look at

Notebook

Find all your highlights, and notes in **one convenient place**.

Quickly find notes and highlights using „Search”.

Click on a highlight to **be taken directly** to that place in the book.



The screenshot shows a digital notebook interface with a sidebar on the left and a main content area on the right. The sidebar contains a search bar, a list of highlights and notes, and a search bar. The main content area displays a search result for a highlight in a book. The highlight is titled "THEMES IN PHYSIOLOGY" and contains the text: "Physiology is not a science or a profession but a point of view."³ Physiologists pride themselves on relating the mechanisms they study to the functioning of the organism as a whole. For students, being able to think about how multiple body systems integrate their function is one of the more difficult aspects of learning physiology. To develop expertise in physiology, you must do more than simply memorize facts and learn new terminology. Researchers have found that the ability to solve problems requires a conceptual framework, or "big picture," of the field. This book will help you build a conceptual framework for physiology by explicitly emphasizing the basic biological concepts, or themes, that are common to all living organisms. These concepts form patterns that repeat over and over, and you will begin to recognize them when you encounter them in specific contexts. Pattern recognition is an important skill in healthcare professions and it will also simplify learning physiology.

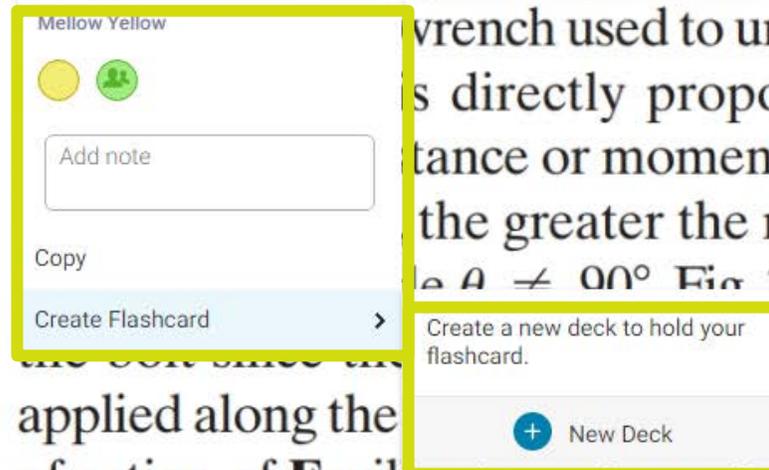
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Study with Flashcards

To create a flashcard from text in the eBook, **select the text** with your mouse and choose the „**Create Flashcard**” menu option.

84% of student users report that the interactivity of eTextbooks has had a positive impact on their learning.

When a force is applied to a body for the body to rotate about a point that is not on the line of action of the force. This tendency to rotate is sometimes called a *torque*, but most often it is called the moment of a force or simply the *moment*. For example, consider applying a force to a wrench used to unscrew the bolt in Fig. 3-1a. The magnitude of the moment is directly proportional to the magnitude of \mathbf{F} and the distance or moment arm d . The larger the force or the longer the moment arm, the greater the moment or turning effect. If the force \mathbf{F} is applied at an angle θ to the moment arm d , then it will be more difficult to turn the wrench. The effective moment arm is $d \sin \theta$. If \mathbf{F} is applied along the line of action of \mathbf{F} , its moment arm will be zero since the line of action of \mathbf{F} will intersect point O (the z axis). As a result, the moment of \mathbf{F} about O is also zero and no turning can occur.



Study with Review Mode

Review mode is a study tool that allows users to review **selected highlights and notes** within the context of the eBook.

This feature is accessed from within the Notebook.

Personalise the review by selecting the segments of the eBook you want to include.

Customize Your Review

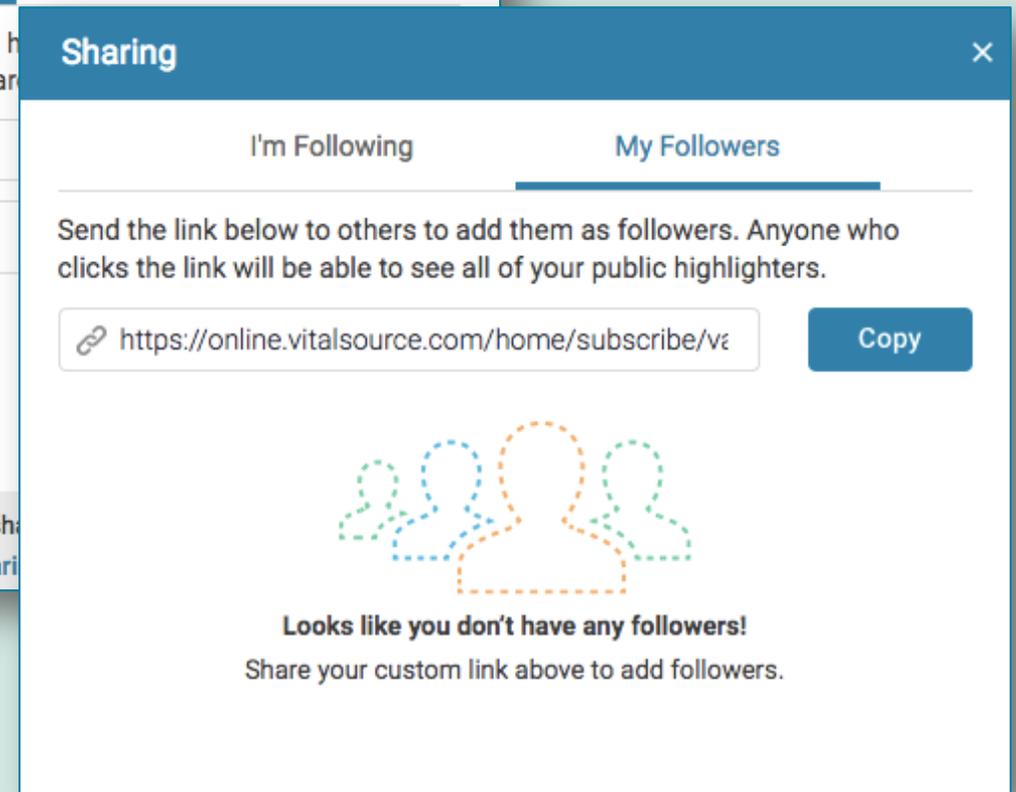
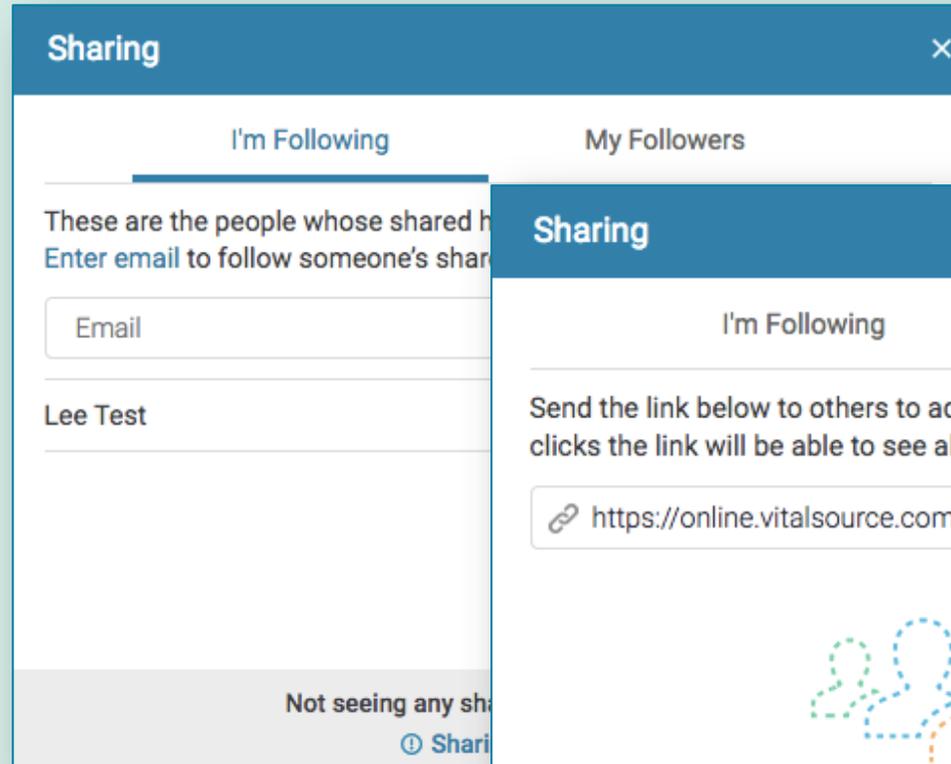
Selected  (5)  (0) Deselect all Select all

Unit 1 Basic Cell Processes: Integration and Coordination	(1)	<input checked="" type="checkbox"/>
Unit 2 Homeostasis and Control	(2)	<input checked="" type="checkbox"/>
Unit 4 Metabolism, Growth, and Aging	(2)	<input checked="" type="checkbox"/>

 More options Cancel Start Review

Share and Collaborate

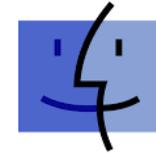
- Share notes & highlighters
- Follow classmates & peers
- Easily see who is following you
- Study collaboratively for a greater result



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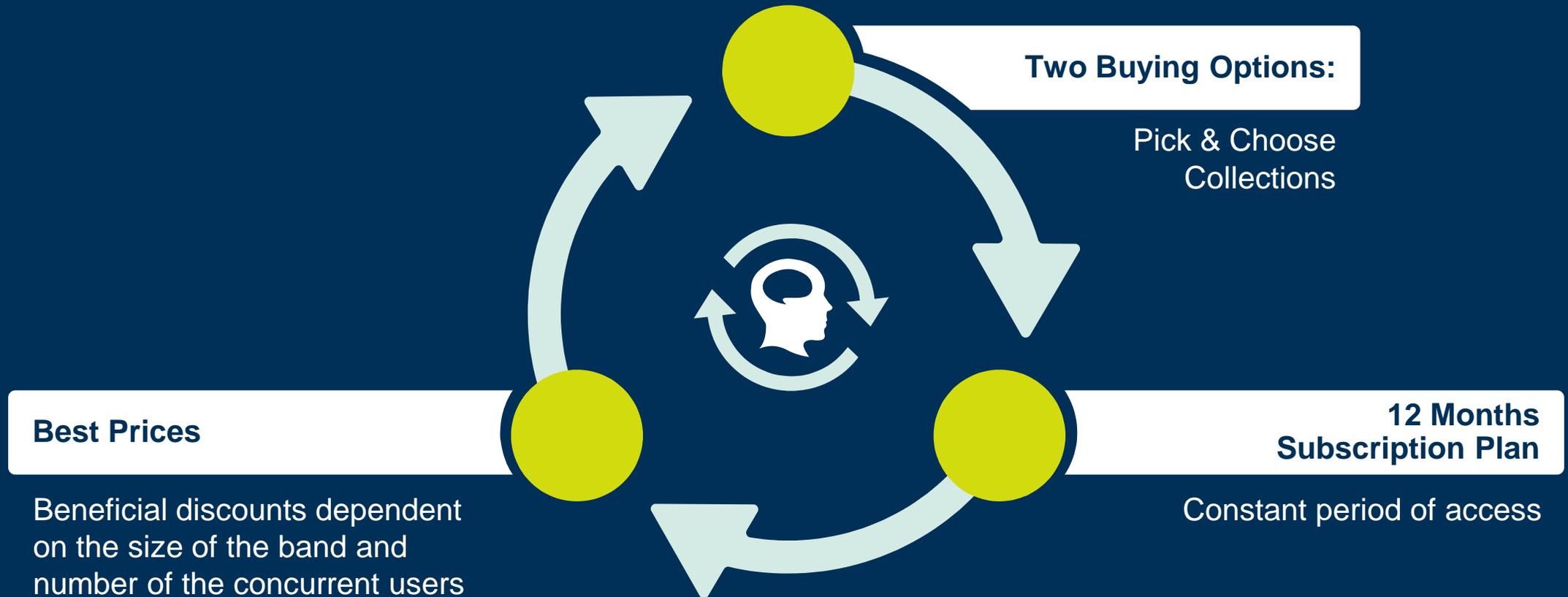
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