



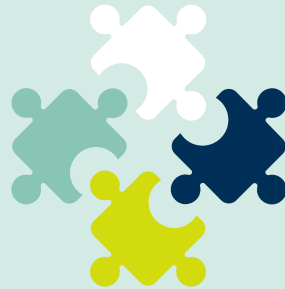
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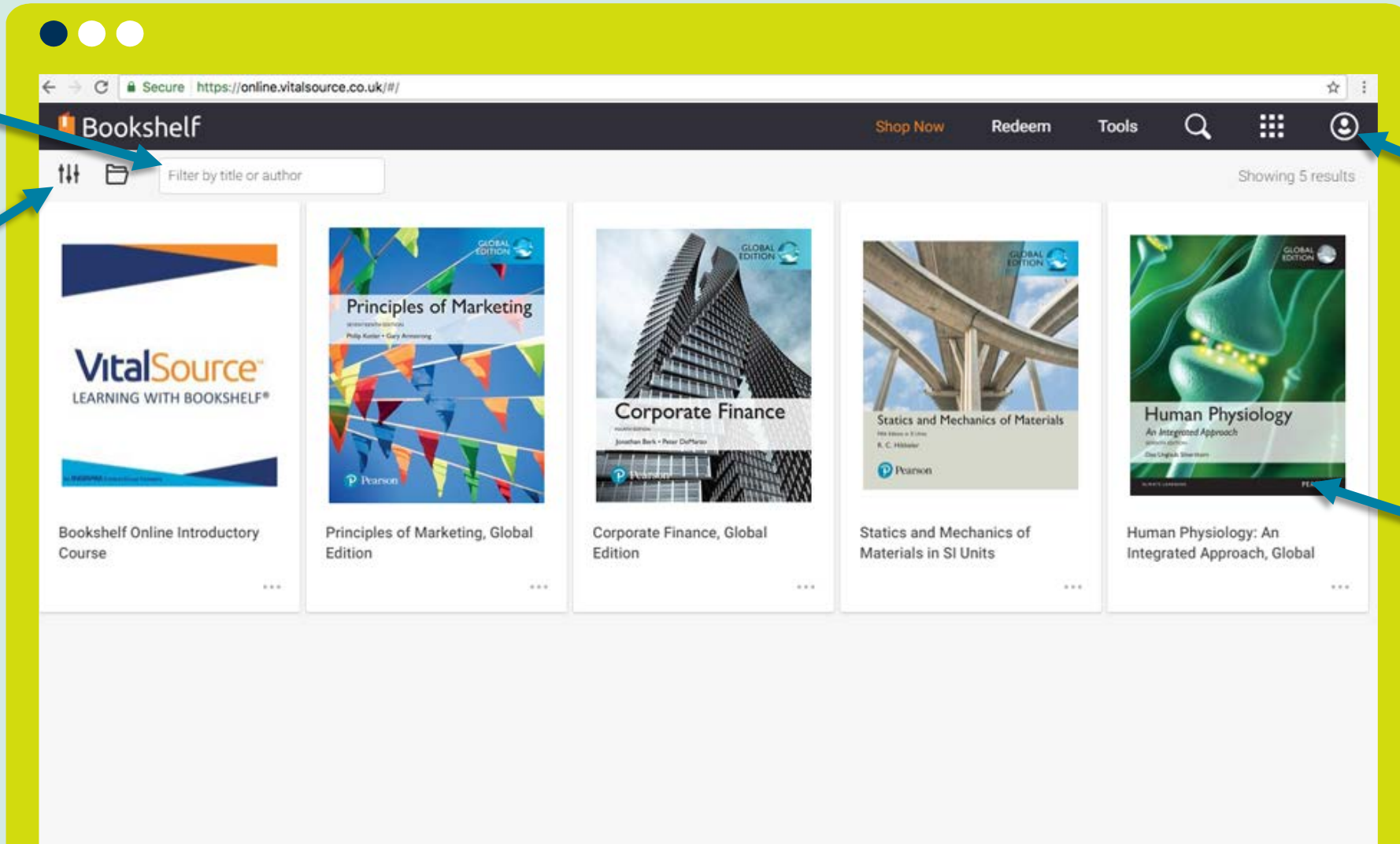
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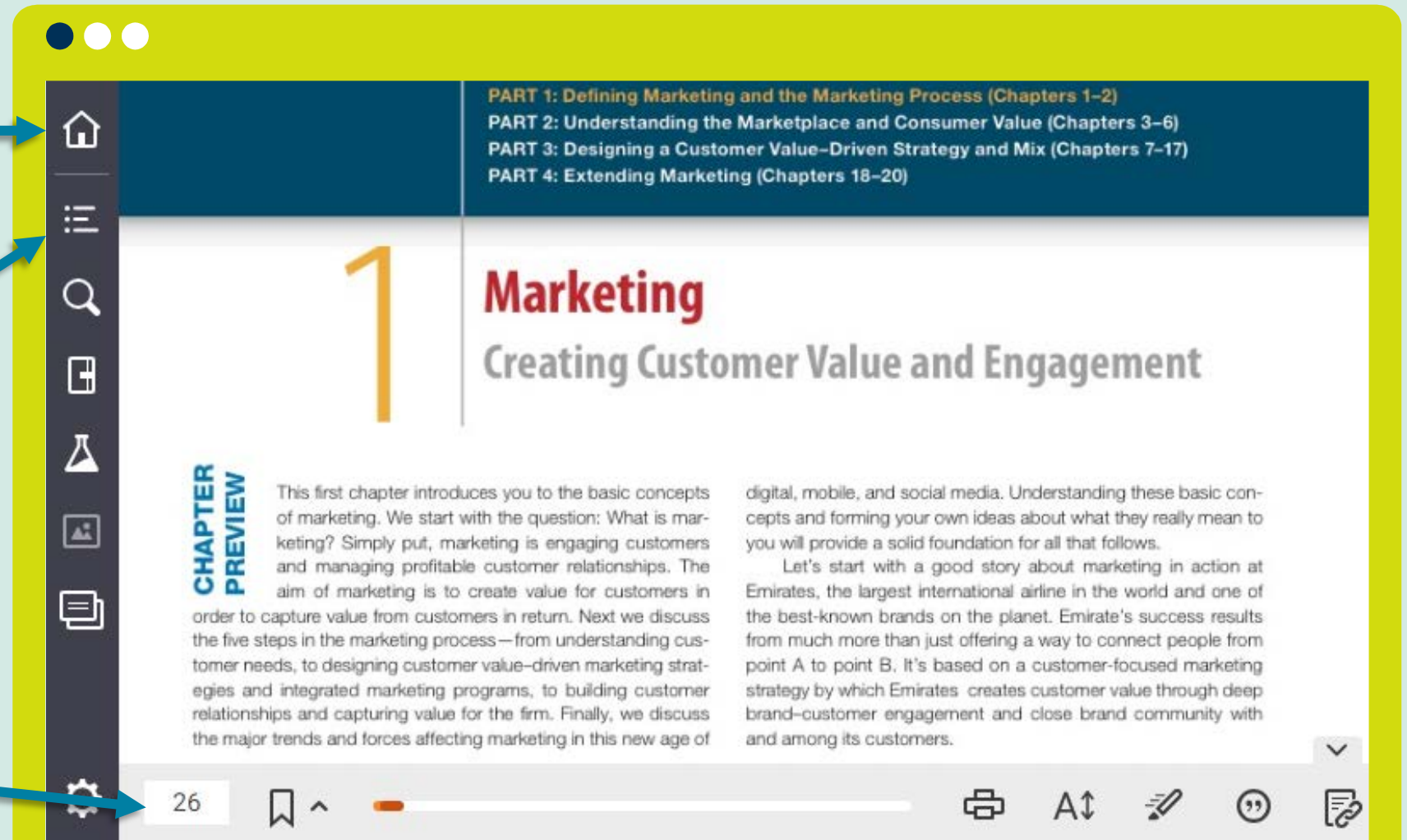
Click on the cover to open a book.

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**.

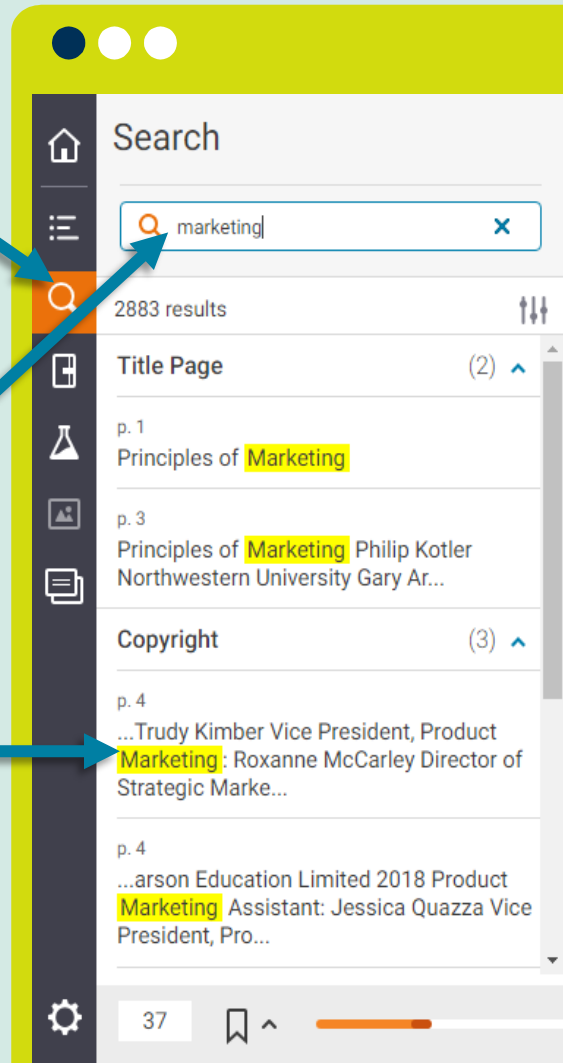


Quick Search

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, document, flask, and notes. The main area displays text from a document. The text is as follows:

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-

A context menu is open over the text, showing a yellow highlighter icon selected. Below the icon is a text input field labeled "Add note". At the bottom of the menu are two buttons: "Copy" and "Create Flashcard".

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>)

Copy



Exam

● ● ● ✕ ●

There's a video that explains this nicely Liquidity Ratio

Copy

book

Filter ▾ Sort ▾  

liquidity

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 application. On the left is a dark sidebar with icons for home, list, search, and document management. The main area is titled 'Notebook' and contains a search bar. Below the search bar, there are sections for '2 Highlights & Notes', 'Unit 1 Basic Cell Processes: Inte... (1)', and 'Unit 2 Homeostasis and Control (1)'. Each unit section shows a date '2 Oct 2018' and a color 'Mellow Yellow'. The first unit's highlight reads: '“Physiology is not a science or a profession but a point of view.”³ Smart quote worth to remember'. The second unit's highlight reads: 'In 2011, there were over 100 active clinical trials in the United States testing the efficacy of melatonin in treating disorders associated with sleep disturbances and depression. Have to remember this.'

THEMES IN PHYSIOLOGY

“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.

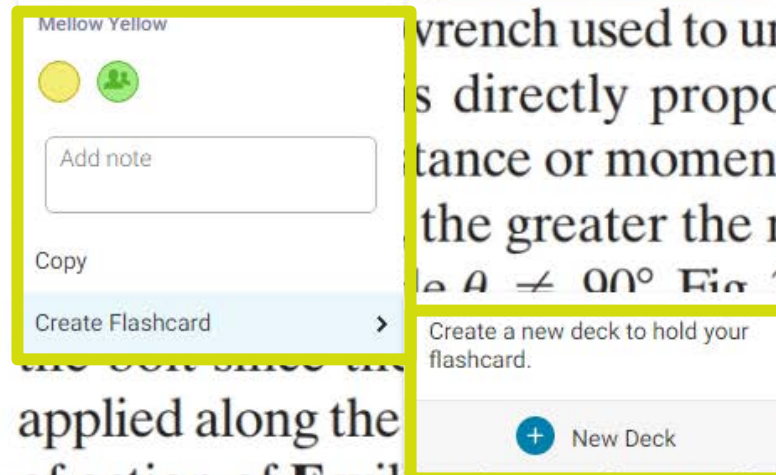
This book will help you build a conceptual framework for physiology by explicitly emphasizing the basic biological concepts, or themes, that are common to all living organisms. These concepts form patterns that repeat over and over, and you will begin to recognize them when you encounter them in specific contexts. Pattern recognition is an important skill in healthcare professions and it will also simplify learning physiology.

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. 3–1*a*. 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 $\theta \neq 90^\circ$ (Fig. 3–1*b*), then it will be more difficult to turn the wrench. The effective moment arm is $d \sin \theta$, which is smaller than d . If \mathbf{F} is applied along 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"/>

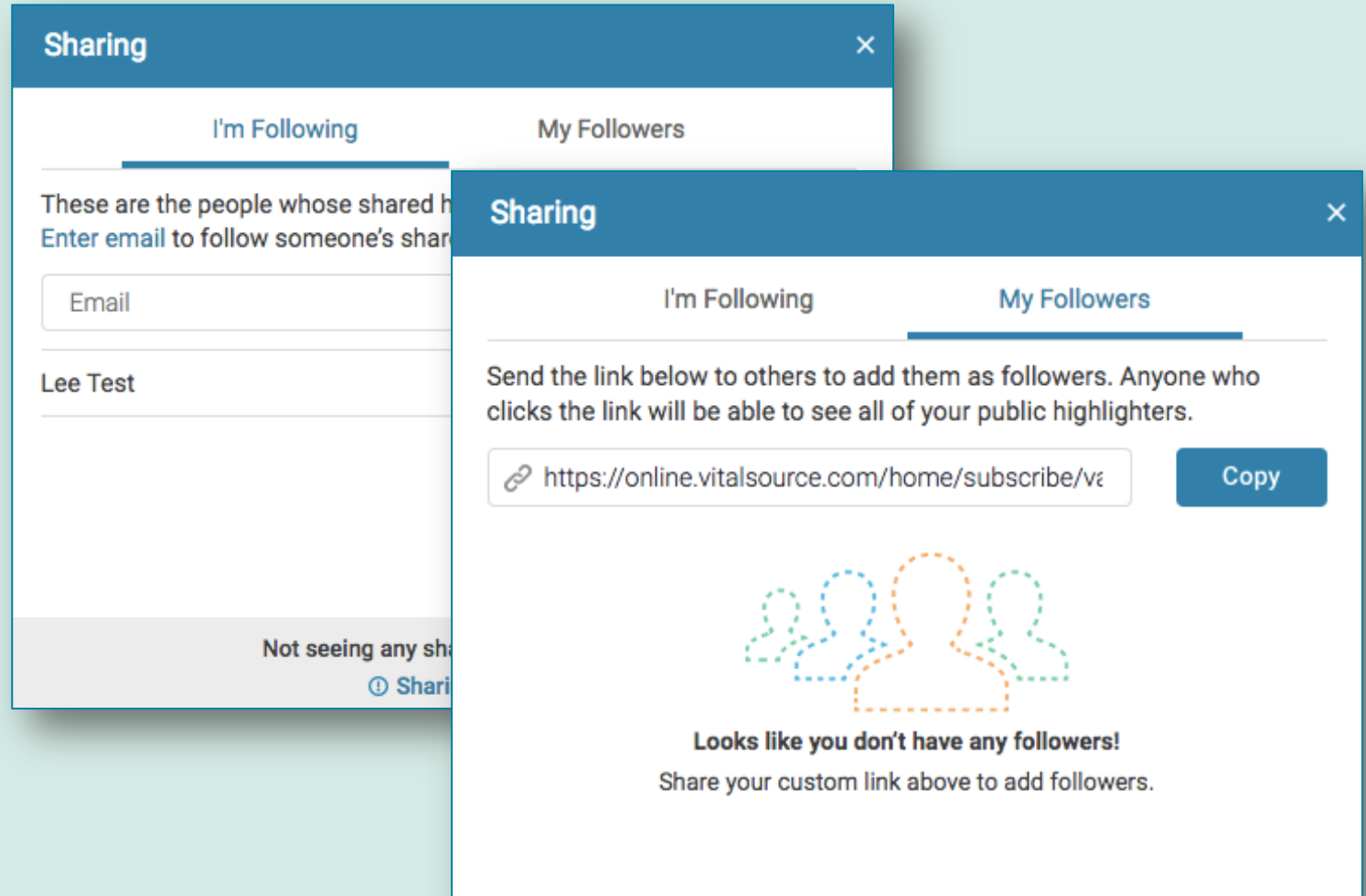
 More options

Cancel

Start Review

Share and Collaborate

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



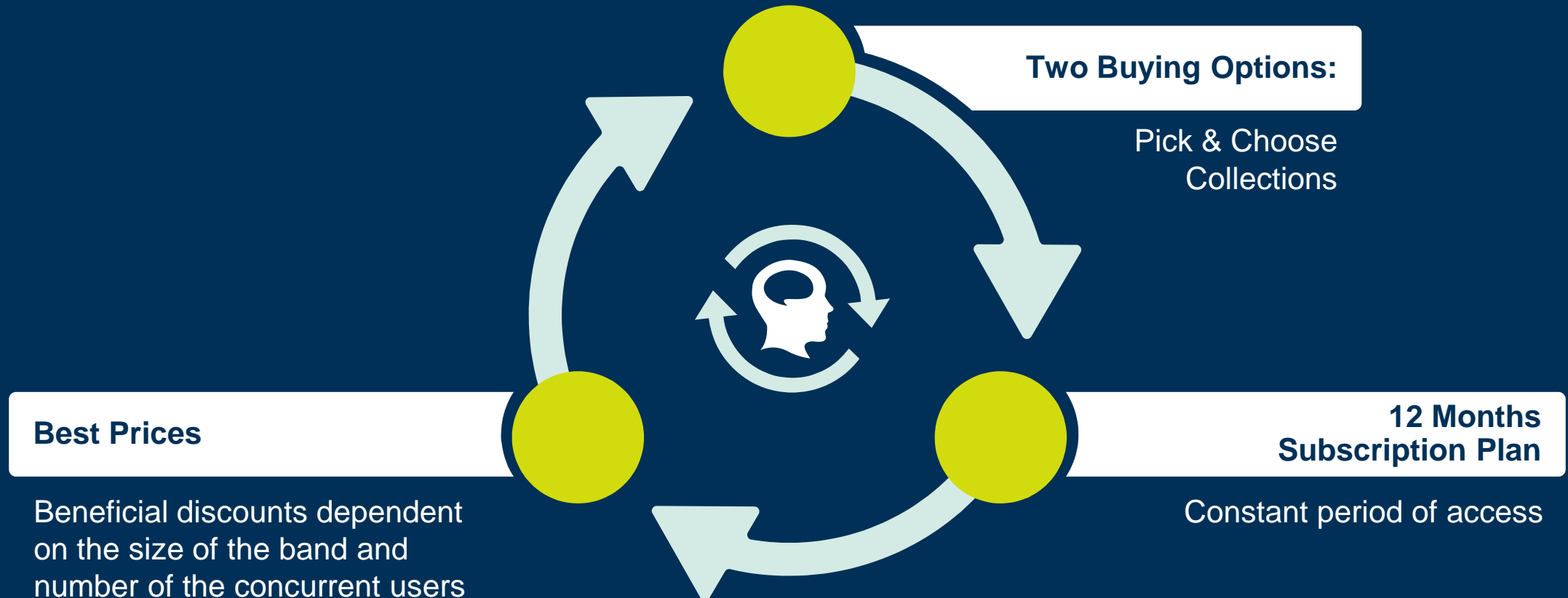
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THE KNOWLEDGE YOU NEED