**General Principles of Commercial Law**

**Introduction to Marketing**

With a full explanation on the basic principles of marketing, this guidebook helps readers answer such questions as What is marketing? What is a marketing forecast? and What is the best way to conduct market research? Written by professionals for students and entrepreneurs, this text also features international case studies, numerous up-to-date examples of the latest developments and trends in marketing, and tried and tested information that helps students learn.

**Introduction to International Commercial and European Law - A Practical Guide**

This book covers the most important legal issues when conducting business abroad. The first part covers European law with a focus on the institutions of the European Union, the four freedoms and competition law. The second part focuses on individual international contracts. This part starts with the legal environment of the business transaction. The political and policy risks of doing business abroad are explained, as well as how they should be addressed. It continues with entry strategies in foreign markets and then goes on to focus on the individual contract of sale. A wide range of subjects are covered, including general conditions of sale, retention of title, the CISG, product safety and product liability, Incoterms, contract of carriage, jurisdiction, choice of law and arbitration, standard contract clauses and payment conditions.

This book takes a practical approach and contains examples and exercises. The book does not pretend to be the ultimate guide: the field of international commercial law in particular is vast, and has many different angels. However, it does try to explain the main pitfalls of doing business in foreign countries and how to avoid them.

**General Principles of Commercial Law**

This book have been written by experienced lecturers in commercial law in the Department of Mercantile Law at the University of South Africa. It provides non-law students with a succinct exposition of the general principles of commercial law. The selection of topics was influenced by the syllabus of the Independent Regulatory Board for Auditors for the law service course, as well as the syllabus for basic law courses of the Institute of Bankers.

**Maternal and Newborn Success - A Q&A Review Applying Critical Thinking to Test Taking**

Assure your mastery of maternal and newborn nursing knowledge while honing your critical-thinking and test-taking skills. An easy-to-follow format parallels the content of your course,
topic by topic, resulting in maternal and newborn content made manageable. The 3rd Edition of this popular resource features multiple-choice and alternate-format questions that reflect the latest advances in maternal-newborn nursing and the latest NCLEX-RN® test plan. Rationales for both correct and incorrect answers as well as test-taking tips help you critically analyze the question types. You’ll also find a wealth of alternate-format questions, including fill in the blank and select all that apply (SATA).

**Principles of English Commercial Law**

Principles of English Commercial Law provides students with a high-quality overview of this key area of English law. Drawing together updated chapters from the third edition of English Private Law, the subjects covered include the law on agency, sale of goods, carriage of goods by sea, carriage of goods by air and land, insurance, banking, bailment, security, and insolvency. Written by a team of acknowledged experts, the chapters give a clear, simple, and accurate overview of the guiding principles and rules of English commercial law, a vital topic in law degrees and on professional courses. Whether looking for an accessible, conceptual introduction to the area or a handy revision reference, students will find this book invaluable.

**Why Should Anyone Be Led by You? - What It Takes To Be An Authentic Leader**

Too many companies are managed not by leaders, but by mere role players and faceless bureaucrats. What does it take to be a real leader—one who is confident in who she is and what she stands for, and who truly inspires people to achieve extraordinary results? Rob Goffee and Gareth Jones argue that leaders don’t become great by aspiring to a list of universal character traits. Rather, effective leaders are authentic: they deploy individual strengths to engage followers’ hearts, minds, and souls. They are skillful at consistently being themselves, even as they alter their behaviors to respond effectively in changing contexts. In this lively and practical book, Goffee and Jones draw from extensive research to reveal how to hone and deploy one’s unique leadership assets while managing the inherent tensions at the heart of successful leadership: showing emotion and withholding it, getting close to followers while keeping distance, and maintaining individuality while “conforming enough.” Underscoring the social nature of leadership, the book also explores how leaders can remain attuned to the needs and expectations of followers. Why Should Anyone Be Led By You? will forever change how we view, develop, and practice the art of leadership, wherever we live and work.

**Basic Numeracy: For General Studies Paper II (CSAT)** -

**Heat Treatment and Properties of Iron and Steel**

**Digital Image Forensics - There is More to a Picture than Meets the Eye**

Photographic imagery has come a long way from the pinhole cameras of the nineteenth century. Digital imagery, and its applications, develops in tandem with contemporary society’s
sophisticated literacy of this subtle medium. This book examines the ways in which digital images have become ever more ubiquitous as legal and medical evidence, just as they have become our primary source of news and have replaced paper-based financial documentation. Crucially, the contributions also analyze the very profound problems which have arisen alongside the digital image, issues of veracity and progeny that demand systematic and detailed response: It looks real, but is it? What camera captured it? Has it been doctored or subtly altered? Attempting to provide answers to these slippery issues, the book covers how digital images are created, processed and stored before moving on to set out the latest techniques for forensically examining images, and finally addressing practical issues such as courtroom admissibility. In an environment where even novice users can alter digital media, this authoritative publication will do much so stabilize public trust in these real, yet vastly flexible, images of the world around us.