

# The Star Principle How It Can Make You Rich

Unreasonable Success and How to Achieve It Principles of Environmental Physics Three-dimensional Electron Microscopy of Macromolecular Assemblies Principles of Tissue Engineering The Progress Principle Principles of Management The Star Principle Principles and Dynamics of the Critical Zone The 80/20 Manager Living the 80/20 Way, New Edition Principles of Clinical Pharmacology Principles 80/20 Sales and Marketing Principles of Regenerative Medicine Principles of Star Formation The Lucifer Principle A Contest of Principles Cognitive Neuroscience and Psychotherapy The Star Principle The Principle of the Path Entrepreneurship The Proximity Principle The Difference Way Station The Financial Times Guide to Selecting Shares that Perform 80/20 Your Life Rhinoceros Success The 80/20 Principle: The Secret of Achieving More With Less The MBR Book The 80/20 Individual Principles and Practice of Clinical Research Membrane Separation Principles and Applications Simplify Principles of Tumors Suicide of the West Managing Without Management The Pandora Principle The Star Principle The Star Principle Business By The Book

## Unreasonable Success and How to Achieve It

Understanding star formation is one of the key fields in present-day astrophysics.

This book treats a wide variety of the physical processes involved, as well as the main observational discoveries, with key points being discussed in detail. The current star formation in our galaxy is emphasized, because the most detailed observations are available for this case. The book presents a comparison of the various scenarios for star formation, discusses the basic physics underlying each one, and follows in detail the history of a star from its initial state in the interstellar gas to its becoming a condensed object in equilibrium. Both theoretical and observational evidence to support the validity of the general evolutionary path are presented, and methods for comparing the two are emphasized. The author is a recognized expert in calculations of the evolution of protostars, the structure and evolution of disks, and stellar evolution in general. This book will be of value to graduate students in astronomy and astrophysics as well as to active researchers in the field.

### **Principles of Environmental Physics**

#1 New York Times Bestseller “SignificantThe book is both instructive and surprisingly moving.” —The New York Times Ray Dalio, one of the world’s most successful investors and entrepreneurs, shares the unconventional principles that he’s developed, refined, and used over the past forty years to create unique results in both life and business—and which any person or organization can adopt to help achieve their goals. In 1975, Ray Dalio founded an investment firm,

Bridgewater Associates, out of his two-bedroom apartment in New York City. Forty years later, Bridgewater has made more money for its clients than any other hedge fund in history and grown into the fifth most important private company in the United States, according to Fortune magazine. Dalio himself has been named to Time magazine's list of the 100 most influential people in the world. Along the way, Dalio discovered a set of unique principles that have led to Bridgewater's exceptionally effective culture, which he describes as "an idea meritocracy that strives to achieve meaningful work and meaningful relationships through radical transparency." It is these principles, and not anything special about Dalio—who grew up an ordinary kid in a middle-class Long Island neighborhood—that he believes are the reason behind his success. In *Principles*, Dalio shares what he's learned over the course of his remarkable career. He argues that life, management, economics, and investing can all be systemized into rules and understood like machines. The book's hundreds of practical lessons, which are built around his cornerstones of "radical truth" and "radical transparency," include Dalio laying out the most effective ways for individuals and organizations to make decisions, approach challenges, and build strong teams. He also describes the innovative tools the firm uses to bring an idea meritocracy to life, such as creating "baseball cards" for all employees that distill their strengths and weaknesses, and employing computerized decision-making systems to make believability-weighted decisions. While the book brims with novel ideas for organizations and institutions, *Principles* also offers a clear, straightforward approach to decision-making that

Dalio believes anyone can apply, no matter what they're seeking to achieve. Here, from a man who has been called both "the Steve Jobs of investing" and "the philosopher king of the financial universe" (CIO magazine), is a rare opportunity to gain proven advice unlike anything you'll find in the conventional business press.

### **Three-dimensional Electron Microscopy of Macromolecular Assemblies**

The opportunity that tissue engineering provides for medicine is extraordinary. In the United States alone, over half-a-trillion dollars are spent each year to care for patients who suffer from tissue loss or dysfunction. Although numerous books and reviews have been written on tissue engineering, none has been as comprehensive in its defining of the field. Principles of Tissue Engineering combines in one volume the prerequisites for a general understanding of tissue growth and development, the tools and theoretical information needed to design tissues and organs, as well as a presentation of applications of tissue engineering to diseases affecting specific organ systems. The first edition of the book, published in 1997, is the definite reference in the field. Since that time, however, the discipline has grown tremendously, and few experts would have been able to predict the explosion in our knowledge of gene expression, cell growth and differentiation, the variety of stem cells, new polymers and materials that are now available, or even the

successful introduction of the first tissue-engineered products into the marketplace. There was a need for a new edition, and this need has been met with a product that defines and captures the sense of excitement, understanding and anticipation that has followed from the evolution of this fascinating and important field. Key Features \* Provides vast, detailed analysis of research on all of the major systems of the human body, e.g., skin, muscle, cardiovascular, hematopoietic, and nerves \* Essential to anyone working in the field \* Educates and directs both the novice and advanced researcher \* Provides vast, detailed analysis of research with all of the major systems of the human body, e.g. skin, muscle, cardiovascular, hematopoietic, and nerves \* Has new chapters written by leaders in the latest areas of research, such as fetal tissue engineering and the universal cell \* Considered the definitive reference in the field \* List of contributors reads like a "who's who" of tissue engineering, and includes Robert Langer, Joseph Vacanti, Charles Vacanti, Robert Nerem, A. Hari Reddi, Gail Naughton, George Whitesides, Doug Lauffenburger, and Eugene Bell, among others

### **Principles of Tissue Engineering**

Helps the reader to succeed personally as well as professionally, to make a good life as well as a living.

## **The Progress Principle**

THIS IS A REVISED EDITION OF THE BOOK LIVING THE 80/20 WAY EXTRAORDINARY RESULTS WITHOUT EXTRAORDINARY EFFORT. Richard Koch's original bestseller THE 80/20 PRINCIPLE gave millions of highly effective businesspeople around the world a serious advantage in the pursuit of success. In 80/20 YOUR LIFE he shows how to use this powerful tool in all areas of your life. 80/20 YOUR LIFE shows how working out the few things that are really important, and the few methods that will give you those things, leads to increased happiness and greater success. When you read this book, you'll discover why 'less is more' isn't just a saying, but a sure-fire method to achieve your goals and live your best life. 80/20 YOUR LIFE shows how working and worrying less can transform your personal life. 'Highly practical and full of examples The trick is to apply 'less is more' and 'more with less' to ourselves, our work and our relationships' INDEPENDENT ON SUNDAY 'This book is for anyone interested in succeeding personally as well as professionally. It uses a simple, concise, self-help approach to guide the reader through the different areas of life that can benefit from the 80/20 way of thinking' PROFESSIONAL MANAGER

## **Principles of Management**

What would happen if you made your business decisions by the book? By the Bible

that is. This updated version of the best-selling *Business by the Book* offers radical principles of business management that go beyond the Ten Commandments and other biblical maxims. *Business by the Book* is a step-by-step presentation of how businesses should be run according to the Creator of all management rules: God. Larry Burkett, founder and president of Christian Financial Concepts, provides business principles from his own experience as well as what God's Word says on topics such as: Hiring and Firing Decisions Pay Increases and Promotions Management Selection Employee Pay Decisions Borrowing and/or Lending Decisions Forming Corporations and Partnerships Business Tithing Retirement Whether you are the owner of a business, a corporate executive, or a manager, this best-selling classic is for you.

### **The Star Principle**

Richard Koch has made over £100 million from spotting 'Star' businesses. In his new book, he shares the secrets of his success - and shows how you too can identify and enrich yourself from 'Stars'. Star businesses are ventures operating in a high-growth sector - and are the leaders in their niche of the market. Stars are rare. But with the help of this book and a little patience, you can find one, or create one yourself. *THE STAR PRINCIPLE* is a vital book for any budding entrepreneur or investor (of grand or modest means). It is also invaluable for any ambitious employee who realises the benefits of working for a Star venture - real

responsibility, fast personal development, better pay, great bonuses and valuable share options. Whoever your are, identifying and investing in Stars will make your life much sweeter and richer in every way.

### **Principles and Dynamics of the Critical Zone**

Cognitive Neuroscience and Psychotherapy provides a bionetwork theory unifying empirical evidence in cognitive neuroscience and psychopathology to explain how emotion, learning, and reinforcement affect personality and its extremes. The book uses the theory to explain research results in both disciplines and to predict future findings, as well as to suggest what the theory and evidence say about how we should be treating disorders for maximum effectiveness. While theoretical in nature, the book has practical applications, and takes a mathematical approach to proving its own theorems. The book is unapologetically physical in nature, describing everything we think and feel by way of physical mechanisms and reactions in the brain. This unique marrying of cognitive neuroscience and clinical psychology provides an opportunity to better understand both. Unifying theory for cognitive neuroscience and clinical psychology Describes the brain in physical terms via mechanistic processes Systematically uses the theory to explain empirical evidence in both disciplines Theory has practical applications for psychotherapy Ancillary material may be found at:

<http://booksite.elsevier.com/9780124200715> including an additional chapter and

supplements

## **The 80/20 Manager**

For the past 40 years Richard Koch has wanted to uncover the simple, elemental, elegant and parsimonious principles that are needed to create great new businesses. To qualify, a principle must be so overwhelmingly powerful that anyone can reliably use it towards extraordinary results. Is there any principle that can tell you how to do that consistently and with a high chance of success? Working with venture capitalist Greg Lockwood, his co-author on SUPERCONNECT, and supported by research from the elite firm of OC&C Strategy Consultants, Koch has the answer. The principle Koch and Lockwood have discovered behind extraordinarily successful businesses is simplifying. Some simplify on price - take Ryanair's budget flights which still take you from A to B, but so cheaply that nearly everyone can afford them, multiplying the size of their market - and some simplify on proposition, such as Apple's decision to cut down on the number of their product lines and focus on perfecting only a few devices. With case studies of famous companies in all different industries from finance to fast food, the authors show how anyone can analyse their business's potential to become a simplifier, and which route they should take to maximise the impact.

## **Living the 80/20 Way, New Edition**

Not where you want to be? Wondering how to get there? Why is it that smart people with admirable life goals often end up far from where they intended to be? Why is it that so many people start out with a clear mental picture of where they want to be relationally, financially, and professionally and yet years later find themselves far from their desired destination? Why do our expectations about our own future often go unmet? What if you knew the answer to those questions? What if there was one simple idea that explained why so many people get lost along the way? There is. It's called the principle of the path. And not only does it explain the disappointment and regret that characterize the lives of so many, it provides a way for you to be the exception. As you are about to discover, the principle of the path is at work in your life every single day. Once embraced, this compelling principle will empower you to identify and follow the path that leads to your desired destination. And this same principle will enable you to avoid life-wasting detours along the way. "If you're ready to break the bad habits, bad behaviors, and bad decisions that have been leading you into trouble, you need Andy Stanley's *The Principle of the Path*."—Dave Ramsey, host of *The Dave Ramsey Show* and best-selling author of *The Total Money Makeover*

## **Principles of Clinical Pharmacology**

Hugo Award Winner: In backwoods Wisconsin, an ageless hermit welcomes alien visitors—and foresees the end of humanity . . . Enoch Wallace is not like other humans. Living a secluded life in the backwoods of Wisconsin, he carries a nineteenth-century rifle and never seems to age—a fact that has recently caught the attention of prying government eyes. The truth is, Enoch is the last surviving veteran of the American Civil War and, for close to a century, he has operated a secret way station for aliens passing through on journeys to other stars. But the gifts of knowledge and immortality that his intergalactic guests have bestowed upon him are proving to be a nightmarish burden, for they have opened Enoch's eyes to humanity's impending destruction. Still, one final hope remains for the human race . . . though the cure could ultimately prove more terrible than the disease. Winner of the Hugo Award for Best Novel, *Way Station* is a magnificent example of the fine art of science fiction as practiced by a revered Grand Master. A cautionary tale that is at once ingenious, evocative, and compassionately human, it brilliantly supports the contention of the late, great Robert A. Heinlein that “to read science-fiction is to read Simak.”

### **Principles**

Richard Koch has made over £100 million from spotting 'Star' businesses. In his new book, he shares the secrets of his success - and shows how you too can identify and enrich yourself from 'Stars'. Star businesses are ventures operating in

a high-growth sector - and are the leaders in their niche of the market. Stars are rare. But with the help of this book and a little patience, you can find one, or create one yourself. THE STAR PRINCIPLE is a vital book for any budding entrepreneur or investor (of grand or modest means). It is also invaluable for any ambitious employee who realises the benefits of working for a Star venture - real responsibility, fast personal development, better pay, great bonuses and valuable share options. Whoever you are, identifying and investing in Stars will make your life much sweeter and richer in every way.

### **80/20 Sales and Marketing**

'One of the best books on stock market investing that I've ever read.' Christopher Gilchrist, Editor, The IRS Report 'Lucid and perceptive - any intelligent person can follow this guide and be on equal terms or better with the best professional money managers.' Dr Peter Johnson, Saïd Business School, Oxford University Is your investment strategy right for you? Could you be making more money? The Financial Times Guide to Selecting Shares that Perform helps you identify the approach to buying and selling shares that is best suited to you. It will help you to align your strategy based on the time and money you have available, taking into account your overall objectives and your attitudes to risk and loss. In this thoroughly updated fifth edition of their bestselling investment classic, Richard Koch and Leo Gough explain 10 distinctive and proven investment techniques for

you to choose from. They describe the different tactics needed to succeed in today's market conditions and show you how it can be fun and profitable to try to beat the stock market. The Financial Times Guide to Selecting Shares that Perform gives you: 10 proven approaches to selecting successful shares A quiz to help you identify what kind of investor you are and what strategy is right for you Practical advice to help you trade more confidently on the stock market Examples and explanations of successes and failures Convincing reasons why you should manage your own share portfolio

### **Principles of Regenerative Medicine**

From New York Times bestselling author and nationally syndicated talk radio host Dave Ramsey comes the secret to how he grew a multimillion dollar company from a card table in his living room. If you're at all responsible for your company's success, you can't just be a hard-charging entrepreneur or a motivating, encouraging leader. You have to be both! Dave Ramsey, America's trusted voice on money and business, reveals the keys that grew his company from a one-man show to a multimillion-dollar business—with no debt, low turnover, and a company culture that earns it the "Best Place to Work" award year after year. This book presents Dave's playbook for creating work that matters; building an incredible group of passionate, empowered team members; and winning the race with steady momentum that will roll over any obstacle. Regardless of your business goals,

you'll discover that anyone can lead any venture to unbelievable growth and prosperity through Dave's common sense, counterculture, EntreLeadership principles!

### **Principles of Star Formation**

Cryoelectron microscopy of biological molecules is among the hottest growth areas in biophysics and structural biology at present, and Frank is arguably the most distinguished practitioner of this art. CryoEM is likely over the next few years to take over much of the structural approaches currently requiring X-ray crystallography, because one can now get good and finely detailed images of single molecules down to as little as 200,000 MW, covering a substantial share of the molecules of greatest biomedical research interest. This book, the successor to an earlier work published in 1996 with Academic Press, is a natural companion work to our forthcoming book on electron crystallography by Robert Glaeser, with contributions by six others, including Frank. A growing number of workers will employ CryoEM for structural studies in their own research, and a large proportion of biomedical researchers will have a growing interest in understanding what the capabilities and limits of this approach are.

### **The Lucifer Principle**

Principles of Management is designed to meet the scope and sequence requirements of the introductory course on management. This is a traditional approach to management using the leading, planning, organizing, and controlling approach. Management is a broad business discipline, and the Principles of Management course covers many management areas such as human resource management and strategic management, as well behavioral areas such as motivation. No one individual can be an expert in all areas of management, so an additional benefit of this text is that specialists in a variety of areas have authored individual chapters.

### **A Contest of Principles**

Membrane Separation Principles and Applications: From Material Selection to Mechanisms and Industrial Uses, the latest volume in the Handbooks in Separation Science series, is the first single resource to explore all aspects of this rapidly growing area of study. Membrane technology is now accepted as one of the most effective tools for separation and purification, primarily due to its simple operation. The result has been a proliferation of studies on this topic; however, the relationships between fundamental knowledge and applications are rarely discussed. This book acts as a guideline for those who are interested in exploring membranes at a more progressive level. Covering methods of pressure driving force, partial pressure driving force, concentration driving force, electrical potential

driving force, hybrid processes, and more, this volume is more complete than any other known resource on membrane separations. Covers membrane material selection, membrane fabrication, membrane characterization, separation mechanisms and applications in each chapter Authored by contributors who are internationally recognized as experts in their respective fields Organized by the driving force behind each type of membrane separation—a unique approach that more clearly links fundamental principles with their dominant applications

### **Cognitive Neuroscience and Psychotherapy**

Can We Map Success? Successful people typically don't plan their success. Instead they develop a unique philosophy or attitude that works for them. They stumble across strategies which are shortcuts to success, and latch onto them. Events hand them opportunities they could not have anticipated. Often their peers with equal or greater talent fail while they succeed. It is too easy to attribute success to inherent, unstoppable genius. Bestselling author and serial entrepreneur Richard Koch charts a map of success, identifying the nine key attitudes and strategies can propel anyone to new heights of accomplishment: Self-belief Olympian Expectations Transforming Experiences One Breakthrough Achievement Make Your Own Trail Find and Drive Your Personal Vehicle Thrive on Setbacks Acquire Unique Intuition Distort Reality With this book, you can embark on a journey towards a new, unreasonably successful future.

## The Star Principle

The Lucifer Principle is a revolutionary work that explores the intricate relationships among genetics, human behavior, and culture to put forth the thesis that “evil” is a by-product of nature’s strategies for creation and that it is woven into our most basic biological fabric. In a sweeping narrative that moves lucidly among sophisticated scientific disciplines and covers the entire span of the earth’s, as well as mankind’s, history, Howard Bloom challenges some of our most popular scientific assumptions. Drawing on evidence from studies of the most primitive organisms to those on ants, apes, and humankind, the author makes a persuasive case that it is the group, or “superorganism,” rather than the lone individual that really matters in the evolutionary struggle. But, Bloom asserts, the prominence of society and culture does not necessarily mitigate against our most violent, aggressive instincts. In fact, under the right circumstances the mentality of the group will only amplify our most primitive and deadly urges. In Bloom’s most daring contention he draws an analogy between the biological material whose primordial multiplication began life on earth and the ideas, or “memes,” that define, give cohesion to, and justify human superorganisms. Some of the most familiar memes are utopian in nature—Christianity or Marxism; nonetheless, these are fueled by the biological impulse to climb to the top of the hierarchy. With the meme’s insatiable hunger to enlarge itself, we have a precise prescription for war. Biology is not destiny; but human culture is not always the buffer to our most

primitive instincts we would like to think it is. In these complex threads of thought lies the Lucifer Principle, and only through understanding its mandates will we be able to avoid the nuclear crusades that await us in the twenty-first century.

### **The Principle of the Path**

Virtually any disease that results from malfunctioning, damaged, or failing tissues may be potentially cured through regenerative medicine therapies, by either regenerating the damaged tissues in vivo, or by growing the tissues and organs in vitro and implanting them into the patient. Principles of Regenerative Medicine discusses the latest advances in technology and medicine for replacing tissues and organs damaged by disease and of developing therapies for previously untreatable conditions, such as diabetes, heart disease, liver disease, and renal failure. Key for all researchers and institutions in Stem Cell Biology, Bioengineering, and Developmental Biology The first of its kind to offer an advanced understanding of the latest technologies in regenerative medicine New discoveries from leading researchers on restoration of diseased tissues and organs

### **EntreLeadership**

Principles and Dynamics of the Critical Zone is an invaluable resource for

undergraduate and graduate courses and an essential tool for researchers developing cutting-edge proposals. It provides a process-based description of the Critical Zone, a place that The National Research Council (2001) defines as the "heterogeneous, near surface environment in which complex interactions involving rock, soil, water, air, and living organisms regulate the natural habitat and determine the availability of life-sustaining resources." This text provides a summary of Critical Zone research and outcomes from the NSF funded Critical Zone Observatories, providing a process-based description of the Critical Zone in a wide range of environments with a specific focus on the important linkages that exist amongst the processes in each zone. This book will be useful to all scientists and students conducting research on the Critical Zone within and outside the Critical Zone Observatory Network, as well as scientists and students in the geosciences – atmosphere, geomorphology, geology and pedology. The first text to address the principles and concepts of the Critical Zone A comprehensive approach to the processes responsible for the development and structure of the Critical Zone in a number of environments An essential tool for undergraduate and graduate students, and researchers developing cutting-edge proposals

### **The Proximity Principle**

Marketer Perry Marshall converts the widely known 80/20 principle into a master framework that multiplies the power of everything you do in sales and marketing

and makes scary-accurate predictions. It's the ultimate secret to selling more while working less. Guided by famed marketing consultant and best-selling author Perry Marshall, sales and marketing professionals save 80 percent of their time and money by zeroing in on the right 20 percent of their market - then apply 80/20 and 80/203 to gain 10X, even 100X the success. With a powerful 80/20 software tool (online, included with the book), sellers and marketers uncover how to slash time-wasters; advertise to hyper-responsive buyers and avoid tire-kickers; gain coveted positions on search engines; differentiate themselves from competitors and gain esteem in their marketplace. With the included tools they'll see exactly how much money they're leaving on the table, and how to put it back in their pockets. Sellers will identify untapped markets, high-profit opportunities and incremental improvements, gaining time and greater profit potential. Supported by online tools from Marshall, including The 80/20 Power Curve, a tool that helps you see invisible money, and a Marketing DNA Test, a personal assessment that zeroes in on one's natural selling assets, this timeless guide promises to change the game for seasoned and novice marketers and sellers.

### **The Difference**

This revised second edition covers the pharmacologic principles underlying the individualization of patient therapy and contemporary drug development, focusing on the fundamentals that underlie the clinical use and contemporary development

of pharmaceuticals. Authors drawn from academia, the pharmaceutical industry and government agencies cover the spectrum of material, including pharmacokinetic practice questions, covered by the basic science section of the certifying examination offered by the American Board of Clinical Pharmacology. This unique reference is recommended by the Board as a study text and includes modules on drug discovery and development to assist students as well as practicing pharmacologists. Unique breadth of coverage ranging from drug discovery and development to individualization and quality assessment of drug therapy Unusual cohesive of presentation that stems from author participation in an ongoing popular NIH course Instructive linkage of pharmacokinetic theory and applications with provision of sample problems for self-study Wide-ranging perspective of authors drawn from the ranks of Federal agencies, academia and the pharmaceutical industry Expanded coverage of pharmacogenetics Expanded coverage of drug transporters and their role in interactions Inclusion of new material on enzyme induction mechanisms in chapters on drug metabolism and drug interactions A new chapter on drug discovery that focuses on oncologic agents Inclusion of therapeutic antibodies in chapter on biotechnology products

### **Way Station**

The second edition of this innovative work again provides a unique perspective on the clinical discovery process by providing input from experts within the NIH on the

principles and practice of clinical research. Molecular medicine, genomics, and proteomics have opened vast opportunities for translation of basic science observations to the bedside through clinical research. As an introductory reference it gives clinical investigators in all fields an awareness of the tools required to ensure research protocols are well designed and comply with the rigorous regulatory requirements necessary to maximize the safety of research subjects. Complete with sections on the history of clinical research and ethics, copious figures and charts, and sample documents it serves as an excellent companion text for any course on clinical research and as a must-have reference for seasoned researchers. \*Incorporates new chapters on Managing Conflicts of Interest in Human Subjects Research, Clinical Research from the Patient's Perspective, The Clinical Researcher and the Media, Data Management in Clinical Research, Evaluation of a Protocol Budget, Clinical Research from the Industry Perspective, and Genetics in Clinical Research \*Addresses the vast opportunities for translation of basic science observations to the bedside through clinical research \*Delves into data management and addresses how to collect data and use it for discovery \*Contains valuable, up-to-date information on how to obtain funding from the federal government

## **The Financial Times Guide to Selecting Shares that Perform**

A large degree of success in Western civilization can be traced to six principal

ideas - Christianity, optimism, science, economic growth, liberalism, and individualism. In theory, a synthesis of these ideas could provide a way for the West to recover its nerve and integrity. But in practice? This book seeks to find the answer.

### **80/20 Your Life**

An epic new Star Trek saga by New York Times bestselling author Greg Cox set during the original five-year mission! The planet Vok is holding its first free elections after years of oppressive military rule. Captain James T. Kirk and the crew of the Starship Enterprise have been dispatched by Starfleet to serve as impartial observers, but remaining neutral proves a challenge, as Kirk confronts a tangled web of scandal, conspiracy, and assassination plots—with the stability of an entire sector at stake. To make matters worse, Dr. Leonard McCoy has vanished while on a mission of mercy to Braco, a nearby planet only a system away. With Kirk unable to abandon his vital mission on Vok to hunt for his friend, it's up to First Officer Spock and Christine Chapel to lead a team in search of the missing doctor, even if it means risking whatever fate befell McCoy. Unknown to his friends and crewmates, however, McCoy has been spirited away to another world, Ozalor, where he's expected to find a cure for a mysterious ailment plaguing a member of the planet's ruling family. Torn between his Hippocratic oath and his desire to escape, McCoy finds himself at the center of deadly palace intrigues—and a

struggle for power that may ultimately consume all three worlds!

### **Rhinoceros Success**

Principles of Tumors: A Translational Approach to Foundations, Second Edition, provides a concise summary of translational/interdisciplinary topics on the various aspects of tumors, especially abnormalities in their cells, their causes and effects on patients. Topics discussed include how genomic abnormalities in tumors may result from the actions of carcinogens and how genomic changes determine the cell biological/morphological abnormalities in tumor cell populations. In addition, the relationships between tumor cell genomics and therapeutic outcomes are described. There are also supporting appendices on general bioscience, including the principles of histology (the cells and tissues of the body), genetics, pathology, radiology and pharmacology. This book gives a thorough, detailed, yet concise account of the main bioscience, clinical and therapeutic aspects of tumors. It emphasizes the translational aspects of research into tumors with extensive discussions of interdisciplinary issues. The content in this book will be invaluable for researchers and clinicians involved in collaborative projects where it is necessary to understand fundamental issues in other branches of biomedicine. Presents content that has been totally updated with the most recent developments of the field, including new chapters on tumor imaging exams, new surgical techniques, immunotherapy, gene therapy, and several novel therapies using

natural and synthetic compounds Presents translational approaches for every topic to improve conceptual insights for new research projects Covers a broad range of subjects, making it easier for the reader to understand related fields Includes diagrams for complex topics to aid in understanding for non-specialists

### **The 80/20 Principle: The Secret of Achieving More With Less**

What really sets the best managers above the rest? It's their power to build a cadre of employees who have great inner work lives—consistently positive emotions; strong motivation; and favorable perceptions of the organization, their work, and their colleagues. The worst managers undermine inner work life, often unwittingly. As Teresa Amabile and Steven Kramer explain in *The Progress Principle*, seemingly mundane workday events can make or break employees' inner work lives. But it's forward momentum in meaningful work—progress—that creates the best inner work lives. Through rigorous analysis of nearly 12,000 diary entries provided by 238 employees in 7 companies, the authors explain how managers can foster progress and enhance inner work life every day. The book shows how to remove obstacles to progress, including meaningless tasks and toxic relationships. It also explains how to activate two forces that enable progress: (1) catalysts—events that directly facilitate project work, such as clear goals and autonomy—and (2) nourishers—interpersonal events that uplift workers, including encouragement and demonstrations of respect and collegiality. Brimming with

honest examples from the companies studied, *The Progress Principle* equips aspiring and seasoned leaders alike with the insights they need to maximize their people's performance.

### **The MBR Book**

Right now, 70% of Americans aren't passionate about their work and are desperately longing for meaning and purpose. They're sick of "average" and know there's something better out there, but they just don't know how to reach it. One basic principle—The Proximity Principle—can change everything you thought you knew about pursuing a career you love. In his latest book, *The Proximity Principle*, national radio host and career expert Ken Coleman provides a simple plan of how positioning yourself near the right people and places can help you land the job you love. Forget the traditional career advice you've heard! Networking, handing out business cards, and updating your online profile do nothing to set you apart from other candidates. Ken will show you how to be intentional and genuine about the connections you make with a fresh, unexpected take on resumes and the job interview process. You'll discover the five people you should look for and the four best places to grow, learn, practice, and perform so you can step into the role you were created to fill. After reading *The Proximity Principle*, you'll know how to connect with the right people and put yourself in the right places, so opportunities will come—and you'll be prepared to take them.

## **The 80/20 Individual**

Applying the 80/20 principle to developing a more profitable, successful business, this practical business manual explains how executives, managers, and entrepreneurs can utilize their 80/20 skills to enhance their business, drawing on real-life examples from such companies as Microsoft, Wal-Mart, Intel, and Toyota. Reprint. 12,500 first printing.

## **Principles and Practice of Clinical Research**

A large number of managers - especially in these difficult times - feel completely overwhelmed. Their inboxes are overflowing, they constantly struggle to finish their to-do lists and they stay at work longer than they would like to, leaving little time for the things that really matter. Luckily there is a way for managers to enjoy work and build a successful and fulfilling career without stress or long hours. In his bestselling book *The 80/20 Principle*, Richard Koch showed readers how to put the 80/20 Principle - the idea that 80 per cent of results come from just 20 per cent of effort - into practice in their personal lives. Now he demonstrates the few things you need to do in the workplace to multiply the results you achieve. By applying the strategies outlined in *The 80/20 Manager*, you will: - Put in fewer hours than your colleagues yet never be short of time - Learn to focus only on the issues that

really matter, and ignore those that don't - Achieve exceptional results by working less hard - Feel successful every day

### **Membrane Separation Principles and Applications**

The use of membranes is increasing throughout industry, and particularly the water industry. The municipal water industry, which is concerned with the provision of clean drinking water to the population, is a big user and developer of membrane technology which helps it to provide water free of pathogens, chemicals, odours and unwanted tastes. Municipal authorities also have to process sewage and waste water, and membranes are used extensively in these processes. The MBR Book covers all important aspects of Membrane BioReactors in water and waste water treatment, from the fundamentals of the processes via design principles to MBR technologies. Industrial case studies help interpret actual results and give pointers for best practice. Useful appendices provide data on commercial membranes and international membrane organisations. \* Major growth area in the water industries \* Internationally-known author \* Principles and practice, backed by case studies

### **Simplify**

How anyone can be more effective with less effort by learning how to identify and

leverage the 80/20 principle--the well-known, unpublicized secret that 80 percent of all our results in business and in life stem from a mere 20 percent of our efforts. The 80/20 principle is one of the great secrets of highly effective people and organizations. Did you know, for example, that 20 percent of customers account for 80 percent of revenues? That 20 percent of our time accounts for 80 percent of the work we accomplish? The 80/20 Principle shows how we can achieve much more with much less effort, time, and resources, simply by identifying and focusing our efforts on the 20 percent that really counts. Although the 80/20 principle has long influenced today's business world, author Richard Koch reveals how the principle works and shows how we can use it in a systematic and practical way to vastly increase our effectiveness, and improve our careers and our companies. The unspoken corollary to the 80/20 principle is that little of what we spend our time on actually counts. But by concentrating on those things that do, we can unlock the enormous potential of the magic 20 percent, and transform our effectiveness in our jobs, our careers, our businesses, and our lives.

### **Principles of Tumors**

A Romulan Bird of Prey mysteriously drifts over the neutral zone and into Federation territory. Captain Kirk and the crew of the Enterprise investigate, only to find the ship dead in space. When Starfleet orders the derelict ship brought to Earth for examination, the Enterprise returns home with perhaps her greatest

prize. But the Bird of Prey carries a dangerous cargo, a deadly force that is soon unleashed in the heart of the Federation. Suddenly, the only hope for the Federation's survival lies buried in the tortured memory of Commander Spock's protégé, a cadet named Saavik. Together, Spock and Saavik must return to the nightmare world of Saavik's birth -- a planet called Hellguard, to discover the secret behind the Romulans' most deadly threat of all

### **Suicide of the West**

Thoroughly revised and up-dated edition of a highly successful textbook.

### **Managing Without Management**

For the first time ever, large firms are losing out to smaller ones. The early 1990s panaceas like empowerment and reengineering are clearly incapable of stopping the rot. What has gone wrong with big business? And how do we put it right?The answer is not that small is beautiful - the problem is that large firms have become far too complicated. They are being strangled by their own management processes. Big business is not too big in terms of revenues, but it is too complex.It has for too many products, divisions and functions, and way too many managers, In this, the year's most provocative business book, two highly experienced

international business consultants argue that the root problem is management itself, and that the solution is to manage without management as a separate activity or set of jobs. The authors hail the emergence of a totally different type of 21st century supercorporation that will be truly global and expand into all parts of the economy. This supercorporation will be quite unlike today's companies, with no headquarters, standardized operations throughout the globe, and very simple structures. The supercorporation will be controlled by customers and information technology and not by managers. "Managing Without Management might well be to business orthodoxy what Luther's 95 theses were to the established religious hierarchy of Christendom. To the defenders of the old management faith, this is a truly radical, unsettling, and heretical document. Indeed all readers are advised to fasten their seatbelts before dipping into this complacency-shattering manifesto". -- James O'Toole, Vice-President, Aspen Institute "Makes many telling points managing will change from being a self-perpetuating job to being a value-added activity". -- Carol Kennedy

### **The Pandora Principle**

Go get the life you want. Be a Rhinoceros! There is something dangerous about this book. Something big. Something full of power, energy and force of will. It could be about you. You could become three tons of thick-skinned, snorting hard-charging rhinoceros. It is time to go get the life you want.

## **The Star Principle**

If you saw a toothpick on the floor, what would you do? This seemingly innocuous question was posed to Subir Chowdhury by one of his longtime clients, and ultimately lead him to a profound realization: good enough is not enough. The best processes in the world won't work without developing the kind of mindset — a caring mindset — that is needed to achieve real and sustainable change in both organizations and individuals. In his compelling new book, bestselling author and globally recognized management consultant Subir Chowdhury tackles an issue that has haunted him in his work with many of the world's largest organizations. Why is it that some improve only incrementally, while others improve 50 times that? The ideas and training are exactly the same. What is the difference? The difference, Chowdhury explains, is the ability to nurture the skills, loyalty and passion of the people who make up an organization. It is a culture built on straightforwardness, thoughtfulness, accountability and resolve. Organizations and individuals that embrace all of these “STAR” attributes—not just one or two of them—will shine. He goes further, showing us why having a caring mindset outside of work is integral to both personal and professional success. A powerful guide to living a successful life and career, *The Difference* will inspire you to be the difference — at work or home. From the Hardcover edition.

## **The Star Principle**

Richard Koch has made over £100 million from spotting 'Star' businesses. In his new book, he shares the secrets of his success - and shows how you too can identify and enrich yourself from 'Stars'. Star businesses are ventures operating in a high-growth sector - and are the leaders in their niche of the market. Stars are rare. But with the help of this book and a little patience, you can find one, or create one yourself. THE STAR PRINCIPLE is a vital book for any budding entrepreneur or investor (of grand or modest means). It is also invaluable for any ambitious employee who realises the benefits of working for a Star venture - real responsibility, fast personal development, better pay, great bonuses and valuable share options. Whoever your are, identifying and investing in Stars will make your life much sweeter and richer in every way.

## **Business By The Book**

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