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Detox water e infusi della salute. Che cos'è l'acqua detox, come funziona, le 80 ricette più efficaci
- Géraldine Olivo 2016

The Element Encyclopedia of Secret Signs and Symbols: The Ultimate A-Z Guide from Alchemy to the Zodiac - Adele Nozedar 2010-01-21

Unlock the lost and hidden meanings of the world's ancient and modern signs and symbols with the latest in the hugely popular series of 'Element Encyclopedias'. This is the biggest A-Z reference book on symbolic objects you'll ever find.

Pesticides in the Modern World - Margarita Stoytcheva 2011-10-21

The book offers a professional look on the recent achievements and emerging trends in pesticides analysis, including pesticides identification and characterization. The 20 chapters are organized in three sections. The first book section addresses issues associated with pesticides classification, pesticides properties and environmental risks, and pesticides safe management, and provides a general overview on the advanced chromatographic and sensors- and biosensors-based methods for pesticides determination. The second book section is specially devoted to the chromatographic pesticides quantification, including sample preparation. The basic principles of the modern extraction techniques, such as: accelerated solvent extraction, supercritical fluid extraction, microwave assisted extraction, solid phase extraction, solid phase microextraction, matrix solid phase dispersion extraction, cloud point extraction, and QuEChERS are comprehensively described and critically evaluated. The third book section describes some alternative analytical approaches to the conventional methods of pesticides determination. These include voltammetric techniques making use of electrochemical sensors and biosensors, and solid-phase spectrometry combined with flow-injection analysis applying flow-based optosensors.

Out in the Rural - Thomas J. Ward (Jr.) 2017

Machine generated contents note: -- Foreword / by H. Jack Geiger Introduction -- From South Africa to Mississippi -- Community Organizing -- Delivering Health Care -- Environmental Factors -- The Farm Co-op - - Conflict and Change -- Epilogue -- Bibliography

The Natural Witch's Cookbook - Lisanna Wallance 2020-09-29

Add a little magic to every element of your life—from food to beauty to healthcare. Respectful of natural elements and cycles, the modern witch (men included) makes every effort to find the benefits in each ingredient he or she uses. In this magical recipe book, you can find natural recipes for delicious foods, tonics, masks, and ointments. These recipes are not only fantastic and fun to eat and use, but also boost immunity, longevity, energy, and even fertility. Each ingredient is used to its full potential to help you achieve optimal health, prevent pains, fight blue days, boost energy, purify the body, cleanse skin, and more! Included are recipes such as: Mushroom Pie for Immunity Soothing Chicken with Sweet Potato Mash St. Jacques Scallops for Fertility Mini Beef Parmentiers for Anemia Moon Macarons for Dreaming Anti-Inflammatory Golden Milk Green Mask of Youth And more! This fantastical collection combines a respect for nature with indulgent (and healing) pleasures. With generous recipes, potion-drinks, body masks, and

other beauty cares, you can learn about the witch's way of life in *The Natural Witch's Cookbook*!!

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Desist, Detrans, & Detox - Maria Keffler 2021-04-07

Blindsided when a child suddenly announces a transgender identity, many parents today find their families under assault by an insidious predator: the billion-dollar gender industry. "Do you want a live son (daughter) or a dead daughter (son)?" Nearly every parent whose child has fallen into the gender industry's clutches has heard the same emotionally manipulative threat: agree to your child's immediate social and medical transition, or prepare for the child's suicide. Schools, healthcare providers, politicians, and an aggressive activism machine are coercing people—and especially children—down a destructive path of medicalization in the name of transgender medicine. Caught in the maelstrom of gender identity politics, medical experimentation, and a cultural zeitgeist that paints the family as an oppressor, parents are lied to from every quarter, and told they must consent to their children's gender transition and medicalization. But there is a different—and saner—path. A growing cadre of parents are saying, "No," to the gender machine's unethical and deceptive narrative. Based on sound principles of psychology and child development, as well as on strategies used by parents who have pulled their children back from the gender cult's destructive ideology, *Desist, Detrans, & Detox: Getting Your Child Out of the Gender Cult* provides a roadmap to help families navigate the treacherous terrain of gender indoctrination, and bring their children back to reality and safety.

My New Roots - Sarah Britton 2015-03-31

At long last, Sarah Britton, called the “queen bee of the health blogs” by *Bon Appétit*, reveals 100 gorgeous, all-new plant-based recipes in her debut cookbook, inspired by her wildly popular blog. Every month, half a million readers—vegetarians, vegans, paleo followers, and gluten-free gourmets alike—flock to Sarah's adaptable and accessible recipes that make powerfully healthy ingredients simply irresistible. *My New Roots* is the ultimate guide to revitalizing one's health and palate, one delicious recipe at a time: no fad diets or gimmicks here. Whether readers are newcomers to natural foods or are already devotees, they will discover how easy it is to eat healthfully and happily when whole foods and plants are at the center of every plate.

Medicinal Orchids of Asia - Eng Soon Teoh 2016-08-30

This unique book brings together a wealth of data on the botanical, ethno-medicinal and pharmacological aspects of over 500 species of Asian medicinal orchids. It starts off by explaining the role and limitations of complimentary and herbal medicines, and how traditional Asian medicine differs from Western, “scientific” medicine. The different Asian medical traditions are described, as well as their modes of preparing herbal remedies. The core of the book presents individual medicinal orchid species arranged by genera. Each species is identified by its official botanical name, synonyms, and local names. Its distribution, habitat and flowering season, uses and pharmacology are described. An overview sums up the research findings on all species within each genus. Clinical observations are discussed whenever available, and possible therapeutic

applications are highlighted. The book closes with chapters on the conservation of medicinal orchids and on the role of randomized clinical trials.

The Detox Miracle Sourcebook - Robert Morse 2012-01-24

The Detox Miracle Sourcebook shows you how to cleanse your body of the poisons that are destroying your health, and start the process of complete cellular regeneration that leads to true healing. Based on 30 years of clinical experience, treating thousands of people with conditions ranging from OVERWEIGHT to CANCER, Dr. Robert Morse reveals his ultimate healing system - the Detox Miracle! • Covers the A-Z of Detoxification, including: Why do it? When to do it? What to expect? How it works, and how long it takes. • Explains the uses of specific raw foods and herbs for cleansing and healing every organ, system, and unbalanced condition in the body. • Details the interface of body, mind and soul in the achievement of lifelong health. • Presents the Detox Miracle Diet, and how to adapt it for life. • Includes dozens of easy-to-use References: lists of herbs, herbal formulas, properties of foods, minerals, phytochemicals, and cell salts, etc.; along with raw food recipes; a detailed Index; broad-based Resource Guide; and extensive Glossary and Bibliography. ONE THING I KNOW about Dr. Morse is that he has walked his talk. This amazing book leads you step-by-step through every facet of detoxification and vitality building. A treasure chest of information for the beginner and the advanced health-seeker alike. -David Wolfe, CEO:www.rawfood.com, author of The Sunfood Diet Success System and Eating for Beauty. EXTREMELY PRACTICAL; a most informative tool. Helping others to help themselves through education provides a lasting impression upon their overall health. What better way to serve the Lord than to educate the masses. -Gary L. Axley, N.M.D., D.O.; president of Southern College of Naturopathic Medicine. CAREFULLY RESEARCHED. A "must" for the professional practitioner as well as for the layperson. Destined to become a classic. -Donald Vesser Bodeen, D.C., Ph.D. I HAVE USED DR.MORSE'S program and his herbs with many cases over the years, and with great success. This method is the real healing method for today and the future. -William Christner, N.D., C.M. THE STUDY OF THIS BOOK will be a spiritual, mental, and physical blessing for complete body health. Thank you, Dr. Morse, for a wonderful book! -Dr. Ed David, N.D., Health Education Center. Natural Health \$29.95 HOHM PRESS The Detox Miracle Sourcebook MORSE

Biohacker's Handbook - Olli Sovijärvi 2019

Diet and Health - National Research Council 1989-01-01

Diet and Health examines the many complex issues concerning diet and its role in increasing or decreasing the risk of chronic disease. It proposes dietary recommendations for reducing the risk of the major diseases and causes of death today: atherosclerotic cardiovascular diseases (including heart attack and stroke), cancer, high blood pressure, obesity, osteoporosis, diabetes mellitus, liver disease, and dental caries.

Biochemistry And Physiology of Nutrition - Geoffrey Bourne 2012-12-02

Biochemistry and Physiology of Nutrition, Volume II focuses on the processes, methods, and studies on nutrition. The book starts by discussing intracellular localization through histochemical methods of enzymes and vitamins; the structural changes in vitamin deficiency; and microbiology of digestion. Deficiencies in vitamins, A, C, D, E, B1, riboflavin, nicotinic acid, choline, biotin, and folic acid are noted. The book then focuses on microbiology of digestion, considering the establishment of microbial population in the alimentary tract, results of microbial digestion, antibiotics, and intestinal flora of man. The text also defines the nutrition system of worms, insects, and protozoa. The generation of ATP in terminal respiration and anaerobic glycolysis, as well as ATP's role in energy transfer, is noted. The discussions also focus on hydrolytic and phosphorylitic enzymes, such as carbohydrates, esterases, amidases, phosphatases, and phosphorylases. Other topics covered are respiratory enzymes and coenzymes in which nucleotides, glucose diphosphate, diphosphoglyceric acid, and thiamine pyrophosphate are noted. The book notes the functions of iron compounds in the body, particularly in blood and tissues, and then touches on calcium and phosphorus metabolism. Given considerations are calcium and phosphorus in blood, skeletal calcium and phosphorus, and the factors affecting adsorption. A discussion also focuses on trace elements and the effects of protein, carbohydrates, fats, and vitamins in nutrition. The book is a vital source of data for readers interested in studying the elements, factors, processes, and methods involved in nutrition.

Tolerable upper intake levels for vitamins and minerals - European Commission. Scientific Committee

on Food 2006

WHO Guidelines on Good Agricultural and Collection Practices [GACP] for Medicinal Plants -

Organización Mundial de la Salud 2003-12-16

Medicinal plant materials are supplied through collection from wild populations and cultivation. Under the overall context of quality assurance and control of herbal medicines WHO developed the Guidelines on good agricultural and collection practices (GACP) for medicinal plants providing general technical guidance on obtaining medicinal plant materials of good quality for the sustainable production of herbal products classified as medicines. These guidelines are also related to WHO's work on the protection of medicinal plants aiming promotion of sustainable use and cultivation of medicinal plants. The main objectives of these guidelines are to: (1) contribute to the quality assurance of medicinal plant materials used as the source for herbal medicines to improve the quality safety and efficacy of finished herbal products; (2) guide the formulation of national and/or regional GACP guidelines and GACP monographs for medicinal plants and related standard operating procedures; and (3) encourage and support the sustainable cultivation and collection of medicinal plants of good quality in ways that respect and support the conservation of medicinal plants and the environment in general. These guidelines concern the cultivation and collection of medicinal plants and include certain post-harvest operations. Good agricultural and collection practices for medicinal plants are the first step in quality assurance on which the safety and efficacy of herbal medicinal products directly depend. These practices also play an important role in protection natural resources of medicinal plants for sustainable use.

Chagas Disease - Jaime Marcelo Altcheh 2019-09-25

Chagas disease is a potentially life threatening condition that was historically mainly endemic to Latin America. Over the last decade, however, the disease has spread to and is increasingly prevalent in other continents such as North America and Europe, with an estimated 7 million people infected worldwide. It is primarily transmitted by insect vectors that carry the parasite *Trypanosoma cruzi*, the disease agent. In areas where there is vector control and in non-endemic countries, it is mainly transmitted via congenital infection. Cardiac and gastrointestinal complications are common in untreated individuals. This book offers a comprehensive overview of Chagas disease, including its vectorial and congenital transmission, and molecular diagnosis, which is essential for screening, and developing and providing timely, effective anti-trypanosomal treatment. Written by experts working with infected patients on a daily basis, it discusses the pathogenesis of congenital, cardiac, gastrointestinal and oral Chagas disease, as well as its treatment and the pharmacological aspects of drug development in this area. Chapter "Chagas Disease Treatment Efficacy Biomarkers: Myths and Realities" is available open access under a via link.springer.com.

Neuropathology of Drug Addictions and Substance Misuse Volume 1 - Victor R. Preedy 2016-03-07

Neuropathology of Drug Addictions and Substance Misuse, Volume One: Foundations of Understanding, Tobacco, Alcohol, Cannabinoids, Opioids and Emerging Addictions provides the latest research in an area that shows that the neuropathological features of one addiction are often applicable to those of others. The book also details how a further understanding of these commonalties can provide a platform for the study of specific addictions in greater depth, all in an effort to create new modes of understanding, causation, prevention, and treatment. The three volumes in this series address new research and challenges, offering comprehensive coverage on the adverse consequences of the most common drugs of abuse, with each volume serving to update the reader's knowledge on the broader field of addiction, while also deepening our understanding of specific addictive substances. Volume One addresses tobacco, alcohol, cannabinoids, and opioids, with each section providing data on the general, molecular/cellular, and structural/functional neurological aspects of a given substance, along with a focus on the adverse consequences of addictions. Provides a modern approach on the pathology of substances of abuse, offering an evidence based ethos for understanding the neurology of addictions Fills an existing gap in the literature by proving a one-stop-shopping synopsis of everything to do with the neuropathology of drugs of addiction and substance misuse Includes a list of abbreviations, abstracts, applications to other addictions and substance misuse, mini-dictionary of terms, summary points, 6+ figures and tables, and full references in each chapter Offers coverage of preclinical, clinical, and population studies, from the cell to whole organs, and the genome to

whole body
A Telugu-English dictionary - Charles Philip Brown 1903

Hopeless Youth! - Francisco Martínez 2015

The Wabanakis of Maine and the Maritimes - 1989

English Communication for Social and Human Services - Mary Ellen Toffle 2017-08-31

This book gives social and human services students and professionals the opportunity to begin developing cross-cultural communication skills in the English language. The need to be able to communicate in English is becoming more and more obvious. Social workers and other human services professionals will be working with immigrants from countries where English is the official language or at least a second language (Nigeria, Ghana, The Gambia, etc). The growing numbers of English-speaking immigrants are impacting the human services fields of medicine, mental health, social work, the education systems and the legal systems all over Europe. This book is based on the European Common Framework but goes beyond a typical English language text. It focuses on the various skill sets necessary for human services professionals, including important text analysis skills as well as analytical case skills. "Soft skills" such as interpersonal skills and expressing empathy are also presented for student reflection. Students learn the principles of cross-cultural communication through Cross-Cultural Text Analysis which helps them improve their English as they develop cross-cultural awareness, sensitivity and communication skills. Students experience different cultural-linguistic contexts where they can appreciate the dynamic relationship between culture and language applied to the field of human services. For many this book will be the first step in beginning a lifetime adventure of becoming cross-cultural.

Dietary Reference Intakes for Vitamin A, Vitamin K, Arsenic, Boron, Chromium, Copper, Iodine, Iron, Manganese, Molybdenum, Nickel, Silicon, Vanadium, and Zinc - Institute of Medicine 2002-07-19

This volume is the newest release in the authoritative series issued by the National Academy of Sciences on dietary reference intakes (DRIs). This series provides recommended intakes, such as Recommended Dietary Allowances (RDAs), for use in planning nutritionally adequate diets for individuals based on age and gender. In addition, a new reference intake, the Tolerable Upper Intake Level (UL), has also been established to assist an individual in knowing how much is "too much" of a nutrient. Based on the Institute of Medicine's review of the scientific literature regarding dietary micronutrients, recommendations have been formulated regarding vitamins A and K, iron, iodine, chromium, copper, manganese, molybdenum, zinc, and other potentially beneficial trace elements such as boron to determine the roles, if any, they play in health. The book also: Reviews selected components of food that may influence the bioavailability of these compounds. Develops estimates of dietary intake of these compounds that are compatible with good nutrition throughout the life span and that may decrease risk of chronic disease where data indicate they play a role. Determines Tolerable Upper Intake levels for each nutrient reviewed where adequate scientific data are available in specific population subgroups. Identifies research needed to improve knowledge of the role of these micronutrients in human health. This book will be important to professionals in nutrition research and education.

Bone Detective - Lorraine Jean Hopping 2008-08-11

Discusses the life and many specific achievements of forensic anthropologist Diane France.

Microbes: The Foundation Stone of the Biosphere - Christon J. Hurst 2021-05-01

This collection of essays discusses fascinating aspects of the concept that microbes are at the root of all ecosystems. The content is divided into seven parts, the first of those emphasizes that microbes not only were the starting point, but sustain the rest of the biosphere and shows how life evolves through a perpetual struggle for habitats and niches. Part II explains the ways in which microbial life persists in some of the most extreme environments, while Part III presents our understanding of the core aspects of microbial metabolism. Part IV examines the duality of the microbial world, acknowledging that life exists as a balance between certain processes that we perceive as being environmentally supportive and others that

seem environmentally destructive. In turn, Part V discusses basic aspects of microbial symbioses, including interactions with other microorganisms, plants and animals. The concept of microbial symbiosis as a driving force in evolution is covered in Part VI. In closing, Part VII explores the adventure of microbiological research, including some reminiscences from and perspectives on the lives and careers of microbe hunters. Given its mixture of science and philosophy, the book will appeal to scientists and advanced students of microbiology, evolution and ecology alike.

Taber's Cyclopedic Medical Dictionary - Clarence Wilbur Taber 1997

Contains 55,000 alphabetically arranged entries that provide definitions of terms and phrases related to health science.

How to Make 75 Great Juices - Joanna Farrow 2005-02-28

Juices made from raw ingredients offer a vitamin-packed punch that can't be beaten, and these recipes use a wide range of fruit and vegetables from everyday fruits to exotic seasonal products.

The Complete Herbal - Nicholas Culpeper 1835

Twelve Years a Slave - Solomon Northup 2021-01-01

"Having been born a freeman, and for more than thirty years enjoyed the blessings of liberty in a free State—and having at the end of that time been kidnapped and sold into Slavery, where I remained, until happily rescued in the month of January, 1853, after a bondage of twelve years—it has been suggested that an account of my life and fortunes would not be uninteresting to the public." -an excerpt

Vitamin C in Health and Disease - Lester Packer 1997-05-05

"Provides an up-to-the-minute, comprehensive analysis of the most recent theoretical and clinical developments in vitamin C research--integrating a wide variety of interdisciplinary studies into a single-source volume. Highlights the redox properties of vitamin C, including regeneration, participation in antioxidant networks, and influence on atherosclerosis."

The Therapeutic Community - George De Leon, PhD 2000-04-15

This volume provides a comprehensive review of the essentials of the Therapeutic Community (TC) theory and its practical "whole person" approach to the treatment of substance abuse disorders and related problems. Part I outlines the perspective of the traditional views of the substance abuse disorder, the substance abuser, and the basic components of this approach. Part II explains the organizational structure of the TC, its work components, and the role of residents and staff. The chapters in Part III describe the essential activities of TC life that relate most directly to the recovery process and the goals of rehabilitation. The final part outlines how individuals change in the TC behaviorally, cognitively, and emotionally. This is an invaluable resource for all addictions professionals and students.

Cracking the Metabolic Code - B. Lavalley R.Ph. C.C.N. N.D., James 2009-06-16

Crack Your Code and Reach a New Level of Healing and Health Doctors traditionally prescribe a pill for every ill. But for most people, these single solutions don't work. The truth is, most chronic health problems, including stubborn weight gain, unbeatable fatigue, intestinal distress, high blood pressure, creeping cholesterol, and high blood sugar, are not found in simply one organ, but in several parts of the body (oftentimes in twos and threes). This is the result of years of slow, subtle challenges to your metabolism, which is as unique as you are. Your diet, lifestyle habits, stress level, prescription drug use, and relationships, as well as the genes you inherit and the environment in which you live-in effect, the sum total of your life experience up to this day-determine your personal metabolism and, in turn, your current state of health. Using a step-by-step, easy-to-implement system of diet, lifestyle strategies, and state-of-the-art nutrients and supplements, Dr. James LaValle will help you create an individualized program for reclaiming your metabolism and health.....At long last, this book provides readers with the information and tools that have been used successfully by thousands of Dr. LaValle's patients over the last twenty years to help them take charge of their diets, their health, and their lives.

The Official High Times Cannabis Cookbook - Elise McDonough 2012-03-21

Presents recipes that feature cannabis as an ingredient, along with an introduction that covers topics such as the difference between hemp and cannabis, the plant's potency when eaten, different strains, and its fat content.

Red Cup Philosophy - Dominique J. Lee

Unconventional yet Refreshing Red Cup Philosophy is the random yet fulfilling backyard party that everyone needs from time to time. Perfectly blended together like a well-crafted mix drink, this inspirational daily read is a concoction of scriptures, jokes and off-the-wall quotes that leave readers full of evolving notions of life, faith and self. In Red Cup Philosophy, author Dominique J. Lee recounts several of his own life experiences and the unexpected lessons that came with them. Through his wit and revelations, DOM encourages readers to think more deeply, see themselves more clearly and live more abundantly.

Scientific Soapmaking - Kevin M. Dunn 2010

"Scientific Soapmaking" bridges the gap between the technical and craft literature. It explains the chemistry of fats, oils, and soaps, and teaches sophisticated analytical techniques that can be carried out using equipment and materials familiar to makers of handcrafted soap.

Guide to Poisonous and Toxic Plants - 1994

WHO Monographs on Selected Medicinal Plants - World Health Organization 1999

This is the second volume in a series of monographs which are intended to promote information exchange and international harmonised standards for the quality control and use of herbal medicines. It contains scientific information on 30 selected plants, and each entry includes a pharmacopoeial summary for quality assurance purposes, information on its clinical application and sections on contraindications, pharmacology, safety issues, and dosage forms. It provides two cumulative indexes with entries in alphabetical order by plant name and according to the plant material of interest.

The Ozone Miracle - Frank Shallenberger 2017-03-27

Ozone therapy is fast becoming the most versatile therapy in medicine. Doctors have been using it for over fifty years. There are over 2500 articles published in the scientific and medical literature describing how ozone therapy can be used in virtually every medical condition there is. The reason is that ozone is a highly active form of oxygen, and nothing stimulates the healing powers of the body more than oxygen. Dr. Frank Shallenberger is the president of the American Academy of Ozone Therapy (www.aaot.us). He is also the godfather of ozone therapy in the United States. He has published the only book on ozone therapy for medical professionals in the United States, *The Principles and Applications of Ozone Therapy*, as well as several other books describing how oxygen heals. *The Ozone Miracle* is written for you, the proactive health consumer. It describes the remarkable 200 year-old history of ozone therapy that includes such important scientific luminaries such as Nikola Tesla and Werner von Siemens. It also describes the science behind ozone therapy. But more importantly, it offers a paint-by-numbers system that allows you to harness the power of ozone therapy right in your own home to improve your health and prevent disease. From eye conditions, to flus, to bladder problems, to cardiovascular diseases and most things in between *The Ozone Miracle* has many simple, safe, and natural solutions.

Sick Enough - Jennifer L. Gaudiani 2018-09-14

Patients with eating disorders frequently feel that they aren't "sick enough" to merit treatment, despite medical problems that are both measurable and unmeasurable. They may struggle to accept rest, nutrition, and a team to help them move towards recovery. *Sick Enough* offers patients, their families, and clinicians

a comprehensive, accessible review of the medical issues that arise from eating disorders by bringing relatable case presentations and a scientifically sound, engaging style to the topic. Using metaphor and patient-centered language, Dr. Gaudiani aims to improve medical diagnosis and treatment, motivate recovery, and validate the lived experiences of individuals of all body shapes and sizes, while firmly rejecting dieting culture.

In the Realm of Hungry Ghosts - Gabor Maté, MD 2011-06-28

From bestselling author Gabor Maté, the essential resource for understanding the roots and behaviors of addiction--now with an added introduction by the author. Based on Gabor Maté's two decades of experience as a medical doctor and his groundbreaking work with the severely addicted on Vancouver's skid row, *In the Realm of Hungry Ghosts* radically reenvision this much misunderstood field by taking a holistic approach. Dr. Maté presents addiction not as a discrete phenomenon confined to an unfortunate or weak-willed few, but as a continuum that runs throughout (and perhaps underpins) our society; not a medical "condition" distinct from the lives it affects, rather the result of a complex interplay among personal history, emotional, and neurological development, brain chemistry, and the drugs (and behaviors) of addiction. Simplifying a wide array of brain and addiction research findings from around the globe, the book avoids glib self-help remedies, instead promoting a thorough and compassionate self-understanding as the first key to healing and wellness. *In the Realm of Hungry Ghosts* argues persuasively against contemporary health, social, and criminal justice policies toward addiction and those impacted by it. The mix of personal stories—including the author's candid discussion of his own "high-status" addictive tendencies—and science with positive solutions makes the book equally useful for lay readers and professionals.

Mobile Marketing Management - Hongbing Hua 2019-03-18

With the development of mobile internet technology, people's lifestyle and consumer behavior are changing rapidly. Nowadays, the products on the market are updating more and more frequently, and the traditional marketing theory and brand theory fail to get with the mobile internet. So, what's the innovative marketing to take in the new era? Since 2012, China has entered into the mobile era, and became a major country of mobile internet application. The book summarizes the experience of the author accumulated from many trials and errors in management and marketing innovation, so as to form the pattern of management and marketing for the next 30 years. *Mobile Marketing Management* lays the foundation for the new era with four pillars: service, substance, superuser, space, known as 4S theory for short. In view of the concept of customer-first, it is all about service, and products become productized service concepts. In view of the failure of mass communication, the competition among all services becomes the competition of substance differentiation. Regarding the popularity of self-organization, it becomes a trend to cooperate with people rather than the company to develop the market. In view of the principle of fuzzy market boundary, the enterprises shall optimize their living space and evolve their development space. This book contains numerous case studies along with analysis and creates the discipline of mobile marketing management, providing innovative theories, methods and tools for the marketing of enterprises. Through this book, readers can master the marketing methods of the mobile internet era. They can apply the marketing theory in this book to guide the marketing practice, thus improving marketing efficiency and reducing marketing costs.