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KEY=GUIDE - NELSON ERICK

Index of NLM Serial Titles A keyword listing of serial titles currently received by the National Library of Medicine.

NOMESCO Classification of Surgical Procedures Cancer Chemoprevention Springer Great advances were made in the pharmacologic-based treatment of cancer in prior decades. However, despite a marked increase in our understanding of cell and molecular mechanisms underlying the neoplastic process, therapy for advanced disease remains limited. While the reasons for this are many, it is generally accepted that advanced neoplasms contain a relatively large number of genetic and molecular alterations contributing to the maintenance of the neoplastic process. Such a situation precludes easy pharmacologic intervention. However, our ability to detect cancer at an earlier stage, coupled with our increased understanding of carcinogenesis, are propelling both basic and clinical scientists to pursue early intervention/chemopreventive approaches. This is based upon the notion that fewer molecular aberrations are present early on in the disease process. It also takes advantage of the fact that advances in both technology, and in the field of cancer biology, coupled with a heightened vigilance, have increased our ability to detect early disease more readily. The chemopreventive approach is highly attractive for a number of reasons. First, treatment of pre-neoplastic, or early neoplastic, lesions would prevent the significant morbidity and mortality associated with advanced neoplastic disorders.

Custom Builder Psychosocial Care of End-Stage Organ Disease and Transplant Patients Springer This book takes an integrated, evidence-based approach to the psychiatric aspects of organ transplantation. Unlike any other text currently on the market, this title presents the core principles of transplant psychiatry through an organ-based structure that includes the heart, lungs, liver, GI organs, kidney, composite tissue, and other key areas of transplantation. Each section is divided into chapters discussing psychosocial, medical, and surgical considerations prior to and post-transplant, such as indications leading to a particular type of transplantation, medical course and complications after transplantation, psychiatric and psychosocial considerations before and after transplantation, history of each type of organ transplant, and any other special considerations. The text ends with special topics in care, including psychopharmacology, substance abuse, psychosocial evaluation of recipients and donors, ethical considerations, cross-cultural aspects, and building the transplant psychiatry practice. It includes excellent learning tools, including over 140 tables and figures for ease of use. Written by interdisciplinary experts, *Psychosocial Care of End-Stage Disease and Transplant Patients* is a valuable resource for students and medical professionals interested in psychiatry, psychology, psychosomatic medicine, transplant surgery, internists, hospital administrators, pharmacists, nurses, and social workers.

Current Common Dilemmas in Colorectal Surgery Springer This text reviews the areas of colorectal surgery that are at the cutting edge of innovation, paradigm shift and controversy with regard to diagnosis, patient selection, treatment algorithm, and therapeutic approaches. From the impact of enhanced recovery protocols on traditional colorectal practices, to that of novel strategies merging endoscopic and surgical techniques, to recent paradigm shifts in the management of common colorectal disorders, this text provides readers with an update on current controversies and evolving treatment rationale in the management of common colorectal diseases. *Current Common Dilemmas in Colorectal Surgery* provides a guide for the current common dilemmas that caregivers encounter in their daily practice. It is of great utility to colorectal surgeons, surgical oncologists and general surgeons practicing colorectal surgery, senior residents in general surgery training or surgical oncology or colorectal fellowships, allied healthcare professionals involved in the care of patients with colorectal disease, pharma and biomedical technology industry with an interest in current care of patients with colorectal disease.

Subterranea Discovering the Earth's Extraordinary Hidden Depths Hachette UK 'AN ORIGINAL AND TIMELY ODYSSEY INTO OUR MYSTERIOUS UNDERWORLD . . . THRILLING PROOF THAT SCIENCE AND IMAGINATION SHARE THE GROUND BENEATH OUR FEET' Nicholas Crane, presenter of BBC2's *Coast* and *Great British Journeys* If you were to peel back the Earth's surface like an orange, then take a sly peek underneath, what extraordinary things would you see? *Subterranea* is where the world's remaining mysteries are yet to be found. For millennia, across nations and cultures, it has been a hotbed of fantastical stories. It's where humans have kept their most sacred treasures and their darkest secrets. It's where we have found evidence of our past and may, at some point, find an escape route for our uncertain future. But what would we find there today? From the underground cities of Cappadocia to smuggling tunnels on the US-Mexico border, caves full of tiny blind dragons and a seed vault located 1300km inside the Arctic circle, *Subterranea* demonstrates that the world below our feet is every bit as vivid and evocative as the world we see around us. Lavishly illustrated and replete with maps and photographs of little-explored locations, *Subterranea* is the unique, untold and utterly unforgettable story of our planet from the inside.

Manhattan Mayhem New Crime Stories from Mystery Writers of America Quirk Books From Wall Street to Harlem, the borough of Manhattan is the setting for all-new stories of mystery, murder, and suspense, presented by best-selling author Mary Higgins Clark and featuring an exclusive Jack Reacher story by Lee Child, as well as other takes from top Mystery Writers of America authors. In Lee Child's "The Picture of the Lonely Diner," legendary drifter Jack Reacher interrupts a curious stand-off in the shadow of the Flatiron Building. In Jeffery Deaver's "The Baker of Bleeker Street," an Italian immigrant becomes ensnared in WWII espionage. And in "The Five-Dollar Dress," Mary Higgins Clark unearths the contents of a mysterious hope chest found in an apartment on Union Square. With

additional stories from T. Jefferson Parker, S. J. Rozan, Nancy Pickard, Ben H. Winters, Brendan DuBois, Persia Walker, Jon L. Breen, N. J. Ayres, Angela Zeman, Thomas H. Cook, Judith Kelman, Margaret Maron, Justin Scott, and Julie Hyzy, Manhattan Mayhem is teeming with red herrings, likely suspects, and thoroughly satisfying mysteries. **Microbes in Microbial Communities Ecological and Applied Perspectives Springer** The book overviews the complex interactions amongst the microbes and their possible applications. Emphasis has been made to include a wide spectrum of experimental and theoretical contributions from eminent researchers in the field. Microbial communities are the assemblages of microorganisms of various species which live together in the same environment and continuously interact with each other. The microbial cells in communities display unique phenotypes that affect the survival and reproduction of other cells present around them. These phenotypes constitute the social adaptations that drive the interactions between microbial cells. The interactions, further determine the productivity, stability and the ability of community to resist the environmental perturbations. These microbial communities live with extremely competitive niche and fight for their survival and genetic persistence. But they frequently appear in niche with multifaceted and interactive webs rather than the planktonic nature. This can be within the same species or with different species, or even with diverse genera and families. It either a competitive winner community whereas the “weaker” strain goes extinct or a competitor that coexist with their metabolic secretory potentials or a separator that assigned their own community territorial niches. Sometimes, it can be neutral or tritagonist. These microbial associations within the microbiome provides the foundation for diverse forms of microbial ecology and determined the applied perspectives for agriculture, clinical and industrial sectors. This book will be useful to postgraduate students, researchers from academic as well as industry working in the field of microbial exploration with keen interest in survival factors and mechanism of their survival by various ecological and functional strategies. **Guidebook of the Western United States Part F. The Southern Pacific Lines, New Orleans to Los Angeles Antimicrobial Resistance An Open Challenge BoD - Books on Demand** Antibiotic resistance has become a worldwide health issue, globally recognized as the first priority by WHO. Many forms of resistance can spread with remarkable speed and cross international boundaries. World health leaders are devoting efforts to the problem by planning strategies for monitoring the effectiveness of public health interventions and detecting new trends and threats. This volume focuses on the problem from different perspectives, taking into consideration geographical dissemination (soil and water), human medicine (methicillin-resistant *Staphylococcus aureus* and *Klebsiella pneumoniae*) and veterinary (*Enterococcus* spp.) impact and molecular analysis. The purpose of this volume is to provide a useful tool for control and prevention and to discuss useful epidemiological data concerning ways of obtaining an accurate picture of resistance in different communities. **Food Ethics Cengage Learning FOOD ETHICS, 2E** explores the ethical choices we make each time we eat. With twenty-six readings that bring together a diverse group of voices, this textbook dives into issues such as genetically modified foods, animal rights, population and consumption, the food industry's impact on pollution, centralized versus localized production, and more. In addition, this edition includes new introduction, new readings, a comprehensive index, and study questions that frame these significant issues for discussion and reflection. **Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.** **Modern Greek Cooking 100 Recipes for Meze, Entrées, and Desserts Rizzoli Publications** Moving beyond familiar rustic, old-fashioned Greek fare are the delicious and unique offerings of premier chef, Pano Karatassos, tailored for the home cook. These 100 best-loved recipes served at Chef Pano's award-winning Atlanta restaurant, Kyma, showcase his inspiration: paying homage to the flavors and traditions of Greece, and to the wealth of insight about Greek cooking passed down from his grandmother; his classical French training, and even a touch of his Southern roots. The 100 dishes are Chef Pano's updated takes on Greek flavor combinations and ingredients. Meze include Spicy Red Pepper Feta Spread; Grilled Eggplant and Walnut Spread; Steamed Mussels with Feta Sauce; Braised Octopus with Pasta and Tomato Sauce; and Lamb Phyllo Spirals. Entrees showcase seafood in Braised Whole Fish with Tomatoes, Garlic, and Onions and Olive Oil-Poached Cod with Clams and Melted Leeks; as well as meat dishes such as Grilled Lamb Chops with Greek Fries. Manouri Cheese Panna Cotta, Semolina Custard and Blueberry Phyllo Pies, and Hazelnut Baklava Sundaes are among the desserts. Accompanying the dishes are approximately 60 full-color photographs by renowned food photographer Francesco Tonelli. Greek wine expert Sofia Perpera provides the wine pairings. **Ming Tea Murder Penguin** It's scones and scandal for Indigo Tea Shop owner Theodosia Browning in the latest from the New York Times bestselling author of *Steeped in Evil...* Normally Theodosia wouldn't attend a black tie affair for all the tea in China. But she can hardly say no to her hunky, handsome boyfriend, Max, who directs public relations for the Gibbes Museum in Charleston. Max has organized an amazing gala opening for an exhibit of a genuine eighteenth century Chinese teahouse, and the crème de la crème of Charleston society is invited. In the exotic garden staged in the museum's rotunda, a Chinese dragon dances to the beat of drums as it weaves through the crowd. The guests are serenaded by a Chinese violin as they sample an assortment of tempting bites. And to give them a memento of the occasion, there's even a photo booth. But Theodosia makes a grim discovery behind the booth's curtains: the body of museum donor Edgar Webster. While Theodosia prefers tea service over the service of justice, this case is difficult to ignore—especially after Max becomes a suspect. Now she must examine the life of the fallen philanthropist and find out who really wanted him to pay up... **INCLUDES DELICIOUS RECIPES AND TEA TIME TIPS!** **Estuarine Ecology John Wiley & Sons** Estuaries are among the most biologically productive ecosystems on the planet--critical to the life cycles of fish, other aquatic animals, and the creatures which feed on them. **Estuarine Ecology, Second Edition**, covers the physical and chemical aspects of estuaries, the biology and ecology of key organisms, the flow of organic matter through estuaries, and human interactions, such as the environmental impact of fisheries on estuaries and the effects of global climate change on these important ecosystems. Authored by a team of world experts from the estuarine science community, this long-awaited, full-color edition includes new chapters covering phytoplankton, seagrasses, coastal marshes, mangroves, benthic algae, Integrated Coastal Zone Management techniques, and the effects of global climate change. It also

features an entirely new section on estuarine ecosystem processes, trophic webs, ecosystem metabolism, and the interactions between estuaries and other ecosystems such as wetlands and marshes

Handbook of Force Transducers Principles and Components Springer Science & Business Media Part I introduces the basic "Principles and Methods of Force Measurement" according to a classification into a dozen of force transducers types: resistive, inductive, capacitive, piezoelectric, electromagnetic, electrodynamic, magnetoelastic, galvanomagnetic (Hall-effect), vibrating wires, (micro)resonators, acoustic and gyroscopic. Two special chapters refer to force balance techniques and to combined methods in force measurement. Part II discusses the "(Strain Gauge) Force Transducers Components", evolving from the classical force transducer to the digital / intelligent one, with the incorporation of three subsystems (sensors, electromechanics and informatics). The elastic element (EE) is the "heart" of the force transducer and basically determines its performance. A 12-type elastic element classification is proposed (stretched / compressed column or tube, bending beam, bending and/or torsion shaft, middle bent bar with fixed ends, shear beam, bending ring, yoke or frame, diaphragm, axial-stressed torus, axisymmetrical and voluminous EE), with emphasis on the optimum location of the strain gauges. The main properties of the associated Wheatstone bridge, best suited for the parametrical transducers, are examined, together with the appropriate electronic circuits for SGFTs. The handbook fills a gap in the field of Force Measurement, both experts and newcomers, no matter of their particular interest, finding a lot of useful and valuable subjects in the area of Force Transducers; in fact, it is the first specialized monograph in this inter- and multidisciplinary field.

Bratva Vow a FREE dark mafia romance prequel Bell Press Monsters aren't born, they are created. Katya. After spending years in hospitals, I can finally have a life. Then my mom abandons me to the care of the most breathtaking man I've ever seen. He's like the embodiment of Death, a Greek tragedy waiting to unfold. Can I break through the darkness that has a hold on him? Kristoff. My soul is black as tar. I'm a cold-hearted killer, the leader of my own Bratva. What mother in her right mind would leave a teenage daughter on my doorstep? A desperate one who's willing to make a deal with the devil. Note: This is the free prequel novella to the Bratva Royalty duet. Trigger warning: this book contains some traumas and scenes of violence. For fans of Natasha Knight, Julia Sykes, CD Reiss, Aleatha Romig, Skye Warren, Anna Zaires, Renee Rose, Carrie Ann Ryan, Penelope Ward, Lauren Blakely, Hannah Hill, Meghan March, Katee Robert. Topics: adult romance, alpha male, romantic suspense, romance series, bad boy romance, emotional read, contemporary romance, free romance books, mafia romance, novels for free romance, series books free, revenge romance, age gap romance, steamy romance books free.

Immunosenescence Springer Science & Business Media Human immunosenescence contributes to morbidity and mortality in later life. Understanding the reasons for age-associated alterations to protective immunity in the elderly would ultimately improve and extend healthspan. The majority of the papers collected in this remarkable and timely volume address the mechanisms responsible for immune ageing in humans. They also consider what might be accomplished to redress the erosion of immune competence with age.

Entwined with You Alexia Praks Media Dark. Powerful. Dangerous James Maxwell is one of the billionaire elites who rules Las Vegas City with an iron fist. This is his story. My name is Mia Donovan, a twenty-two-year-old, small-town girl who has signed a contract with the billionaire in exchange for my brother's freedom and protection. My world has changed—both for better and worse. James Maxwell is the man behind this. I'm fascinated, mesmerized by this charm that binds me to him, entrapping me in his embrace. I've fallen in love with him, which hurts because it is unrequited. What's worse, my life is at risk because I'm too close to the powerful man who has too many enemies. And so our story continues... Entwined with You contains Chained to You: Volumes 3 & 4 of the Chained to You serial. Vegas Billionaires Series: 1 - Chained to You [James and Mia Book 1] 2 - Entwined with You [James and Mia Book 2] 3 - Loved by You [James and Mia Book 3] 4 - Chained by Love [William and Savannah]

Keywords: romance ebook, sexy romance, steamy contemporary romance, steamy romance, steamy billionaire romance, sexy billionaire romance

Twelve Years a Slave Prabhat Prakashan "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

Analytical Chemistry of Synthetic Colorants Springer Science & Business Media More than one and a half decades have passed since the last book was published describing developments in the analytical chemistry of synthetic colorants. In the intervening period, the scope and technical capabilities of instrumentation for analysing dyes and pigments has significantly expanded. It is now possible to rapidly resolve a number of problems whose solutions were previously either unattainable or very difficult to achieve. For instance, the unambiguous assignment of all the signals in the proton NMR spectrum of a trisazo direct dye, and the confirmation of the molecular weight of involatile, and, in particular, sulphonated dyes, without derivatisation, are now routine analytical techniques in many laboratories today. In addition, it is now possible to record the NMR spectrum of a dye molecule on less than 1 mg of material, and we are no longer limited to solution spectra, since solid samples can now be routinely analysed in NMR experiments. Whilst not attempting to be all encompassing, this volume is intended to bridge the gap between what was covered in the earlier work edited by Professor Venkataraman and the developments which have since ensued in some key areas. It provides important updates in X-ray crystallography, proton NMR, IR spectroscopy and mass spectrometry, and additionally covers topics such as ESR, micro spectrophotometry and emission spectroscopy.

A Taste of Pesach Mesorah Publications, Limited The authors of Yeshiva Me'on HaTorah's wildly popular A Taste of Pesach mailings have put together a complete collection of kosher for Pesach family favorites in a magnificently presented, down-to-earth compilation you will find yourself referring to again and again. The stunning, full-color photography and clear, easy-to-read layout are a treat for the eyes; while delicious, mouthwatering recipes are a treat for the palate. Using familiar ingredients, A Taste of Pesach offers fabulous, easy-to-prepare recipes and gourmet presentations that family and friends will find irresistible on Pesach and year round. A Taste of Pesach incorporates timeless classics that have been used for generations and modern cuisine to present a cookbook that appeals to young

and old alike. These are recipes that you will love to cook, serve and enjoy year after year. **First 101 Words A Highlights Hide-and-Seek Book with Flaps Highlights Press** This oversized lift-the-flap board book of a child's first 101 words has big, clearly labeled photos of objects in a baby and toddler's world with an interactive puzzle activity on each spread. Identifying words and their meanings is an important foundational step in language development for babies and toddlers, and Highlights brings Fun with a Purpose® into this essential learning. Babies will love looking at and naming the photos in this sturdy book, while toddlers and parents will enjoy the lift-the-flap questions and answers that help them find the cute red bird hidden on each spread. **30 Bangs The Shaping of One Man's Game from Patient Mouse to Rabid Wolf Createspace Indie Pub Platform Erotic memoir Science Focus 2, teacher edition Heinemann** The Science Focus Second Edition is the complete science package for the teaching of the New South Wales Stage 4 and 5 Science Syllabus. The Science Focus Second Edition package retains the identified strengths of the highly successful First Edition and includes a number of new and exciting features, improvements and components. The innovative Teacher Edition with CD allows a teacher to approach the teaching and learning of Science with confidence as it includes pages from the student book with wrap around teacher notes including answers, hints, strategies and teaching and assessment advice. **Design as Learning A School of Schools Reader Why do design? What is design for? These are forward-looking questions for a creative discipline that seems more slippery to define than ever. In a world of dwindling natural resources, exhausted social and political systems, and an overload of information there are many urgent reasons to reimagine the design discipline, and there is a growing need to look at design education. Learning and unlearning should become part of an on-going educational practice. We need new proposals for how to organise society, how to structure our governments, how to live with, not against, the planet, how to sift fact from fiction, how to relate to each other, and frankly, how to simply survive. The 4th Istanbul Design Biennial, and this publication Design as Learning ask: can design and design education provide these critical ideas and strategies? -- Back cover.** **Surgery of the Skin E-Book Procedural Dermatology Elsevier Health Sciences Master the latest medical and cosmetic procedures with Surgery of the Skin, the most comprehensive dermatological surgery resource available. Written from the surgeon's perspective, this medical reference book features step-by-step guidance on performing the most updated developments and cutting edge approaches across the entire spectrum of dermatologic surgery. Improve surgical results and avoid pitfalls with expert, evidence-based guidance. Stay on the cutting edge with in-depth step-by-step descriptions of tumescent vertical vector facelifts, blepharoplasty, composite grafts, Botox treatments, soft tissue augmentation, management of dysplastic nevi and melanoma, and more. View immersive videos from an expanded library with more than 130 clips totaling over six hour's footage. Explore brand-new chapters on rejuvenation of the female external genitalia; hidradenitis suppurativa; and photoaging-related mottled pigmentation. Improve treatment outcomes for patients with skin of color and gain a truly global perspective of dermatologic surgery through an expanded contributor group of leading international experts. Master how to perform cutting-edge techniques across the entire spectrum of dermatologic surgery, including botulinum toxins; fillers; cryosurgery; flaps; grafting; scar revisions; lasers; face-lift techniques; blepharoplasty techniques; Mohs surgery; and more. Effectively manage a full range of complex disorders, such as vitiligo surgery, keloids, and leg ulcers, with a unique section devoted to these special procedures. Easily visualize complex procedures and concepts with more than 1,000 illustrations, photos, and graphics. Consult this title on your favorite e-reader, conduct rapid searches, and adjust font sizes for optimal readability. Andante and Rondo Capriccioso, Op. 14 Piano Sheet Music - Alfred Masterwork Edition Alfred Music A complete and informative performance-oriented edition of this sparkling Mendelssohn work. Detailed performance and background notes are also provided. A 'must' for all serious piano students! Science Citation Index Vols. for 1964- have guides and journal lists. Spanish, Grade 3 Carson-Dellosa Publishing Brighter Child(R) Spanish for Grade 3 helps students master beginning foreign language skills. Practice is included for learning action words, greetings, food words, and more. School success starts here! Workbooks in the popular Brighter Child(R) series are packed with plenty of fun activities that teach a variety of essential school skills. Students will find help for math, English and grammar, handwriting, and other important subject areas. Each book contains full-color practice pages, easy-to-follow instructions, and an answer key. Doctors As Teachers All doctors have a professional obligation to teach, yet the training of doctors in how to be a teacher has received little attention in medical [illegible]. This report examines various aspects of teaching in the medical profession including who provides the teaching, what challenges are faced in delivering this teaching and how the impact of these challenges can be reduced or eliminated. Personality: Classic Theories And Modern Research, 3/E Pearson Education India Manga Melech Tyndale House Publishers, Inc. "The rise and fall of kings and nations!"--Cover. Fundamentals of Flight Pearson Education India Indiana Trivia Thomas Nelson Indiana Trivia is the who, what, when, where, and how book of the great state of Indiana. Filled with interesting questions and answers regarding well-known and not so well-known facts about the Hoosier State, Indiana Trivia will provide hours of entertainment and education. Designed for use in a wide variety of settings?home, office, school, parties?it focuses on the history, culture, people, and places of Indiana. Indiana Trivia, is readily adaptable for use with trivia format games. Cover Girls FaithWords This compelling novel follows four women as they learn to balance children, estranged husbands, boyfriends, and problems at work through their faith in God. Michelle, Tonya, Mrs. Judson, and Miz Ida. African-American, white, rich, poor -- they seemingly have nothing in common. Yet every day they face the complex realities of twenty-first-century urban life as they try to balance their needs with their belief in God. Through the course of a year, these women must come to terms with the past, discover their true identities, and recognize the unexpected miracles that reveal God's all-encompassing love. These four women entertain us and invite us to join in their lives. As they welcome us, they also introduce us to the men in their lives. The men play supporting roles, adding color and zest to the lives of the Cover Girls. Bishop Jakes knows the struggles real women encounter and the losses that make it difficult to face the future. He brings compassionate insight and deep wisdom to this novel and proves that he is not only a gifted preacher, but a born storyteller. Pat the Zoo (Pat the Bunny) Golden Books While at**

the zoo Pat the Bunny pets the animals, from a wrinkly elephant to a feathery parrot. On board pages. Topley & Wilson's Microbiology & Microbial Infections Retroviral Immunology Immune Response and Restoration Springer Science & Business Media Over the last decade much has been written about HIV and AIDS, although there has been surprisingly very little written on the immunology of retroviral infections, in general, and on HIV in particular. In *Retroviral Immunology: Immune Response and Restoration*, world-renowned authorities address the most important aspects of the immunology of retroviruses, namely, immune response, genetic and virologic factors modulating the response, and the HIV-specific humoral and cell-mediated responses. In addition to the basic concepts of immune restoration, key topics covered include immune restoration after antiviral therapy—a highly important subject to the thousands of clinicians who deal with the problem on a daily basis—and vaccine-induced immune response. Up-to-date and authoritative, *Retroviral Immunology: Immune Response and Restoration* provides a much-needed critical synthesis of both the experimental and clinical aspects of retroviral infections, and lays the groundwork for developing effective restoration strategies for the many immune-compromised HIV and AIDS patients who suffer fatal opportunistic infections.

Why Digital Transformations Fail The Surprising Disciplines of How to Take Off and Stay Ahead Berrett-Koehler Publishers Former Procter & Gamble Vice President for IT and Shared Services, Tony Saldanha gives you the keys to a successful digital transformation: a proven five-stage model and a disciplined process for executing it. Digital transformation is more important than ever now that we're in the Fourth Industrial Revolution, where the lines between the physical, digital, and biological worlds are becoming ever more blurred. But fully 70 percent of digital transformations fail. Why? Tony Saldanha, a globally awarded industry thought-leader who led operations around the world and major digital changes at Procter & Gamble, discovered it's not due to innovation or technological problems. Rather, the devil is in the details: a lack of clear goals and a disciplined process for achieving them. In this book, Saldanha lays out a five-stage process for moving from digitally automating processes here and there to making digital technology the very backbone of your company. For each of these five stages, Saldanha describes two associated disciplines vital to the success of that stage and a checklist of questions to keep you on track. You want to disrupt before you are disrupted—be the next Netflix, not the next Blockbuster. Using dozens of case studies and his own considerable experience, Saldanha shows how digital transformation can be made routinely successful, and instead of representing an existential threat, it will become the opportunity of a lifetime.