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**Business Milady's Standard Professional**  
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**Statistics for Business & Economics,**  
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**Feminism Milady Standard Cosmetology**  
**2012 Leader to Leader (LTL), Volume 63,**  
**Winter 2012 Producer Price Indexes New**  
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**MVC 3 Framework Writing the Roma**  
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**and Price Indexes**

Learn how to think and act like an effective marketer and forward-focused disruptor in today's dynamic, fast-paced business environment with Ferrell/Hartline/Hochstein's **MARKETING STRATEGY, 8E**. You learn to develop long-term, customer-oriented marketing strategy and successful marketing plans with this edition's systematic, reader-friendly approach. The latest examples from organizations as familiar as Spotify, Nintendo and Microsoft work with updated vignettes and the latest research and data. New cases from Tesla, Netflix and even the recent COVID-19 pandemic clearly illustrate the need for marketers to think proactively and anticipate change. You examine today's trends, from strategic digital marketing tools and integrated marketing communication to new marketing models. This edition also discusses product labeling, social media segmentation, crisis preparedness and innovation in global marketing as you learn to analyze, plan and implement effective marketing strategies. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version. Originally established in 1775 the town of Lexington, Kentucky grew quickly into a national cultural center amongst the rolling green hills of the Bluegrass Region. Nicknamed the "Athens of the West," Lexington and the surrounding area became a leader in higher education, visual arts, architecture, and music,

and the center of the horse breeding and racing industries. The national impact of the Bluegrass was further confirmed by prominent Kentucky figures such as Henry Clay and John C. Breckinridge. *The Idea of the Athens of the West: Central Kentucky in American Culture, 1792-1852*, chronicles Lexington's development as one of the most important educational and cultural centers in America during the first half of the nineteenth century. Editors Daniel Rowland and James C. Klotter gather leading scholars to examine the successes and failures of Central Kentuckians from statehood to the death of Henry Clay, in an investigation of the area's cultural and economic development and national influence. *The Idea of the Athens of the West* is an interdisciplinary study of the evolution of Lexington's status as antebellum Kentucky's cultural metropolis. 2008 American Publishers Awards for Professional and Scholarly Excellence (The PROSE Awards) Finalist/Honorable mention, Business, Finance & Management. *The Fundamental Index* examines a new approach to indexing that can overcome the structural return drag created by traditional capitalization-based indexing strategies, and in so doing, enhance the performance of your portfolio. Throughout this book, Robert Arnott and his colleagues outline this breakthrough strategy and explain how it can be used to improve investment returns, typically at lower risk and lower cost than most conventional investments. The authors bring more than twenty-five years of unmatched experience to this text, along with sound statistical methodology, a proven problem-scenario approach, and meaningful applications that clearly demonstrate how statistical information informs decisions in the business world. Thoroughly updated, the text's more than 350 real business examples, cases, and memorable exercises present the latest statistical data and business information with unwavering accuracy. And, to give you the most relevant text you can get for your course, you select the topics you want, including coverage of popular commercial statistical software programs like Minitab 16 and Excel 2013, along with StatTools and other leading Excel 2013 statistical add-ins. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version. The Kenya Gazette is an official publication of the government of the Republic of Kenya. It contains notices of new legislation, notices required to be published by law or policy as well as other announcements that are published for general public information. It is published every week, usually on Friday, with occasional releases of special or supplementary editions within the week. The Internet is changing the way business is conducted and fortunes are made. "Get Rich Click!" shows readers how to jump in and begin making money online immediately. *Principles of Economics in Context* lays out the principles of micro- and macroeconomics in a manner that is thorough,

up to date, and relevant to students, attuned to the economic realities of the world around them. It offers engaging treatment of important current topics such as new thinking in behavioral economics, financial instability and market bubbles, debt and deficits, and policy responses to the problems of unemployment, inequality, and environmental sustainability. This new, affordable edition combines the just-released new editions of *Microeconomics in Context* and *Macroeconomics in Context* to provide an integrated full-year text covering all aspects of both micro and macro analysis and application, with many up-to-date examples and extensive supporting web resources for instructors and students. Key features include: An eye-opening statistical portrait of the United States; Clear explanation of basic concepts and analytical tools, with advanced models presented in optional chapter appendices; Presentation of policy issues in historical, institutional, social, political, and ethical context--an approach that fosters critical evaluation of the standard microeconomic models, such as welfare analysis, labor markets, and market competition; Issues of human well-being, both domestic and global, are given central importance, enriching the topics and analytical tools to which students are introduced; The theme of sustainability--financial, social, and ecological--is thoroughly integrated in the book, with chapters on alternatives to standard GDP measurement, the environment, common property, public goods, and growth and sustainability in the twenty-first century; Full complement of instructor and student support materials online, including test banks and grading through Canvas. This case-based book illustrates and explores common cognitive biases and their consequences in the practice of medicine. The book begins with an introduction that explains the concept of cognitive errors and their importance in clinical medicine and current controversies within healthcare. The core of the book features chapters dedicated to particular cognitive biases; cases are presented and followed by a discussion of the clinician's rationale and an overview of the particular cognitive bias. Engaging and easy to read, this text provides strategies on minimizing cognitive errors in various medical and professional settings. Microsoft® Office Excel® 2007 Programming Welcome to the only guidebook series that takes a visual approach to professional-level computer topics. Open the book and you'll discover step-by-step screen shots that demonstrate over 140 key Excel programming techniques, including: Assigning digital signatures to macros Setting properties for a project Assigning values to a variable Changing the properties of an object Formatting a numeric expression Processing a runtime error Saving worksheets to another file Displaying a built-in dialog box Creating custom Ribbon tabs Building and debugging add-ins Extra Apply It "Apply It" and "Extra" sidebars highlight useful tips High-resolution screen shots demonstrate

each task Succinct explanations walk you through step by step Two-page lessons break big topics into bite-sized modules

Microeconomics in Context lays out the principles of microeconomics in a manner that is thorough, up to date, and relevant to students. Like its counterpart, Macroeconomics in Context, the book is attuned to economic realities--and it has a bargain price. The "in Context" books offer affordability, accessible presentation, and engaging coverage of current policy issues from economic inequality and global climate change to taxes. Migration is, and has always been, a disruptive experience. Freedom from oppression and hope for a better life are counter-balanced by feelings of loss - loss of family members, of a home, of personal belongings. Memories of the migration process itself often fade quickly away in view of the new challenges that await immigrants in their new homelands. This volume asks, and shows, how migration memories have been kept, stored, forgotten, and indeed retrieved in many different archives, in official institutions, in heritage centres, as well as in personal and family collections. Based on a variety of examples and conceptual approaches - from artistic approaches to the family archive via 'smell and memory as archives', to a cultural history of the suitcase - this volume offers a new and original way to write Jewish history and the history of Jewish migration in the context of personal and public memory. The documents reflect the transitory character of the migration experience, and they tell stories of longing and belonging. This book was originally published as a special issue of Jewish Culture and History. Jörg Sesselmann presents the first comprehensive guide to customer integration from a branding perspective. The author establishes a classification of the vast landscape of co-creation, co-design, co-production, interactive value creation and mass customization and evaluates benefits and success factors for brands. He provides insight into leading case studies from the fast food, apparel and toy industry as well as practical implementation checklists and guidelines. The book provides thought-provoking impulse for marketing, brand management and strategy professionals as well as for researchers, lecturers and students. Each issue includes also final data for preceding month. The Jefferson Bible, or The Life and Morals of Jesus of Nazareth as it is formally titled, was a book constructed by Thomas Jefferson in the latter years of his life by cutting and pasting numerous sections from various Bibles as extractions of the doctrine of Jesus. Jefferson's composition excluded sections of the New Testament containing supernatural aspects as well as perceived misinterpretations he believed had been added by the Four Evangelists. In 1895, the Smithsonian Institution under the leadership of librarian Cyrus Adler purchased the original Jefferson Bible from Jefferson's great-granddaughter Carolina Randolph for \$400. A conservation effort commencing in 2009, in partnership with the museum's Political History department, allowed for a public unveiling in an exhibit open from November 11, 2011, through May 28, 2012, at the National Museum of American History. Growing recognition of the role of behavioral health in overall health, the rise of

health psychology, the trend toward interdisciplinary medicine--any number of factors have made clinical psychology an integral part of integrative care. Its applicability to the range of specialties, populations, and levels of care adds to its increasing necessity in diverse healthcare settings. The Handbook of Clinical Psychology in Medical Settings emphasizes evidence-based care and practical strategies for hands-on work with patients while illuminating the unique aspects of the practice of psychology within medical settings. Skills are examined in depth for more effective work with patients, more efficient teamwork with colleagues, and better functioning within medical settings, whether readers are involved in primary, secondary, or tertiary care or prevention. Chapters also focus on ethical, legal, and financial issues, as well as changes needed in training programs to ensure that the field keeps up with the evolution of care systems and service delivery. Included in the Handbook 's forward-looking coverage: Psychology and population health. Core competencies for success in medical settings. Evidence-based practice--and practice-based evidence. Marketing health psychology, both within and outside the medical setting. Competency for diverse populations. Plus chapters devoted to specific specialties and settings, from cardiology to women's health. Comprehensive yet highly readable, the Handbook of Clinical Psychology in Medical Settings is a practice-building resource for health psychologists, clinical psychologists, and primary care physicians. The global centre of gravity continues to shift to the Asia-Pacific, the most dynamic region in the world. These economies have generally grown faster for longer periods of time than any other major region in world history. Their embrace of globalization has been a central feature, and driver, of their dynamism. The management of Asia-Pacific economic integration and globalization is crucial not only for the countries themselves but also for the state of the global economy, including importantly latecomer developing economies who look to the region for analytical and development policy lessons. Twenty-eight leading international authorities in the field, drawn from nine countries, provide a comprehensive examination of the causes, consequences and challenges of globalization, in a volume that celebrates the distinguished career of Professor Prema-Chandra Athukorala. Among the major issues examined are the region's distinctive approach to trade liberalization, the effects of economic growth on poverty reduction and the labour market, the special challenges of bypassed regions, the role of ideas in influencing policy making, the modalities of connecting to global production networks, and the importance of remittances in economic development. Several country case studies provide in-depth analyses of development processes and outcomes. These include episodes in economic development, the challenges faced by transition economies, the macroeconomics of adjusting to slower growth and rising debt in advanced economies, and the so-called middle-income trap phenomenon. Archaeologists and anthropologists have long studied artifacts of refuse from the distant past as a portal into ancient civilizations, but

examining what we throw away today tells a story in real time and becomes an important and useful tool for academic study. Trash is studied by behavioral scientists who use data compiled from the exploration of dumpsters to better understand our modern society and culture. Why does the average American household send 470 pounds of uneaten food to the garbage can on an annual basis? How do different societies around the world cope with their garbage in these troubled environmental times? How does our trash give insight into our attitudes about gender, class, religion, and art? The Encyclopedia of Consumption and Waste explores the topic across multiple disciplines within the social sciences and ranges further to include business, consumerism, environmentalism, and marketing to comprise an outstanding reference for academic and public libraries. The ASP.NET MVC 3 Framework is the latest evolution of Microsoft's ASP.NET web platform. It provides a high-productivity programming model that promotes cleaner code architecture, test-driven development, and powerful extensibility, combined with all the benefits of ASP.NET 4. In this third edition, the core model-view-controller (MVC) architectural concepts are not simply explained or discussed in isolation, but are demonstrated in action. You'll work through an extended tutorial to create a working e-commerce web application that combines ASP.NET MVC with the latest C# language features and unit-testing best practices. By gaining this invaluable, practical experience, you'll discover MVC's strengths and weaknesses for yourself--and put your best-learned theory into practice. The book's authors Steve Sanderson and Adam Freeman have both watched the growth of ASP.NET MVC since its first release. Steve is a well-known blogger on the MVC Framework and a member of the Microsoft Web Platform and Tools team. Adam started designing and building web applications 15 years ago and has been responsible for some of the world's largest and most ambitious projects. You can be sure you are in safe hands. Get insightful articles on leadership, management, and strategy written by today's leaders with this award-winning journal. Brought to you by the Frances Hesselbein Leadership Institute, Leader to Leader brings together a peerless selection of world-class executives, best-selling management authors, top consultants, and respected social thinkers. Leader to Leader poses provocative questions that challenge your leadership assumptions and provides compelling evidence powerful enough to change your leadership thinking while offering thoughtful analysis of complex leadership issues. EVE Online is a socially complex, science-fiction-themed universe simulation and massively multiplayer online game (MMOG) first released in 2003. Notorious for its colossal battles and ruthless player culture, it has hundreds of thousands of players today. In this fascinating book, scholars, players, and EVE's developer (CCP Games) examine the intricate world of EVEOnline--providing authentic accounts of lived experience within a game with more than a decade of history and millions of "real" dollars behind it. Internet Spaceships Are Serious Business features contributions from outstanding EVE Online players, such as The

Mittani, an infamous member of the game's community, as well as academics from around the globe. They cover a wide range of subjects: the game's technicalities and its difficulty; its projection of humanity's future in space; the configuration of its unique, single-server game world; the global nature of warfare in its "nullsec" territory (and how EVE players have formed a global concept of time); stereotypes of Russian players; espionage play; in-game memorials to Vile Rat (aka U.S. State Department official Sean Smith, murdered in the 2012 Benghazi attack); its gendered playing experience; and CCP Games' relationship with players; and its history and legacy. Internet Spaceships Are Serious Business is a must for EVE Online players interested in a broad perspective on their all-consuming game. It is also accessible to scholars, game designers seeking to understand and replicate the successful aspects unique to EVE Online, and even those who have never played this notoriously complex game. Contributors: William Sims Bainbridge, National Science Foundation; Chribba; Jędrzej Czarnota; Kijartan Pierre Emilsson; Dan Erdman; Rebecca Framow; Martin R. Gibbs, U of Melbourne; Catherine Goodfellow; Kathryn Gronsbell; Keith Harrison; Kristin MacDonough; Mantou (Zhang Yuzhou); Oskar Milik; The Mittani (Alexander Gianturco); Joji Mori; Richard Page; Christopher Paul, Seattle U; Erica Titkemeyer, U of North Carolina at Chapel Hill; Nick Webber, Birmingham City U. Milady's Standard Professional Barbering is the primary resource for Barbering students preparing for their state licensing exam and a successful career in the professional market. It is the only textbook available that offers an integrated set of supplements to enhance the teaching and learning process. This new edition is the most stunning and versatile barbering education tool in the industry. Packed with hundreds of brand new full-color photos and procedures, students will be provided with the latest in infection control, hair replacement technologies, career preparation instruction and step-by-step shaving. Milady has been the trusted choice of Barbering educators for nearly sixty years and this new edition continues that trend with in-depth and engaging coverage of the most current topics in the profession. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version. This book explores Eurasia's growing embrace of its maritime geography from the Indian Ocean to Pacific Asia and the Arctic. In an age of climate change, the melting of the Arctic will transform Eurasia's importance, in addition to influencing the political, economic, and military dynamics across Eurasia's main maritime regions. These emerging shifts have already begun to alter maritime trade and investment patterns, and thus the global political economy. It also creates a rising threat to the current status quo of world order that has long been dominated by the Atlantic World. This edited volume showcases some of the world's leading experts and examines Eurasia from a saltwater perspective, analyzing its main maritime spaces in a threefold manner—as avenue, as arena, as source—to show the significance of this geostrategic change and why it matters for the future of the world's oceans. Intellectual

Property (IP) is one of the most vital assets for any business organization. It is a domain not restricted to lawyers alone; it is a crucial area of concern for business organizations, managers, and corporate leaders. Intellectual Property and Business demonstrates how companies can deploy their IP not just as legal instruments but also as dominant and powerful financial assets, and as useful arsenal that can boost their business. The book aims to provide a basic understanding of various forms of IP that business organizations need to protect, and to analyze and understand IP management and strategy through case studies. It highlights these aspects of IP management through the lens of both a lawyer and a business manager. Sustainable Healthcare sets out a vision for medical care of high quality, manageable cost and low impact on the planetary systems which sustain us. In tackling the major challenges of our age, such as resource depletion, loss of biodiversity and climate change, health services can play a central role, moving from being part of the problem to becoming part of the solution. Sustainable Healthcare explores questions such as: What is the relevance of sustainability in healthcare? How does climate change threaten human health? How can we create low carbon care pathways? How can healthcare organizations deal better with their waste? How can death and dying become more sustainable? How can we engage ourselves and others with this agenda? Written by an international team combining clinical, educational, practical and policy expertise in sustainability and health, this book provides a synopsis of our current predicaments, and explores some of the emerging solutions. Containing case studies and resources for further information and action, Sustainable Healthcare is a practical guide to making healthcare more sustainable for all healthcare professionals, managers and students. "Once in a while one comes across a book that makes a deep impact. Sustainable Healthcare is such a book and very timely in the context of modern healthcare and developing green policies... The book is clear in ideas of critical thinking, scientific evidence and practical suggestions for transformative action... An additional strength in this book are the summary key papers and reports including key points from the chapters. In addition, there is a comprehensive list of references in each chapter... The authors cut through the jargon and challenge the rhetoric of both fear and denial... The authors give examples of how we can engage with sustainability such as, diet and exercise, prescription management, contraception management and family planning and end of life care... The book provides useful sources, references and key actions for individuals, healthcare organisations and policy making departments." - A review by Prof Davinder Sandhu, Postgraduate Dean, Health Education South West, Severn Deanery, UK Since 1938, the Milady Standard Cosmetology has been the premier textbook for Cosmetology education. Each subsequent edition has evolved with the changing styles of the era while maintaining a firm foundation in the basic procedures and applications of beauty culture that have endured for generations. Building upon the strong pedagogical features of previous editions, the Milady Standard Cosmetology 2012 is vibrant and colorful to

capture the visual learner's interest and focus their attention on the subject matter which is the cornerstone of their education. The Milady Standard Cosmetology 2012 textbook takes advantage of the most sophisticated methods for relaying information, stimulating thought, aiding comprehension, and enhancing retention. This new edition contains a completely revised section on infection control principles and practices, new procedures, and revised and updated chapters written by industry experts, as well as step-by-step procedures demonstrated specifically for left-handed individuals. Educators and students have access to over twenty instructor tools and student supplements which greatly increase the chances for student success and make lesson planning simple. Each supplement has been tailored to fit the exact needs of the cosmetology student and match the changes made to the new edition. The Milady Standard Cosmetology 2012 is the basis for your students' success during their education and will continue to be a valuable resource as they progress through their careers. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version. The risks posed by climate change and its effect on climate extremes are an increasingly pressing societal problem. This book provides an accessible overview of the statistical analysis methods which can be used to investigate climate extremes and analyse potential risk. The statistical analysis methods are illustrated with case studies on extremes in the three major climate variables: temperature, precipitation, and wind speed. The book also provides datasets and access to appropriate analysis software, allowing the reader to replicate the case study calculations. Providing the necessary tools to analyse climate risk, this book is invaluable for students and researchers working in the climate sciences, as well as risk analysts interested in climate extremes. The ghettos established by the Nazis in German-occupied Eastern Europe during the Second World War have mainly been seen as lawless spaces marked by brutality, tyranny, and the systematic murder of the Jewish population. Drawing on examples from the Warsaw, Lodz, and Vilna ghettos, *Dance on the Razor's Edge* explores how under these circumstances highly improvised legal spheres emerged in these coerced and heterogeneous ghetto communities. Looking at sources from multiple archives and countries, this book investigates how the Jewish Councils, set up on German orders, formulated new definitions of criminal offenses and established legal institutions on their own initiative as a desperate attempt to ensure the survival of the ghetto communities. Bethke explores how people under these circumstances tried to make sense of everyday lives that had been turned upside down, taking with them pre-war notions of justice and morality, and considers the extent to which this rupture led to new judgments on human behaviour. In doing so, this book aims to understand how people attempted to use their very limited scope for action in order to survive. Set against the background of a Holocaust historiography that often still seeks for clear categories of "good" and "bad" behaviour, *Dance on the Razor's Edge* calls for a new

understanding of the ghettos as complex communities in an unprecedented emergency situation. Take Razor for a test drive and discover first hand how this scripting syntax simplifies the way you create dynamic, data-driven websites. With this concise guide, you'll work with Razor syntax by building example websites with Microsoft WebMatrix and ASP.NET MVC. You'll quickly learn how Razor lets you combine code and content in a fluid and expressive manner on Windows-based servers. Programming Razor also explores components of the Razor API, and shows you how Razor templates are turned into rendered HTML. By the end of this book, you'll be able to create Razor-based websites with custom extensions that meet the specific needs of your projects. Use Razor with Microsoft WebMatrix to build a working blog, complete with data Organize and manage your web application, using Razor features for layouts, sections, and partial views Create clean and effective ASP.NET MVC views with the Razor View Engine Learn how the Razor API interprets Razor templates and turns them into executable .NET code Implement advanced techniques for exposing reusable code and sharing ASP.NET MVC views across projects The culmination of four years of ethnographic research at the Roma Community Centre in Toronto, Writing the Roma is the first book to provide an overview of the identities, origins, history and treatment of Roma refugees. Cynthia Levine-Rasky traces the historical and cultural roots of the Roma in Europe, through their genocide in the Holocaust, their persecution in Eastern Europe in the post-Communist era, to their settlement as refugees in Canada. What emerges is a book that challenges the stereotypes surrounding this non-territorial nation while exposing the ways that Canadian immigration policies have affected Roma populations. Today's readers can prepare for a successful career in social media marketing or a related field with the unique emphasis found only in SOCIAL MEDIA MARKETING: A STRATEGIC APPROACH, 2E. Each chapter in this popular book includes a section on creating a personal brand, which is useful at any stage of career development. This edition emphasizes how to use social media techniques, detailed in the book, to develop and maintain a strong personal brand. Helpful discussions address a full range of online and offline elements for creating a viable personal branding strategy. Readers learn how to use graphical concepts to structure and strategize within what is otherwise a chaotic social media milieu. This edition highlights many of today's best practices for marketing on social media platforms to assist readers in functioning most effectively and dealing with the rapid change that is a hallmark of social media. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version. Many home cooks—and professionals, as well—swear by the tried-and-true implements they've used for years: the Foley Food Mill that works like a charm every time; the manually operated juicer that's a tradition of family breakfasts; the cast iron skillet that's been handed down through the generations. For serious cooks, there's nothing like a familiar implement, a thing that works exactly as you expect it to. Similarly,

most people usually have a library of favorite recipes on which they rely: some passed along from relatives and friends, others from mentors and teachers. These are the recipes cooks return to time and time again, in part because they evoke memories of the people who have enjoyed them and prepared them in the past. Kitchen Things, by master photographer and respected novelist Richard Snodgrass, celebrates these well-loved objects and recipes and showcases them in an unexpected way—a way that touches upon the science of food, the physics of cooking, the sensory pleasures of eating, and indeed the very nature of life itself. In his reflections, the author is aided by his patient, persistent, and very perceptive wife, Marty, and her mother, from whose Western Pennsylvania farmhouse kitchens the objects and recipes were sourced. The gentle, often humorous repartee between the author and these wise and knowing women forms a running narrative throughout the book. "This book focuses on information technology using sustainable green computing to reduce energy and resources used"—Provided by publisher. Take Razor for a test drive and discover first hand how this scripting syntax simplifies the way you create dynamic, data-driven websites. With this concise guide, you'll work with Razor syntax by building example websites with Microsoft WebMatrix and ASP.NET MVC. You'll quickly learn how Razor lets you combine code and content in a fluid and expressive manner on Windows-based servers. Programming Razor also explores components of the Razor API, and shows you how Razor templates are turned into rendered HTML. By the end of this book, you'll be able to create Razor-based websites with custom extensions that meet the specific needs of your projects. Use Razor with Microsoft WebMatrix to build a working blog, complete with data Organize and manage your web application, using Razor features for layouts, sections, and partial views Create clean and effective ASP.NET MVC views with the Razor View Engine Learn how the Razor API interprets Razor templates and turns them into executable .NET code Implement advanced techniques for exposing reusable code and sharing ASP.NET MVC views across projects This book begins with you working along as Scott Guthrie builds a complete ASP.NET MVC reference application. He begins NerdDinner by using the File->New Project menu command within Visual Studio to create a new ASP.NET MVC Application. You'll then incrementally add functionality and features. Along the way you'll cover how to create a database, build a model layer with business rule validations, implement listing/details data browsing, provide CRUD (Create, Update, Delete) data form entry support, implement efficient data paging, reuse UI using master pages and partials, secure the application using authentication and authorization, use AJAX to deliver dynamic updates and interactive map support, and implement automated unit testing. From there, the bulk of the rest of the book begins with the basic concepts around the model view controller pattern, including the little history and the state of the MVC on the web today. We'll then go into the ways that MVC is different from ASP.NET Web Forms. We'll explore the structure of a standard MVC application and see what you get out of the box.

Next we dig deep into routing and see the role URLs play in your application. We'll deep dive into controllers and views and see what role the Ajax plays in your applications. The last third of the book focuses entirely on advanced techniques and extending the framework. In some places, we assume that you're somewhat familiar with ASP.NET WebForms, at least peripherally. There are a lot of ASP.NET WebForms developers out there who are interested in ASP.NET MVC so there are a number of places in this book where we contrast the two technologies. Even if you're not already an ASP.NET developer, you might still find these sections interesting for context, as well as for your own edification as ASP.NET MVC may not be the web technology that you're looking for.

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