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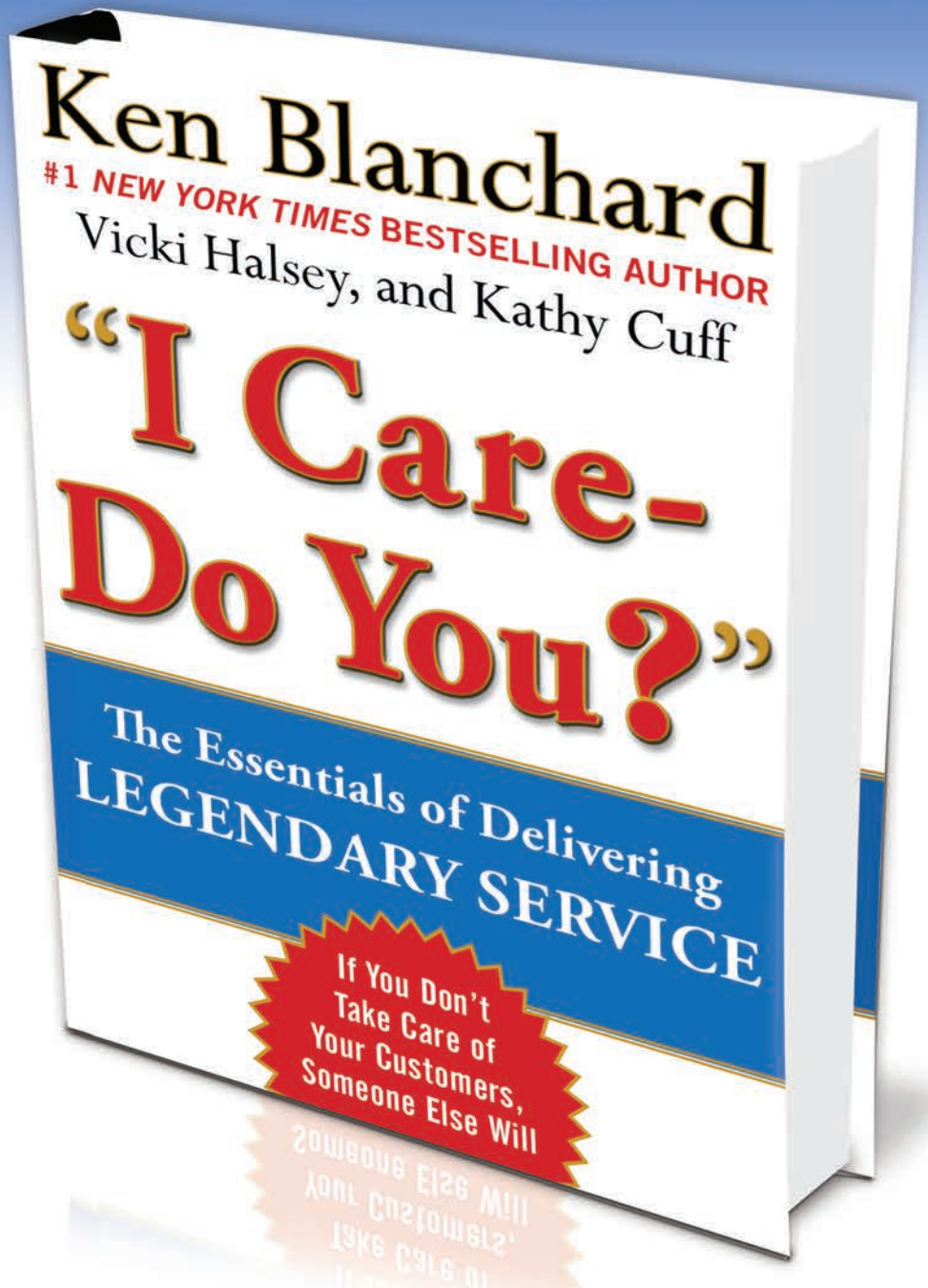
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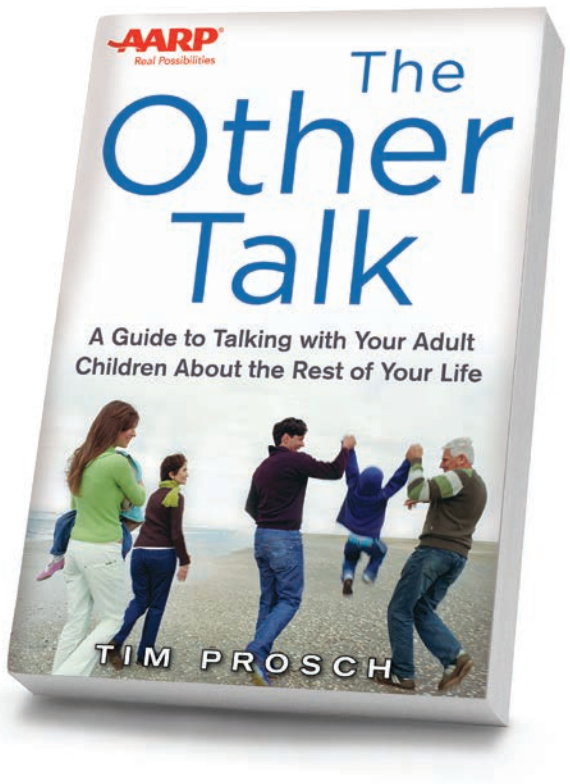
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In collaboration with AARP—the baby boomers' guide to having open conversations with their adult children about their later years



THE OTHER TALK

A Guide to Talking with Your Adult Children about the Rest of Your Life

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It's a rite of passage for parents to have the Talk with their children about the beginning of life—as in the birds and the bees. As they get older, however, parents need to have the other talk—that is, about the end of life. And they need to have it now, not after a crisis hits. *The Other Talk* gives readers the inspiration, practical advice, and communication tools they need to have open, honest discussions with their adult children on subjects that are among the most difficult to talk about. This book breaks new ground in the life-planning field by empowering baby boomers to take control of the rest of their lives now, rather than waiting for their kids to take charge.

- Huge market and expansive outreach: There are approximately 77 million baby boomers in the U.S., and AARP has more than 37 million members who will be exposed to the book's promotion
- AARP will actively promote the book in such outlets as *AARP The Magazine* and the AARP Bulletin (22 million circulation each), as well as on its website, AARP radio, and AARP social media channels
- While other books are written to help children broach this topic with aging parents, this book empowers parents take charge
- *The Other Talk* walks readers step by step through the process of discussing such topics as retirement, financing, future living arrangements, medical and healthcare issues, and critical end-of-life issues

Tim Prosch (Chicago, IL) is president of the marketing firm Contact Points, Ltd. He previously taught at Northwestern's Kellogg School of Marketing. In the past 15 years, he has focused his work on elder care and end-of-life issues; he has conducted interviews with hundreds of baby boomers on this topic. Prosch and his work have been featured in the *Wall Street Journal* and *USA Today*, as well as on CNBC.

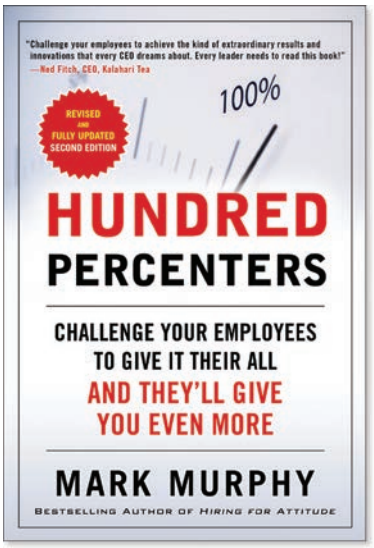
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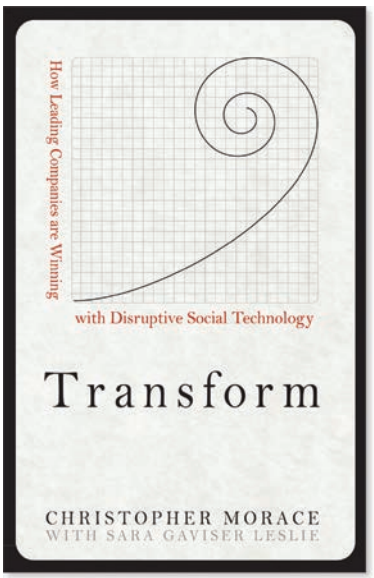
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- Case studies of leading brands such as Intuit, Deutsche Bank, 3M, and T-Mobile illustrate what works, what doesn't, and how to measure success
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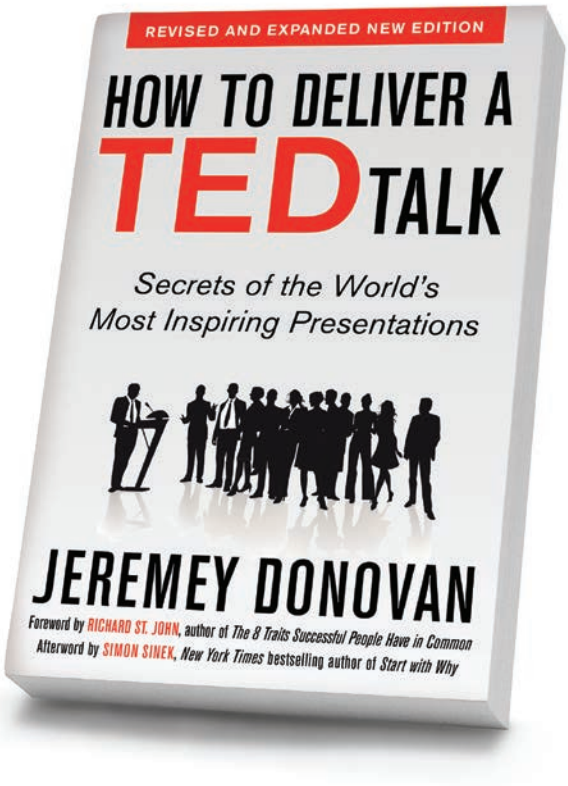
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Jeremey Donovan (Glen Rock, NJ) is Group Vice President of Marketing at Gartner, Inc., an information technology research and advisory firm with $1.6 billion in annual revenue.

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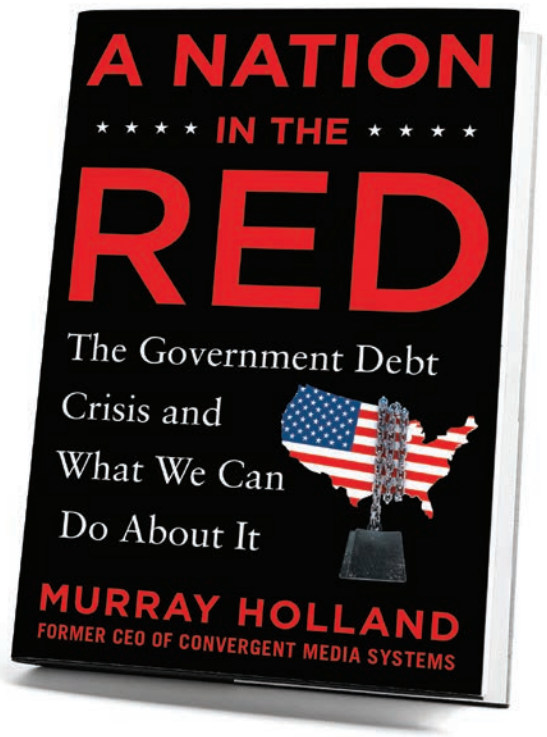
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- Miles is the cofounder and head marketer for Liberty Jane Clothing; the company's YouTube channel has 8,300 subscribers and 1.5 million views

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Linda Richardson (Philadelphia, PA) is the founder and Executive Chairwoman of Richardson, a global sales training business. She teaches sales and management courses at the Wharton Graduate School of the University of Pennsylvania and the Wharton Executive Development Center.

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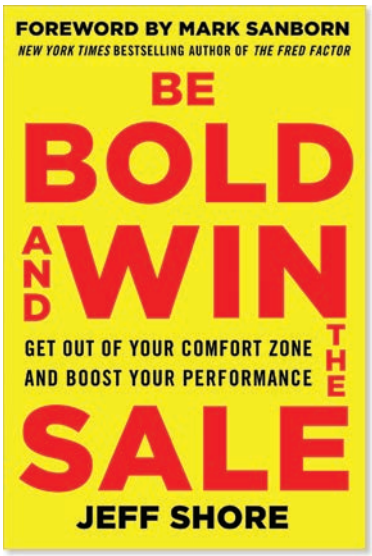
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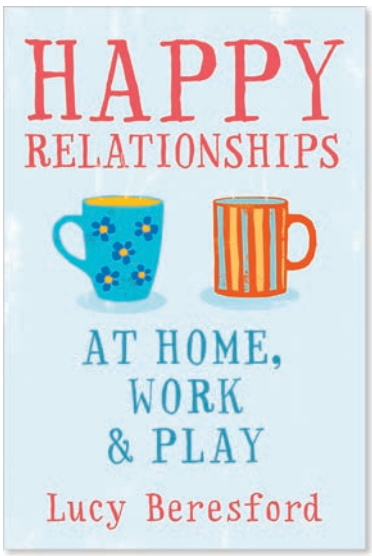
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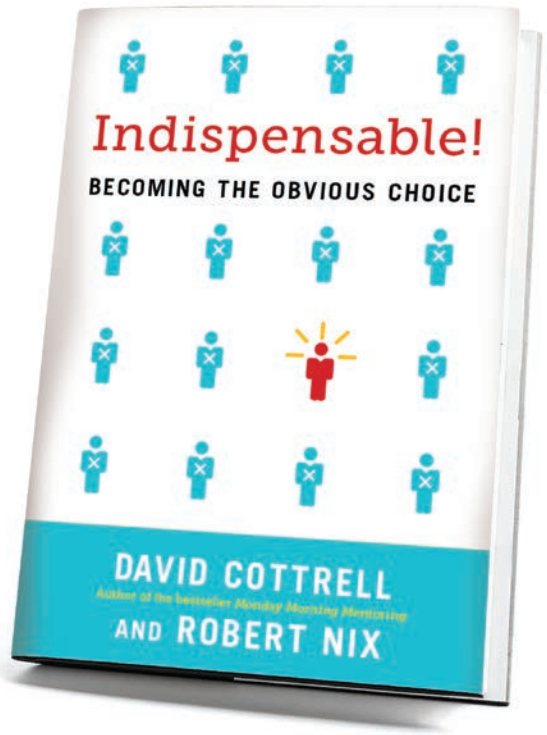
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David Cottrell (Horseshoe Bay, TX) is the bestselling author of 25 books. He is currently CEO and President of CornerStone Leadership Institute, one of the nation's largest publishers of management and leadership resources.

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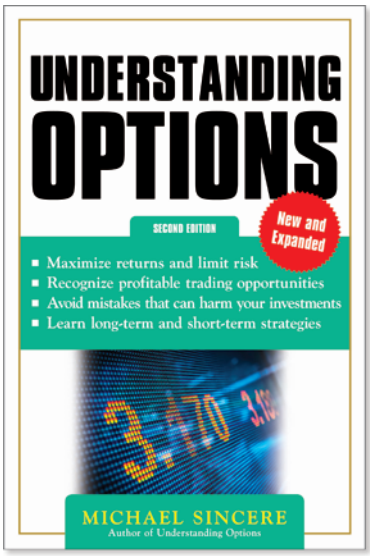
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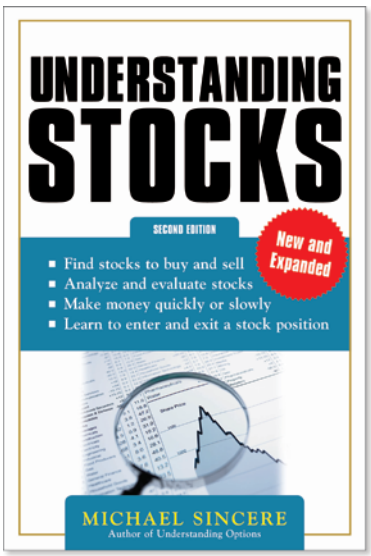
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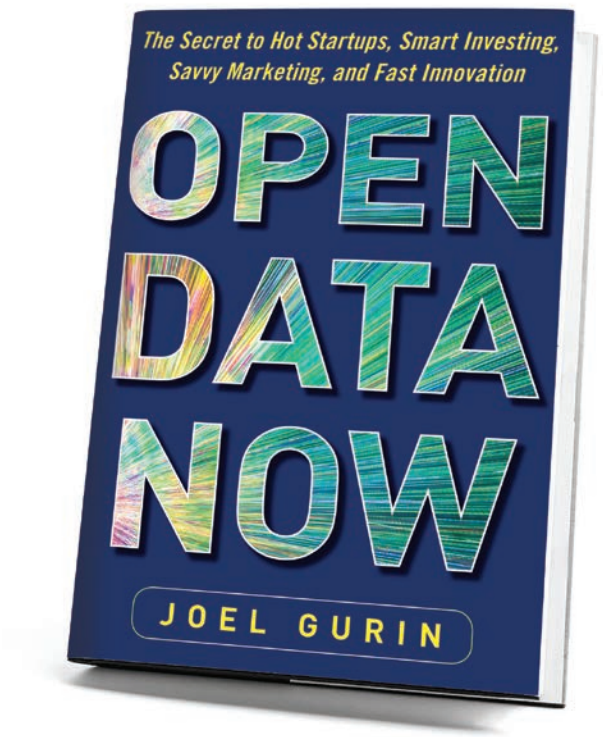
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- Gurin joined the Obama Administration as Chief of the Consumer and Governmental Affairs Bureau of the Federal Communications Commission, where he served as Chair of the White House Task Force on Smart Disclosure
- As Executive Vice President of Consumers Union, Gurin launched *Consumer Reports*'s website, which became the world's largest information-based paid-subscription site, with more than 3 million subscribers

Joel Gurin (New York, NY) is a well-known expert on making complex data sets useful in solving consumer problems, analyzing corporate information, and addressing social issues. He has collaborated with leaders in data, technology, and policy in the U.S. and UK governments, including officials in the White House and 10 Downing Street and at more than 20 U.S. federal agencies.

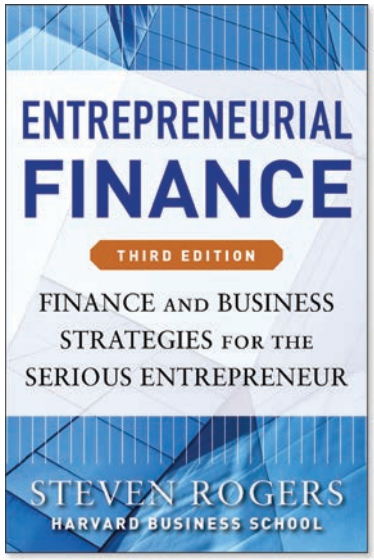
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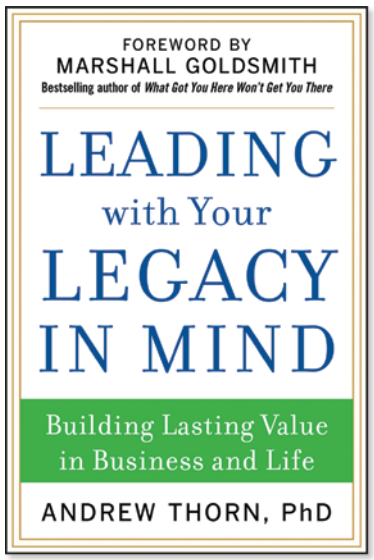
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- Rogers is a Senior Lecturer of Business Administration at Harvard Business School; he was previously the Gordon and Llura Gund Family Distinguished Professor of Entrepreneurship at Kellogg

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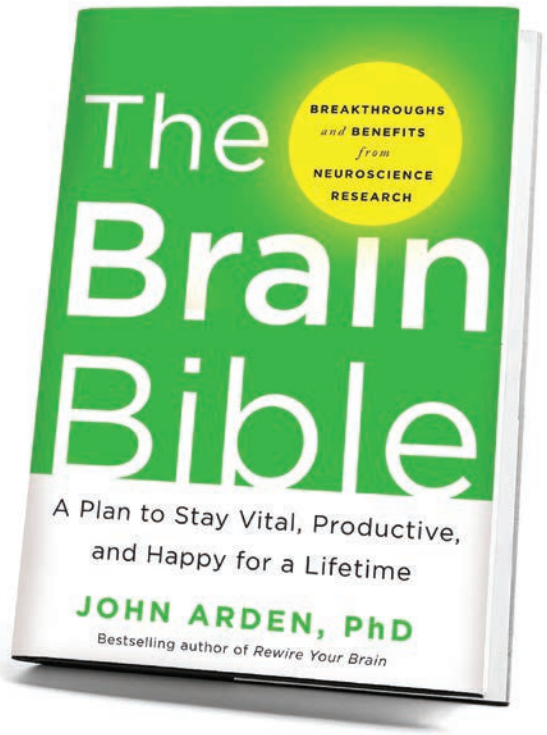
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Dr. John Arden (San Rafael, CA) is the director of mental health training for the Kaiser Permanente Medical Centers. He also practices part-time at Kaiser Permanente in Petaluma and San Rafael and for several years has been Chief Psychologist at Kaiser Vallejo.

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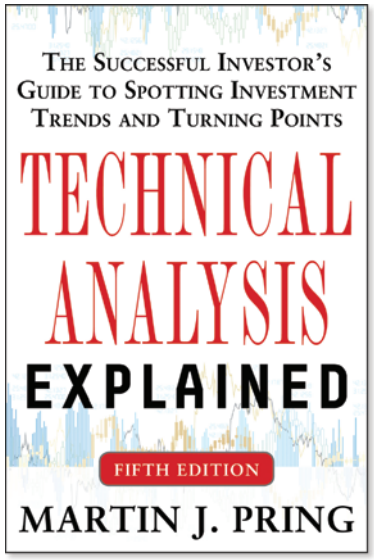
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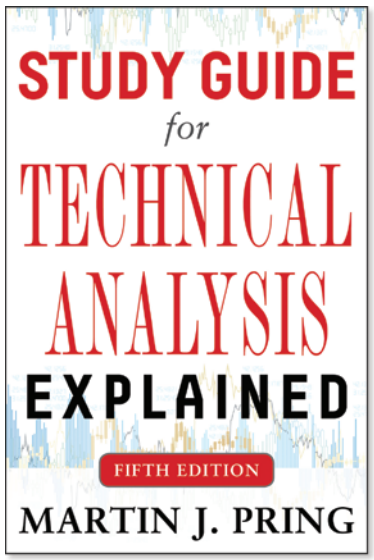
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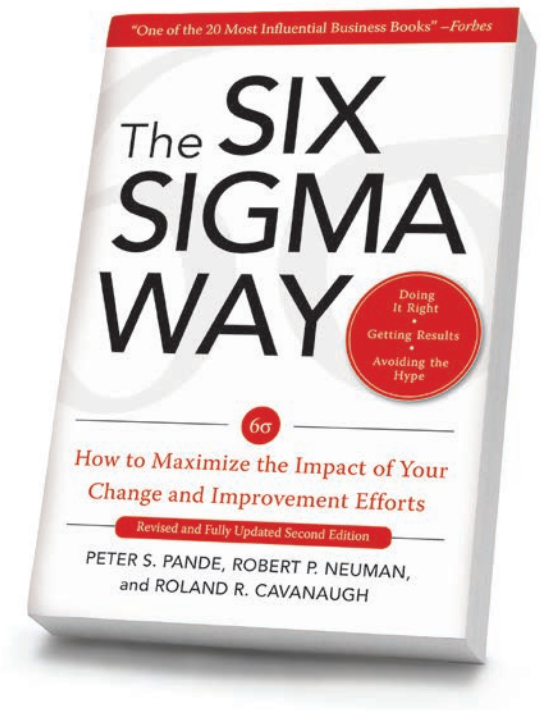
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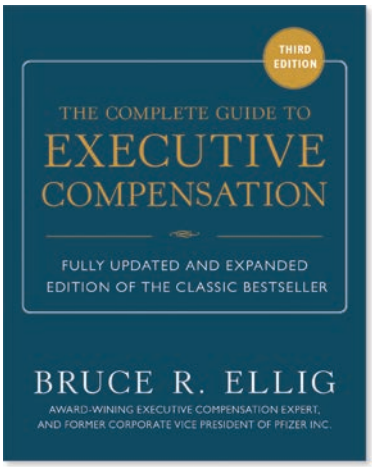
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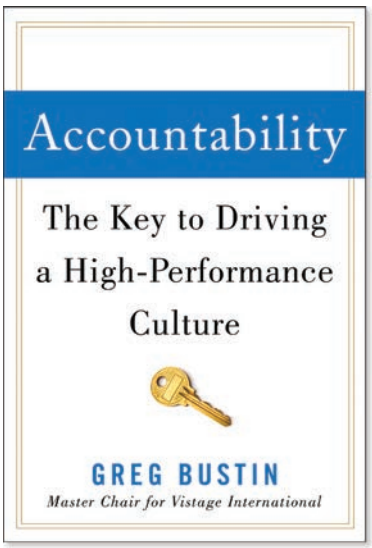
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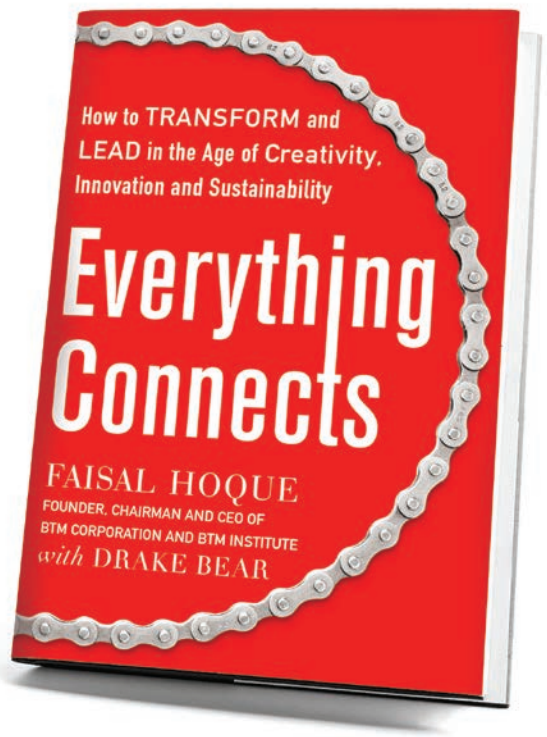
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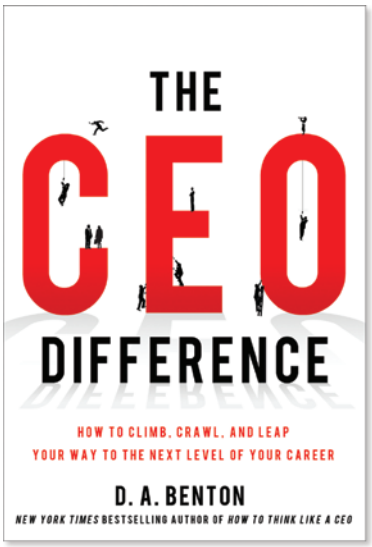
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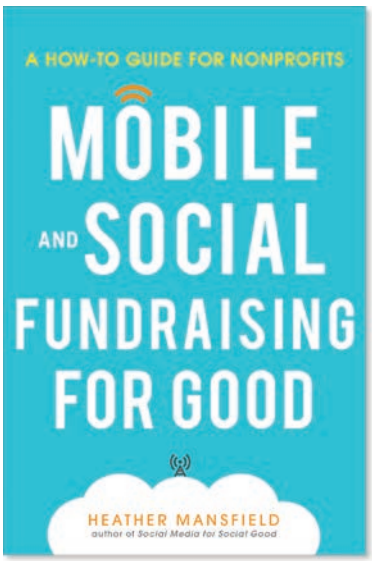
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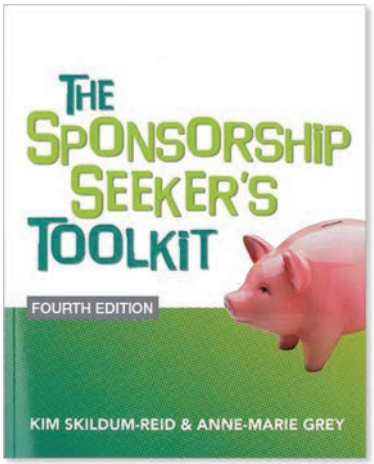
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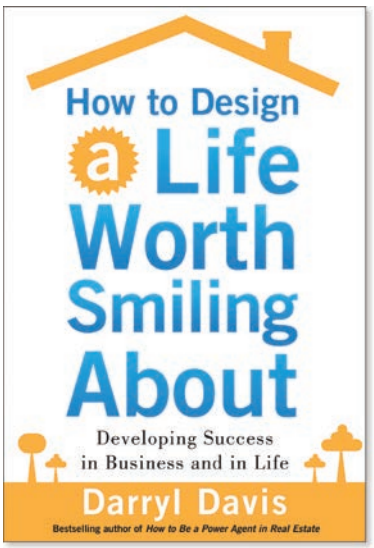
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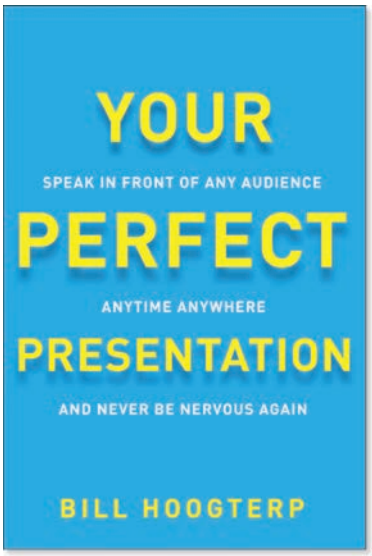
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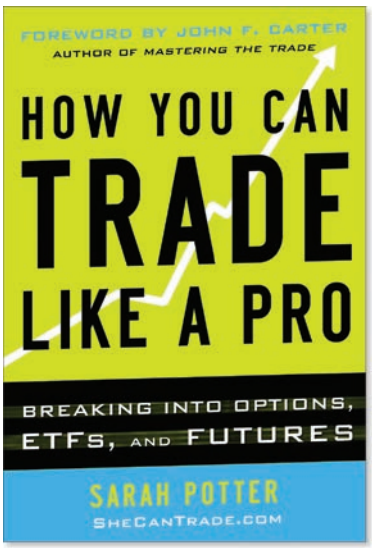
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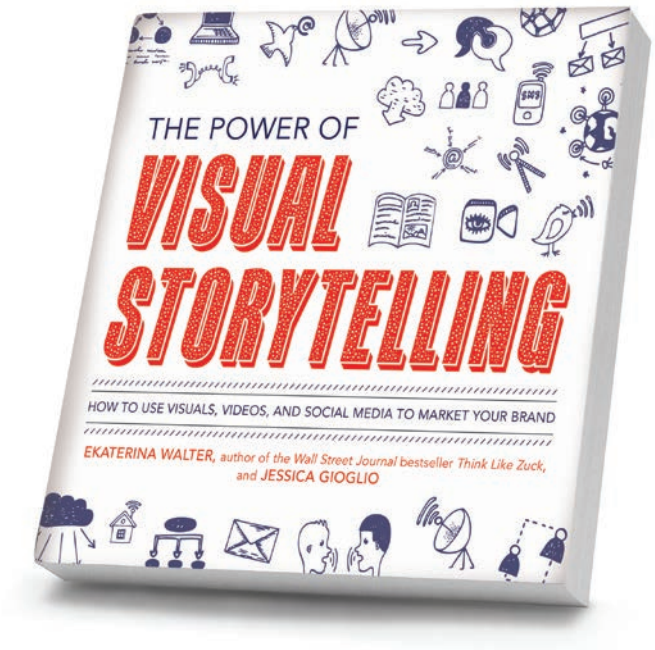
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Ekaterina Walter (Portland, OR) is a partner and CMO at Branderati. She is an active member of the Thunderbird Global Council at Thunderbird School of Global Management.

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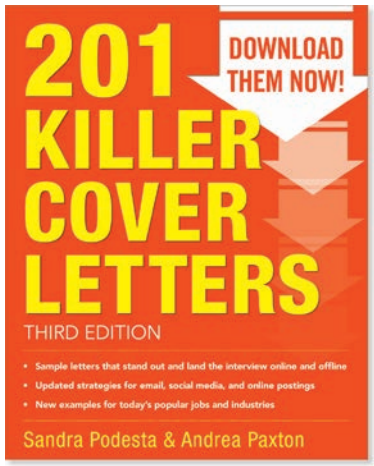
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The bestselling guide to cover letters—updated with important new ways to stand out in a competitive market with email, social media, and online postings

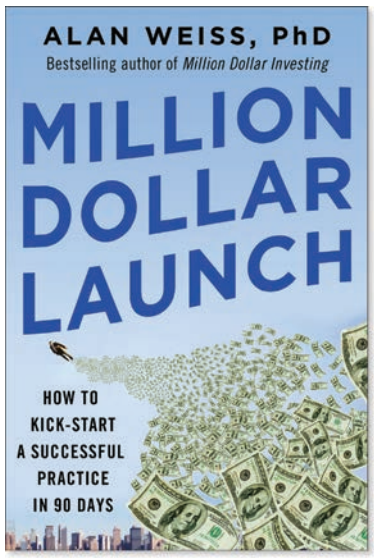
- For anyone applying for a job, networking, requesting a reference, or writing a thank-you letter, this new edition of the go-to guide addresses new developments in technology and communication and how they affect the cover letter writing process
- New content includes how and when to use email and/or "snail mail"; how social media has transformed the job search process; and downloadable samples for new jobs (e.g., web developer, content creator, software developer, etc.)
- As a business writing seminar leader, Podesta has helped build sales and productivity at major organizations including Chase, Citibank, Dartmouth College, Ernst & Young, FedEx, Sony, PriceWaterhouseCoopers, and Xerox, among others

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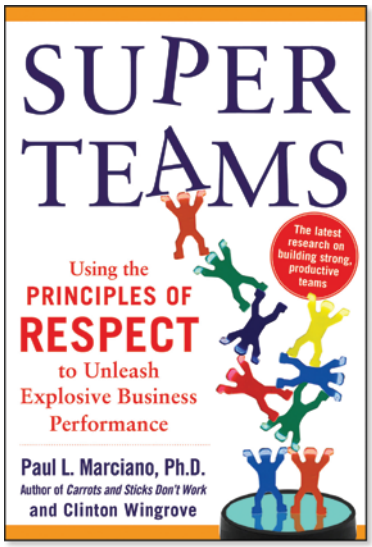
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Paul L. Marciano (Flemington, NJ), Clinton Wingrove (Surrey, UK)

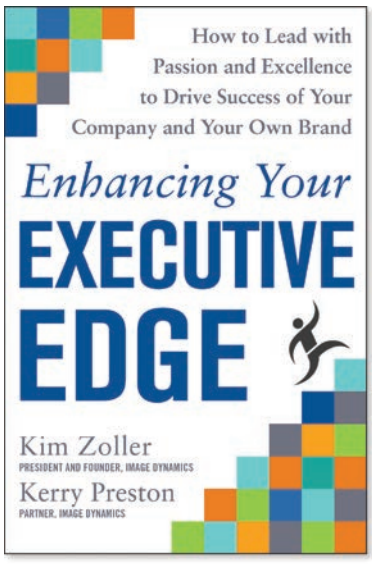
An employee engagement guru and an HR management expert team up to help managers combat silo thinking and maximize team performance using the power of respect

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- A clinical psychologist, Marciano has served as a consultant to numerous Fortune 500 companies, including Johnson & Johnson, Schwab, USPS, and NewYork Life, and he is a regular speaker at SHRM and ASTD; Wingrove's clients include the World Bank, Toys R Us, the UN, Blockbuster, British Airways, BMW, and First Union Bank

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ENHANCING YOUR EXECUTIVE EDGE

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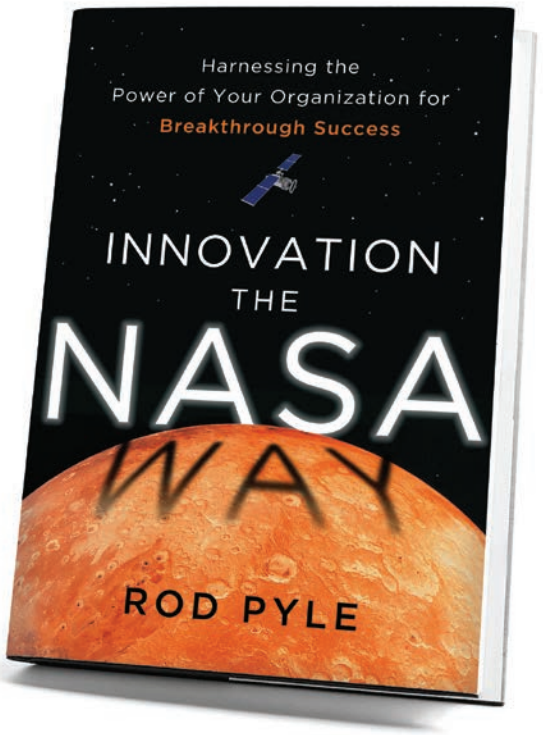
- According to a Dale Carnegie study, 85% of success is dependent on self-management and interpersonal skills, while 15% comes from technical skills; this book gives the readers the specific tools to leverage their current "executive edge"
- The authors focus on four main buckets: Personal Branding, Communication, Emotional Intelligence, and Business Protocol; they focus on the importance of self-awareness in relationships with colleagues, clients, and executives—including first impressions, body language, and strategic communication
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- The first edition was featured on *Good Morning America, Today, Montel*, and other national television shows
- The author has been interviewed by *The Wall Street Journal, The New York Times, Los Angeles Times, USA Today, The New Yorker, Time, People, US News & World Report, Oprah*, and *Fortune Small Business*

Tamara Monosoff (Orinda, CA) is an award-winning inventor and the founder and CEO of Mom Invented®, a highly successful, nationally distributed consumer products brand.

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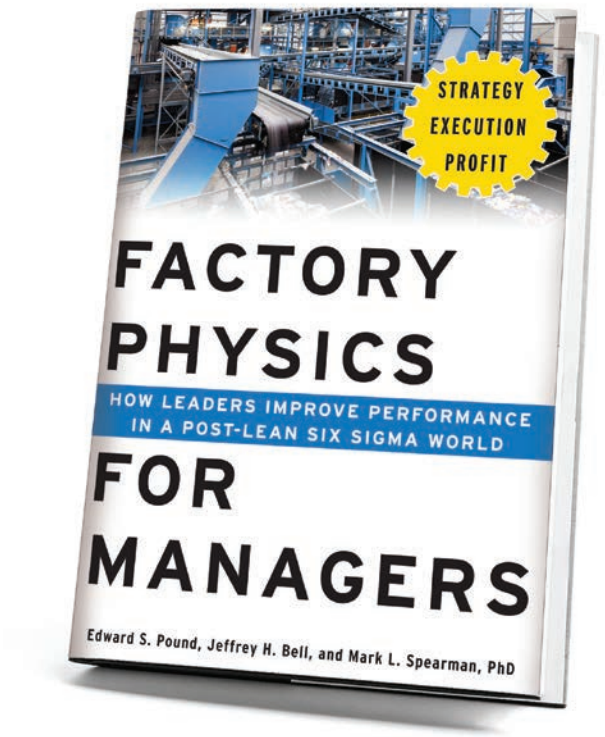
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Edward S. Pound (Hinsdale, IL) is Chief Operations Officer at Factory Physics Inc. **Jeffrey H. Bell (Elmwood Park, IL)** is a managing partner of Arc Precision and serves on the advisory board for Factory Physics Inc. **Mark L. Spearman (Wheelock, TX)** is the founder, president, and CEO of Factory Physics Inc. and coauthor of *Factory Physics*.

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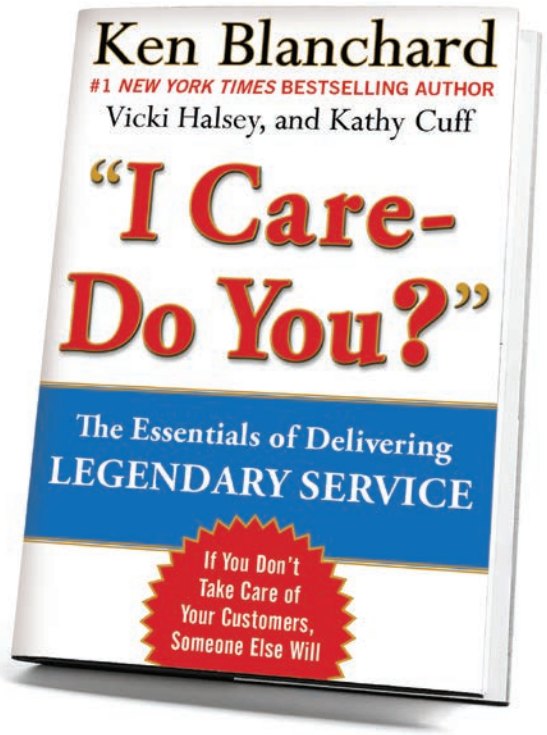
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Ken Blanchard (San Diego, CA) is Chief Spiritual Officer of The Ken Blanchard Companies, a global management training and consulting firm he cofounded in 1979.
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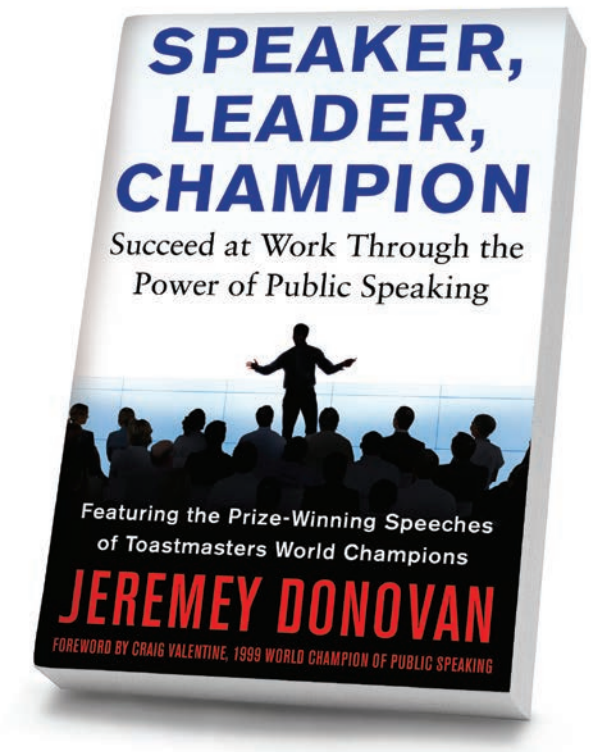
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Jeremey Donovan (Glen Rock, NJ) is Group Vice President of Marketing at Gartner, Inc., an information technology research and advisory firm with $1.6 billion in annual revenue.

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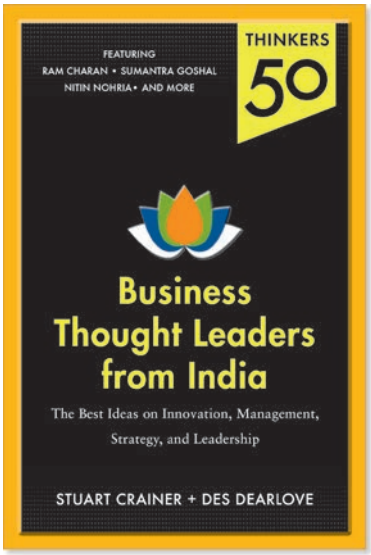
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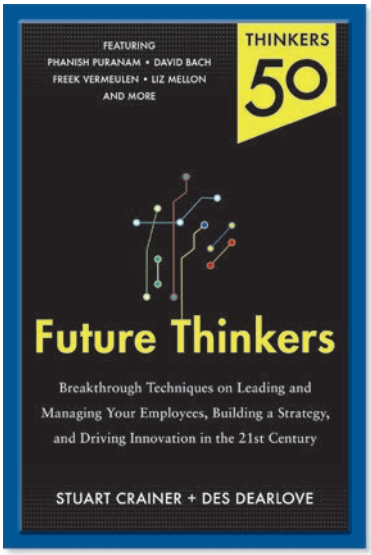
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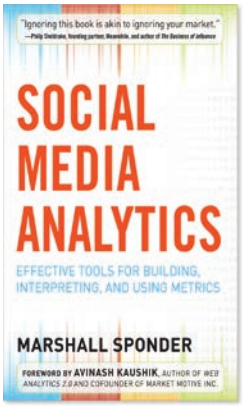
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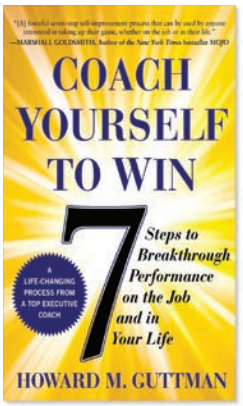
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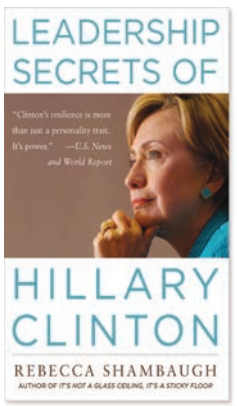
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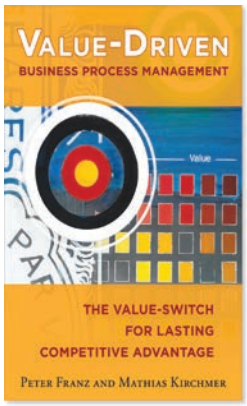
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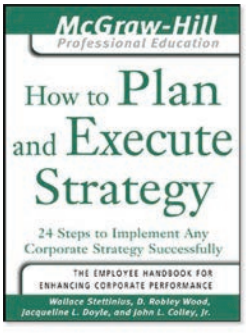
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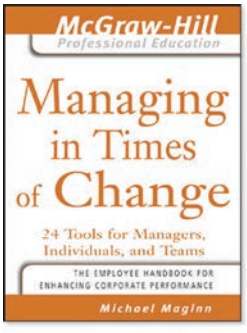
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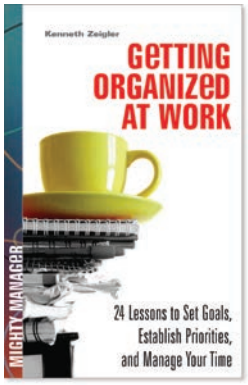
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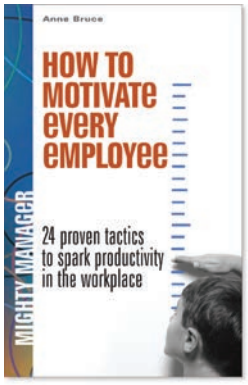
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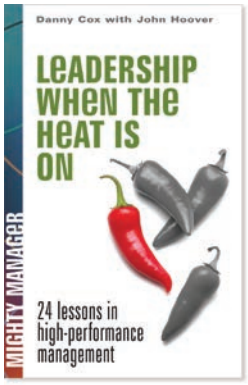


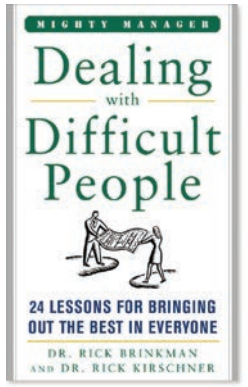


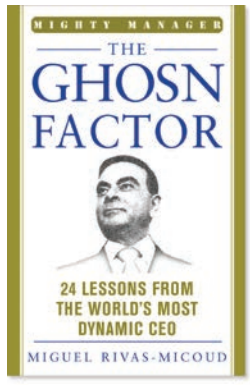
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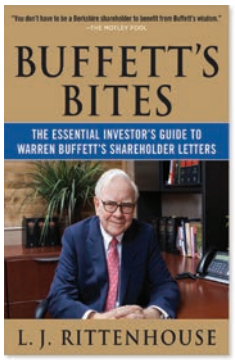
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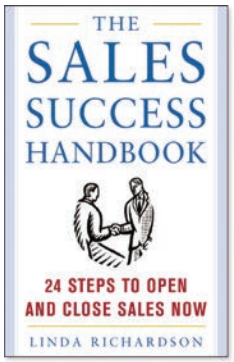
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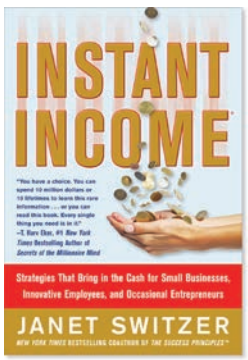
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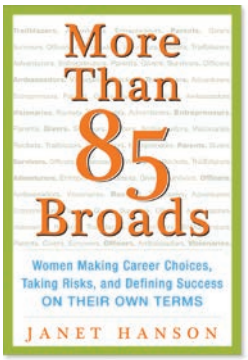
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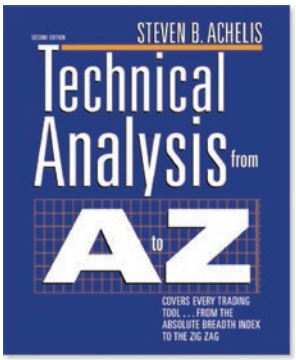
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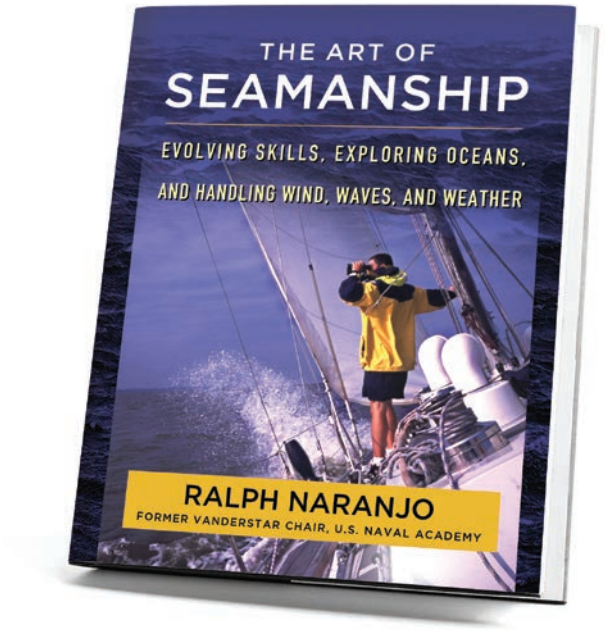








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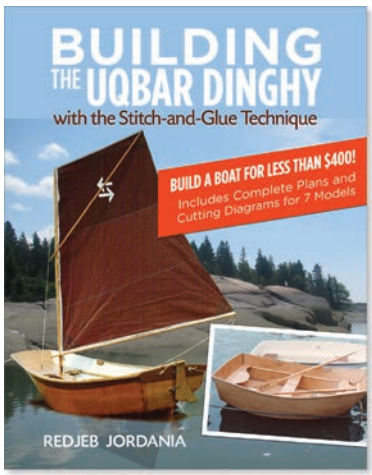
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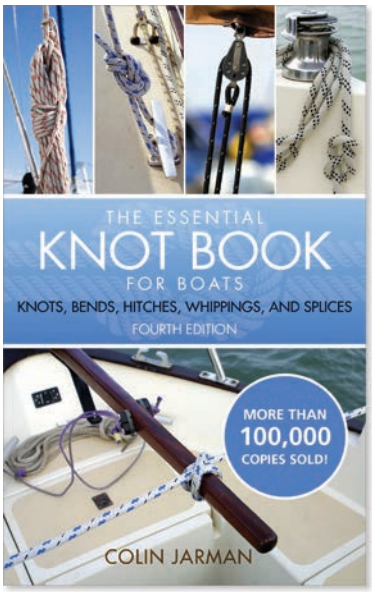
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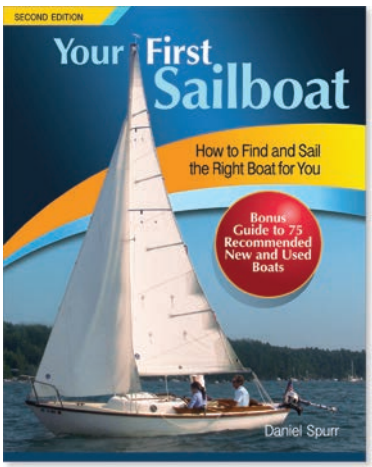
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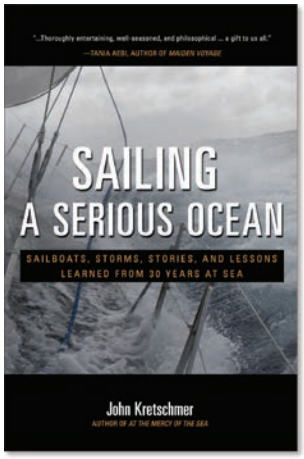
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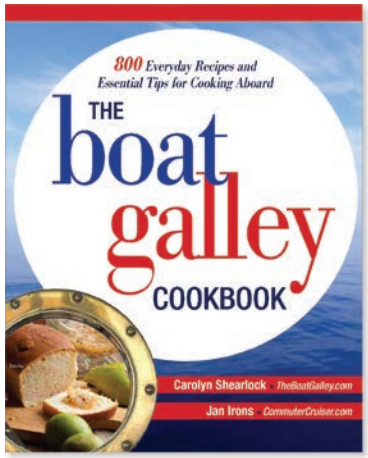
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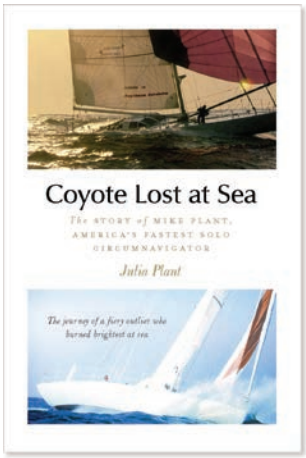
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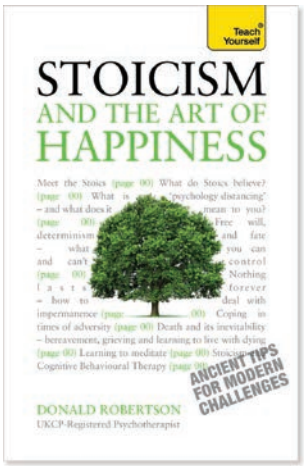
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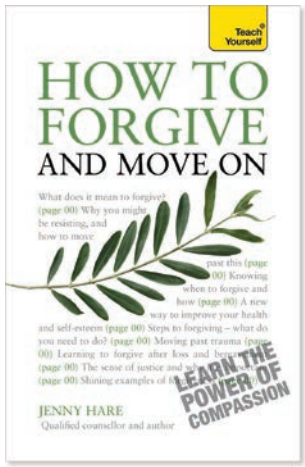
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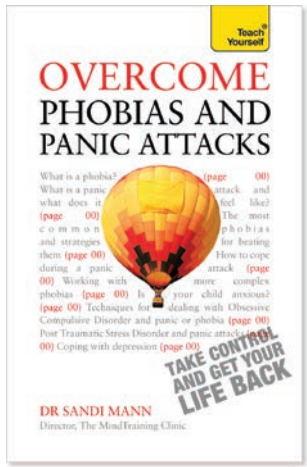
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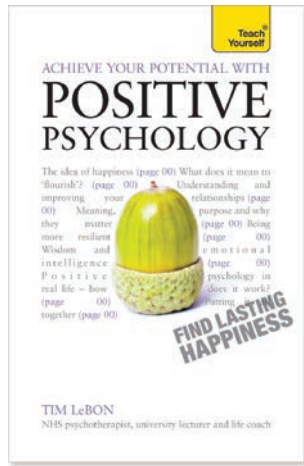
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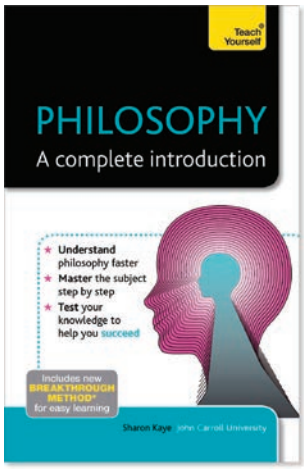
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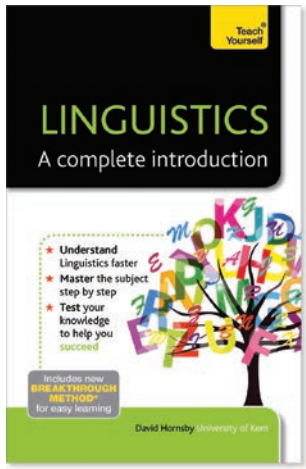
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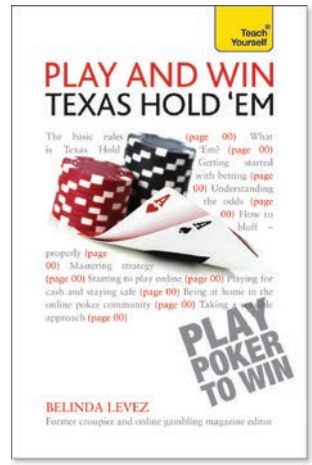
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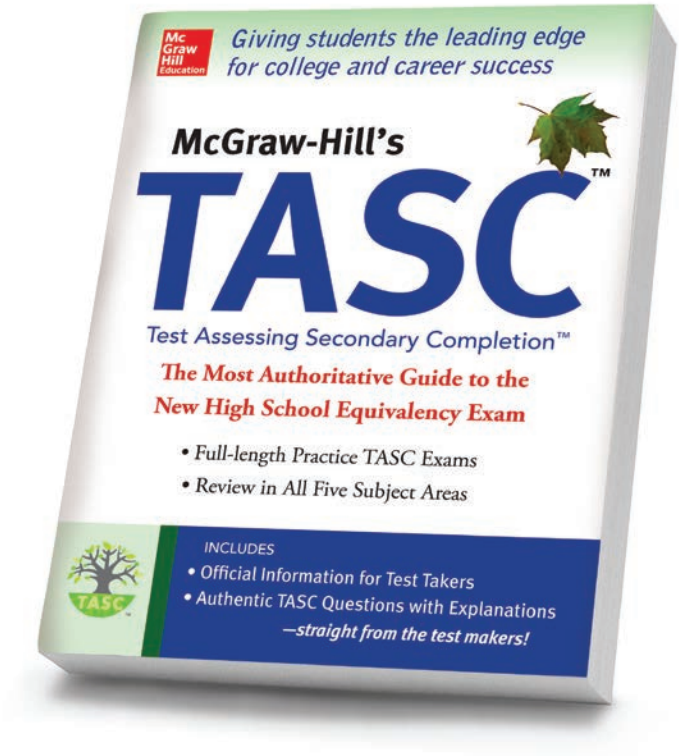
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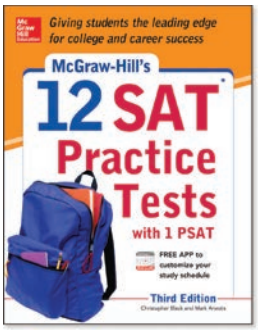
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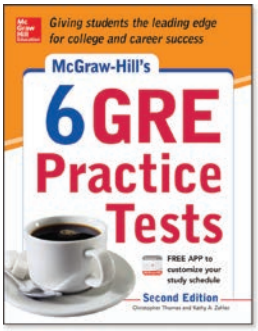
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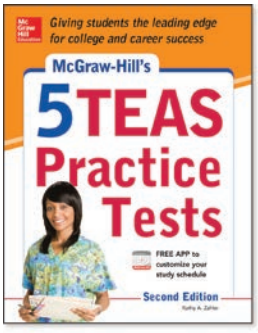
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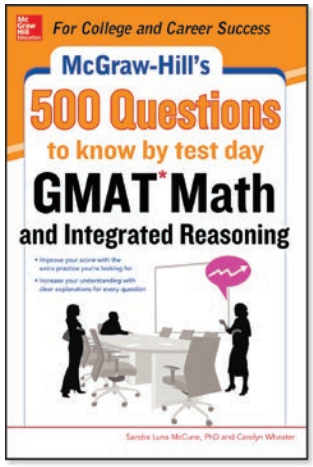
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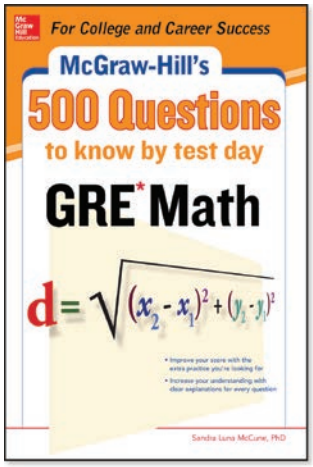
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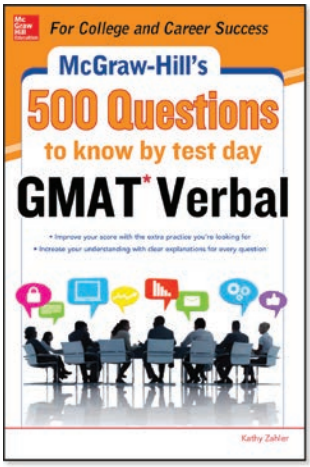
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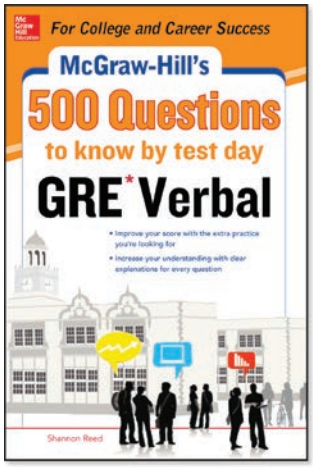
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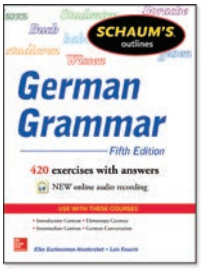
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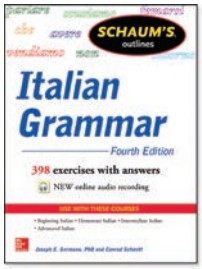
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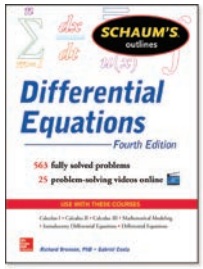
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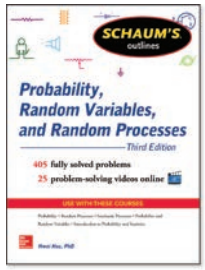
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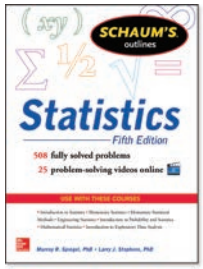
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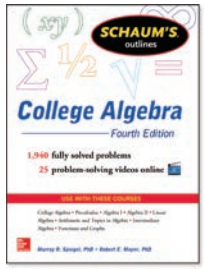












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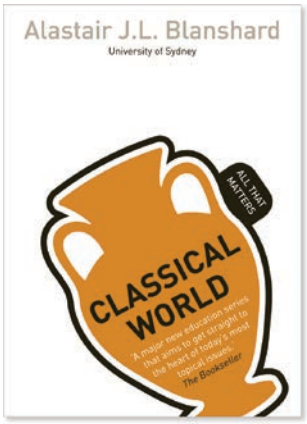
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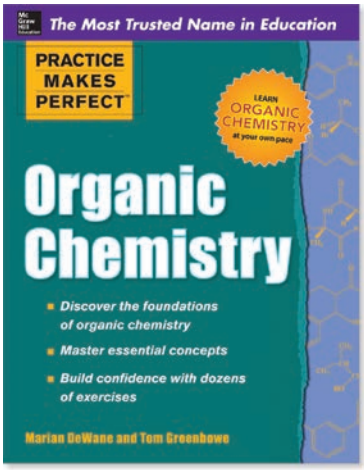


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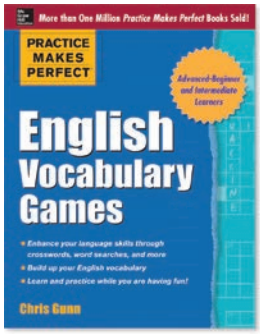
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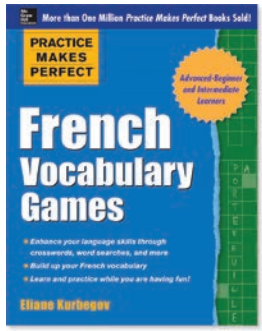
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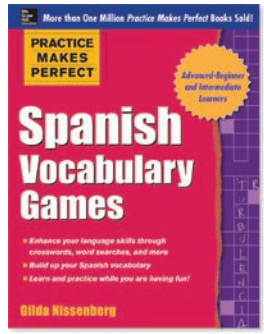


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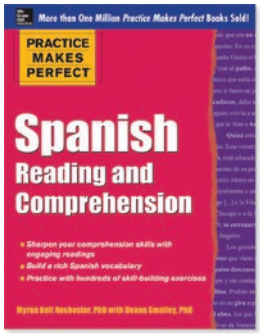
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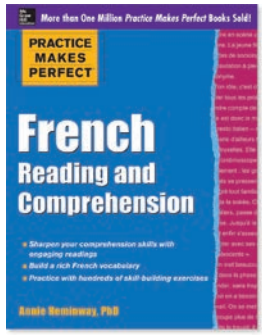
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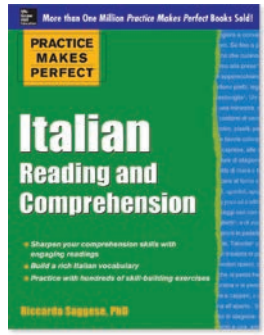


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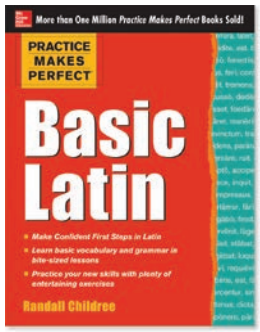




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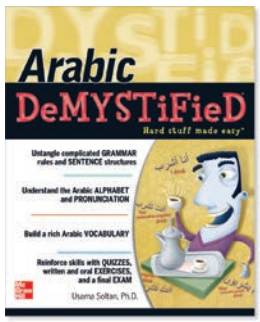
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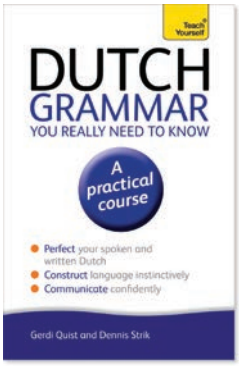
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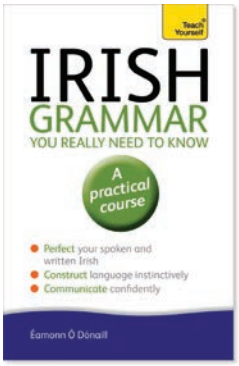
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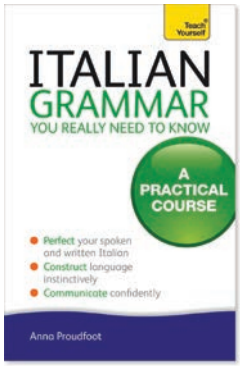
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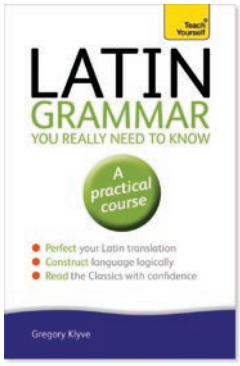
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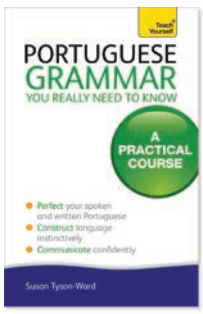
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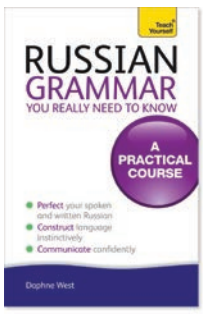
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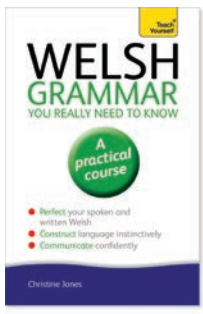
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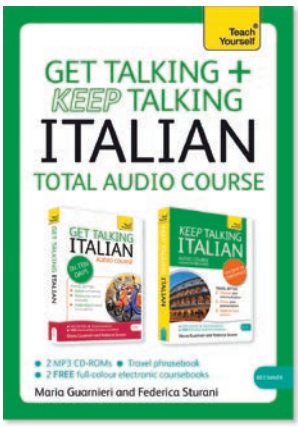


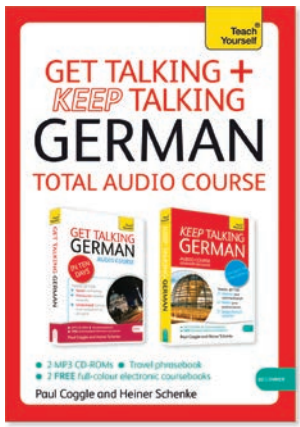


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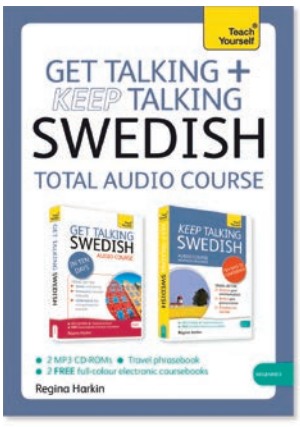
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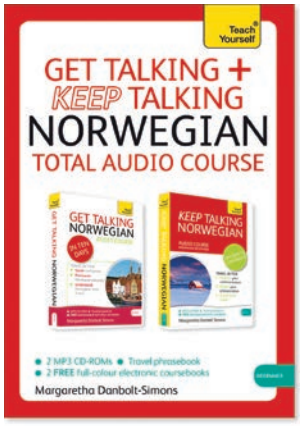
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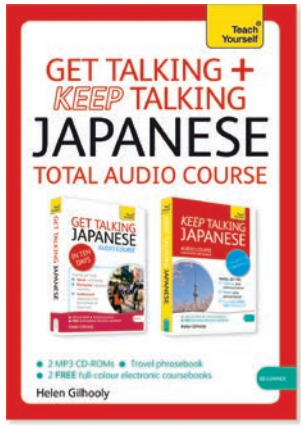
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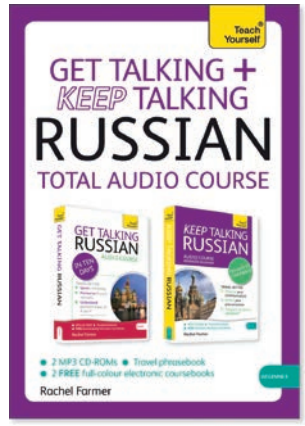
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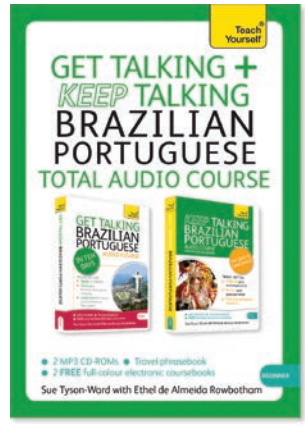
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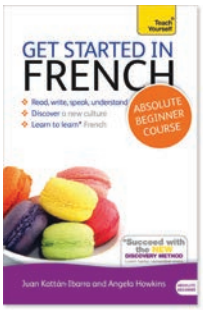
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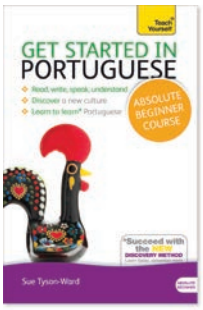
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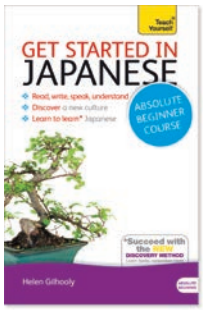
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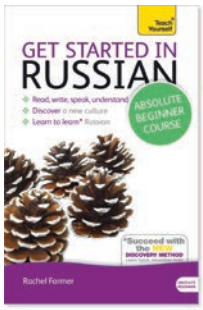
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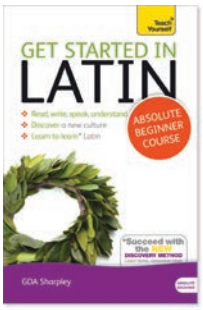
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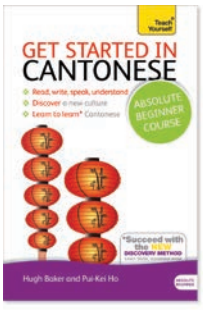












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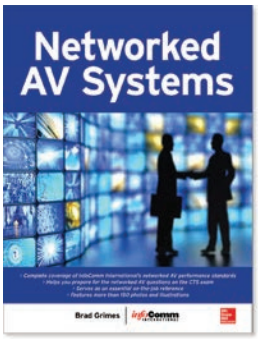
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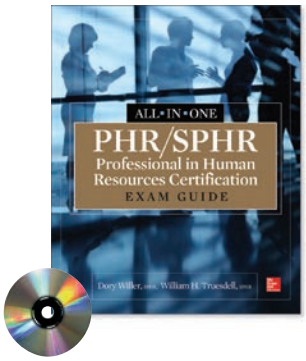
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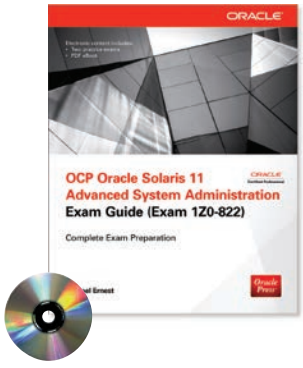
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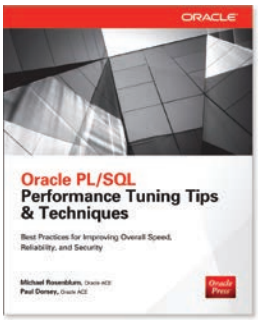
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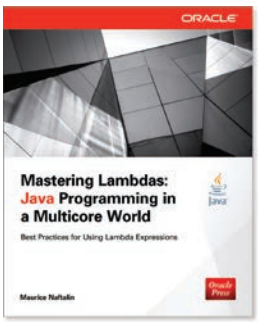
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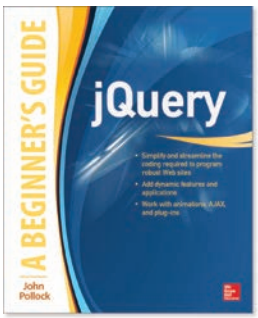
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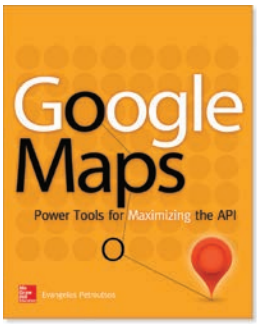
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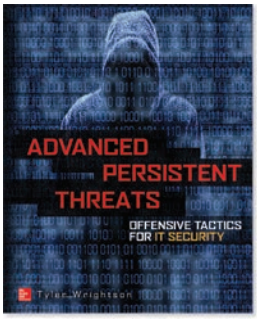
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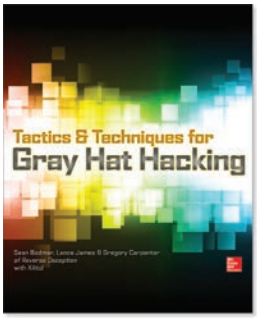
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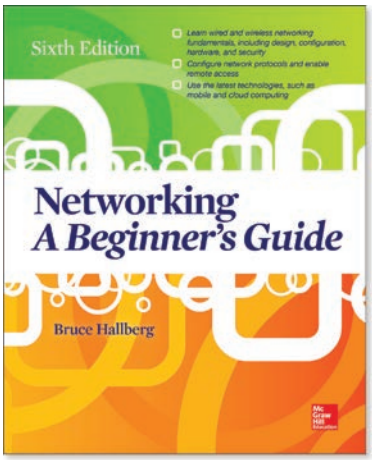
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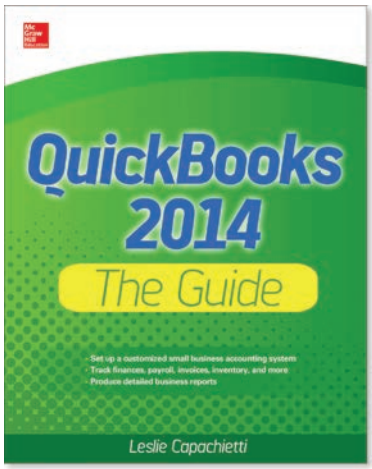
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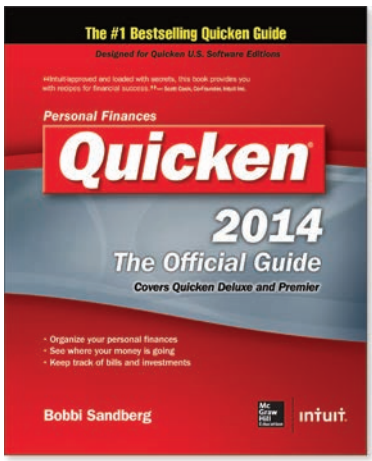
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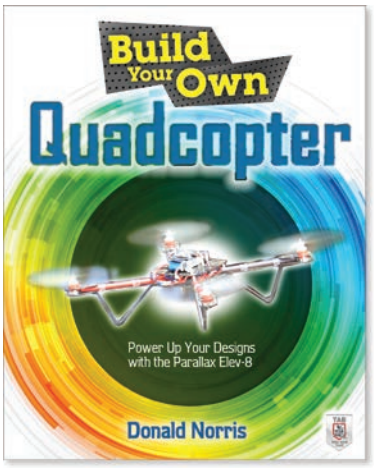
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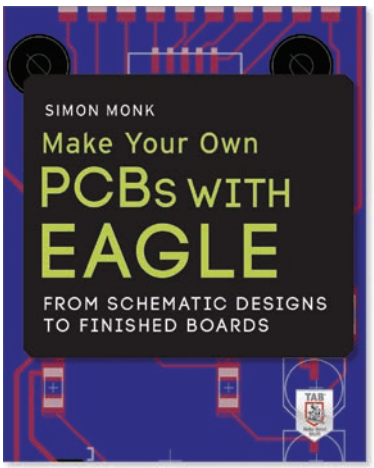
- Uses a popular, low-cost platform: the Elev-8 with the Parallax Propeller as its onboard microcontroller
- Design customizations in the book push the capabilities of the platforms in terms of lifting ability, power, and flight characteristics
- Includes step-by-step instructions, photographs, and programming tips for hobbyists and hackers
- Discusses remote video systems using the GoPro HD to obtain both real-time and recorded video

Related McGraw-Hill Education Title:

Parallax: Programming and Customizing the Multicore Propeller Microcontroller
978-0-07-166450-9 • 0-07-166450-5 • Paperback • $49.95TR

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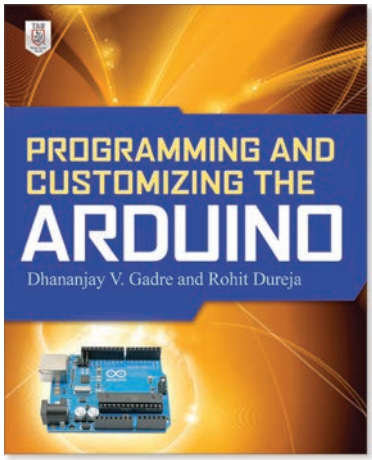
- Heavily illustrated with screen captures and step-by-step instructions
- Explains how to create schematics from scratch and how to select components from the libraries
- Shows how to validate a PCB and produce error-free, industry-standard files
- Real electronics projects are used as examples

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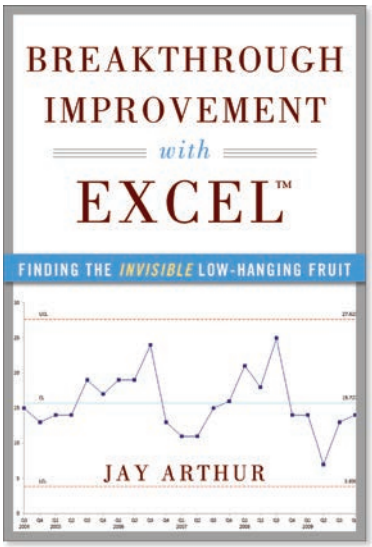
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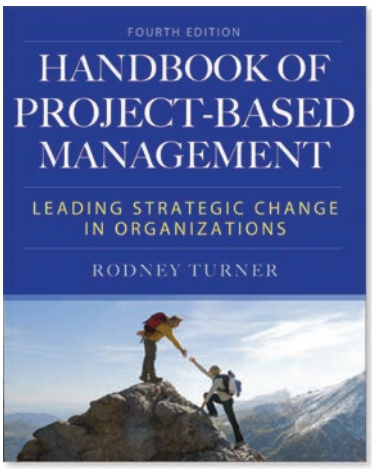
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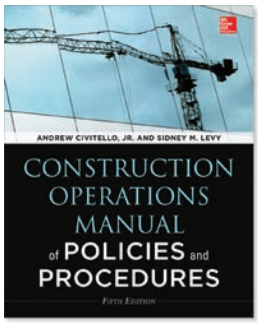
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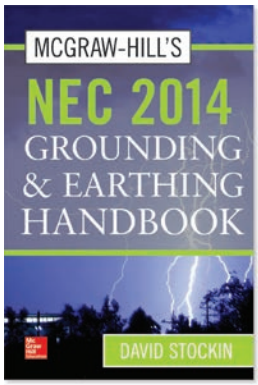
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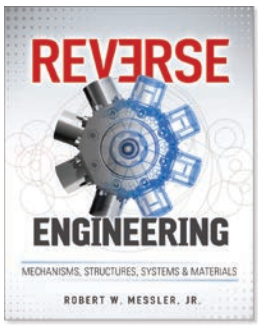
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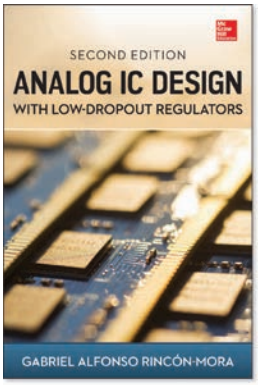
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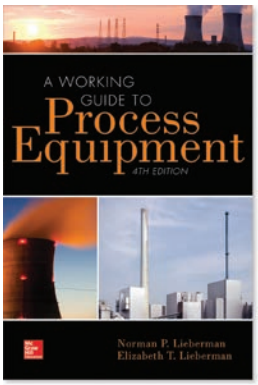
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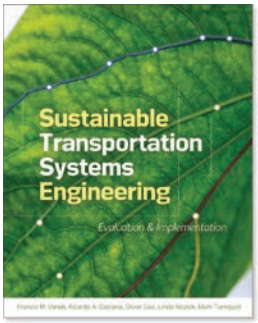
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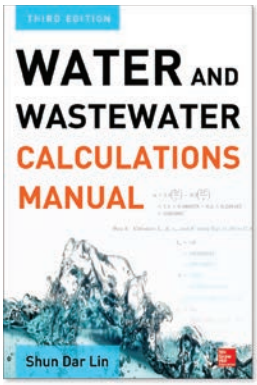
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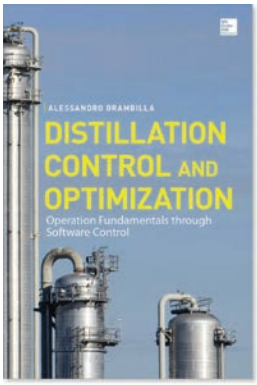
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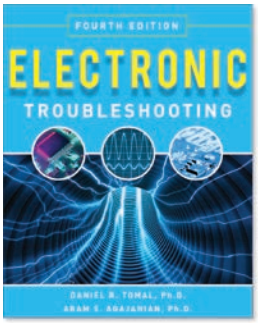
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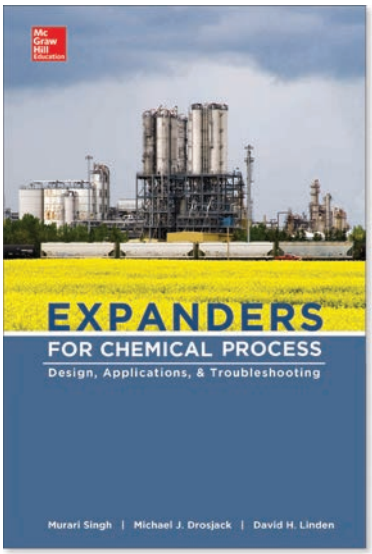
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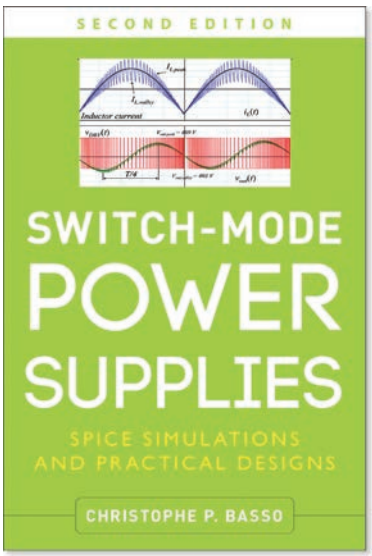
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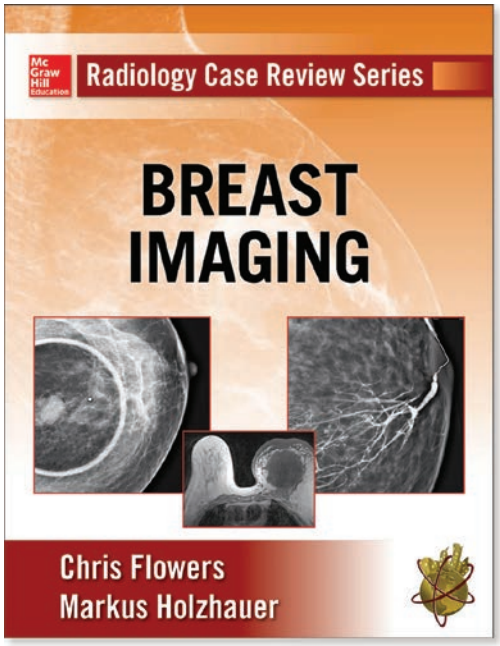
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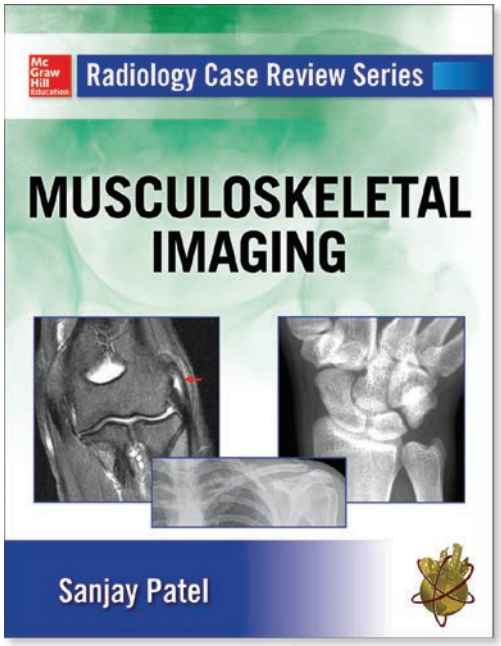
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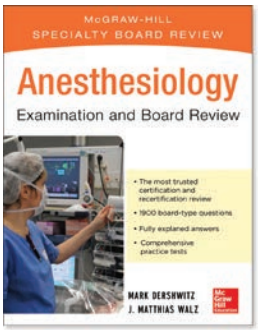
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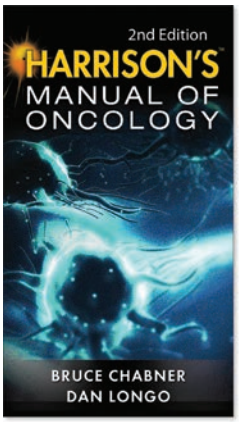
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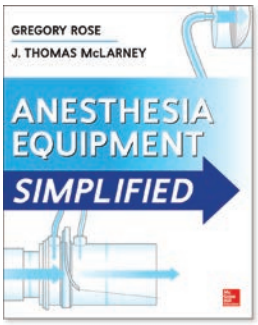
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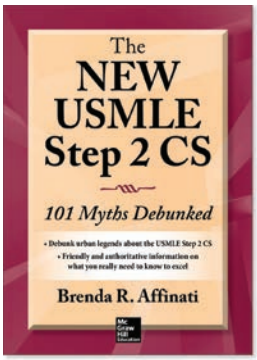
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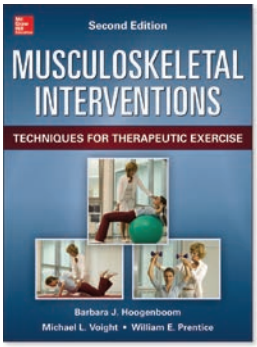
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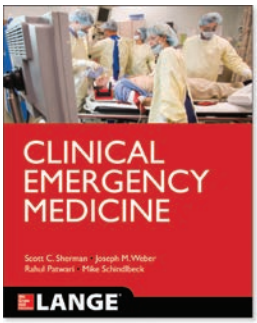
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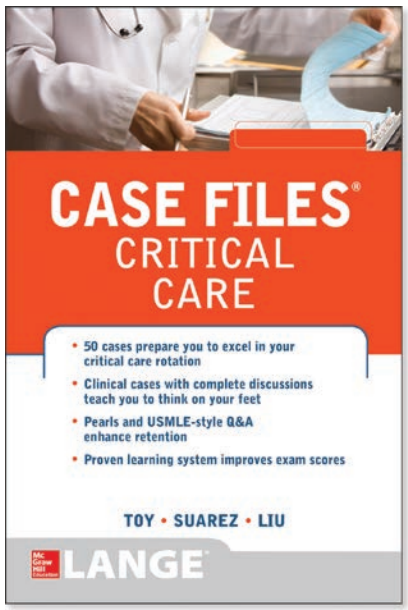
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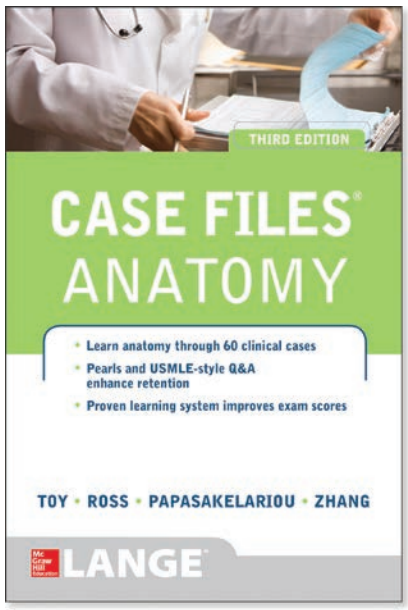
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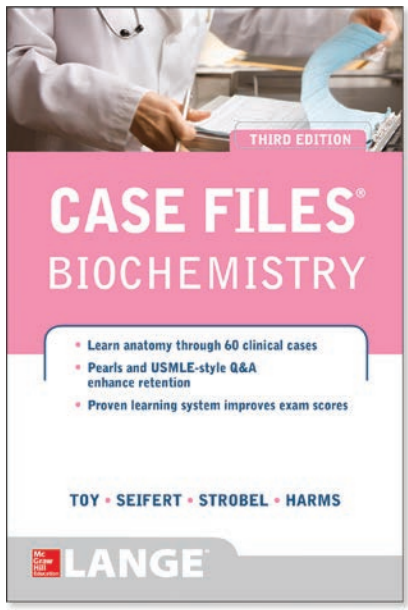
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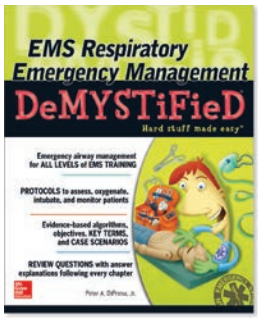
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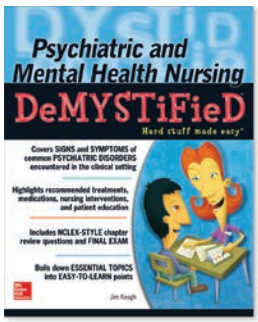
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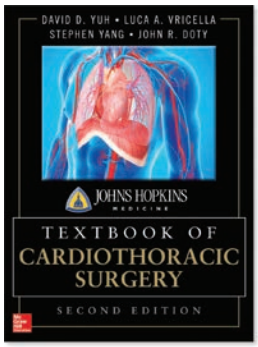
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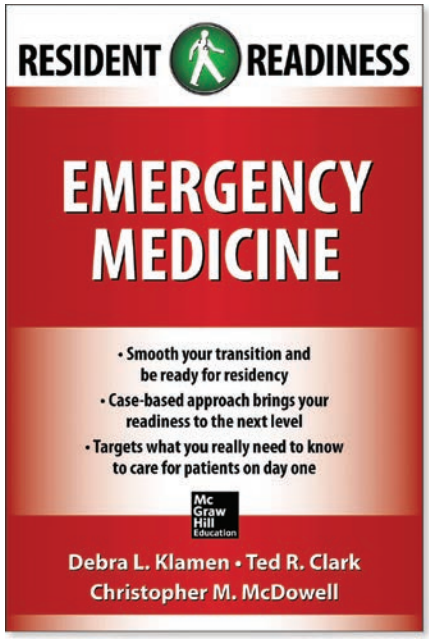
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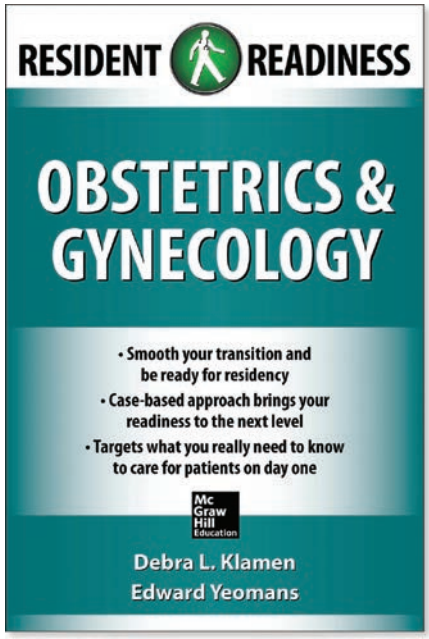


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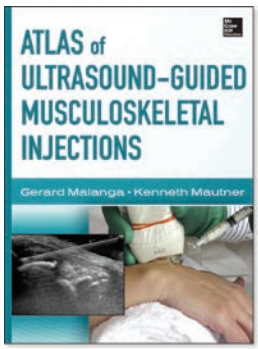
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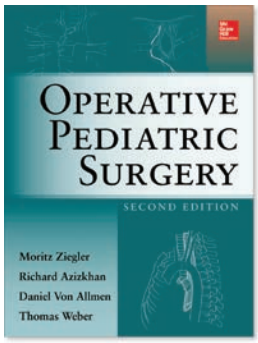
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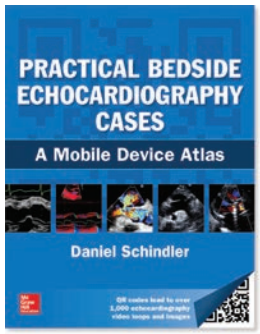
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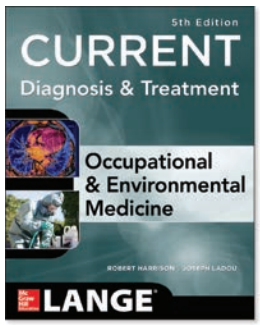
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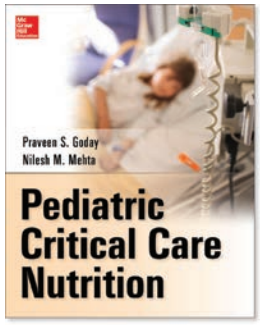
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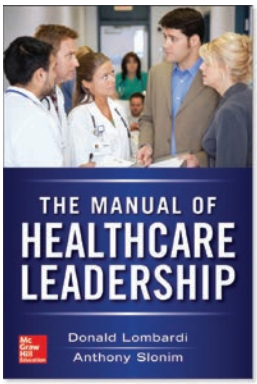
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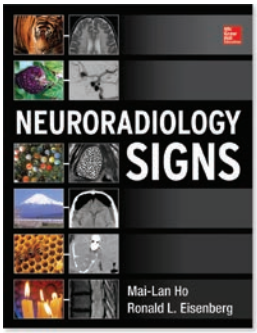
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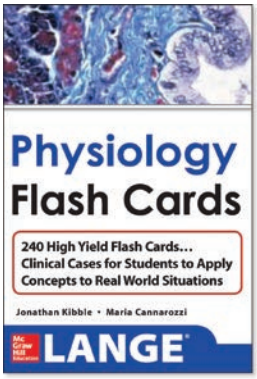
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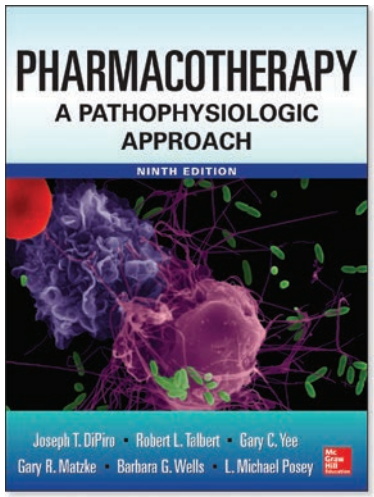
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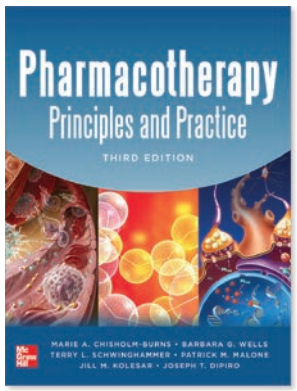
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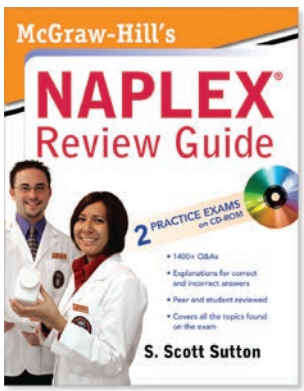
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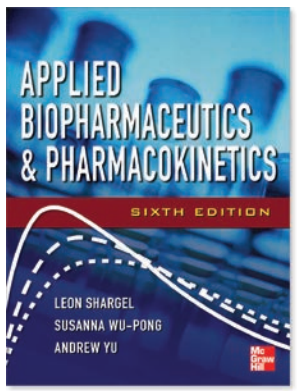
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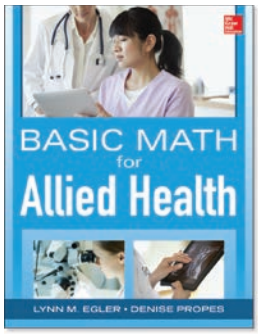
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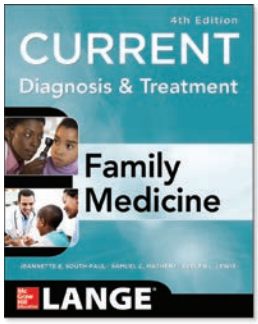
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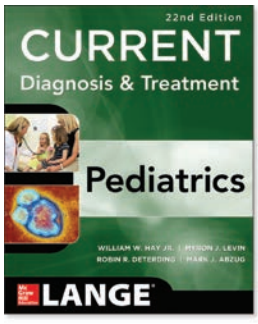
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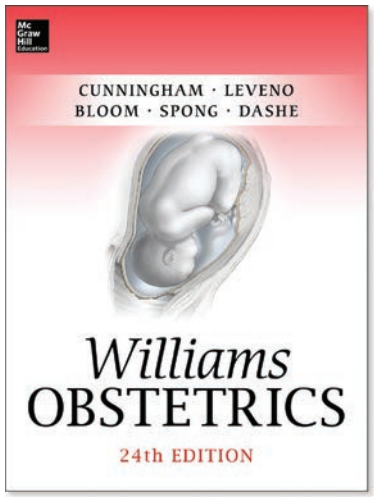
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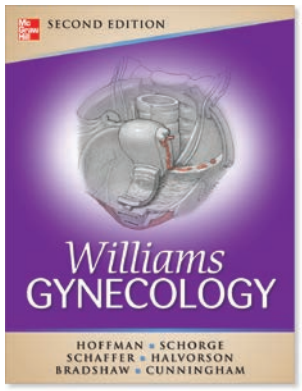
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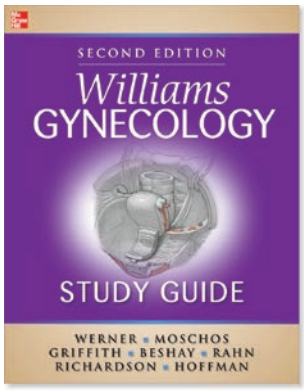
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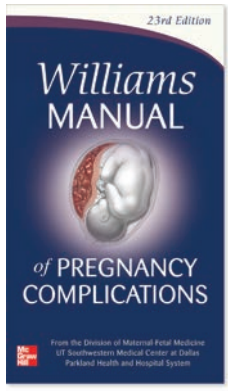
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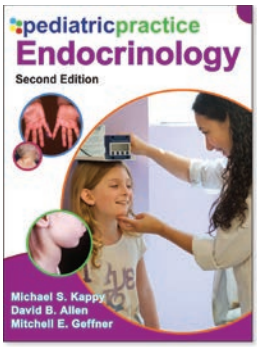
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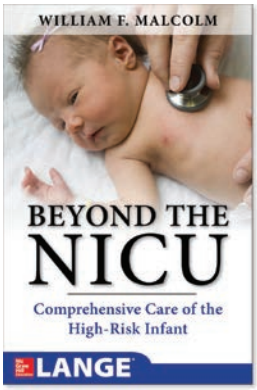
- Market: Pediatricians (80,000/worldwide), pediatric residents (8,300), pediatric nurse practitioners (10,000)
- Full-color, step-by-step guidance on treating endocrine problems in children

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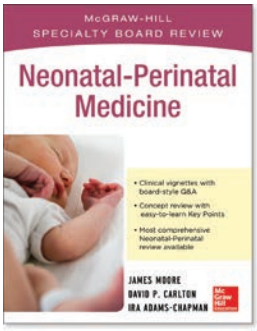
- Market: Neonatologists (7,000), pediatricians (80,000/worldwide), pediatric residents (8,300), physician assistants (83,400), nurse practitioners (180,000)
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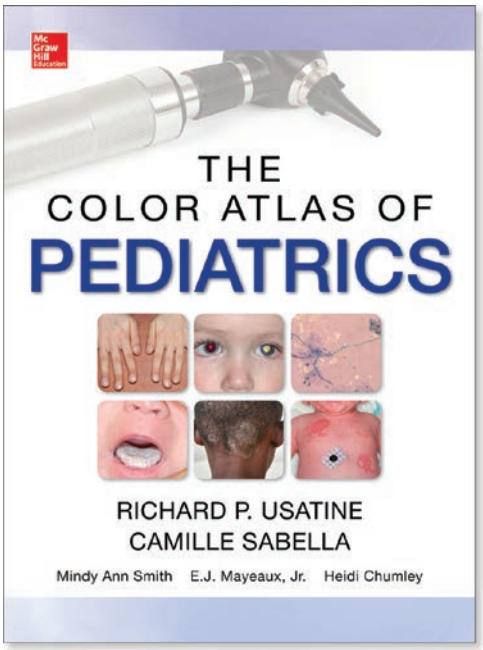
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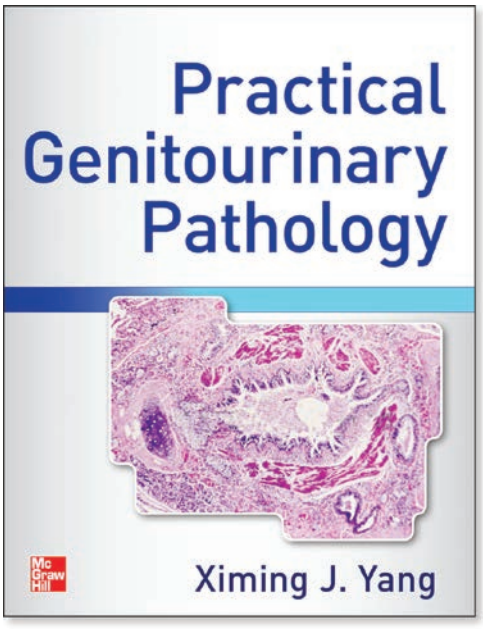
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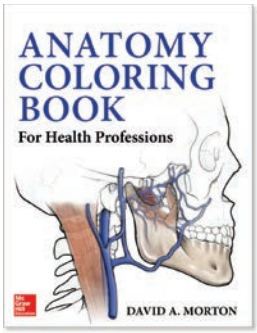
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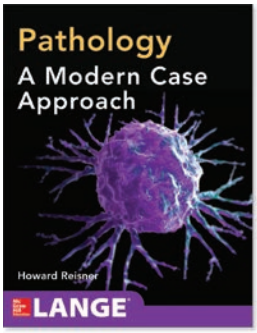
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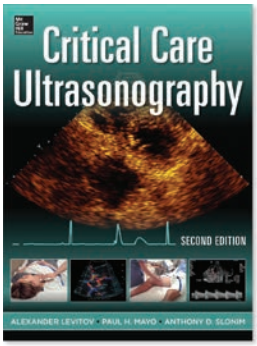
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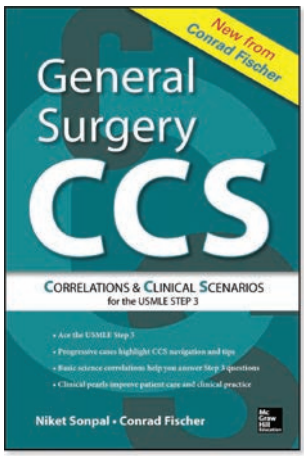
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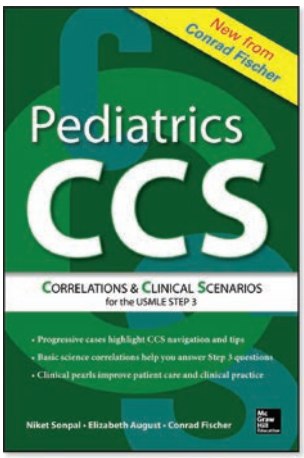
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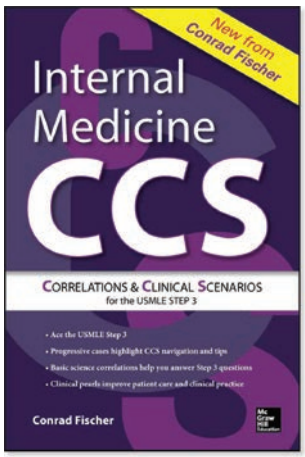
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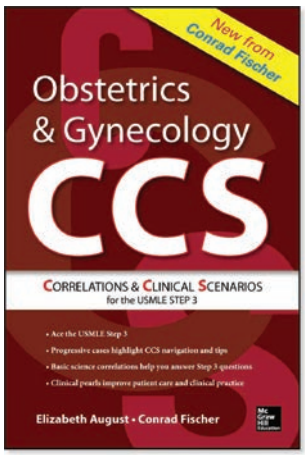
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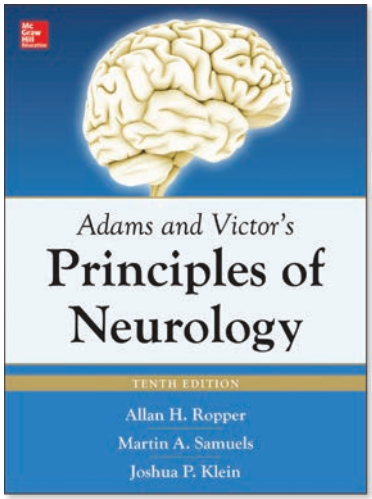
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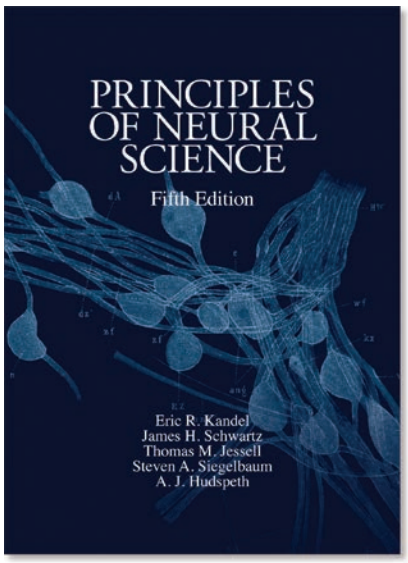
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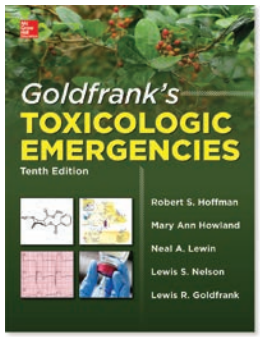
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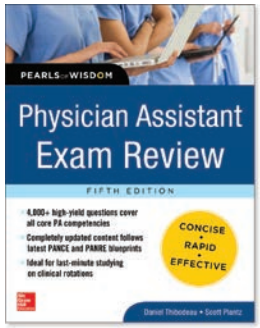
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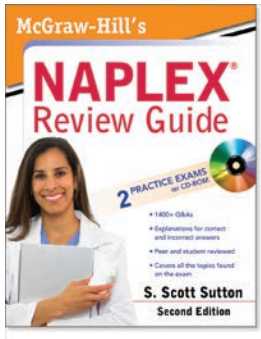
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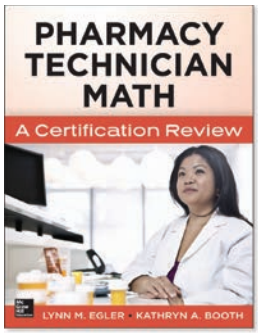
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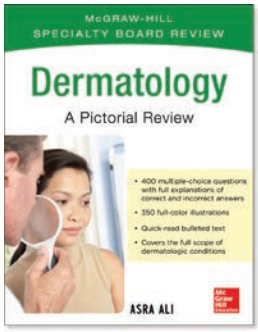
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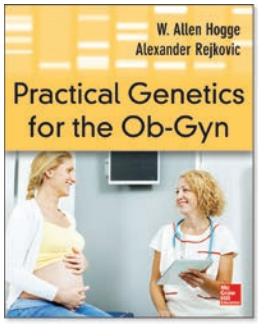
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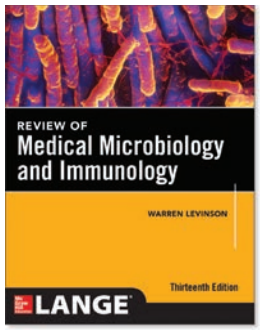
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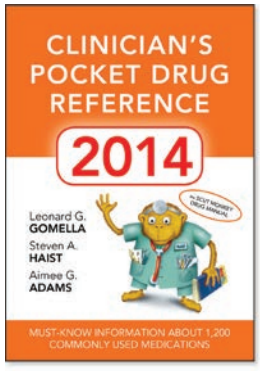
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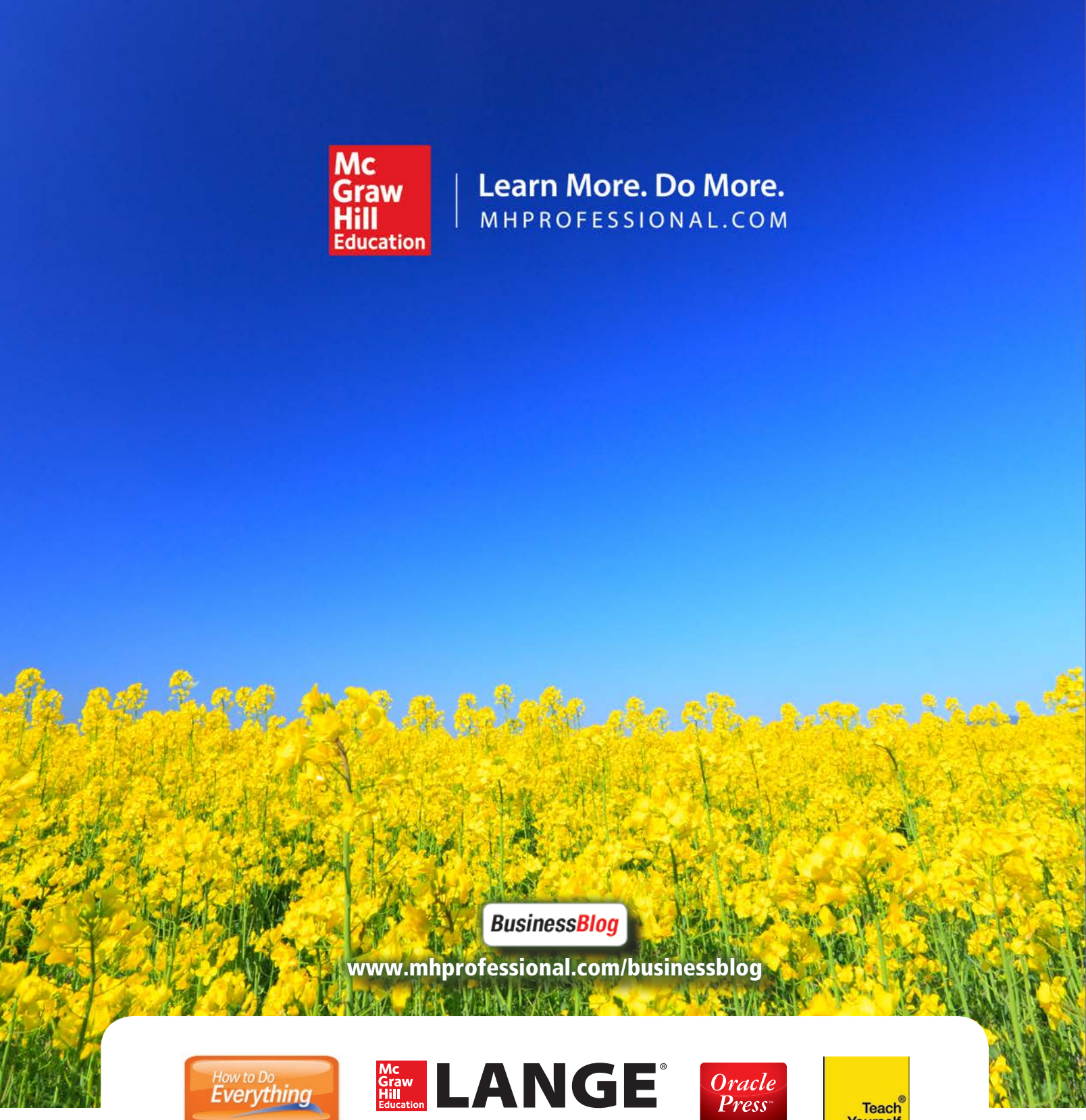
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