

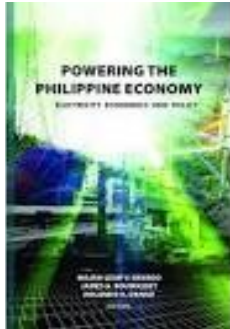


ATENEO DE ZAMBOANGA UNIVERSITY

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## NEW ACQUISITIONS

## ECONOMICS



**Ravago, Majah-Leah V.,** **Powering the Philippine Economy: Electricity Economics and Policy** Diliman, Quezon City: The University of the Philippines Press, c2018 [CO HG 6047.E43 P68 2018]

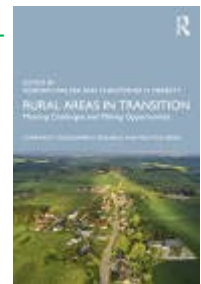
This comprehensive and informative book on electricity policy is a handy resource for energy practitioners, policymakers, scholars, advocates, and others who are looking to enhance their knowledge on electricity policy and keep up-to-date with the most relevant issues and latest trends in the field. It is worthy read for all Filipinos who are interested in the future of energy policy in the Philippines.

**Walzer, Norman.,** **Rural Areas in Transition: Meeting Challenges and Making Opportunities** New York, NY: Routledge, c2023 [CO HN 90.C6 R756 2023]

This volume explores new opportunities to reshape local economies in rural areas during the next decade by exploring successful efforts already underway.

While reported population declines can paint a bleak picture for rural areas, a different story can be told in looking at the numbers of households, employment, and housing markets. In fact, many rural areas have had steady employment and healthy housing markets. Rural attractions often include proximity to natural recreation areas, personal safety, social interaction, less expensive housing, and high-quality education. This book shows that rural areas are in a major long-term transition and that local leaders who take advantage of these opportunities in their community and economic development strategies can create a very positive future for residents.

Students and policymakers in local economic development, sociology of population change, business finance, political economy, and geography will find this a useful resource.





**Mankiw, N. Gregory, Principles of Microeconomics 9th Edition** Boston, MA: Cengage, c2021 [CO HB 172 .M346 2021]

This updated fourth edition provides current information on devices and is divided into diagnostic and treatment sections. Devices are described with the theory of operation and relevant anatomical and physiological considerations. Aspects of BMET work including test equipment, standards, and information technology are also discussed. The text covers a wide variety of diagnostic and treatment devices currently used in hospitals that students will likely encounter in their career.

Principles of operation and examples of use are provided. This book is unique in that it is written by an experienced biomed tech with 30 years' experience in hospitals rather than by engineers with little frontline experience. It is also unique in that it provides ancillary materials on the web and is the only guide divided into diagnostic and treatment device sections. This new edition also includes two new chapters on computers, information technology, and networking as well as health technology management.

From the previous edition:

"The book presents a comfortable balance between clinical applications, basic technical information, and various pictures of medical technologies one will encounter in the field. Additionally, related anatomy and physiology principles and essential technical terms are a nice complement to the technologies presented. The everyday duties and responsibilities of a biomed are captured by the various 'true-to-life' scenarios introduced throughout the book."

—Joey Jones, Madisonville Community College, Kentucky, USA

This book is intended for students in biomedical engineering technology and healthcare technology management (BMET/HTM) programs as well as biomedical engineering students. Field service representatives, medical device designers, and medical device sales representatives will also find it useful.

**Myerson, Paul, The Art and Science of Demand and Supply Chain Planning in Today's Complex Global Economy** New York, NY: Routledge, c2023 [CO HD 38.5 .M94 2023]

The demand and supply chain planning process for manufacturers, distributors, and retailers has evolved over the years. It has gone from a disjointed, unconnected, slow, inaccurate, fairly manual set of processes to an integrated, timely process enabled by the use and coordination of highly trained people, lean, agile processes, and cutting-edge technology.



To make this set of processes work effectively, one has to fully understand and appreciate that there is an "art and science" aspect to the process which can take years of education and experience to fully understand.

Essentially, this book will offer the reader a chance to fully understand the interconnected set of processes in a "best-practice" application. Furthermore, examples and cases will be used to illustrate its practical application in today's complex global supply chain.

In addition, readers will understand and be able to apply and articulate the concepts, tools, and techniques used in the efficient supply of goods and services in today's changing global economy. It will help them to learn how businesses, through their supply chain, work both internally and with their trading partners – both upstream and downstream – to build strong relationships and integrate demand and supply planning activities across the supply chain to deliver customer value efficiently and effectively. They will learn about the tools and technologies enabling integration, and the critical drivers and key metrics of supply chain performance.