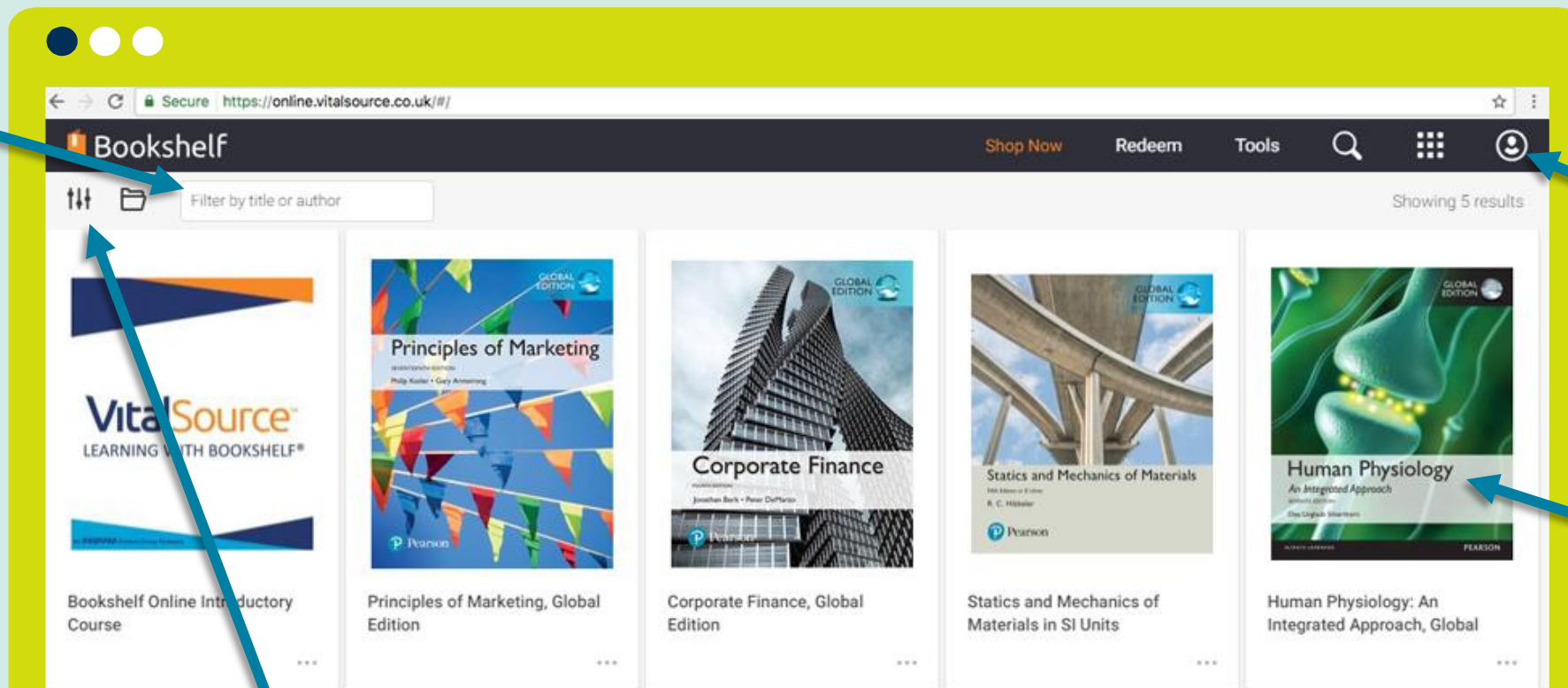


# Twój Bookshelf – podstawowy widok

Możliwość  
**filtrowania**  
po tytule lub  
autorze



Łatwy  
dostęp do  
**informacji**  
o koncie

**Personalizowanie** wyglądu Twojego  
Bookshelf – sortowanie oraz opcje widoku  
(jako **okładki** lub lista)

By otworzyć  
książkę  
starczy  
kliknąć  
okładkę

# Intuicyjna nawigacja

Powrót do Biblioteki,  
Strony Startowej lub  
MENU Głównego

Spis Treści,  
Wyszukiwanie,  
Notatnik oraz inne  
narzędzia odnoszące  
bezpośrednio do treści

Łatwa nawigacja po  
numerze strony oraz  
narzędzie Zakładek

The screenshot shows a digital textbook page for 'Marketing'. The page is framed by a yellow border. At the top, a dark blue header contains a table of contents with four parts: PART 1: Defining Marketing and the Marketing Process (Chapters 1-2), PART 2: Understanding the Marketplace and Consumer Value (Chapters 3-6), PART 3: Designing a Customer Value-Driven Strategy and Mix (Chapters 7-17), and PART 4: Extending Marketing (Chapters 18-20). The main content area features a large orange number '1' and the title 'Marketing' in red, followed by the subtitle 'Creating Customer Value and Engagement'. Below this, a 'CHAPTER PREVIEW' section is visible, with a blue heading and text that begins 'This first chapter introduces you to the basic concepts of marketing. We start with the question: What is marketing? Simply put, marketing is engaging customers and managing profitable customer relationships. The aim of marketing is to create value for customers in order to capture value from customers in return. Next we discuss the five steps in the marketing process—from understanding customer needs, to designing customer value-driven marketing strategies and integrated marketing programs, to building customer relationships and capturing value for the firm. Finally, we discuss the major trends and forces affecting marketing in this new age of digital, mobile, and social media. Understanding these basic concepts and forming your own ideas about what they really mean to you will provide a solid foundation for all that follows. Let's start with a good story about marketing in action at Emirates, the largest international airline in the world and one of the best-known brands on the planet. Emirates's success results from much more than just offering a way to connect people from point A to point B. It's based on a customer-focused marketing strategy by which Emirates creates customer value through deep brand-customer engagement and close brand community with and among its customers.'

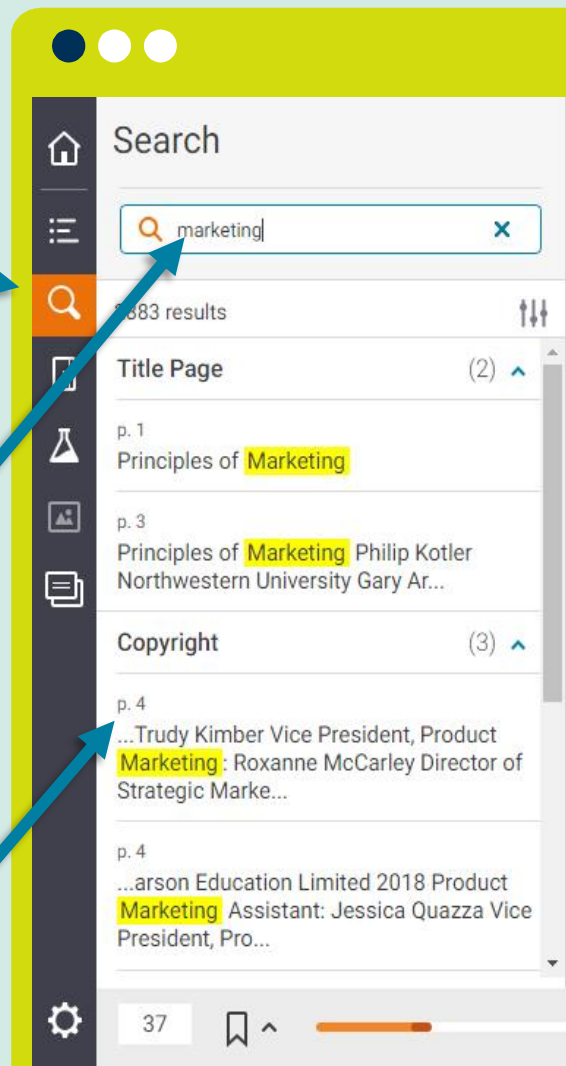
On the left side of the page, there is a vertical navigation bar with several icons: a home icon, a list icon, a magnifying glass icon, a document icon, a flask icon, a person icon, and a document with a checkmark icon. A blue arrow points from the text 'Powrót do Biblioteki, Strony Startowej lub MENU Głównego' to the home icon. Another blue arrow points from the text 'Spis Treści, Wyszukiwanie, Notatnik oraz inne narzędzia odnoszące bezpośrednio do treści' to the list icon. At the bottom of the page, there is a footer with a page number '26', a bookmark icon, a scroll bar, and several utility icons (print, zoom, edit, etc.). A blue arrow points from the text 'Łatwa nawigacja po numerze strony oraz narzędzie Zakładek' to the page number '26'.

# Szybkie wyszukiwanie

Odnajdywanie  
szukanej frazy  
jest **szybkie i  
proste.**

Pole „Szukaj”  
pozwala **odnaleźć  
treści wewnątrz  
książki.** X szybko  
czyści zawartość.

Kliknięcie wyniku  
wyszukiwania  
**przenosi nas do  
fragmentu  
książki.**



**95%** studentów potwierdza, że  
funkcja „Szukaj” wpływa  
pozytywnie na ich naukę.

...resources  
...the eco-  
...economic well-being of the communities in which they operate.

One prominent marketer calls this **Marketing 3.0**. **“Marketing 3.0 organizations are values-driven,”** he says. “I’m not talking about being value-driven. I’m talking about ‘values’ plural, where values amount to caring about the state of the world.” Another marketer calls it *purpose-driven marketing*. “The future of profit is purpose,” he says.<sup>11</sup>

As **Figure 1.4** shows, companies should balance three considerations in setting their **marketing** strategies: company profits, consumer wants, *and* society’s interests. Online grocer Door to Door Organics operates this way:<sup>12</sup>

● Door to Door Organics delivers fresh, high-quality, organic, natural, and local meat, dairy, produce, and groceries directly to homes, offices, and schools in 16 states across the country. Customers order online and receive weekly deliveries to their doorsteps year-round. But Door to Door Organics does much more than just sell groceries

Poszukiwany  
termin **będzie  
wyróżniony  
kolorem w  
tekście.**

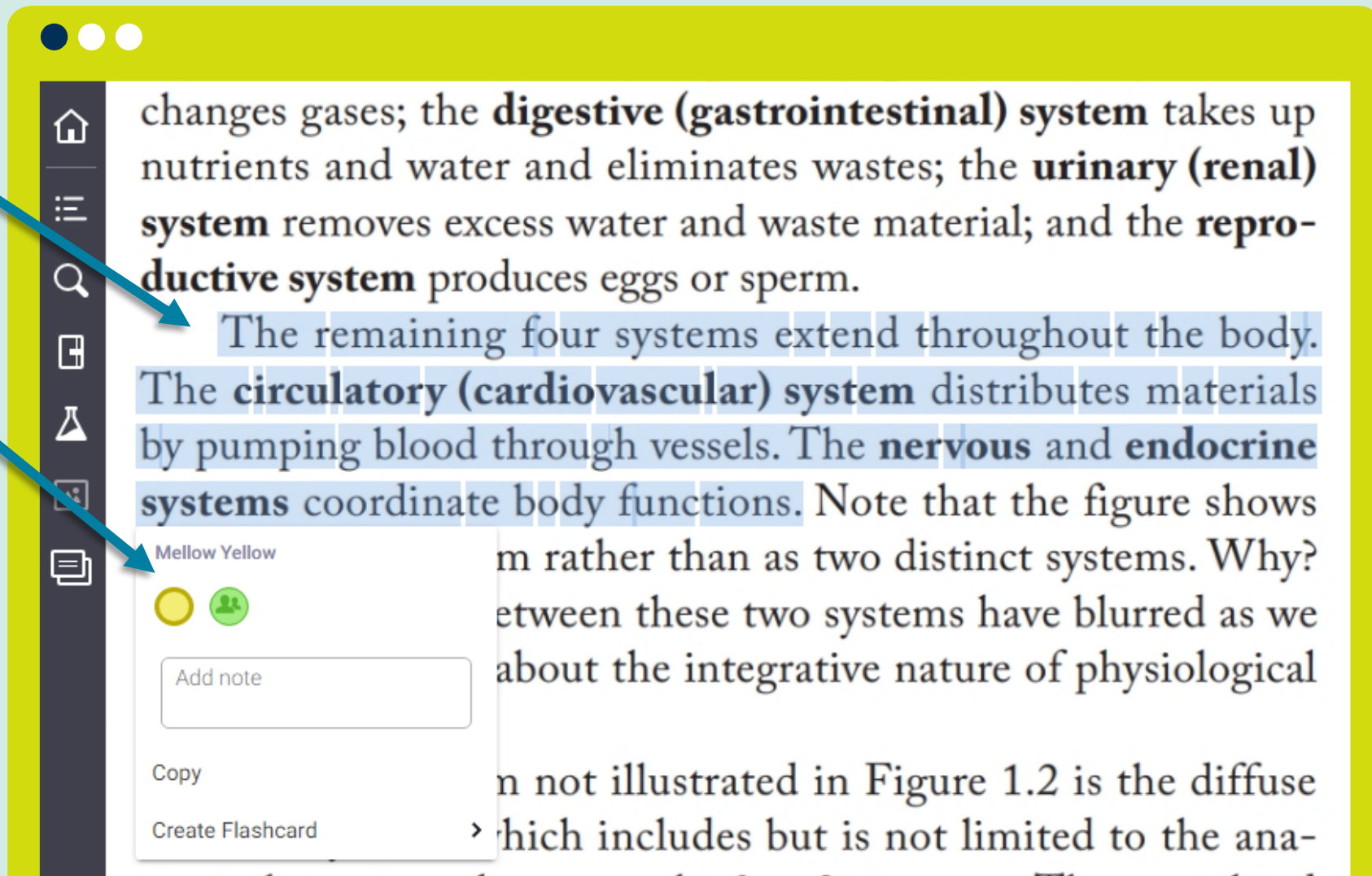


# Proste narzędzia: Wyróżnienia w tekście

Zaznacz tekst, który chcesz wyróżnić.

Wybierz kolor wyróżnienia.

Używaj kolorów, by porządkować swoje wyróżnienia w celu efektywniejszej nauki – przypisz osobne kolory dla powtórek, egzaminów, pytań itp.



The screenshot shows a note-taking application interface. On the left is a dark sidebar with icons for home, list, search, document, flask, and notes. The main area contains text about biological systems. The text is: "changes gases; the **digestive (gastrointestinal) system** takes up nutrients and water and eliminates wastes; the **urinary (renal) system** removes excess water and waste material; and the **reproductive system** produces eggs or sperm. The remaining four systems extend throughout the body. The **circulatory (cardiovascular) system** distributes materials by pumping blood through vessels. The **nervous and endocrine systems** coordinate body functions. Note that the figure shows m rather than as two distinct systems. Why? etween these two systems have blurred as we about the integrative nature of physiological n not illustrated in Figure 1.2 is the diffuse which includes but is not limited to the ana-

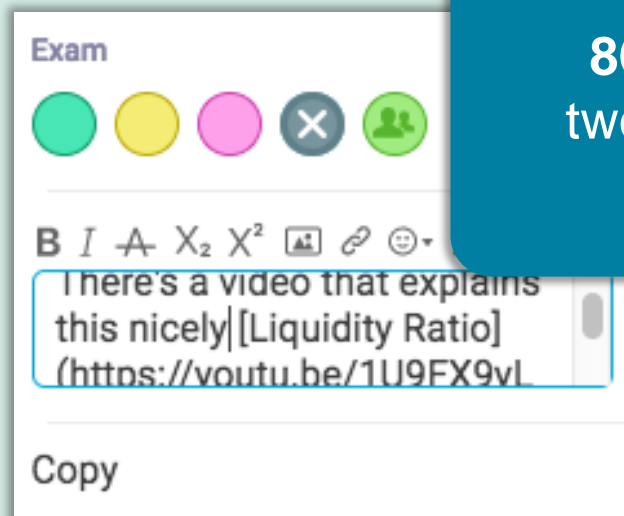
Two blue arrows point from the text on the left to the application. One arrow points to the highlighted text "The remaining four systems extend throughout the body.", and the other points to the "Mellow Yellow" color selection menu that is open over the text "The circulatory (cardiovascular) system". The menu shows a yellow circle, a green circle, an "Add note" input field, and "Copy" and "Create Flashcard" options.

# Proste narzędzia: Notatki

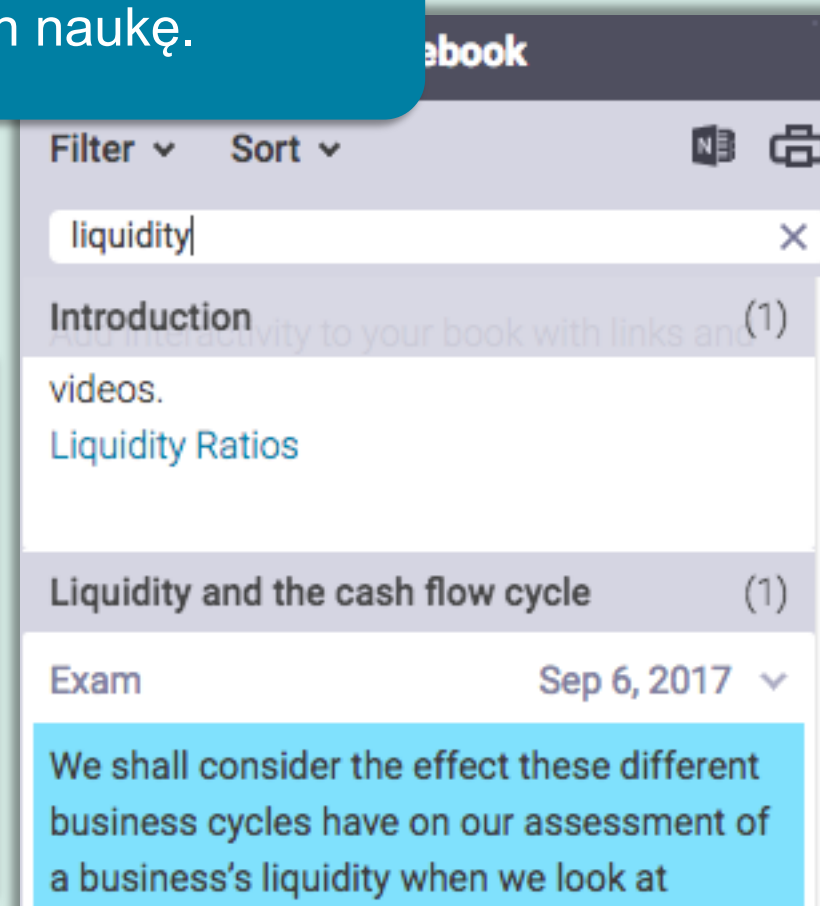
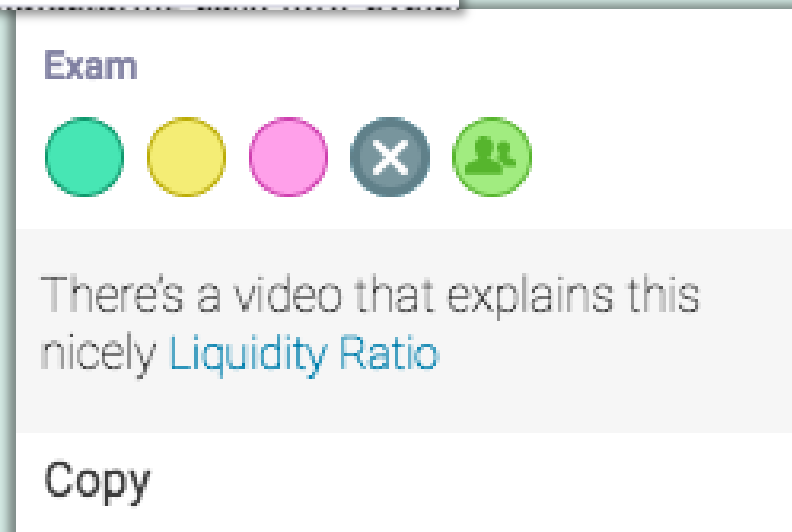
By dodać notatkę do ustawionego wyróżnienia, wpisz ją w pole „**Dodaj notatkę**”.

Notatki mogą mieć różnorodną formę – **tekstu, zdjęć, filmów, linków do pomocnych stron.**

**Narzędzie „Szukaj”** pomaga w prosty sposób nawigować między notatkami.



86% studentów potwierdza, że tworzenie notatek ma pozytywny wpływ na ich naukę.

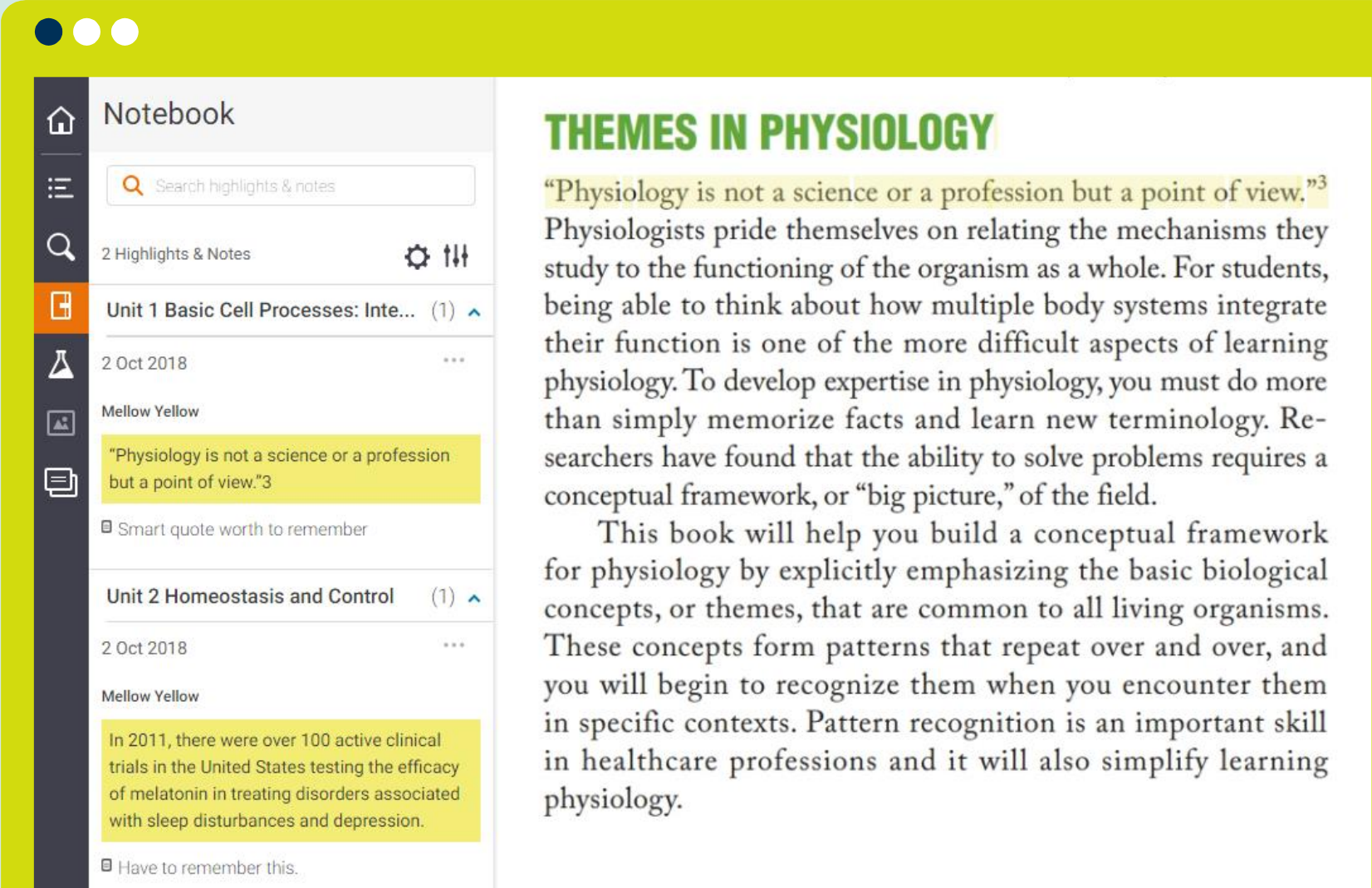


# Notatnik

Wszystkie wyróżnienia oraz notatki są dostępne w **jednym wygodnym miejscu**.

**Szybkie odnajdywanie** notatek i wyróżnień jest możliwe z pomocą narzędzia „Szukaj”.

Kliknij na wybraną notatkę, by zostać przeniesionym **bezpośrednio do fragmentu książki**.



The screenshot shows a digital notebook application with a sidebar on the left and a main content area on the right. The sidebar contains a home icon, a list icon, a search icon, and a notebook icon. The main content area is titled "Notebook" and features a search bar labeled "Search highlights & notes". Below the search bar, there are two sections of search results. The first section is titled "Unit 1 Basic Cell Processes: Inte..." and contains a note dated "2 Oct 2018" with a "Mellow Yellow" theme. The note text is "Physiology is not a science or a profession but a point of view." followed by a superscripted 3. A smart quote is displayed below the note: "Smart quote worth to remember". The second section is titled "Unit 2 Homeostasis and Control" and contains a note dated "2 Oct 2018" with a "Mellow Yellow" theme. The note text is "In 2011, there were over 100 active clinical trials in the United States testing the efficacy of melatonin in treating disorders associated with sleep disturbances and depression." A reminder is displayed below the note: "Have to remember this."

## THEMES IN PHYSIOLOGY

“Physiology is not a science or a profession but a point of view.”<sup>3</sup> Physiologists pride themselves on relating the mechanisms they study to the functioning of the organism as a whole. For students, being able to think about how multiple body systems integrate their function is one of the more difficult aspects of learning physiology. To develop expertise in physiology, you must do more than simply memorize facts and learn new terminology. Researchers have found that the ability to solve problems requires a conceptual framework, or “big picture,” of the field.

This book will help you build a conceptual framework for physiology by explicitly emphasizing the basic biological concepts, or themes, that are common to all living organisms. These concepts form patterns that repeat over and over, and you will begin to recognize them when you encounter them in specific contexts. Pattern recognition is an important skill in healthcare professions and it will also simplify learning physiology.

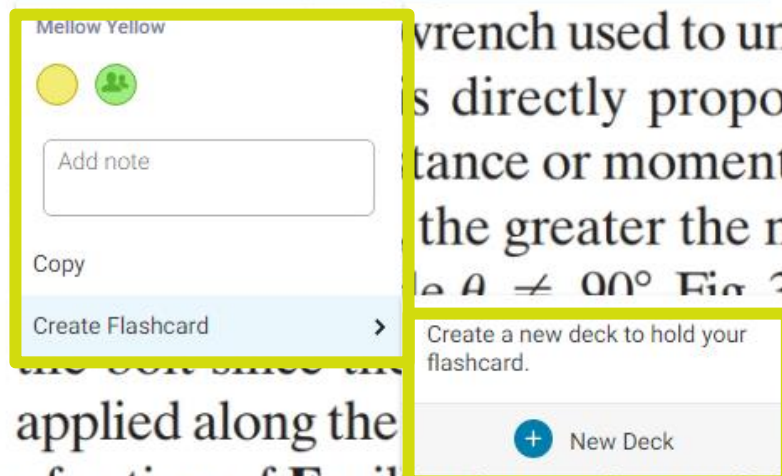


# Nauka z Fiszkami

By stworzyć fiszkę z tekstu w ePodręczniku, zaznacz fragment i kliknij „Utwórz Fiszkę” w Menu opcji.

84% studentów deklaruje, że interaktywność w ePodręcznikach miało pozytywny wpływ na ich naukę.

When a force is applied to a body for the body to rotate about a point that is not on the line of action of the force. This tendency to rotate is sometimes called a *torque*, but most often it is called the moment of a force or simply the *moment*. For example, consider applying a force to a wrench used to unscrew the bolt in Fig. 3-1a. The magnitude of the moment is directly proportional to the magnitude of  $\mathbf{F}$  and the distance or moment arm  $d$ . The larger the force or the longer the moment arm, the greater the moment or turning effect. If the force  $\mathbf{F}$  is applied at an angle  $\theta$  to the moment arm, as shown in Fig. 3-1b, then it will be more difficult to turn the wrench. The effective moment arm is  $d \sin \theta$ , which is smaller than  $d$ . If  $\mathbf{F}$  is applied along the line of action of the force, its moment arm will be zero since the line of action of  $\mathbf{F}$  will intersect point  $O$  (the  $z$  axis). As a result, the moment of  $\mathbf{F}$  about  $O$  is also zero and no turning can occur.





# Nauka z Trybem Przeglądania

Tryb Przeglądania jest narzędziem do nauki, które pozwala użytkownikowi przeglądać **wybrane wyróżnienia i notatki** w kontekście e-booka.


Ta funkcja jest dostępna z poziomu Notatnika.

**Spersonalizuj** przeglądanie, wybierając segmenty e-booka, które chcesz uwzględnić.

### Customize Your Review

Selected  (5)  (0) Deselect all    Select all

Unit 1 Basic Cell Processes: Integration and Coordination	(1)	<input checked="" type="checkbox"/>
Unit 2 Homeostasis and Control	(2)	<input checked="" type="checkbox"/>
Unit 4 Metabolism, Growth, and Aging	(2)	<input checked="" type="checkbox"/>

 More options Cancel Start Review



# Udostępnianie i współpraca

- Udostępniaj notatki i wyróżnienia
- Obserwuj innych użytkowników
- W łatwy sposób sprawdzaj, kto obserwuje Ciebie
- Ucz się wspólnie z innymi dla lepszych rezultatów

The image displays two overlapping screenshots of a 'Sharing' dialog box. The top screenshot shows the 'I'm Following' tab, which lists users who have shared content. It includes a text prompt: 'These are the people whose shared h... Enter email to follow someone's share...' and an input field labeled 'Email'. Below this, the name 'Lee Test' is visible. The bottom screenshot shows the 'My Followers' tab, which contains the text: 'Send the link below to others to add them as followers. Anyone who clicks the link will be able to see all of your public highlighters.' Below this text is a shareable link: <https://online.vitalsource.com/home/subscribe/va> and a blue 'Copy' button. At the bottom of this dialog, there is a graphic of three stylized human figures and the text: 'Looks like you don't have any followers! Share your custom link above to add followers.'

# Łatwy dostęp

Bookshelf pozwala studentom na dostęp do materiałów im niezbędnych **w dowolnym czasie i miejscu.**

Współgra z każdym urządzeniem i wyszukiwarką.

**100% dostępu offline.**

