Business Rules Management and Service Oriented Architecture

Ian Graham 2007-02-06 Business rules management system (BRMS) is a software tools that work alongside enterprise IT applications. It enables enterprises to automate decision-making processes typically consisting of separate business rules authoring and rules execution applications. This proposed title brings together the following key ideas in modern enterprise system development best practice. The need for service-oriented architecture (SOA). How the former depends on component-based development (CBD). Database-centred approaches to business rules (inc. GUIDES). Knowledge-based approaches to business rules. Using patterns to design and develop business rules management systems Ian Graham is an industry consultant with over 20 years. He is recognized internationally as an authority on business modelling, object-oriented software development methodolgy, and process improvement. He has a significant public presence, both associated with both UK and international professional organizations, and is frequently quoted in the IT and financial press.

The Heart of Change Field Guide

Dan S. Cohen 2005-11-09 In 1996, John P. Kotter's Leading Change became a runaway best seller, outlining an eight-step program for organizational change that was embraced by executives around the world. Then, Kotter and co-author Dan Cohen's The Heart of Change introduced the revolutionary "see-feel-change" approach, which helped executives understand the crucial role of emotion in successful change efforts. Now, The Heart of Change Field Guide provides leaders and managers tools, frameworks, and advice for bringing these breakthrough change methods to life within their own organizations. Written by Dan Cohen and with a foreword by John P. Kotter, the guide provides a practical framework for implementing each step in the change process, as well as a new three-phase approach to execution: creating a climate for change, engaging and enabling the whole organization, and implementing and sustaining change. Hands-on diagnostics—including a crucial "change readiness module"—reveal the dynamics that will help or hinder success at each phase of the change process. Both flexible and scaleable, the frameworks presented in this guide can be tailored for any size or type of change initiative. Filled with practical tools, checklists, and expert commentary, this must-have guide translates the most powerful approaches available for creating successful change into concrete, actionable steps for you and your organization. Dan Cohen is the co-author, with John P. Kotter, of The Heart of Change, and a principal with Deloitte Consulting, LLC.

Groundwater in Egypt's Deserts

Abdelazim Negm 2022-07-25 This book brings together contributions from groundwater researchers and scientists on underground water resources in Egypt's deserts. The aquifers' quantity and quality are evaluated in many regions of the Egyptian deserts using established methods that can be effectively employed to investigate the potential for sustainable development in Egypt and similarly arid countries. The water resources in Egypt's deserts are subject to deterioration, mainly by land salinization and water deficiency. This book presents the best management practices, water quantity and quality, and optimal and sustainable usage of available groundwater. The book offers a unique guide for all readers interested in groundwater, modeling, and assessment for sustainable development in Egypt and countries with similar weather and water conditions.

ARCHIE 3000

Archie Superstars 2019-03-19 ARCHIE 3000 is the complete collection featuring the classic series. This is presented in the new higher-end format of Archie Comics Presents, which offers 200+ pages at a value while taking a design cue from successful all-ages graphic novels. Travel to the 31st Century with Archie and his friends! In the year 3000, Riverdale is home to hoverboards, intergalactic travel, alien life and everyone's favorite space case, Archie! Follow the gang as they encounter detention robots, teleporters, wacky fashion trends and much more. Will the teens of the future get in as much trouble as the ones from our time?

Snowfish Adam Rapp 2011-04-12 "Adam Rapp's brilliant and haunting story will break your heart. But
then his words will mend it... Absolutely unforgettable."—Michael Cart On the run in a stolen car with a kidnapped baby in tow, Custis, Curl, and Boobie are three young people with deeply troubled pasts and bleak futures. As they struggle to find a new life for themselves, it becomes painfully clear that none of them will ever be able to leave the past behind. Yet for one, redemption is breaking in the unlikeliest of places. With the raw language of the street and lyrical, stream-of-consciousness prose, Adam Rapp hurtes the reader into a world of lost children, a world that is not for the faint of heart. Groping, disturbing, and starkly illuminating, his hypnotic narration captures the voices of two damaged souls - a third speaks only through drawings - to tell a story of alienation, deprivation, and ultimately, the saving power of compassion.

The Nomadic Developer Aaron Erickson 2009-05-05 Learn the Real Secrets of Succeeding as a Software or IT Consultant in Any Economic Climate! Despite economic cycles, the idea of using technology to make a company more efficient and competitive—or perhaps even reach a new market— is appealing to all but the most desperate and cash-starved companies. More and more often, those companies look to technology consultants to fulfill their needs. There are real advantages to being a consultant. You make contacts with a lot of different people to make decisions, you can play a software developer in the IT department for a brick-and-mortar company, as a technology consultant, you are the profit center...so long as you are billing. Consulting can be hugely rewarding—but it’s easy to fail if you are unprepared. To succeed, you need a mentor who knows the lay of the land. Aaron Erickson is your mentor, and this is your guidebook. Erickson has done it all—from Practice Leadership to the lowest level project work. In The Nomadic Developer, he brings together his hardwon insights on becoming successful and achieving success through tough times and relentless change. You’ll find 100% practical advice and real experiences—his own and annotations from those in the trenches. In addition, renowned consultants—such as David Chappell, Bruce Eckel, Deborah Kurata, and Ted Neward—share some of their hard-earned lessons. With this useful guidebook, you can Objectively assess whether the consultant’s life makes sense for you. Break into the business and build a career path that works Avoid the Seven Deadly Firms by identifying unscrupulous technology consultants and avoiding their traps and pitfalls Understand the business models and mechanics that virtually all consulting firms use Use master secret consulting success tips that are typically left unstated or overlooked Gain a competitive advantage by adding more value than your competitors Continue your professional development so you stay billable even during bad times Profit from both fixed-bid and time-and-materials projects Build a personal brand that improves your resiliency no matter what happens

Her Tender Tyrant Elizabeth Lennox 2014-12-19 Marcus moved through life expecting everything to be logical. Science could explain everything and he’d learned to make enormous profits understanding science. So when he runs into the illogique Juliette, his mind has a hard time understanding why she would walk down the street singing and dancing. There wasn’t any music! But no matter how much he craved logic and reason, his body craved Juliette more. Juliette is fascinated by Marcus’s stoicism. How could he walk down the street and not feel the joy in the sunshine? How could he ignore the sounds of the grasshoppers and birds? Or smile at the perfection of a flower? And how could her mind and body need a man who didn’t understand the joy of living life for the moment? Enjoy the fifth book in The Alfiere Saga!

Science Focus Rochelle Manners 2010 The Science Focus Second Edition is the complete science package for the teaching of the New South Wales Stage 4 and 5 Science Syllabus. The Science Focus Second Edition package retains the identified strengths of the highly successful First Edition and includes a number of new and exciting features, improvements and components. The innovative Teacher Edition with CD allows a teacher to approach the teaching and learning of Science with confidence as it includes pages from the student book with wrap around teacher notes including answers, hints, strategies and teaching and learning assessment advice.

The Six Sigma Handbook, Third Edition Thomas Pyzdek 2009-09-21 The authoritative classic--revised and updated for today's Six Sigma practitioners Whether you want to further your Six Sigma training to achieve a Black or Green Belt or you are totally new to the quality-management strategy, you need reliable guidance. The Six Sigma Handbook, Third Edition shows you, step by step, how to integrate this profitable approach into your company's culture. Co-written by an award-winning contributor to the practice of quality management and a successful Six Sigma trainer, this hands-on guide features: Cutting-edge, Lean Six Sigma concepts integrated throughout Completely revised material focused on project objectives Updated and expanded problem-solving examples using Excel and Minitab A streamlined format that puts proven practices at your fingertips The Six Sigma Handbook, Third Edition is the only comprehensive reference you need to make Six Sigma work for your company. The book explains how to organize for Six Sigma, how to use customer requirements to drive strategy and operations, how to carry out successful project management, and more. Learn all the management responsibilities and actions necessary for a successful deployment, as well as how to: Dramatically improve products and processes using DMAIC and DMADV Use Design for Six Sigma to create innovative products and processes Incorporate lean, problem-solving, and statistical techniques within the Six Sigma methodology Avoid common pitfalls during implementationSix Sigma has evolved with the changing global economy, and The Six Sigma Handbook, Third Edition is your key to ensuring that your company realizes significant gains in quality, productivity, and sales in today's business climate.

Hav Jan Morris 2011-08-30 A New York Review Books Original Hav is like no place on earth. Rumored to be the sixth city, it was conquered during the crusades and recaptured by Saladin, visited by Tolstoy, Hitler, Grace Kelly, and Princess Diana, this Mediterranean city-state is home to several architectural marvels and an annual rooftop race that is a feat of athleticism and insanity. As Jan Morris guides us through the corridors and quarters of Hav, we hear the mingling of Italian, Russian, and Arabic in its markets, delight in its famous snow raspberries, and meet the denizens of its casinos and cafés. When Morris published Last Letters from Hav in 1985, it was short-listed for the Booker Prize. Here it is joined by Hav of the Myrmidons, a sequel that brings the story up-to-date. Twenty-first-century Hav is nearly unrecognizable. Sanitized and monetized, it is ruled by a group of fanatics who have rewritten its history to reflect their own blinkered view of the past. Morris’s only novel is dazzlingly sui-generis, part erudite travel memoir, part speculative fiction, part cautionary political tale. It transports the reader to an extraordinary place that never was, but could well be. Vogue x Music: Editors of American Vogue 2018-10-30 Vogue has always been on the cutting edge of popular culture and Vogue x Music shows how: When they’re contemporary stars or classic idols, whether they made digital albums or vinyl records, the world’s most popular musicians have always graced the pages of Vogue. In this book you’ll find unforgettable portraits of Madonna beside David Bowie, Kendrick Lamar, and Patti Smith; St. Vincent alongside Debbie Harry, and much more. Spanning the magazine’s 126 years, this breathtaking book is filled with the work of acclaimed photographers like Richard Avedon and Annie Leibovitz as well as daring, music-inspired fashion portfolios from Irving Penn and Steven Klein. Excerpts from essential interviews with rock stars, blues singers, rappers, and others are included on nearly every page, capturing exactly what makes each musician so indelible. Vogue x Music is a testament to star power, and proves that some looks are as timeless as your favorite albums.

Oxford WordPower Dictionary 2014-03-23 Spark Family Fun Chronicle Books 2019-03-05 These fun faux matchsticks are printed with prompts and talking points that will get loved ones laughing, connecting, and playing together. A perfect way to liven up family gatherings and road trips, this colorful box of joy makes an extra-sweet gift for Mother’s Day or Father’s Day.

The Divine Name Jonathan Goldman 2010-03-15 What if there was a technique for sounding the personal name of God that could change the world? ... In this groundbreaking work, sound-healing pioneer Jonathan Goldman shares his incredible discovery of The Divine Name, a universal sound that, when intoned, can bring harmony and healing to ourselves and the planet. This name, encoded within our DNA, is the personal name of God, once found in the religious texts that link over half the world’s OCos population. Prohibited and then lost for nearly 2,500 years, The Divine Name is available once again. It is a sound that when vocalized has the power to issue in a new era of human consciousness, unifying us in healing, peace, and oneness. The Divine Name is a step-by-step process of vibratory activation that will allow you to experience the power, majesty, and healing of this extraordinary sound. CD NOT INCLUDED.*

HSP Math Evan M. Maletsky 2004-02-01 Construction Scheduling Jay S. Newitt 2011-11-21 This is the eBook of the printed book and may not include
any media, website access codes, or print supplements that may come packaged with the bound book. This text is a comprehensive, stand alone reference for project management scheduling. It features a unique combination of principles/fundamentals of scheduling and project management along with practical applications and tutorials of the 4 most common scheduling software programs-Microsoft Project, Primavera Project Planner (P3), SureTrak, P6 Project Manager and Contractor. Having scheduling information and software instructions in one book obviates the need for two texts, and the exercises and examples in the scheduling portion are tied to the same exercises in the software portions.

A Travel Companion to the Northern Areas of Pakistan Tahir Jahanjir 2004 This book is an account of travels through the northern mountains and valleys of Pakistan. It is a travelogue as well as a guide. Each chapter is followed by a key with essential travel conditions, accommodation and security precautions required.

The Groomer Jon Athan 2020-03-13 Andrew McCarthy grows concerned for his family after he catches a young man, Zachary Denton, photographing his daughter, Grace McCarthy, and other children at a park. To his disorientation, Zachary talks his way out of trouble when he's confronted by the police. He hopes that's the end of it. Then he finds Zachary at a diner and then at a grocery store. He knows their encounters aren't coincidences. And just as Andrew prepares to defend his family, Grace vanishes. As the police search stalls and the leads dry up, Andrew decides to take matters into his own hands. He starts by searching for sex offenders in the area and researching enhanced interrogation techniques... He convinces himself he'd do anything to rescue his daughter, unaware of the true evil he'll face in his journey. He's willing to hurt-to torture-anyone to save his family. Jon Athan, the author of Into the Wolves' Den and The Abuse of Ashley Collins, delves into the underworld of internet predators in this disturbing horror novel. Are your children safe? WARNING: This book contains graphic content. Reader discretion is advised.

In the Shadow of the Mountain Level 5 Upper Intermediate Book with Audio CDs (2) Pack Helen Naylor 2009-06-19 The text is part of a new series of original fiction, specially written for learners of English. Graded into six levels - from beginner to advanced - the stories provide easy and enjoyable reading on a wide range of contemporary topics and themes.

Hello, Garden Bugs duopress labs 2017-03-14 Ladybugs, snails, and butterflies! Oh my! This charming introduction to ten garden bugs, paired with friendly text and bold, basic patterns, provides a great high-contrast experience for young developing eyes. Newborns cannot fully recognize colors, so the sharp contrast between black and white patterns and illustrations allows babies to follow along and make connections to the real world, an important building block for communication skills. Using simple greetings like “Hello, bumblebee!” and “Good to see you, dragonfly!” alongside black-and-white art by Julissa Mora, Hello, Garden Bugs is the perfect board book for babies just beginning to look around and learn about their world. Featured in Omnivoracious. Also available: Hello, Baby Animals and Hello, Ocean Friends. Coming soon: Hello, My World.


English Vocabulary in Use Pre-intermediate and Intermediate with Answers Stuart Redman 1997-02-20 Vocabulary in Use Pre-intermediate and Intermediate is a vocabulary book for intermediate learners of English, primarily designed as a self-study reference and practice book, but which can also be used for classroom work. Its style and format is similar to its upper intermediate and advanced level rival. English Vocabulary in Use - 100 easy-to-use units; over 2,500 vocabulary items in a wide range of topic areas are presented, contextualised and explained and explained on left-hand pages with a variety of follow-up activities on right-hand pages. - Helps to build on and expand existing vocabulary. - Suggests tips and techniques for good learning habits. - Designed to be flexible: can be used both for self-study and in class. - Provides a comprehensive key with not only answers to the exercises but also more comments on how the language is used. - Includes a detailed index with phonetic transcriptions.

Chop Suey, USA Yong Chen 2014-11-04 American diners began to flock to Chinese restaurants more than a century ago, making Chinese food the first mass-consumed cuisine in the United States. By 1980, it had become the country’s most popular ethnic cuisine. Chop Suey, USA offers the first comprehensive interpretation of the rise of Chinese food, revealing the forces that made it ubiquitous in the American gastronomic landscape and turned the country into an empire of consumption. Engineered by a politically disenfranchised, numerically small, and economically exploited group, Chinese food’s tour de America is an epic story of global cultural encounter. It reflects not only changes in taste but also a growing appetite for a more leisurely lifestyle. Americans fell in love with Chinese food not because of its gastronomic excellence but because of its affordability and convenience, which is why they preferred the quick and simple dishes of China while shunning its haute cuisine. Epitomized by chop suey, American Chinese food was a forerunner of McDonald’s, democratizing the once-exclusive dining-out experience for such groups as marginalized Anglos, African Americans, and Jews. The rise of Chinese food is also a classic American story of immigrant entrepreneurship and perseverance. Barred from many occupations, Chinese Americans successfully turned Chinese food from a despised cuisine into a dominant force in the restaurant market, creating a critical lifestyle that shaped American eating habits and the concept of the open kitchen and popularized the practice of home delivery. They streamlined certain Chinese dishes, such as chop suey and egg foo young, turning them into nationally recognized brand names.

Beautifully Ruined Nessa Morgan 2014-03-06 I feel I'm losing it all, everything I've kept near and dear--I'm shoving it away because I don't know how to keep my life in order anymore. What was simply fine and okay is no longer either. My world is growing into one black hole, dragging me down. I've discovered my monsters, I've found my demons, and to make sure no one goes down with me, I've given them an out. I've given Zephyr the out he deserves. But was it worth it? Just when Joe's life seemed to be getting better, one night she sends her memory into overdrive. Not able to cope, she pushes away the only friend she could count and tries to cut out all the rest. When a new student walks into her class and is assigned the seat next to hers, Joe's not 2006-07-03. She him below 8 below where how forward he is. All this while fighting the urge to go back and beg Zephyr to be hers again. While the unknowable happens, she has a hard decision to make--the hardest she's ever had to make: to stay or go.

Basic Technical Mathematics with Calculus, SI Version + Mylab Math Allyn Washington 2019-02-07 Basic Technical Mathematics with Calculus, SI Version is intended primarily for students in technical and pre-engineering technology programs or other programs for which coverage of basic mathematics is required. This tried-and-true text from Allyn Washington builds on the author's highly regarded approach to technical math, while enhancing its pedagogy with full-colour figures and boxes that warn students of Common Errors. Appropriate for a two- to three-semester course, Basic Technical Mathematics with Calculus shows how algebra, trigonometry and basic calculus are used on the job. It covers applications in a vast number of technical and pre-engineering fields, including statics, electronics, solar energy, laser fiber optics, acoustics, fluid mechanics, and the environment. Known for its exceptional problem sets and applied material, the book offers practice exercises, writing exercises, word problems and practice tests. The 11th Edition SI Version is enhanced with a mix of Canadian and global examples, a reorganised Statistics chapter and updated notation that reflects standard engineering practice in industry. Pearson MyLab(tm) is the world's leading online self-study, homework, tutorial and assessment product designed with a single purpose in mind: to improve the results of all higher education students, one student at a time. Please note: The duration of access to a MyLab is set by your instructor for your specific unit of study. To access the MyLab you need a Course ID from your instructor.

The Humming Effect Jonathan Goldman 2017-05-25 An accessible guide to the practice of conscious humming • Describes conscious humming and breathing exercises from simple to advanced, including online access to examples of these practices • Examines the latest studies on sound, revealing how humming helps with stress levels, sleep, and blood pressure, increases lymphatic circulation, releases endorphins, creates new neural pathways in the brain, and boosts blood platelet production • Explores the spiritual use of humming, including its use as a sonic yoga technique and its role in many world traditions • Includes access to online examples, allowing you to experience the powerful vibratory resonance that humming can create • Humming is one of the simplest and yet most profound sounds we can make. If you have a voice and can speak, you can hum. Research has shown humming to be much more than a self-soothing sound: it affects
us on a physical level, reducing stress, inducing calmness, and enhancing sleep as well as lowering heart rate and blood pressure and producing powerful neurochemicals such as oxytocin, the “love” hormone. In this guide to conscious humming, Jonathan and Andi Goldman show that you do not need to be a musician or singer to benefit from sound healing practices—all you need to do is hum. They provide conscious humming and breathing exercises from simple to advanced, complete with online examples, allowing you to experience the powerful vibratory resonance that humming can create and harness its healing benefits for body, mind, and spirit. They explore the science behind sound healing, revealing how self-created sounds can literally rearrange molecular structure and how humming not only helps with stress levels, sleep, and blood pressure but also increases lymphatic circulation and melatonin production, releases endorphins, creates new neural pathways in the brain, and releases nitric oxide, a neurotransmitter fundamental to health and well-being. The authors show how sound can act as a triggering mechanism for the manifestation of your conscious intentions. They also examine the spiritual use of humming, including its use as a sonic yoga technique and its role in many world traditions, such as the Om, Aum, or Hum of Hindu and Tibetan traditions. Providing a self-healing method accessible to all, the authors reveal that, even if you have no musical ability, we are all sound healers. Biology of Humans Judith Goodenough 2013-01-09 Known for its unique “Special Topic” chapters and emphasis on everyday health concerns, the Fifth Edition of Biology of Humans: Concepts, Applications, and Issues continues to personalize the study of human biology with a conversational writing style, stunning art, abundant applications, and tools to help you develop critical-thinking skills. The authors give you a practical and friendly introduction for understanding how their bodies work and for preparing them to navigate today’s world of rapidly expanding—and shifting—health information. Each chapter now opens with new “Did You Know?” questions that pique your interest with intriguing and little-known facts about the topic that follows. The Fifth Edition also features a new “Special Topic” chapter (1a) titled “Becoming a Patient: A Major Decision,” which discusses how to select a doctor and/or a hospital, how to research health conditions, and more.

Construction Project Scheduling and Control Saleh A. Mubarak 2010-10-26

Business Rule Concepts Ronald G. Ross 2013

For Kicks Dick Francis 1988-09-19 A classic mystery from Dick Francis, the champion of English storytellers. Daniel Roe owns a stud farm in Australia. He’s young, smart, hard-working and desperate for some excitement - all of which makes him the ideal candidate for the Earl of October, who has come visiting. The Earl is concerned about a horse-doping scandal that is destroying English racing. He wants to pay Daniel to come back with him, pose as a highly corruptible stable lad and discover who is behind it. Unfortunately, when Daniel agrees he doesn’t realise how close he’ll have to get to find the truth. Nor how determined the criminals will be to prevent him living long enough to tell anyone… Praise for Dick Francis: ‘As a jockey, Dick Francis was unbeatable when he got into his stride. The same is true of his crime writing’ Daily Mirror ‘Dick Francis’s fiction has a secret ingredient - his inimitable knack of grabbing the reader's attention on page one and holding it tight until the very end’ Sunday Telegraph ‘The narrative is brisk and gripping and the background researched with care . . . the entire story is a pleasure to relish’ Scotsman ‘Francis writing at his best’ Evening Standard ‘A regular winner . . . as smooth, swift and lean as ever’ Sunday Express ‘A super chiller and killer’ New York Times Book Review Dick Francis was one of the most successful post-war National Hunt jockeys. The winner of over 350 races, he was champion jockey in 1953/1954 and rode for HM Queen Elizabeth, the Queen Mother, most famously on Devon Loch in the 1956 Grand National. On his retirement from the saddle, he published his autobiography, The Sport of Queens, before going on to write forty-three bestselling novels, a volume of short stories (Field of 13), and the biography of Lester Piggott. During his lifetime Dick Francis received many awards, amongst them the prestigious Crime Writers’ Association’s Cartier Diamond Dagger for his outstanding contribution to the genre, and three ‘best novel’ Edgar Allan Poe awards from The Mystery Writers of America. In 1996 he was named by them as Grand Master for a lifetime’s achievement. In 1998 he was elected a fellow of the Royal Society of Literature, and was awarded a CBE in the Queen’s Birthday Honours List of 2000. Dick Francis died in February 2010, at the age of eighty-nine, but he remains one of the greatest thriller writers of all time.

What Good Are the Arts? John Carey 2010 A lively and stimulating invitation to debate the value of art offers a provocative study that will pique the interest of and inspire any reader who loves painting, music, or literature.

Roar at the Zoo! Parragon 2012-08-07 "There are 10 noisy zoo animals to discover in this bright, interactive book. Little ones will love looking at the pictures, pressing the buttons, and roaring along with the tiger!" -- Page [4] cover.

With Amusement for All LeRoy Ashby 2006-05-12 With Amusement for All contextualizes what Americans have done for fun since 1830, showing the reciprocal nature of the relationships among social, political, economic, and cultural forces and the ways in which the entertainment world has reflected, changed, or reinforced the values of American society.

A Handbook for Construction Project Planning and Scheduling Virendra Kumar Paul 2018-02-07 The development of IS 15883: Part 2 (2009), Construction Time Management Guidelines is an important milestone in formally recognizing the threshold framework for the construction industry. This initiative of Bureau of Indian Standards (BIS) provides for a national framework for time management which specifically focuses on unique aspects of Indian construction industry. This handbook supplements the BIS framework enshrined in IS 15883: Part 2, and thereby facilitating capacity building for widespread application of the Guidelines. The chapters of handbook follow the stages of a typical project life cycle of a construction project, flowing seamlessly from project inception through to project closure. In addition, latest trends in the construction sector in terms of tools, techniques, and software have also been elaborated. It is implied that time management operates in conjunction with other interdependent processes of project management, and might need multi-dimensional decision making. To that extent this handbook does elaborate the relevant interface that maybe critical for comprehensive project management approach. As a primary expectation, the handbook would serve as a supplementary textbook for students of architecture, and civil engineering who are pursuing subjects in construction management. It is also an effortless reference for new entrants to the field of project management, and other management professionals as well who seek a quick reference to the tools and techniques of time management illustrated through examples in easy language.