

Ingreso de materiales, Agosto 2011

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Revistas

Arroz. Vol.15, no.66, jul. 2011.

The Economist. Vol.400, no.8740, jul. 2011.

The Economist. Vol.400, no.8741, jul. 2011.

The Economist. Vol.400, no.8742, jul. 2011.

The Economist. Vol.400, no.8743, jul. 2011.

The Economist. Vol.400, no.8744, jul. 2011.

The Economist. Vol. 400, no.8745, ago. 2011.

The Economist. Vol. 400, no.8746, ago. 2011.

Forestal, no 43, jun. 2011.

Harvard Business review. Vol. 89, no.7, ago. 2011.

Informe de Coyuntura, jul. 2011.

Journal of AOAC International. Vol. 94, no. 3, may.-jun. 2011.

Revista INIA Uruguay, no 25, jun. 2011.

Textiles Panamericanos. Vol. 71, no. 3, may – jun. 2011.

Libros

Alimentos

INTERNATIONAL COMMISSION ON MICROBIOLOGICAL SPECIFICATIONS FOR FOODS / Microorganisms in foods 8 : use of data for assessing process control and product acceptance [libro] . -- New

York, US : Springer, 2011. -- 400 p. ; (en)
ISBN : 978-1-4419-9373-1

Resumen: This book is written by the International Commission on Microbiological Specifications for Foods with assistance from a limited number of consultants. The purpose of this book is to provide guidance on appropriate testing of food processing environments, processing lines, and finished product to enhance the safety and microbiological quality of the food supply. Microorganisms in Foods 8 consists of two parts. Part I, Principles of Using Data in Microbial Control, builds on the principles of Microorganisms in Foods 7: Microbiological Testing in Food Safety Management (2002), which illustrates how HACCP and Good Hygienic Practices (GHP) provide greater assurance of safety than microbiological testing, but also identifies circumstances where microbiological testing may play a useful role. Part II, Specific Applications to Commodities, provides practical examples of criteria and other tests and is an updated and expanded version of Part II of Microorganisms in Foods 2: Sampling for Microbiological Analysis: Principles and Specific Applications (2nd ed. 1986). Part II also builds on the 2nd edition of Microorganisms in Foods 6: Microbial Ecology of Food Commodities (2005) by identifying appropriate tests to evaluation the effectiveness of controls.

METODOS ANALITICOS / MICROBIOLOGIA / MICROBIOLOGIA DE ALIMENTOS

576.163 INT
63920

Marketing

HARVARD BUSINESS SCHOOL PUBLISHING CORPORATION /
Entendiendo el marketing : soluciones prácticas para el día a día [libro] . -
- Boston, US : Harvard Business Press, 2010. -- 140 p. ; (es). -- (Serie pocket mentor)
ISBN : 978-956-8827-28-1

Resumen: Comprender a sus clientes y cómo realizar un marketing eficaz hacia ellos es un factor clave para el éxito de su compañía. En este volumen usted aprenderá a reconocer las oportunidades de marketing, a trabajar con las personas en marketing para desarrollar planes y comprender el contexto mayor en el cuál está inserto el marketing. Comprender el marketing le enseña a: Crear una orientación de marketing en su empresa o grupo de trabajo, Comprender y seguir los pasos del proceso de marketing, Planificar programas de marketing, campañas publicitarias y promociones de ventas que sean eficaces

MERCADEO

658 HAR
63580

HARVARD BUSINESS SCHOOL PUBLISHING CORPORATION / Cómo tomar mejores decisiones : soluciones prácticas para los desafíos del día a día [libro] . -- Boston, US : Harvard Business Press, 2010. -- 102 p. ; (es). -- (Serie pocket mentor)
ISBN : 978-956-8827-32-8

Resumen: ¿Cómo puede estar seguro de que la decisión de negocios que acaba de tomar es la correcta? Este libro guía a los lectores por el proceso de tomar e implementar una decisión, ofreciendo consejos valiosos sobre cómo: crear un contexto para tomar decisiones éticas Identificar los obstáculos que obstruyen una toma de decisiones eficaz Comunicar la decisión Permitir ajustes constructivos y reevaluaciones Conozca a su mentor David A. Garvin es C. Roland Christensen Professor de Administración de Empresas en Harvard Business School, donde se especializa en el área de la gestión general. Durante más de 20 años ha estudiado y enseñado los principios del aprendizaje organizacional, los procesos de negocios y de gestión, y el diseño y liderazgo de empresas grandes y complejas.

MODELOS MATEMATICOS / TOMA DE DECISIONES

658 HAR
63840

Medioambiente

BALCER, MARY D. ; KORDA, NANCY L. ; DODSON, STANLEY I. / Zooplankton of the great lakes : a guide to the identification and ecology of the common crustacean species [libro] . -- Wisconsin, US : University of Wisconsin, 1984. -- 174 p. ; (en)
ISBN : 0-299-09820-6

Resumen: The authors have gathered data from more than three hundred sources and organized into a useful laboratory manual. The taxonomic keys are easy to use, suitable for both classroom and laboratory identifications. Detailed line drawings are provided to help confirm the identification of the major species. Zoologists, limnologists, hydrobiologists, fish ecologists, and those who study or monitor water quality will welcome this dependable new identification tool. A concise summary of pertinent information on the ecology of these zooplankton is provided in the main body of the text. A check-list of all species reported

from each of the Great Lakes and notes on the distribution and abundance of more than a hundred species were compiled from an extensive search of existing literature. In addition, the authors collected samples from several locations on Lake Superior, in order to provide information on the abundance and life histories of the major crustacean species.

AGUA / CRUSTACEOS / LAGOS / PLANCTON

595.3 BAL
63500

UEDA, HIROSHI ; REID, JANET W. / Copepoda : cyclopoida. Genera mesocyclops and thermocyclops [libro] . -- Leiden, NL : Backhuys, 2002. - - 318 p. ; (en). -- (Guides to the identification of the microinvertebrates of the continental water of the world ; 20)
ISBN : 90-5782-126-5

Resumen: Includes chapters on evolution and biology, a technique for observing copepods, terminology, the genera Mesocyclops Sars and Thermocyclops Kiefer, and an index of species and subspecies.

COPEPODA

595.34 UED
63640

DUSSART, B. H. ; DEFAYE, D. / Introduction to the Copepoda [libro] . -- 2a ed.. -- Leiden, NL : SPB Academic Publishing, 2001. -- [s.p.] ; (en). -- (Guides to the identification of the microinvertebrates of the continental waters of the world ; 16)

COPEPODA

595.34 DUS
63760

DUSSART, B. ; DEFAYE, D. / World directory of crustacea copepoda of Inland waters I : Calaniformes [libro] . -- Leiden, NL : Backhuys, 2002. -- 276 p. ; (en)
ISBN : 90-5782-108-7

Resumen: The first edition of this directory was published almost 20 years ago. Since then, numerous new species have been described, some genera and families have been revised, and new synonymies and updated keys have been published. These changes have all been

incorporated into this second, amended, English edition of 'Répertoire mondial des Crustacés Copépodes des eaux intérieures, tome 1: Calanoida'. The contents are organized as in the previous edition. The references cited in the taxonomic part are given in alphabetical order, and the abbreviations of the references follow the ISO-4 standards (ISDS, 1985 and following years). The scientific index includes the synonyms in Roman characters, which allows the reader to follow the trail of any citation to its present valid name. For each genus, the typespecies is given first and is marked by an asterisk; the order followed for the other species is chronological. For each species, a synonymy is given, followed by other specifying citations or references on morphology, physiology, biology, or ecology of the species; distribution is also given. The 8 families treated are: Aetideidae, Clausocalanidae, Centropagidae, Pseudodiaptomidae, Acartiidae, Sulcanidae, Temoridae, and Diaptomidae (the most widely distributed family in inland waters). All species described from 1898 until 2000 are included. This is a definite reference work for all those involved in copepod research.

COPEPODA / CRUSTACEOS / DIRECTORIOS

595.34 DUS
63700

REDDY, Y. RANGA / Copepoda, Calanoida, Diaptomidae : key to the genera *Heliodiaptomus*, *Allodiaptomus*, *Neodiaptomus*, *Phyllodiaptomus*, *Eodiaptomus*, *Arctodiaptomus* and *Sinodiaptomus* [libro] . -- The Hague, NL : SPB Academic Publishing, 1994. -- 221 p. ; (en). -- (Guides to the identification of the microinvertebrates of the continental waters of the world ; 5)
ISBN : 90-5103-089-4

COPEPODA / ECOLOGIA

595.34 RED
63740

BAYLY, I. A. E. / The non-marine Centropagidae : (Copepoda: Calanoida) of the world [libro] . -- The Hague, NL : SPB Academic Publishing, 1992. - - 30 p. ; (en). -- (Guides to the identification of the microinvertebrates of the continental waters of the world ; 2)
ISBN : 90-5103-075-4

COPEPODA

595.34 BAY
63720

NOGRADY, THOMAS ; SEGERS, HENDRIK / Rotifera Volume 6 :
asplanchnidae, gastropodidae, lindiidae, microcodidae, synchaetidae,
trochosphaeridae [libro] . -- Leiden, NL : Backhuys, 2002. -- v. 6 ; . -- 264
p. ; (en). -- (Guides to the identification of the macroinvertebrates of the
continental water of the world ; 18)
ISBN : 90-5782-111-7

Resumen: A major project, whose aim is to produce high quality
identification guides to the zooplankton of the world. Three major groups
will be covered initially, the Rotifera, Cladocera and Copepoda. For each,
there will be a general volume, containing information on anatomy,
taxonomy, ecology, biogeography etc, plus keys to family level, plus more
detailed volumes giving species descriptions and keys, notes on range,
and brief data on biology and ecology.

ROTIFERA

595.181 NOG
63780

FERNANDO, C. H. / A guide to tropical freshwater zooplankton :
identification, ecology and impact on fisheries [libro] . -- Leiden, NL :
Backhuys, 2002. -- 291 p. ; (en)

Resumen: The first comprehensive book on Tropical Freshwater
Zooplankton. Covers the whole spectrum, including the non conventional
group, the Ostracoda; miscellaneous groups like Chaoborus,
Hydracarina, and Protozoa; and the interactions of zooplankton and
fisheries. Numerous plates, and illustrations enable reliable diagnoses to
species level. Includes information on methodology, ecology,
zoogeography and classification.

ECOLOGIA / PLANCTON

592.176 FER
63680

FERNANDO, C. H. / A guide to tropical freshwater zooplankton :
identification, ecology and impact on fisheries [libro] . -- Leiden, NL :
Backhuys, 2002. -- 291 p. ; (en)

Resumen: The first comprehensive book on Tropical Freshwater
Zooplankton. Covers the whole spectrum, including the non conventional
group, the Ostracoda; miscellaneous groups like Chaoborus,
Hydracarina, and Protozoa; and the interactions of zooplankton and
fisheries. Numerous plates, and illustrations enable reliable diagnoses to

species level. Includes information on methodology, ecology, zoogeography and classification.

ECOLOGIA / PLANCTON

592.176 FER
63680

Normas

ASTM

C802-09a

Conducting an Interlaboratory Test Program to Determine the Precision of Test Methods for Construction Materials.

D4402-06

Viscosity Determination of Asphalt at Elevated Temperatures Using a Rotational Viscometer.

ISO

17072-1:2011 Leather – Chemical determination of metal content – Part 1: Extractable metals.

17072-2:2011 Leather – Chemical determination of metal content – Part 1: Total metal content.

3966:2008 Measurement of fluid flow in closed conduits – Velocity area method using Pitot Static tubes.

BSI

BS EN 15309:2007 Characterization of waste and soil – Determination of elemental composition by X-ray fluorescence.

BS EN 15104:2011 Solid biofuels – Determination of total content of carbon, hydrogen and nitrogen – Instrumental methods.

BS EN 15289:2011 Solid biofuels – Determination of total of sulfur and chlorine.

BS EN 15297:2011 Solid biofuels – Determination of minor elements –
As, Cd, Co, Cr, Cu, Hg, Mn, Mo, Ni, Pb, Sb, V and Zn.