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KEY=MANUAL - NICHOLSON MORENO

The Female Brain Harmony Since Dr. Brizendine wrote The Female Brain ten years ago, the response has been overwhelming. This New York Times bestseller has been translated into more than thirty languages, has sold nearly a million copies between editions, and has most recently inspired a romantic comedy starring Whitney Cummings and Sofia Vergara. And its profound scientific understanding of the nature and experience of the female brain continues to guide women as they pass through life stages, to help men better understand the girls and women in their lives, and to illuminate the delicate emotional machinery of a love relationship. Why are women more verbal than men? Why do women remember details of fights that men can't remember at all? Why do women tend to form deeper bonds with their female friends than men do with their male counterparts? These and other questions have stumped both sexes throughout the ages. Now, pioneering neuropsychiatrist Louann Brizendine, M.D., brings together the latest findings to show how the unique structure of the female brain determines how women think, what they value, how they communicate, and who they love. While doing research as a medical student at Yale and then as a resident and faculty member at Harvard, Louann Brizendine discovered that almost all of the clinical data in existence on neurology, psychology, and neurobiology focused exclusively on males. In response to the overwhelming need for information on the female mind, Brizendine established the first clinic in the country to study and treat women's brain function. In The Female Brain, Dr. Brizendine distills all her findings and the latest information from the scientific community in a highly accessible book that educates women about their unique brain/body/behavior. The result: women will come away from this book knowing that they have a lean, mean, communicating machine. Men will develop a serious case of brain envy. Zero Distance Management in the Quantum Age Springer

Nature Simply Ming Air Fryer Cookbook Screen Digest The Fourth Industrial Revolution Currency Between the 18th and 19th centuries, Britain experienced massive leaps in technological, scientific, and economical advancement Air Conditioning Service Manual Primedia Business Directories & Books Global Innovation Index 2020 Who Will Finance Innovation? WIPO The Global Innovation Index 2020 provides detailed metrics about the innovation performance of 131 countries and economies around the world. Its 80 indicators explore a broad vision of innovation, including political environment, education, infrastructure and business sophistication. The 2020 edition sheds light on the state of innovation financing by investigating the evolution of financing mechanisms for entrepreneurs and other innovators, and by pointing to progress and remaining challenges - including in the context of the economic slowdown induced by the coronavirus disease (COVID-19) crisis. The Digital Transformer's Dilemma How to Energize Your Core Business While Building Disruptive Products and Services John Wiley & Sons Bring your company into the digital era without compromising your core business In The Digital Transformer's Dilemma: How to Energize Your Core Business While Building Disruptive Products and Services, the authors show companies how to go digital while also advancing their core business. The book emphasizes how to strike a difficult balance between establishing a new (digital) business and re-vitalizing - and digitizing - the legacy business. The core of the book is focused on the actual implementation of the digital transformation across both businesses, providing concrete tips, tricks, tools and action plans across six key dimensions: Crafting a flexible organization Using technology as a driver Designing the necessary processes Building transformational leaders "Right-skilling" the workforce of the future Galvanizing cultural change The Digital Transformer's Dilemma is a very visual book, filled with dozens of engaging illustrations that bring the contained concepts to life on the page. Based on 100+ interviews with senior executives at leading companies (such as Nestlé, Novartis, Volkswagen, BNP Paribas, BASF and Michelin) and smaller hidden champions, numerous illuminating case studies, and the authors' own experience from working in international management consulting and years of academic experience, the book highlights the fundamental principles required for executives and businesspeople to transform legacy organizations into digitally empowered companies. AI Superpowers China, Silicon Valley, and the New World Order Houghton Mifflin Introduction -- China's Sputnik moment -- Copycats in the Coliseum -- China's alternate Internet universe -- A tale of two countries -- The four waves of AI -- Utopia, dystopia, and the real AI crisis -- The wisdom of cancer -- A blueprint for human co-existence with AI -- Our global AI story Value Proposition Design How to Create Products and Services Customers Want John Wiley & Sons The authors of the international bestseller Business Model Generation explain how to create value propositions customers can't resist Value Proposition Design helps you tackle the core challenge of every business —

creating compelling products and services customers want to buy. This highly practical book, paired with its online companion, will teach you the processes and tools you need to create products that sell. Using the same stunning visual format as the authors' global bestseller, *Business Model Generation*, this sequel explains how to use the "Value Proposition Canvas" to design, test, create, and manage products and services customers actually want. *Value Proposition Design* is for anyone who has been frustrated by new product meetings based on hunches and intuitions; it's for anyone who has watched an expensive new product launch fail in the market. The book will help you understand the patterns of great value propositions, get closer to customers, and avoid wasting time with ideas that won't work. You'll learn the simple process of designing and testing value propositions, that perfectly match customers' needs and desires. In addition the book gives you exclusive access to an online companion on Strategyzer.com. You will be able to assess your work, learn from peers, and download pdfs, checklists, and more. *Value Proposition Design* is an essential companion to the "Business Model Canvas" from *Business Model Generation*, a tool embraced globally by startups and large corporations such as MasterCard, 3M, Coca Cola, GE, Fujitsu, LEGO, Colgate-Palmolive, and many more. *Value Proposition Design* gives you a proven methodology for success, with value propositions that sell, embedded in profitable business models." *Digital Entrepreneurship Impact on Business and Society* Springer Nature This open access book explores the global challenges and experiences related to digital entrepreneurial activities, using carefully selected examples from leading companies and economies that shape world business today and tomorrow. Digital entrepreneurship and the companies steering it have an enormous global impact; they promise to transform the business world and change the way we communicate with each other. These companies use digitalization and artificial intelligence to enhance the quality of decisions and augment their business and customer operations. This book demonstrates how cloud services are continuing to evolve; how cryptocurrencies are traded in the banking industry; how platforms are created to commercialize business, and how, taken together, these developments provide new opportunities in the digitalized era. Further, it discusses a wide range of digital factors changing the way businesses operate, including artificial intelligence, chatbots, voice search, augmented and virtual reality, as well as cyber threats and data privacy management. "Digitalization mirrors the Industrial Revolution's impact. This book provides a complement of perspectives on the opportunities emanating from such a deep seated change in our economy. It is a comprehensive collection of thought leadership mapped into a very useful framework. Scholars, digital entrepreneurs and practitioners will benefit from this timely work." Gina O'Connor, Professor of Innovation Management at Babson College, USA "This book defines and delineates the requirements for companies to enable their businesses to succeed in a post-COVID19 world. This book deftly examines how to accomplish and

achieve digital entrepreneurship by leveraging cloud computing, AI, IoT and other critical technologies. This is truly a unique “must-read” book because it goes beyond theory and provides practical examples.” Charlie Isaacs, CTO of Customer Connection at Salesforce.com, USA “This book provides digital entrepreneurs useful guidance identifying, validating and building their venture. The international authors developed new perspectives on digital entrepreneurship that can support to create impact ventures.” Felix Staeritz, CEO FoundersLane, Member of the World Economic Forum Digital Leaders Board and bestselling author of FightBack, Germany The G Factor The Science of Mental Ability Praeger Pub Text The g factor--general mental ability--is the major construct for understanding both individual differences and the average differences between groups (race and sex) in educational and occupational attainment. It is also germane to social issues of national importance. Jensen fully and clearly explains the psychometric, statistical, genetic, and physiological basis of g, as well as the major theoretical challenges to the concept. For decades a key construct in differential psychology, the g factor's significance for the brain sciences as well as for education, sociology, anthropology, evolutionary psychology, economics, and public policy is clearly evident in this, the most comprehensive treatment of g available. Democracy's XI Juggernaut Books Bestselling author and journalist Rajdeep Sardesai narrates the story of post-Independence cricket through the lives of 11 extraordinary Indian cricketers who portray different dimensions of this change; from Dilip Sardesai and Tiger Pataudi in the 1950s to Mahendra Singh Dhoni and Virat Kohli today How Asia Works Success and Failure In the World's Most Dynamic Region Open Road + Grove/Atlantic “A good read for anyone who wants to understand what actually determines whether a developing economy will succeed” (Bill Gates, “Top 5 Books of the Year”). An Economist Best Book of the Year from a reporter who has spent two decades in the region, and who The Financial Times said “should be named chief myth-buster for Asian business.” In How Asia Works, Joe Studwell distills his extensive research into the economies of nine countries—Japan, South Korea, Taiwan, Indonesia, Malaysia, Thailand, the Philippines, Vietnam, and China—into an accessible, readable narrative that debunks Western misconceptions, shows what really happened in Asia and why, and for once makes clear why some countries have boomed while others have languished. Studwell’s in-depth analysis focuses on three main areas: land policy, manufacturing, and finance. Land reform has been essential to the success of Asian economies, giving a kick-start to development by utilizing a large workforce and providing capital for growth. With manufacturing, industrial development alone is not sufficient, Studwell argues. Instead, countries need “export discipline,” a government that forces companies to compete on the global scale. And in finance, effective regulation is essential for fostering, and sustaining growth. To explore all of these subjects, Studwell journeys far and wide, drawing on fascinating examples from a Philippine sugar baron’s stifling of reform to the explosive growth

at a Korean steel mill. "Provocative . . . How Asia Works is a striking and enlightening book . . . A lively mix of scholarship, reporting and polemic." —The Economist Therapeutic Plasma Exchange Springer Science & Business Media This volume contains papers and discussions of the VIth Dialyse-Arzte Workshop, which was held in Bernried at Lake Starnberg near Munich the 5th and 6th of March 1980. Generously sponsored by Travenol, Munich, the Dialyse-Arzte meetings now have a tradition spanning 16 years. According to the constitution of these meetings, the topics of earlier years had to cover dialysis and related fields. Thus the sponsor requested that this year also one lecture - incorporated here as part - should deal with the state of art of dialysis, thereby hopefully linking this Workshop to the previous meetings. Dialysis techniques of the 1960s, pioneered by many of attending speakers and panelists (see List of Contributors), have never come to a standstill. Indeed, vascular access and extra corporeal circulation have become routine for the nephrologist and have made possible the introduction of new approaches, such as hemofiltration and hemoperfusion. Also today new membrane technologies provide us with a potentially even more effective therapeutic tool, namely plasma separation. The Day after Tomorrow how to survive in times of radical innovation Lannoo Meulenhoff - Belgium For today's organizations, our exponentially changing world has come with great consequences. In this book, Peter Hinssen tells the story of the pioneers who managed to adapt to those changes and who moved beyond today and even tomorrow in their approach of innovation. In doing so, they were able to change the course of entire industries. Peter's book focuses on the business models of these pioneers, on the organizational culture, the talent, the mindset and the technology we should tap into in order to maximize our chances for survival in the 'Day After Tomorrow'. It will shift your perspective on your future, on the future of your company and even that of your grandchildren. Creativity in the Classroom Schools of Curious Delight Taylor & Francis The fourth edition of this well-known text continues the mission of its predecessors "to help teachers link creativity research and theory to the everyday activities of classroom teaching. Part I (chs 1-5) includes information on models and theories of creativity, characteristics of creative people, and talent development. Part II (chapters 6-10) includes strategies explicitly designed to teach creative thinking, to weave creative thinking into content area instruction, and to organize basic classroom activities (grouping, lesson planning, assessment, motivation and classroom organization) in ways that support students' creativity. Changes in this Edition: Improved Organization -- This edition has been reorganized from 8 to 10 chapters allowing the presentation of theoretical material in clearer, more manageable chunks. New Material "In addition to general updating, there are more examples involving middle and secondary school teaching, more examples linking creativity to technology, new information on the misdiagnosis of creative students as ADHD, and more material on cross-cultural concepts of creativity, collaborative creativity, and linking

creativity to state standards. **Pedagogy & Design** " Chapter-opening vignettes, within-chapter reflection questions and activities, sample lesson ideas from real teachers, and end-of-chapter journaling activities help readers adapt content to their own teaching situations. Also, a larger trim makes the layout more open and appealing and a single end-of-book reference section makes referencing easier. Targeted specifically to educators (but useful to others), this book is suitable for any course that deals wholly or partly with creativity in teaching, teaching the gifted and talented, or teaching thinking and problem solving. Such courses are variously found in departments of special education, early childhood education, curriculum and instruction, or educational psychology.

Marketing for Growth The Role of Marketers in Driving Revenues and Profits The Economist The Economist: Marketing for Growth is a guide to how marketing can and should become a business's most important driver of growth. Marketers play a crucial role in generating revenue, and they can play an equally important role in how revenues translate into profit. They can help a company achieve growth by being smarter or more efficient than its competitors, and do so in a sustainable way. Marketers have their ear to the ground and therefore are often the first to pick up on changing customer needs and behavior, and the forces at play in markets. This informs the development and improvement of products, processes and standard of service. The book explores how to identify the most valuable customers, the most effective ways to drive revenue growth, and the best ways to improve profitability. It combines insight and practical guidance, and is supported by a wealth of hard data and anecdotal evidence from a wide range of business in Britain, America, Europe and Asia, including Amazon, China Mobile, Dove, Goldman Sachs, Haier, ING Direct, Lenovo, Mini, Procter & Gamble, Red Bull, Target, Twitter, Virgin and Zara.

Principles of Marketing An introduction to marketing concepts, strategies and practices with a balance of depth of coverage and ease of learning. Principles of Marketing keeps pace with a rapidly changing field, focussing on the ways brands create and capture consumer value. Practical content and linkage are at the heart of this edition. Real local and international examples bring ideas to life and new feature 'linking the concepts' helps students test and consolidate understanding as they go. The latest edition enhances understanding with a unique learning design including revised, integrative concept maps at the start of each chapter, end-of-chapter features summarising ideas and themes, a mix of mini and major case studies to illuminate concepts, and critical thinking exercises for applying skills. **Intellectual Property Basics: A Q&A for Students** WIPO Compiled by the China National Intellectual Property Administration (CNIPA) with the support of the WIPO China Funds-in-Trust, this book gives students a basic yet comprehensive understanding of IP. Using a question-and-answer format, it covers the general rules of the IP system as well as the essentials of patents, copyright, trademarks and other forms of IP, such as industrial designs, geographical indications and traditional knowledge.

Introduction to Business Introduction to Business covers the scope and sequence of most introductory business courses. The book provides detailed explanations in the context of core themes such as customer satisfaction, ethics, entrepreneurship, global business, and managing change. Introduction to Business includes hundreds of current business examples from a range of industries and geographic locations, which feature a variety of individuals. The outcome is a balanced approach to the theory and application of business concepts, with attention to the knowledge and skills necessary for student success in this course and beyond. **Southwest Builder and Contractor Strategic Management and Business Policy Entering 21st Century Global Society Contemporary Strategy Analysis Text Only Wiley Global Education Robert M. Grant** combines a highly accessible writing style with a concentration on the fundamentals of value creation and an emphasis on practicality in this leading strategy text. In this new edition, he includes an even greater focus on strategy implementation that reflects the needs of firms to reconcile scale economies with entrepreneurial flexibility, innovation with cost efficiency, and globalization with local responsiveness. This edition also incorporates some of the key strategic issues of today including: post-financial crisis adjustment, the continuing rise of China, India and Brazil, and the increased emphasis on ethics and sustainability. Coverage is also provided on strategy in not-for-profit organizations. **Contemporary Strategy Analysis, 8th Edition**, is suitable for both MBA and advanced undergraduate students. It has been adopted by leading business schools all across the world. **Brands and Branding John Wiley & Sons** With contributions from leading brand experts around the world, this valuable resource delineates the case for brands (financial value, social value, etc.) and looks at what makes certain brands great. It covers best practices in branding and also looks at the future of brands in the age of globalization. Although the balance sheet may not even put a value on it, a company's brand or its portfolio of brands is its most valuable asset. For well-known companies it has been calculated that the brand can account for as much as 80 percent of their market value. This book argues that because of this and because of the power of not-for-profit brands like the Red Cross or Oxfam, all organisations should make the brand their central organising principle, guiding every decision and every action. As well as making the case for brands and examining the argument of the anti-globalisation movement that brands are bullies which do harm, this second edition of **Brands and Branding** provides an expert review of best practice in branding, covering everything from brand positioning to brand protection, visual and verbal identity and brand communications. Lastly, the third part of the book looks at trends in branding, branding in Asia, especially in China and India, brands in a digital world and the future for brands. Written by 19 experts in the field, **Brands and Branding** sets out to provide a better understanding of the role and importance of brands, as well as a wealth of insights into how one builds and sustains a successful brand.

Reinventing the Product How to Transform your Business and Create Value in the Digital Age Kogan Page Publishers Digital technology is simultaneously friend and foe: highly disruptive, yet it cannot be ignored. Companies that fail to make use of it put themselves in the line of fire for disintermediation or even eradication. But digital technology is also the biggest opportunity to reposition incumbent product-making businesses by thinking about how they conceive, make, distribute and support the next generation of goods in the marketplace. **Reinventing the Product** looks at the ways traditional products are transforming into smart connected products and ecosystem platforms at a rate much faster than most organizations think. Eric Schaeffer and David Sovie show how this reinvention is made possible: by AI and digital technologies, such as IoT sensors, blockchain, advanced analytics, cloud and edge computing. They show how to deliver truly intelligent, and potentially even autonomous, products with the more personalized and compelling experiences that today's users, consumers and enterprises expect. **Reinventing the Product** makes a stringent case for companies to rethink their product strategy, their innovation and engineering processes, and the entire culture to build the future generations of successful 'living products'. Featuring case studies from global organizations such as Faurecia, Signify, Symmons and Haier and interviews with thought leaders and business executives from top companies including Amazon, ABB, Tesla, Samsung and Google, this book provides practical advice for product-making companies as they embark on, or accelerate, their digitization journey.

Development and Modern Industrial Policy in Practice Issues and Country Experiences Edward Elgar Publishing Development and Modern Industrial Policy in Practice provides an up-to-date analysis of industrial policy. Modern industrial policy refers to the set of actions and strategies used to favor the more dynamic sectors of the economy. A key aspect of modern

Game Research Methods: An Overview Lulu.com "Games are increasingly becoming the focus for research due to their cultural and economic impact on modern society. However, there are many different types of approaches and methods than can be applied to understanding games or those that play games. This book provides an introduction to various game research methods that are useful to students in all levels of higher education covering both quantitative, qualitative and mixed methods. In addition, approaches using game development for research is described. Each method is described in its own chapter by a researcher with practical experience of applying the method to topic of games. Through this, the book provides an overview of research methods that enable us to better our understanding on games."--Provided by publisher.

Management 3.0 Leading Agile Developers, Developing Agile Leaders Pearson Education Introduces a realistic approach to leading, managing, and growing your Agile team or organization. Written for current managers and developers moving into management, Appelo shares insights that are grounded in modern complex systems theory, reflecting the intense complexity of

modern software development. Recognizes that today's organizations are living, networked systems; that you can't simply let them run themselves; and that management is primarily about people and relationships. Deepens your understanding of how organizations and Agile teams work, and gives you tools to solve your own problems. Identifies the most valuable elements of Agile management, and helps you improve each of them.

Comrade J The Untold Secrets of Russia's Master Spy in America After the End of the Cold War Penguin When the Cold War ended, the spying that marked the era did not. An incredible true story from the Pulitzer Prize-nominated New York Times bestselling author of *Crazy*. Between 1995 and 2000, "Comrade J" was the go-to man for SVR (the successor to the KGB) intelligence in New York City, overseeing all covert operations against the U.S. and its allies in the United Nations. He personally handled every intelligence officer in New York. He knew the names of foreign diplomats spying for Russia. He was the man who kept the secrets. But there was one more secret he was keeping. For three years, "Comrade J" was working for U.S. intelligence, stealing secrets from the Russian Mission he was supposed to be serving. Since he defected, his role as a spy for the U.S. was kept under wraps-until now. This is the gripping, untold story of Sergei Tretyakov, more commonly known as "Comrade J."

Handbook of Cognition and Emotion Guilford Press Comprehensively examining the relationship between cognition and emotion, this authoritative handbook brings together leading investigators from multiple psychological subdisciplines. Biological underpinnings of the cognition-emotion interface are reviewed, including the role of neurotransmitters and hormones. Contributors explore how key cognitive processes -- such as attention, learning, and memory -- shape emotional phenomena, and vice versa. Individual differences in areas where cognition and emotion interact -- such as agreeableness and emotional intelligence -- are addressed. The volume also analyzes the roles of cognition and emotion in anxiety, depression, borderline personality disorder, and other psychological disorders.

Innovation Policy A Guide for Developing Countries World Bank Publications This volume offers a detailed conceptual framework for understanding and learning about technology innovation policies and programs, and their implementation in the context of different countries.

Globalization and Economic Nationalism in Asia Oxford University Press This volume documents the ways in which Asian governments have been pursuing economic nationalism. It challenges the view that globalization renders the state redundant and demonstrates how they shape trade, investment and financial outcomes. Countries covered include India, China, South Korea, Singapore, Japan and the East Asian region.

Beyond Order 12 More Rules for Life Penguin UK The inspirational sequel to *12 RULES FOR LIFE*, which has sold over 5 million copies around the world - now in paperback

In 12 Rules for Life, acclaimed public thinker and clinical psychologist Jordan B. Peterson offered an antidote to the chaos in our lives: eternal truths applied to modern anxieties. His insights have helped

millions of readers and resonated powerfully around the world. Now in this long-awaited sequel, Peterson goes further, showing that part of life's meaning comes from reaching out into the domain beyond what we know, and adapting to an ever-transforming world. While an excess of chaos threatens us with uncertainty, an excess of order leads to a lack of curiosity and creative vitality. *Beyond Order* therefore calls on us to balance the two fundamental principles of reality - order and chaos - and reveals the profound meaning that can be found on the path that divides them. In times of instability and suffering, Peterson reminds us that there are sources of strength on which we can all draw: insights borrowed from psychology, philosophy, and humanity's greatest myths and stories. Drawing on the hard-won truths of ancient wisdom, as well as deeply personal lessons from his own life and clinical practice, Peterson offers twelve new principles to guide readers towards a more courageous, truthful and meaningful life.

Recipe Manual TExES Core Subjects EC-6 Mathematics (802) Exercise Book 2020-2021 Student Workbook and Two Full-Length TExES Math Practice Tests Effortless Math Education www.EffortlessMath.com Get ready for the TExES Core Subjects EC-6 Mathematics Test with a PERFECT Math Workbook! TExES Core Subjects EC-6 Mathematics (802) Exercise Book 2020-2021, which reflects the 2020 - 2021 test guidelines, represents extensive exercises, math problems, sample TExES questions, and quizzes with answers and detailed solutions to help you hone your math skills, overcome your exam anxiety, boost your confidence—and do your best to ace the TExES Math test. The surest way to succeed on the TExES Math Test is with intensive practice in every math concept tested—and that's what you will get in TExES Core Subjects EC-6 Mathematics (802) Exercise Book 2020-2021. Not only does this comprehensive exercise book review all math topics you will need to defeat the TExES Math test, but it also offers two full-length and realistic TExES Math tests that reflect the format and question types on the TExES to help you check your exam-readiness and identify where you need more practice. This comprehensive exercise book for the Math section of the TExES test contains many exciting and unique features to help you improve your test scores, including:

- Content 100% aligned with the 2020 TExES Core Subjects EC-6 Mathematics Complete coverage of all TExES Math concepts and topics which you will be tested**
- Numerous TExES math practice questions in both multiple-choice and grid-in formats with answers grouped by topic, so you can focus on your weak areas**
- Abundant Math skill-building exercises to help test-takers approach different question types that might be unfamiliar to them**
- 2 full-length practice tests (featuring new question types) with detailed answers**

TExES Core Subjects EC-6 Mathematics (802) Exercise Book 2020-2021 and other Effortless Math Education books are used by thousands of test-takers each year to help them review core content areas, brush-up in math, discover their strengths and weaknesses, and achieve their best scores on the TExES test. Visit www.EffortlessMath.com for Online Math Practice The Westinghouse Code

... Global Value Chains in a Postcrisis World A Development Perspective World Bank Publications The book looks to address the following questions in a post-crisis world: How have lead firms responded to the crisis? Have they changed their traditional supply chain strategy and relocated and/or outsourced part of their production? How will those changes affect developing countries? What should be the policy responses to these changes? **Language and Machines Computers in Translation and Linguistics; a Report National Academies Marketing Management** This is the 14th edition of 'Marketing Management' which preserves the strengths of previous editions while introducing new material and structure to further enhance learning.