

Chapter 1 : Understanding Body Ownership and Agency | The Scientist Magazine®

The total cost is the premium and the percentage the agency earns is typically called, agency revenue. Each percentage with the insurance company is a variable based on a number of factors. For example, the cost of premium the agency has with the insurance company (typically called a carrier book of business), and what the current loss ratio of.

But perhaps it should be, as there are things we can learn from it. The story of Jesus ascending into heaven after appearing to his followers in the 40 days after his resurrection does come with two significant challenges. First, as a rule, people do not simply float away into the sky. Just think of the nightmare that would pose for the Transportation Security Administration. Secondly, the story presents a picture of the universe we know not to be true. But stories of ascensions appear in both sacred and secular writings. Elijah is taken up into the heavens on a chariot of fire. What are these stories trying to tell us? Ascension stories offer us a new and exalted view of the one who ascends. The Ascension also marks a critical turning point. What is to become of his story and work is now in their care and keeping. For us in the church, Ascension Sunday can be a time when we remind ourselves of the important work to which we have been called. Ascension Sunday, thus, connects us to Pentecost and the gifts for ministry that the Spirit provides. The Ascension story also includes a rather comical scene. The disciples are standing there, first looking at Jesus ascending and then staring at the clouds. They then hear a voice asking them what they are looking at. All are part of the life of a Christian. They feed each other. Sometimes, though, we are a bit like those disciples, standing there with our feet on the ground and our heads in the clouds. We get a little distracted. We get a little preoccupied and sidetracked. It is a moment when we are invited to reexamine our calling and our discipleship. We can be so heavenly minded that we are no earthly good, or we can be about the work of expanding the realm of God. What are you looking at? How about a world made new? A world where all people are treated justly and with love. Churches are invited to observe the Ascension on Sunday, May 13, For Ascension worship resources, go to [presbyterianmission](#). Please include author attribution, photography credits, and a link to the original article.

Chapter 2 : Understanding the HH CAHPS Survey and How it Impacts Your Home Health Agency - Select

understanding the agency In most cases, when you receive an RFA/RFP, the funder has stated goals and objectives, or a rationale for funding, which articulates the type of out-

A patient with a frontal-lobe brain lesion insists that her left hand has a mind of its own. The alleged criminal claims in court that he did not fire the gun, even though several eyewitnesses watched him do it. Each of these individuals is grappling with two elements of the mind-body connection: We are quick to investigate a sticker placed on our forehead when looking in a mirror, recognizing the foreign object as abnormal. The human brain typically handles these phenomena by comparing neural signals encoding the intended action with those signals carrying sensory feedback. When we are born, we make erratic reaching and kicking movements to map our body and to calibrate our sensorimotor system. During infancy, these movements solidify our self-awareness, and around the time we first walk, we are quick to investigate a sticker placed on our forehead when looking in a mirror, recognizing the foreign object as abnormal. By the age of four, our brains are proficient at distinguishing self and other. Instead of investigating ownership and agency as two distinct concepts, recent research has sought to understand how body ownership might have developed through the sum of agency experiences that we accrue throughout our life. What we perceive as our body is not only what looks like our body, but what we typically have conscious control over. Tastevin was testing perception of touch and finger position when he noticed that people often mistook a plastic finger protruding from underneath a cloth near their hand as their real finger. Over the next 40 years, research focused on the senses of touch and limb position, but little, if any, focus was given to mental representations of the body other than case studies of neurological disorders. Fast-forward to, when Princeton University cognitive scientist Matthew Botvinick headed a study on an illusion similar to the one Tastevin observed to evaluate body ownership. Researchers placed a rubber arm on top of the table in alignment with the real arm below. Subjects reported feeling as if the rubber hand were their own after synchronous but not asynchronous stroking. This rubber-hand illusion RHI suggests that the sense of self is highly malleable; the perceived location of the arm as estimated from the senses of touch and of limb position known as proprioception is superseded by visual input, as this sense is often more reliable. Some have measured physiological responses following threats to the rubber arm to objectively test if that limb is perceived as a part of the body. In, Vilayanur Ramachandran of the University of California, San Diego, and Carrie Armel of Stanford University observed an increase in sweat production, known as skin conductive response SCR, when they bent a finger on the rubber hand into a position that would normally be excruciatingly painful. Receptors in skeletal muscle known as muscle spindles make a large contribution to our sense of proprioception. Moseley and colleagues wondered if muscle spindles might also contribute to the sense of ownership. The experimenters found that when they synchronously moved the real index finger and the rubber finger, the participants reported feeling that the fake finger was embodied, suggesting that input from muscle spindles in conjunction with vision is sufficient to generate ownership. Knowing what we now do about body ownership, can we help amputees fully embrace their prosthetic limbs? In the mids, researchers at the Toho University School of Medicine in Tokyo, Japan, trained macaques to use a rake to retrieve objects and found that neurons responsive to touch stimuli from the hand and to visual input now also respond to the rake when it was in use. As a work-around, researchers have begun to use electrical stimulation of the brain regions thought to be involved in representing the body to mimic the effects of stroking a real limb. Last year, working with two patients undergoing brain surgery for epilepsy, Kelly Collins of the University of Washington and colleagues stimulated the region of the somatosensory cortex corresponding to one hand while touching a rubber hand visible to the participants. This study provides hope that a similar procedure could help train amputees to embody their prosthetic limbs. To date, effects of the RHI on pain reduction are equivocal, but a couple of studies suggest that variations of the illusion could have potential, as they generate stronger, more holistic feelings of ownership. The researchers stroked either the intact hand of a complete mannequin or the stump and the area below the stump of an amputated mannequin, while at the same time stroking the stump of the participants. They found that the

illusion reduced pain ratings by 37 percent in this cohort. A better understanding of how body ownership is encoded in the brain could also one day help treat patients with more-extreme body illusions, such as the brain lesion patient who has lost control of her left hand or the defendant who insists he did not fire the gun. Damage in multisensory areas of the brain—particularly the transition between the parietal and the temporal cortex, the so-called temporo-parietal junction, and parts of the medial frontal cortex—may result in an object being incorrectly embodied or in the disembodiment of a limb or even the whole body, as in the case of patients having out-of-body experiences. We have control when we reach for a glass of water, when we kick a football, and when we put pen to paper. Based on theoretical ideas of 19th century physician and physicist Hermann von Helmholtz, German scientists Erich von Holst and Horst Mittelstaedt demonstrated the reafference principle in to distinguish between self-generated movements and external perturbations. Any time we move, we generate a motor command efference to control the muscles. At the same time, we also generate a prediction—based on prior experience of the sensation resulting from the movement—termed the efference copy. The actual movement-related sensory input, which comes from receptors in the muscle and skin, is referred to as reafference. Any difference between the two signals reafference and efference copy is the result of environmental input, which is termed exafference. Understanding errors that may occur within this system is probably central to understanding problems in agency and ownership perception. But are agency and ownership really this dependent on each other? The subjects were substantially more accurate at identifying their own hand when the movement was voluntary—and thus the motor command and sensory feedback they received were in agreement—suggesting that agency is critical to self-recognition, a key component of ownership. As humans, we can harness the power of imagination to test things out before we enact them; imagining moving a limb produces substantial activation of the limb-specific movement-planning areas of the brain, and people controlling prosthetic limbs to perform basic tasks have activity in these same areas. Ishiguro and colleagues fitted participants with a head-mounted display through which they viewed robotic hands. Participants imagined moving the hands, and the resulting neural activity was recorded via EEG and used to command the robotic hands. When participants could not move the hands, their feelings of ownership, as measured by response to limb threat, were halved, suggesting that embodying a new limb is optimized when one is able to move it and receive visual feedback. In a study performed by one of us R. But when participants were asked to verbally estimate the position of a limb, covered by a box placed next to the rubber hand and object, they perceived their hand as being closer to the smartphone and the rubber hand, but not toward the wooden block, which people had no previous agency experience with. Other research has suggested that agency is partly separable from ownership, however. Conversely, when the experimenters rotated the robotic hand by degrees—putting it in an anatomically implausible position, with the fingers facing toward the body—participants maintained a sense of agency, but not of ownership. This double dissociation suggests these two components of self are partly processed separately when deprived of the usual multisensory inputs. But in the real world, the evidence all seems to point toward the interdependence of agency and ownership. Perhaps the best example of this is the bizarre case of Ian Waterman, one of very few people without sensation of touch or limb position below the neck, lost in an autoimmune episode when he was Given our seemingly boundless potential to attribute agency and ownership to inanimate extensions of ourselves, it is hard to predict how we might interact with our surroundings in the future. It is possible that we might one day control robots with our bodies and our minds. A man without his body , Oxford, U. Oxford University Press,

Chapter 3 : Presbyterian Mission Agency Understanding the Ascension of the Lord | Presbyterian Mission

Understanding the Difference Between a Staffing Agency and a Temp Agency. Most people group the terms staffing agency and temp agency together. Both organizations have overlapping business models and sometimes provide the same services.

Graphic Design for the iPad and iPhone – Reimagined! It all centres around the switch from a wholesale model of selling e-books from the publishers to retailers such as Amazon to using the agency model of selling books that Apple and the publishers agreed to adopt in early 2011. Some of the publishers have already settled with the DOJ, but other publishers and Apple have vowed to fight the allegations. But what is the agency model and how does it work? Finally, if you find yourself fascinated by the topic, at the end of the post is a further reading section to get more details and some opinions on the issue. Jump the break to view the full article and video explaining the wholesale and agency models.

Wholesale Model Traditionally books were sold using a wholesale model. Publishers would set a Recommended Retail Price (RRP) and then sell those books to retailers at roughly half the price of that RRP; that price that the wholesaler sells the book to the retailer at would be called the wholesale price. Retailers would then sell the books at whatever price they wanted to -- traditionally it would be around the RRP, but if they wanted to, they were free to offer those books at a price less than the wholesale price -- meaning the retailer would be losing money on the sale of that product. As publishers began selling e-books, they retained this wholesale method. So when retailers such as Amazon wanted to sell e-books they established wholesale contracts with the publishers. This price was below the wholesale price. The publishers were still getting the full wholesale price, but customers were getting e-books for less than that price and Amazon was willing to take a loss on them. Amazon made those e-books a loss-leader, meaning that they priced them at below cost-price in order to entice new customers to purchase a Kindle or perhaps even to encourage them to purchase other goods from Amazon. Frequently the razor will be sold at a loss, but profit will be made as people purchase the blades.

Agency Model When Apple launched the iBookstore it signed contracts with the big publishers to use the agency model, rather than the wholesale business model. The formation and some of the details of the agency model between Apple and the publishers is what is in contention with the DOJ. Under an agency model the publishers take control of retail pricing. The retailers such as Amazon simply become agents through which consumers can purchase an e-book. The retailers lose the ability to charge customers a different price.

Most Favored Nation Clause There was one other important aspect to the agency model that Apple established with the publishers -- it included a most-favored-nation (MFN) clause. An MFN provision will frequently appear in contracts between wholesalers and retailers and it ensures that the wholesaler will provide the retailer with the best wholesale price. But Apple adopted it in the agency model to require that the publishers adjust e-book prices in the iBookstore to match the lowest price offered by any other retailer -- regardless of whether the publisher controlled the pricing in that retailer. This meant that the iBookstore would always have the e-book at the cheapest price. It also meant that if a retailer was offering the book for a cheaper price, the publisher would have to lower the retail price to match it. More specifically, it alleges that not only did the various publisher executives meet to discuss issues of prices and the Amazon "problem", but that when Apple negotiated with the publishers to adopt the agency model, Apple acted as a go-between to confirm to each of the publishers that the other publishers were signing up to the same agreement. They allege that the change to the agency model "would not have occurred without the conspiracy among the defendants". The DOJ contends that the direct result of this collusion to adopt an agency model is that retailers have lost their ability to compete on price. Further, they allege that the collusion meant that once publishers had control over prices, they limited retail price competition amongst themselves as well. I have summarised the key points that the DOJ makes below. One CEO wrote to his corporate superior that "The goal is less to compete with Amazon as to force it to accept a price level higher than 9. I am in NY this week to promote these ideas and the movement is positive [with the other four publishers]". Competition for the attention of readers will be most intense from digital companies whose objective may be to disintermediate traditional publishers altogether. This is not a new threat but war do appear to be on a collision course

with Amazon, and possibly Google as well. It will not be possible for any individual publisher to mount an effective response, because of both the resources necessary and the risk of retribution, so the industry needs to develop a common strategy. This is the context for the development of Project Z initiatives [joint ventures] in London and New York. On December 8th, Eddy Cue telephoned each publisher to schedule exploratory meetings on December 15 and At the exploratory meeting, the executives of Hachette and HarperCollins told Cue that they wanted to sell e-books under an agency model. Other publishers stated that "they "certainly" did not want to continue "the existing way that they were doing business", i. A second round of meetings began on December 21st, By then the agency model was the focus of discussions. At this point, Apple "proposed that publishers require all retailers of their e-books to accept the agency model". As negotiations continued through to January, Apple kept each publisher informed of the status of negotiations with the other publishers. It also assured them all that the proposals were the same, and agreed no publisher deal would be materially different to another. The DOJ comments that "Apple thus knowingly served as a critical conspiracy participant by allowing the publisher Defendants to signal to one another both a which agency terms would comprise an acceptable means of achieving their ultimate goal of raising and stabilising e-book prices, and b that they could lock themselves into this particular means of collectively achieving that goal by all signing their Apple Agency Agreement". On January 11th, Apple emailed its proposed e-book distribution agreement to the publishers, including the MFN clause. The publishers were all very concerned that they would be the only ones to sign the agreement, but Apple provided the "needed assurances". The DOJ alleges this was all to "exchange assurances of common strategies and business plans regarding the Apple Agency Agreements". On January 24th, Cue met with one publisher with the intention of finding out whether they would sign the agreement. The CEO admitted under oath to placing them specifically to learn if the other two publishers would sign with Apple. On January 24th and the following two days, all five publishers signed the agreement. All agreements came into effect on April 3, -- the release of the original iPad. A February 10th presentation by a publisher stated "The Apple agency model deal means that we will have to shift to an agency model with Amazon which [will] strengthen our control over pricing. But when it realised that all five publishers would sooner or later give them the same ultimatum, Amazon backed down. Apple also pushed the publisher to adopt the agency model over the summer of , with Apple flatly refusing to sell their books unless they adopted the agency model.

Chapter 4 : Understanding the Digital Agency

This post seeks to help agency owners understand their pipeline, understand and optimize the mix of revenue components, and manage the whole thing. Most agencies have three different kinds of revenue: Contract revenue, subscription/retainer revenue, and ad hoc revenue Each very different.

Chapter 5 : Understanding The Working Of A Marketing Agency For Mobile App Marketing :: FOOYOH EN

agent, has an agency relationship with the seller, and assists a prospective buyer in the acquisition of real estate for sale in a non-agency capacity. The subagent works for a real estate company different from the company for which.

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Chapter 7 : Understanding the Risks of a Staffing Agency Cyber Breach - World Wide Specialty Programs

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