Edmund Jerome McCarthy (February 20, 1928 – December 3, 2015) was an American marketing professor and author. He proposed the concept of the 4 Ps marketing mix in his book "Basic Marketing," which has been widely used in marketing education and practice.

Chapter 21, "Measuring Vital Signs: My Nursing Test Banks," discusses the importance of measuring vital signs in nursing. The chapter includes multiple-choice questions to test understanding of the material.

Ethanol precipitation of DNA and RNA is a commonly used technique for concentrating and desalting nucleic acids. DNA or RNA preparations in aqueous solution are treated with ethanol, which causes the nucleic acids to precipitate out of the solution, leaving the solvent behind.

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