

BadMen: How Advertising Went From A Minor Annoyance To A Major Menace

Account planning is a discipline that combines aspects of four traditionally separate areas of advertising and marketing. This text aims to demonstrate how to use account planning to win clients and produce better, more effective advertising. It also shows the role account planning played in producing celebrated advertising campaigns.

A frightening and highly entertaining look into the hidden, corrupt, and dangerous world of online advertising where billions of dollars are being stolen; personal information about us is being collected and sold 24-hours a day; and important principles of a free society are being undermined.

Our most basic relationship with the world is one of technological mediation. Nowadays our available tools are digital, and increasingly what counts in economic, social, and cultural life is what can be digitally stored, distributed, replayed, augmented, and switched. Yet the digital remains very much materially configured, and though it now permeates nearly all human life it has not eclipsed all older technologies. This Handbook is grounded in an understanding that our technologically mediated condition is a condition of organization. It maps and theorizes the largely uncharted territory of media, technology, and organization studies. Written by scholars of organization and theorists of media and technology, the chapters focus on specific, and specifically mediating, objects that shape the practices, processes, and effects of organization. It is in this spirit that each chapter focuses on a specific technological object, such as the Battery, Clock, High Heels, Container, or Smartphone, asking the question, how does this object or process organize? In staying with the object the chapters remain committed to the everyday, empirical world, rather than being confined to established disciplinary concerns and theoretical developments. As the first sustained and systematic interrogation of the relation between technologies, media, and organization, this Handbook consolidates, deepens, and further develops the empirics and concepts required to make sense of the material forces of organization.

Explosively personal account by a British lawyer who defends Death Row prisoners and Guantanamo Bay detainees.

Find a Husband After 35

Democracy Hacked

Getting Beyond the Fleeting Trends, False Goals, and Dreadful Jargon of Contemporary Advertising

Truth, Lies, and Advertising

The Art of Account Planning

How Online Advertising Gave Birth to One of History's Greatest Frauds and Became a Threat to Democracy

Afterparties

Humza Khan is the greatest eleven-year-old rapper Eggington has ever known: he is Little Badman and he is destined to be rich and famous. But when Humza's music teacher is taken ill his dreams are put on hold. His Auntie has stepped in as substitute, and nobody seems to care about the unorthodox teaching because of the endless sweet treats. As other teachers start to disappear, with more Aunties appearing in their place, Humza knows something isn't right. With the help of his elderly Uncle and friends Umer and Wendy, Humza discovers that the suspicious Aunties might not be as friendly as they seem. Now he must find a way to destroy them before they take over the world... A hilarious, mischievous and fast-paced adventure story from online comedian Humza Arshad and Channel 4 New Comedy Writer's Award winner, Henry White.

A revealing look at the shows that helped TV emerge as the signature art form of the twenty-first century In the late 1990s and early 2000s, the landscape of television began an unprecedented transformation. While the networks continued to chase the lowest common denominator, a wave of new shows on cable channels dramatically stretched television's narrative inventiveness, emotional resonance, and artistic ambition. Combining deep reportage with cultural analysis and historical context, Brett Martin recounts the rise and inner workings of a genre that represents not only a new golden age for TV, but also a cultural watershed. Difficult Men features extensive interviews with all the major players, including David Chase, David Simon, David Milch, and Alan Ball; in addition to other writers, executives, directors and actors. Martin delivers never-before-heard story after story, revealing how cable television became a truly significant and influential part of our culture.

*****Updated to include the short story Emergence. ** Everything Emma Thompson owns fits in a suitcase she moves from one roach infested motel to another. She and Jake, her five year old son who can see the future, are running from the men intent on taking him. Emma will do anything to protect him even when it means accepting the help of a stranger named Will. Jake insists she needs Will, but Emma's never needed help before. And even though she's learned to trust her son, it doesn't mean she trusts Will.***

Mercenary Will Davenport lives in the moment. Hauling Emma to South Dakota should have been an easy job, but his employer neglected to tell him about Emma's freaky son and the gunmen hot on her trail. Instinct tells him this job is trouble, but nothing can prepare him for Jake's proclamation that Will is The Chosen One, who must protect Emma from the men hunting her power. A power she doesn't know she has. Will protects Emma and Jake on a cross-country chase from the men pursuing them, while struggling with memories from his past, his apprehension of Jake, and his growing attraction to Emma. Will's overwhelming urge to protect Emma surprises him, especially since it has nothing to do with his paycheck and possibly everything to do with the tattoo Jake branded on his arm. Rich and powerful men are desperate to capture Emma, and Will must discover why before it's too late. The Chosen series: Chosen Hunted Sacrifice Redemption

Technology has fractured democracy, and now there's no going back. All around the world, the fringes have stormed the palace of the elites and unleashed data miners, dark ads and bots on an unwitting public. After years of soundbites about connecting people, the social media giants are only just beginning to admit to the scale of the problem. We stand on the precipice of an era where switching your mobile platform will have more impact on your life than switching your government. Where freedom and privacy are seen as incompatible with social well-being and transparency. Where your attention is sold to the highest bidder. Our laws don't cover what is happening and our politicians don't understand it. But if we don't fight to change the system now, we may not get another chance.

Difficult Men

(Using What I Learned at Harvard Business School)

What Happened When British Politics Met Advertising

I Am Still Alive

Pure Evil

A Few Bad Men

Advertising For Skeptics

NEW YORK TIMES BESTSELLER • The knockdown, drag-out, untold story of the other scandal that rocked Nixon’s White House, and reset the rules for crooked presidents to come—with new reporting that expands on Rachel Maddow’s Peabody Award – nominated podcast “Both a thriller and a history book, Bag Man is a triumph of storytelling.”—Preet Bharara, New York Times bestselling author of Doing Justice and host of the podcast Stay Tuned with Preet Is it possible for a sitting vice president to direct a vast criminal enterprise within the halls of the White House? To have one of the most brazen corruption scandals in American history play out while nobody’s paying attention? And for that scandal to be all but forgotten decades later? The year was 1973, and Spiro T. Agnew, the former governor of Maryland, was Richard Nixon’s second-in-command. Long on firebrand rhetoric and short on political experience, Agnew had carried out a bribery and extortion ring in office for years, when—at the height of Watergate—three young federal prosecutors discovered his crimes and launched a mission to take him down before it was too late, before Nixon’s impending downfall elevated Agnew to the presidency. The self-described “counterpuncher” vice president did everything he could to bury their investigation: dismissing it as a “witch hunt,” riling up his partisan base, making the press the enemy, and, with a crumbling circle of loyalists, scheming to obstruct justice in order to survive. In this blockbuster account, Rachel Maddow and Michael Yarvitz detail the investigation that exposed Agnew’s crimes, the attempts at a cover-up—which involved future president George H. W. Bush—and the backroom bargain that forced Agnew’s resignation but also spared him years in federal prison. Based on the award-winning hit podcast, Bag Man expands and deepens the story of Spiro Agnew’s scandal and its lasting influence on our politics, our media, and our understanding of what it takes to confront a criminal in the White House.

These were unique, complex, personal and professional relationships between master director John Ford and his two favorite actors, John Wayne and Ward Bond. The book provides a biography of each and a detailed exploration of Ford’s work as it was intertwined with the lives and work of both Wayne and Bond (whose biography here is the first ever published). The book reveals fascinating accounts of ingenuity, creativity, toil, perseverance, bravery, debauchery, futility, abuse, masochism, mayhem, violence, warfare, open- and closed-mindedness, control and chaos, brilliance and stupidity, rationality and insanity, friendship and a testing of its limits, love and hate—all committed by a “half-genius, half-Irish” cinematic visionary and his two surrogate sons: Three Bad Men.

Brands are built on trust, but in a post-truth world they’re faced with a serious challenge: so much of modern life is defined by mistrust. A shattering of the vital trust connection between brands and consumers, together with the evaporation of authenticity as a core brand pillar, is causing enormous problems for businesses on a global scale. If a brand isn’t seen as trustworthy, then when choice is available it will be rejected in favour of one that is. The Post-Truth Business provides a way forward for any organization wishing to rebuild brand authenticity in a distrustful world. It explains the interconnected problems facing businesses, with important topics including: - The impact of fake news, disinformation and the weaponizing of lies - The safeguarding of privacy, alongside privacy as a tradable asset - Why and how brands must create communication with meaning - The dangers of inauthentic cultural marketing activities - Examples of conscious capitalism and brand activism - Lessons in authenticity from artisans and innovators - National branding and reputation capital - Leveraging the power of 'brand trust' The Post-Truth Business shows how to strengthen consumer engagement by closing the 'brand credibility gap'. It's packed with examples of inspiring people, brands and international campaigns from the fashion, beauty, outdoor, motor, drinks, finance, media, technology, entertainment and health sectors. Each of them demonstrates a dynamic and positive way forward.

A Few Bad Men is the incredible true story of an elite team of U.S. Marines set up to take the fall for Afghanistan war crimes they did not commit—and their leader who fought for the redemption of his men. Ambushed in Afghanistan and betrayed by their own leaders—these elite Marines fought for their lives again, back home. A cross between A Few Good Men and American Sniper, this is the true story of an elite Marine special operations unit bombed by an IED and shot at during an Afghanistan ambush. The Marine Commandos were falsely accused of gunning down innocent Afghan civilians following the ambush. The unit’s leader, Maj. Fred Galvin, was summarily relieved of duty and his unit was booted from the combat zone. They were condemned by everyone, from the Afghan president to American generals. When Fox Company returned to America, Galvin and his captain were the targets of the first Court of Inquiry in the Marines in fifty years. “Fred Galvin is the real deal. His dramatic retelling of his experience as commander of Fox Company reads like a thriller, full of twists and turns, filled with unassuming heroes and deceitful villains.” — Rob Lorenz, Producer/Director, American Sniper, Flags of Our Fathers, Letters from Iwo Jima, Mystic River, The Marksman “Fred Galvin has written a real ‘page turner’ that demonstrates how politics permeates The Pentagon and posts abroad...I highly recommend this book.” — J.D. Hayworth, U.S. House of Representatives (Arizona), TV/Radio Host “This book is a must-read for every American who wants to know why, after twenty long years in Afghanistan, we did not win.” — Jessie Jane Duff, USMC, Analyst, CNN and FOX “A Few Bad Men is a must-read story of valor, betrayal, and keeping the Marines’ honor clean.” — Jed Babbin, USAF Judge Advocate, Deputy Under Secretary of Defense, Journalist, National Review, Washington Post “An incredible account and history of the fighting spirit of the ‘Marine Raiders’ under fire and the relentless fourteen-year campaign by their leader to clear their names.” — Maj. Gen. Paul Valley, U.S. Army (Ret.), Deputy Commander, U.S. Pacific Command

Building a Culture of Freedom and Responsibility

Echoes From My Military Past

Badman’s Climax

How to Rebuild Brand Authenticity in a Distrusting World

The Beatles: Off the Record

Difficult Women

Chosen #1

The Ad Contrarian, Getting beyond the fleeting trends, false goals, and dreadful jargon of contemporary Advertising, originally published in 2007 is now available in this new expanded and revised edition.

"Country Stories of Ghosts and Bad Men" by Todd Curtis Narron is a compilation of ten stories that are gripping, haunting, sometimes disturbing, sometimes amusing-the whole gamut of emotions. This book ties in so well the theme of the vanishing family farm and rural way of life. Todd grew up on a tobacco farm in Johnston County; he has a way of telling stories that make the reader feel in the midst of the action. This is the first book authored by Todd. One by one Riley would easily dig at the shallow graves until the faces of the dead appeared in the light of the lantern, none of which were Wesley. The old man saw more than his share of death as he uncovered and covered the faces which were bloated and contorted with the pain they must have been feeling in the last throws of life. - The Ghost of Old Riley He said that his mama laid the baby down on the floor real careful like and went over to where the fireplace was which had a small fire going, and started to stoke the fire, putting big chunks of coal and wood into it until he could feel the heat drying his eyes through the opening in the lock. He said the fire lighted the room up so that he could see smudges of dirt on the walls and that meat grease and oil that had clung to the bricks from all the years of cooking were beginning to melt and each time a drop would fall into the fire there would be a hissing sound as if snakes were in the room. - The Chimney

Years after the massacre that wiped out a colony of settlers on the small Maine island of Sanctuary, rookie officer Sharon Macy and policeman Joe Dupree team up to protect the island's residents from a band of vengeful killers.

Marketers everywhere are talking about content, but not everyone is saying the same thing. Some professionals love content and believe it has revolutionized the practice of marketing. To others, it's mere hype: a new name for what marketers have always done. The Definitive Guide to Strategic Content Marketing brings together all of these diverse perspectives, structuring them around useful key topics that provide insight into the multi-faceted nature of content marketing, featuring interviews with leading academics, industry experts, global thought leaders and influencers. The editors of The Definitive Guide to Strategic Content Marketing weave different voices together to present a balanced view of content marketing, grouping the discussion around relevant subjects such as content monetization, native advertising, visuals vs video, and the challenge of measuring results. This structure allows readers to move through the book according to their interests, and cherry-pick the most useful aspects of each discussion to apply to their own marketing initiatives. Containing contributions from brands such as GE, General Motors, HSBC, Football Association, Diageo and Pernod Ricard, and agencies including Oglivy Group UK, Havas, Zenith, Vizeum, Accenture and more, this book is a truly unique resource. Online resources include bonus chapters. With a foreword written by Tom Goodwin, author of Digital Darwinism and EVP, Head of Innovation at Zenith USA, this book contains insight and contributions from a wealth of A-list industry professionals and influencers, including: Tim Lindsay, Bob Garfield, Bob Hoffman, Faris Yakob, Thomas Kolster, Rebecca Lieb, Tia Castagno, Scott Donaton, Rober Rose, David Berkowitz, Professors Mara Einstein, Mark Ritson and Douglas Rushkoff.

Adscam

Powerful

The Life and Death of Mr. Badman

They Never Learn

The Oxford Handbook of Media, Technology, and Organization Studies

Country Stories of Ghosts and Bad Men

A Thriller

Anthony Lark has a list of names: Terry DawtreY Sutton Bell Henry Kormoran He is hunting them down, and he won 't stop until every one of them is dead. But this is a killer with a conscience and crime editor David Loogan is about to find out that his latest manuscript is no work of fiction but a serial killer 's confession of what he 's done - or is about to do - to some very bad men...

Affairs of the heart can be lethal in this sensual, action packed novel from New York Times bestselling author Eric Jerome Dickey. As a low-level enforcer in Los Angeles, Ken Swift knows danger, but nowhere does he feel it more than in his tangled romances. Divorced from one woman, in love with another, and wrestling with a strong desire to get to know a third, his life is far from perfect, and it becomes all the more complicated when his troubled daughter resurfaces on the same day as a major job. Margaux is pregnant, bitter, and desperate: she needs \$50,000 immediately, and she isn't above blackmailing Ken to get it. Yet even as the tension-filled father/daughter reunion escalates into a clashing of wills and desires that spread far beyond their family, Ken's latest contract spirals quickly out of control, and he finds it is not only his daughter looking to seek revenge. With the strong characters, heart-pounding action, and intense passion he is known for, New York Times bestseller Eric Jerome Dickey lays bare a tale of lust and angst that will leave readers breathless.

As a young man, the author lived in various places in the US and abroad while serving in the US Air Force. This is not a book about military adventures, but is rather a collection of interactions and experiences from those travels. Written with humor and candor, Echoes From My Military Time tells about the good, the bad, and the silly when it comes to the people involved. The military is the backdrop to the author's experiences, and it was also the vehicle that put him in these sometimes fantastical situations. Whether you served or not, you'll find entertainment and substance in these tales with a minimum of Air Force and military jargon.

They were young. They were making it up as they went along. They introduced the world to Smash Martians, Honeymonsters and a beer that refreshes the parts that others cannot reach. And pretty soon, they were millionaires. As one survivor put it: 'No one in the real world knew who the f*** we were. But we'd sit in the first-class departure lounge with rock stars and Hollywood actresses and we convinced ourselves we were celebrities. It probably wasn't a very healthy state of mind.' Some, including Ridley Scott, Alan Parker, David Putnam and, of course, Charles Saatchi, became famous. Others OD'ed on sex, drugs and 30 second commercials. This was advertising as it had never been before. And has never been since. GET SMASHED is a story of ambition, obsession and excess and how the ads that began by reflecting British culture came to define it.

Badmen

Bad Boys, Bad Men

An Analysis of a Wicked Man's Life, as a Warning for Others

Little Badman and the Invasion of the Killer Aunties

The Ad Contrarian

Mad Men and Bad Men

Bag Man

Whether called black sheep, sociopaths, con men, or misfits, some men break all the rules. They shirk everyday responsibilities, abuse drugs and alcohol, take up criminal careers , and lash out at family members. In the worst cases, they commit rape, murder, and other acts of extreme violence. What makes these men behave as if they had no conscience? Bad Boys, Bad Men examines antisocial personality disorder or ASP, the mysterious mental condition that underlies this lifelong penchant for bad behavior. Psychiatrist and researcher Donald W. Black, MD, draws on case studies, scientific data, and current events to explore antisocial behavior and to chart the history, nature, and treatment of a misunderstood disorder that affects up to seven million Americans. Citing new evidence from genetics and neuroscience, Black argues that this condition is tied to biological causes and that some people are simply born bad. Bad Boys, Bad Men introduces us to people like Ernie, the quintessential juvenile delinquent who had an incestuous relationship with his mother and descended into crime and alcoholism; and John Wayne Gacy, the notorious serial killer whose lifelong pattern of misbehavior escalated to the rape and murder of more than 30 young men and boys. These compelling cases read like medical detective stories as Black tries to separate the lies these men tell from the facts of their lives. For this Revised and Updated edition, Dr. Black includes new research findings, including the most recent work on the genetic and biological determinants of antisocial personality disorder, and he also discusses the difference between, and overlap with, psychopathy. Several new cases have been added to Bad Boys, Bad Men, including Mike Tyson and Saddam Hussein, and he also briefly discusses antisocial women such as Aileen Wuornos, the lead character in the movie, Monster. Acclaim for the first edition: "For a fascinating and insightful journey inside the criminal mind one could not find a better guide than Dr. Donald Black, one of the world's leading authorities on the classification of aberrant behaviorsEL. A magnificent achievement." --Jeffrey M. Schwartz, M.D., author of Brain Lock "Clearly written, informative, and filled with intriguing stories of real people....Tells us what we need to know about antisocial personality disorder. A wonderful book." --John M. Oldham, MD, Columbia University "A clear and thorough account of the current scientific understanding of a baffling condition, Bad Boys, Bad Men will appeal to those interested in the origins of repetitive criminal behavior. The book will be of especial use to the families of the antisocial." --Peter D. Kramer, author of Listening to Prozac "A tour de force. Don Black has distilled decades of his clinical experience and a comprehensive review of research on antisocial personality disorder into the definitive vade mecum on the topic." --John H. Greist, M.D., Clinical Professor of Psychiatry, University of Wisconsin Medical School INSTANT NEW YORK TIMES BESTSELLER WINNER OF THE NATIONAL BOOK CRITICS CIRCLE'S JOHN LEONARD PRIZE FOR BEST FIRST BOOK WINNER OF THE FERRO-GRUMLEY AWARD FOR LGBTQ FICTION Named a Best Book of the Year by: New York Times * NPR * Washington Post * LA Times * Kirkus Reviews * New York Public Library * Chicago Public Library * Harper's Bazaar * TIME * Maureen Corrigan, Fresh Air * Boston Globe* The Atlantic A vibrant story collection about Cambodian-American life—immersive and comic, yet unsparring—that offers profound insight into the intimacy of queer and immigrant communities Seamlessly transitioning between the absurd and the tenderhearted, balancing acerbic humor with sharp emotional depth, Afterparties offers an expansive portrait of the lives of Cambodian-Americans. As the children of refugees carve out radical new paths for themselves in California, they shoulder the inherited weight of the Khmer Rouge genocide and grapple with the complexities of race, sexuality, friendship, and family. A high school badminton coach and failing grocery store owner tries to relive his glory days by beating a rising star teenage player. Two drunken brothers attend a wedding afterparty and hatch a plan to expose their shady uncle’s snubbing of the bride and groom. A queer love affair sparks between an older tech entrepreneur trying to launch a “safe space” app and a disillusioned young teacher obsessed with Moby-Dick. And in the sweeping final story, a nine-year-old child learns that his mother survived a racist school shooter. The stories in Afterparties, “powered by So’s

skill with the telling detail, are like beams of wry, affectionate light, falling from different directions on a complicated, struggling, beloved American community” (George Saunders).

Named by The Washington Post as one of the 11 Leadership Books to Read in 2018 When it comes to recruiting, motivating, and creating great teams, Patty McCord says most companies have it all wrong. McCord helped create the unique and high-performing culture at Netflix, where she was chief talent officer. In her new book, **Powerful: Building a Culture of Freedom and Responsibility**, she shares what she learned there and elsewhere in Silicon Valley. McCord advocates practicing radical honesty in the workplace, saying good-bye to employees who don't fit the company's emerging needs, and motivating with challenging work, not promises, perks, and bonus plans. McCord argues that the old standbys of corporate HR—annual performance reviews, retention plans, employee empowerment and engagement programs—often end up being a colossal waste of time and resources. Her road-tested advice, offered with humor and irreverence, provides readers a different path for creating a culture of high performance and profitability. **Powerful** will change how you think about work and the way a business should be run.

Fate is late! For women 35 to 95, it's time to get proactive if you want to find a husband. The rules for finding the right mate change later in life, as there are fewer eligible men and fewer opportunities to meet them. Now successful dating coach Rachel Greenwald shares her proven 15-step action program based on simple marketing tactics she learned at Harvard Business School. These innovative and smart tactics will empower any woman to find a husband quickly and efficiently—and not just any husband: a wonderful husband. In this practical no-nonsense guide, Greenwald tells women how to package their assets, develop a personal brand, leverage niche marketing, use direct mail and telemarketing to get the word out, establish a husband-hunting budget, and hold quarterly performance reviews to assess the results. She also shows women how to use these strategies in the world of online dating and how to avoid common pitfalls. Greenwald's 15 steps form a unique and effective plan for any woman who wants to jump-start her dating life and enrich her portfolio of potential husbands.

Chosen

How Technology is Destabilising Global Politics

Bad Men and Wicked Women

The True Story of U.S. Marines Ambushed in Afghanistan and Betrayed in America

Bad Men Do What Good Men Dream

Very Bad Men

Book 1, Captain Lightfoot to Jesse James

NATIONAL BESTSELLER • WINNER OF THE PULITZER PRIZE • A searing, post-apocalyptic novel about a father and son's fight to survive, this “tale of survival and the miracle of goodness only adds to McCarthy's stature as a living master. It's frightening and, ultimately, beautiful” (San Francisco Chronicle). A father and his son walk alone through burned America. Nothing moves in the ravaged landscape save the ash on the wind. It is cold enough to crack stones, and when the sun is dark. Their destination is the coast, although they don't know what, if anything, awaits them there. They have nothing; just a pistol to defend themselves against the lawless bands that stalk the road, the clothes they are wearing, a car or other. The Road is the profoundly moving story of a journey. It boldly imagines a future in which no hope remains, but in which the father and his son, “each the other's world entire,” are sustained by love. Awesome in the totality of its vision, meditation on the worst and the best that we are capable of: ultimate destructiveness, desperate tenacity, and the tenderness that keeps two people alive in the face of total devastation.

Horror has taken hold upon me because of the wicked that forsake thy law – Psalm 119:53 Updated, Modern English. Illustrated. The life of Mr. Badman forms a third part to The Pilgrim's Progress, but it is not a delightful pilgrimage to heaven, but is a wretched downward journey to the infernal realms. The author's goal is to warn poor, thoughtless sinners, not with smooth words they can ignore, but with words that thunder against their consciences regarding the danger of their wretchedness into which they are madly hurrying. The one who is in imminent but unseen danger will bless the warning voice if it reaches his ears, however rough and startling it may sound. The life of Badman was written in an age when the principles of vice, gluttony, intemperance, habitual lewdness, and the excessive unlawful indulgence of lust marched like a ravaging army through our land, headed by the king, along with officers from his polluted peers. Is this book not also v Award-winning author and powerhouse talent Roxane Gay burst onto the scene with An Untamed State and the New York Times bestselling essay collection Bad Feminist (Harper Perennial). Gay returns with Difficult Women, a collection of beauty, of hardscrabble lives, passionate loves, and quirky and vexed human connection. The women in these stories live lives of privilege and of poverty, are in marriages both loving and haunted by past crimes or emotional blackmail. A pair have been inseparable ever since they were abducted together as children, and must negotiate the elder sister's marriage. A woman married to a twin pretends not to realize when her husband and his brother impersonate each other. A student college fend off the advances of an overzealous customer. A black engineer moves to Upper Michigan for a job and faces the malign curiosity of her colleagues and the difficulty of leaving her past behind. From a girls' fight club to a wealthy neighborhood where neighbors conform, compete, and spy on each other, Gay delivers a wry, beautiful, haunting vision of modern America reminiscent of Merritt Tierce, Jamie Quatro, and Miranda July.

Bad Men Do What Good Men Dream: A Forensic Psychiatrist Illuminates the Darker Side of Human Behavior provides insights into the minds of rapists, stalkers, serial killers, psychopaths, professional exploiters, and other individuals whose actions horrify and fascinates us. The book also works to break down the false separation between “good” and “bad” people--pointing out that this dark side is an essential component of our humanity. **Bad Men Do What Good Men Dream** cracks open the door and gives readers a look inside. Sometimes frightening, always fascinating, this book will captivate readers from beginning to end.

Eat Your Greens

Behind the Scenes of a Creative Revolution: From The Sopranos and The Wire to Mad Men and Breaking Bad

Confronting Antisocial Personality Disorder (Sociopathy)

The Story of the Men Who Made the Adverts That Changed Our Lives

The Road

The Wild Crimes, Audacious Cover-Up, and Spectacular Downfall of a Brazen Crook in the White House

Get Smashed

Presenting a range of perspectives on advertising in a global society, this Second Edition of **Controversies in Contemporary Advertising**, by Kim Bartel Sheehan, examines economic, political, social, and ethical perspectives and covers a number of topics including stereotyping, controversial products, consumer culture, and new technology. The book is divided equally between macro and micro issues, providing a balanced portrait of the role advertising has in society today. Author Kim Bartel Sheehan's work recognizes the plurality of opinions towards advertising, allowing the reader to form and analyze their own judgments. It encourages readers to obtain a critical perspective on advertising issues.

Advertising's decade of delusion

How can we sell more, to more people, and for more money? The marketing world is awash with myths, misconceptions, dubious metrics and tactics that bear little relation to our actual buying behaviour.

"This tense wire of a novel thrums with suspense. . . . [this book] just might be the highlight of your summer."--The New York Times Cheryl Strayed's **Wild** meets **The Revenant** in this heart-pounding story of survival and revenge in the unforgiving wilderness. After: Jess is alone. Her cabin has burned to the ground. She knows if she doesn't act fast, the cold will kill her before she has time to worry about food. But she is still alive—for now. Before: Jess hadn't seen her survivalist, off-the-grid dad in over a decade. But after a car crash killed her mother and left her injured, she was forced to move to his cabin in the remote Canadian wilderness. Just as Jess was beginning to get to know him, a secret from his past paid them a visit, leaving her father dead and Jess stranded. After: With only her father's dog for company, Jess must forage and hunt for food, build shelter, and keep herself warm. Some days it feels like the wild is out to destroy her, but she's stronger than she ever imagined. Jess will survive. She has to. She knows who killed her father...and she wants revenge.

The Post-Truth Business

Bloodletters and Badmen

Perspectives, Issues, Challenges and Solutions

Bad Men

Three Bad Men

Marketers Are from Mars, Consumers Are from New Jersey

A Forensic Psychiatrist Illuminates the Darker Side of Human Behavior

In marketing today, delusional thinking isn't just acceptable -- it's mandatory. In "Marketers Are From Mars, Consumers Are From New Jersey", Bob Hoffman, author of "101 Contrarian Ideas About Advertising" and "The Ad Contrarian" explains how marketers and advertisers have lost touch with consumers and are living in a fantasy land of their own invention -- fed by a cultural echo chamber of books, articles and conferences in which people like them talk to people like them.

The Beatles Off The Record is the most comprehensive oral history of The Beatles ever published - an 'as it happened' story of the greatest pop group of them all. Featuring a wealth of quotes from the Sixties by John, Paul, George and Ringo themselves and a host of others who were close to the group during the heady days of Beatlemania and beyond, including their families, fellow musicians, Brian Epstein, George Martin and dozens more. As Hunter Davis, The Beatles official biographer, states in his foreword; ...compared with some of The Beatles' later selective and polished or faulty and fading memories, this is much nearer the truth. Well, as it appeared to be, at the time...

Hot-blooded temptress Rebecca Caldwell and her lover, handsome teamster Win Harper, team up for passion and pursuit when Rebecca's old enemies, Chris Starret and his hardcase band, rob one of Harper's freight trains

How did a bunch of unelected, unaccountable admen end up running British politics? What happened when a rag-tag band of scruffs and smart-arses invaded Westminster, sprinkling creative fairy dust over earnest politicians? How much did snappy slogans and simplistic soundbites influence election results and even government policies? Sam talks to the people at the heart of it: Alistair Campbell, Peter Mandelson, Tim Bell, Maurice Saatchi, Norman Tebbit, Neil Kinnock - and many more. Everything is here - the moment Margaret Thatcher met the Saatchi brothers, the famous 'Labour Isn't Working' poster and the infamous 'Demon Eyes' campaign. Here, too, are the stories they didn't want you to hear: the man who snorted coke in Number 10, the fist-fights in Downing Street, the all-day champagne binges in Westminster. Dark, revealing and frequently hilarious, Mad Men and Bad Men is a hugely entertaining behind-the-scenes tour of the election campaigns of the last four decades.

Stories

Guantánamo Bay and the Secret Prisons

The Definitive Guide to Strategic Content Marketing

How Advertising Went from a Minor Annoyance to a Major Menace

Controversies in Contemporary Advertising

John Ford, John Wayne, Ward Bond

The Bad Men of Bollywood

Sholay (1975): Gabbar chops off Thakur's arms with a sword in each hand. Karz (1980): Kamini murders her husband by ramming him repeatedly with a jeep. Mr. India (1987): Mogambo kills hundreds of innocent citizens. No, you don't want to meet these Bollywood baddies in a dark alley; you may not escape with your life if you do. In **Pure Evil**, Balaji Vittal examines, in delicious detail, the misdeeds of the gangster, the sly relative, the corrupt policeman, the psychopathic killer... A rollercoaster ride, looking at the changing face of the Hindi film villain.

From the author of the “raw, ingenious, and utterly fearless” (Wendy Walker, USA TODAY bestselling author) **Temper** comes a dynamic psychological thriller about two women who give bad men exactly what they deserve. Scarlett Clark is an exceptional English professor. But she's even better at getting away with murder. Every year, she searches for the worst man at Gorman University and plots his well-deserved demise. Thanks to her meticulous planning, she's avoided drawing attention to herself—but as she's preparing for her biggest kill yet, the school starts probing into the growing body count on campus. Determined to keep her enemies close, Scarlett insinuates herself into the investigation and charms the woman in charge, Dr. Mina Pierce. Everything's going according to her master plan...until she loses control with her latest victim, putting her secret life at risk of exposure. Meanwhile, Gorman student Carly Schiller is just trying to survive her freshman year. Finally free of her emotionally abusive father, all Carly wants is to focus on her studies and fade into the background. Her new roommate has other ideas. Allison Hadley is cool and confident—everything Carly wishes she could be—and the two girls quickly form an intense friendship. So when Allison is sexually assaulted at a party, Carly becomes obsessed with making the attacker pay...and turning her fantasies about revenge into a reality. Featuring Layne Fargo's trademark “propulsive writing style” (Kirkus Reviews) and “sinister, of the moment” (Chicago Review of Books) suspense, **They Never Learn** is a feminist serial killer story perfect for fans of **Killing Eve** and **Chelsea Cain**.