

## A Field Guide To Channel Strategy Building Routes To Market

A richly illustrated full-color guide to the unique plants, wildlife, and environments of Cape Cod and the other nearby "Outer Lands" that face the Atlantic Ocean. This essential guidebook presents the most abundantly illustrated and fascinating account of the natural history of Cape Cod, its nearby islands, Block Island, the western coast of Rhode Island, and southeastern Long Island ever published. Exploring the ecology and most common plants and animals of the various regional environments--beaches, dunes, salt marshes, heathlands, and coastal forests--the book also encompasses marine mammals, sea turtles, and fish offshore. For nature-loving local residents and visitors alike, this essential book will be a treasured resource.

Malware Forensics Field Guide for Linux Systems is a handy reference that shows students the essential tools needed to do computer forensics analysis at the crime scene. It is part of Syngress Digital Forensics Field Guides, a series of companions for any digital and computer forensic student, investigator or analyst. Each Guide is a toolkit, with checklists for specific tasks, case studies of difficult situations, and expert analyst tips that will aid in recovering data from digital media that will be used in criminal prosecution. This book collects data from all methods of electronic data storage and transfer devices, including computers, laptops, PDAs and the images, spreadsheets and other types of files stored on these devices. It is specific for Linux-based systems, where new malware is developed every day. The authors are world-renowned leaders in investigating and analyzing malicious code. Chapters cover malware incident response - volatile data collection and examination on a live Linux system; analysis of physical and process memory dumps for malware artifacts; post-mortem forensics - discovering and extracting malware and associated artifacts from Linux systems; legal considerations; file identification and profiling initial analysis of a suspect file on a Linux system; and analysis of a suspect program. This book will appeal to computer forensic investigators, analysts, and specialists. A compendium of on-the-job tasks and checklists Specific for Linux-based systems in which new malware is developed every day Authors are world-renowned leaders in investigating and analyzing malicious code

Get enlightened with this detailed coverage of Canon's Speedlite system. If you use a digital SLR camera, then you understand just how critical it is to have a capable flash. A Canon Speedlite shines a whole new light on taking photos with a Canon DSLR. This full-color, in-depth guide takes you beyond the standard manual that accompanies a Canon Speedlite and shows you the types of settings you can use on your camera when working with off-camera flashes. You'll explore the possibilities of wireless lighting with multiple speedlites as well as the creative effects you can achieve. Author, teacher, and professional photographer Michael Corsentino demystifies setting up a speedlite, synchronizing the speedlite equipment, and determining lighting ratios. He provides you with detailed, real-world information on using all of Canon's various Speedlite models including the new 600EX-RT and covers other Canon lighting system components such as the ST-E2 Wireless Transmitter, Macro Ring Lite, and Macro Twin Lites and OC-E3 Off-Camera Shoe Cord. Highlights how the Canon Speedlite system is a must-have accessory for exploring a new world of digital photo possibilities. Covers a number of Canon's Speedlites, including the 600EX-RT, 580 EX II, 430 EX II, 270 EX and 270 EX II, and the 320 EX. Shows you how to create an inexpensive and portable wireless studio lighting system that can go where you go. Demystifies setting up the speedlite, synchronizing the equipment, and figuring out lighting ratios. Canon Speedlite System Digital Field Guide, 3rd Edition is a handy guide that shares real-world information and untangles the complexities of using the Canon Speedlite system.

A guide to the wildlife of Washington D.C. includes information on parks, animals, plants, fungi, and geology.

Malware Forensics Field Guide for Linux Systems

Critical Thinking in the Information Age

Critical Thinking with Statistics and the Scientific Method

Stream Instability, Bridge Scour, and Countermeasures: A Field Guide for Bridge Inspectors

A Field Guide to Household Technology

A Clinical Introduction to the Yellow Emperor's Internal Classic, Plain Questions

*Geophysics operations in archaeology have become well known through exposure on television. However, the technique is presented as the action of specialists and something of a mystery, where people walk about with strange contraptions, and results appear from a computer. This is not the case, however. Some scientific knowledge is needed in order to understand how the machines work and what they detect but otherwise it is only necessary to know how to handle the instruments, how to survey a field and how to interpret the computer results. This book provides all the relevant information. It explains geophysics operations in archaeology, describes the science that gives the soil properties to measure and the means by which the instruments make their measurements. Dr John Oswin is in charge of the geophysics operation of the Bath and Camerton Archaeological Society and his work has recently been the subject of a television programme. He has taught many students how to use geophysical equipment.*

*Traditional channel marketing tactics are woefully behind the times. In Marketing Multiplied, you learn how to orient your channel marketing efforts around a modern marketing methodology that aligns with the way buyers want to buy.*

*Finally--an 802.11 deployment guide for business and home use that demystifies the alphabet soup of IEEE standards and explains the features and benefits of each with regards to speeds and feeds.*

*Getting Multi-Channel Distribution Right provides a comprehensive treatment of modern distribution strategy that is analytically solid, clearly written, and relevant for managers as well as MBA and executive MBA students, and the professors who train them. It covers concepts, metrics, tools, and strategic frameworks for managing distribution in physical and digital channels. Focusing on the challenges of managing multiple channels of distribution in an evolving marketplace--rather than the process of designing a distribution channel from*

*scratch—it leans more heavily on metrics and tools and incorporates perspectives from academic research, as well as in-depth case studies from marketing and general management practice. Introduces an organizing framework of pull and push marketing for how suppliers work together with their channel partners Integrates across physical and digital, independent and company-owned, routes to market Maps the functions of traditional and newer intermediaries in the channel ecosystem and identifies the root causes of conflict between them Provides tools and frameworks for how much distribution coverage is required and where Shows how product line, pricing, trade promotions, and other channel incentives can help to coordinate multiple channels and manage conflict Illustrates how push and pull metrics can be combined into valuable dashboards for identifying positive feedback opportunities and sustaining the channel partnership With the help of Getting Multi-Channel Distribution Right you'll discover how to successfully develop, execute, and adapt distribution strategy to the evolving marketplace.*

*A Field Guide to British Rivers*

*Discovering Running Waters and Aquatic Life*

*A Field Guide for the Assessment of Erosion, Sediment Transport, and Deposition in Incised Channels of the Southwestern United States*

*A Field Guide to Roadside Technology*

*A Field Guide to the Neogene Sedimentary Basins of the Almeria Province, SE Spain*

*Partnering with the Frenemy*

*Channel management has become one of the most important components of a firm's competitive strategy, with mistakes often costing companies millions--and channel managers their careers. The Manager's Guide to Distribution Channels provides managers and decision makers with proven tools and go-to-market strategies for refining channel strategies and managing distribution relationships. Self-assessment tools combine with realworld cases and examples to give managers a nontheoretical, balanced blend of thought-provoking insights and hands-on tactics.*

*Building a route to market is fundamental to sales and survival. This book demystifies marketing channel strategy by focusing on how to do channel design and management. We provide practical tools and frameworks for key decisions and highlight the critical tradeoffs and pitfalls. Many channel strategies are built like the wood towers used in popular stacking games. You hope your tower is sturdy and strong. But over time, you may replace or add partners, add or subtract routes to market, and change your product lines - so your channel strategy must adapt in order to prevent your tower from collapsing or breaking apart. This Field Guide introduces you to the channels landscape, helps you understand your building block options, and unpacks the physics of adding and subtracting channel components, to give you the tools you need to keep your go-to-market strategy resilient, responsive, and a source of competitive advantage.*

*Describes the nine types of habitat found in the Chesapeake Bay area, discusses each one's ecological system*

*#1 NEW YORK TIMES BESTSELLER From the YouTube superstars and creators of Good Mythical Morning comes the ultimate guide to living a “Mythical” life, featuring stories and photos from their lifelong friendship, as well as awesomely illustrated guides, charts, and activities aimed at laughing more, learning more, and never taking yourself too seriously. Thanks for reading this description. You’re obviously a curious person, which means you’ve already taken your first step towards achieving Mythicality. Lucky for you, opening this book is even more rewarding than reading about it online. Within its pages, you'll discover twenty ways to fill your life with curiosity, creativity, and tomfoolery, including Eat Something That Scares You, Make a Bold Hair Choice, Say “I Love You” Like It’s Never Been Said, and more. Along the way, you’ll also find: • Embarrassing stories and photos we'll probably regret sharing • Character Building: The Board Game • An important message from the year 2075 • A quiz to help you determine if you should get a dog • A eulogy you can read at any funeral • Grownup merit badges to earn • Contributions from Mythical Beasts, and much more If you decide to read this book, be warned—there is a high likelihood of increased Mythicality in your life, which means you may soon find yourself laughing more, learning more, and not taking yourself too seriously. This mentality has been known to spread easily to friends and loved ones.*

*A Field Guide to Ice*

*Marketing Multiplied*

*Getting Multi-Channel Distribution Right*

*Delta Primer*

*A Field Guide to the Carboniferous Sediments of the Shannon Basin, Western Ireland*

*Canon Speedlite System Digital Field Guide*

*Temperate rivers are influenced by many factors including geology, climate, soils, sediment type, flow, as well as human activity. The complex interactions of the non-anthropogenic controlling factors have led to a wonderful diversity of river type throughout the British Isles. Sadly, almost all rivers in the UK have suffered significant and long-lasting modification by unsympathetic management, that has all but destroyed this variety, creating watercourses that are simplified conduits for water and sediment, designed primarily to drain the land and reduce flood risk. This volume aims to help reverse this, illustrating using over 200 images and descriptions, this variety of rivers in Britain, highlighting the many forms that temperate river systems take and providing an accessible summary of the underlying river science knowledge base. A Field Guide to British Rivers covers the full*

range of upland and lowland channel types and describes the full variety of substrate conditions from bedrock through boulder, cobble and gravel, to silt dominated systems. The authors describe examples gathered from their extensive research and practical experience working with rivers throughout mainland Britain and set those examples in their wider landscape context to exemplify the natural functioning of temperate river types. This book offers a practical and contextualised guide to contribute to efforts towards the sympathetic and sustainable restoration and re-naturalisation of degraded channels in the UK. Offering a unique viewpoint of both the underpinning science and the practicalities of river management, *A Field Guide to British Rivers* is an essential a stand-alone guide for anyone involved in river restoration and management as well as for those simply interested in rivers in general. Written as a field guide to demonstrate practical examples of river types, and to highlight the pressures they experience and their often-parlous condition, this book is intended to better inform both river management approaches and the policy necessary to achieve this. Fundamentally, the authors seek to demonstrate how the hydrological, geomorphological, and ecological functions of rivers and their catchments are inexorably intertwined, and together how they generate and maintain rivers as dynamic entities.

The Carboniferous Shannon Basin of Western Ireland has become one of the most visited field areas in the world. It provides an ideal opportunity for examining a wide range of ancient sedimentary environments, including carbonate shelf, reefs and mud mounds, black shales and phosphates, and a spectrum of deep sea, shallow marine, fluvio-deltaic and alluvial siliciclastic sediments. The area boasts extensive outcrops and some of the most renowned sections through turbidites, large-scale soft sediment deformation features and sediments that display a response to tectonic and sea-level controls. This field guide provides the first synthesis of the principal localities in this area of Western Ireland, and presents an easily accessible handbook that will guide the reader to, and within, a wide range of sedimentary facies, allowing an understanding of the evolving nature of the fill of this Carboniferous basin and the context of its sedimentary and tectonic evolution. The guide summarizes recent and new work in the area by a range of authors and outlines issues of current debate concerning the Shannon Basin and its palaeoenvironmental interpretation. The field guide will find extensive use in teaching and research by academic researchers, professional and amateur geologists, as well as by applied geologists, geophysicists and reservoir engineers who use these outcrops as analogues for subsurface reservoirs in many areas of the world.

Based on the comprehensive, award-winning book *Rivers of North America*, the new *Field Guide to Rivers of North America* describes 200 of North America's most significant rivers in a reader-friendly, concise format. The guide is organized by geographic regions - each section begins with a map showing the relationship of rivers within one territory and a summary of the region's most important elements. Each individual river summary includes a two-page spread with a basin map, a full-color photograph and key river characteristics. The compact format of this guide will be particularly useful to scientists carrying out field research in areas such as field ecology, entomology, botany. It is an easy-to-use reference that can easily be packed away with other scientific gear. Anglers and recreational boating enthusiasts will find a wealth of information on river topography, native and nonnative fish species, as well as average temperatures that will help them plan their next adventure. The only field guide to cover this broad geographic area. Each river features: Color topographic river basin map Color photograph Precipitation graph Vital physical and biological statistics

FHWA Publication No. FHWA-NHI-08-0106. February 2009. Explains the behavior of rivers in order to recognize changing conditions associated with unstable streams or scour at bridge foundations that may threaten the stability of the bridge. Provides tips and guidance on what to look for with regard to both stream instability, including lateral instability, degradation, and aggradation, and scour at bridges, including contraction scour, pier scour, and abutment scour. Also covered are plans of action and countermeasures, such as monitoring, flood watches, bridge closures, and river training countermeasures.

*A Field Guide to the Plants and Animals of the Middle Rio Grande Bosque*

*Chesapeake Bay*

*A Field Guide to Lies*

*Andrew Zimmern's Field Guide to Exceptionally Weird, Wild, and Wonderful Foods*

*A Field Guide to Curiosity, Creativity, and Tomfoolery*  
*An Intrepid Eater's Digest*

Extending from the spillway below Cochiti Dam, about fifty miles north of Albuquerque, to the headwaters of Elephant Butte Reservoir, near Truth or Consequences in the southern portion of New Mexico, the Middle Rio Grande Bosque is more than a cottonwood woodland or forest. It is a complete riverside ecosystem, among the more important in the world's arid regions. Every day hundreds of visitors to the bosque encounter flora and fauna they can't identify. Researchers and municipal, county, state, and federal resource agency personnel concerned with the bosque's management need to know how plants and animals are linked to their habitats. With descriptions of more than seven hundred plants and animals illustrated with color photographs, this authoritative guide is the first of its kind for the Middle Rio Grande Bosque and is an invaluable resource for land managers, teachers, students, eco-buffs, and nature enthusiasts. It also reveals the important role the bosque plays in New Mexico's natural heritage.

Everything you need to know to take amazing photos with your Nikon D600 This full-color, portable guide goes beyond the owner's manual to deliver clear, succinct descriptions of how the Nikon D600's features and functions work. Perfectly sized to fit in your camera bag, this portable guide offers professional advice on everything from composing a variety of shots to choosing lenses and downloading photos. Veteran author J. Dennis Thomas clearly explains how to get the exact shots you want, when you want them, and shares beautiful color photos from his own collection. Features step-by-step instructions and full-color images of each menu screen Teaches you how to adjust white balance, autofocus, exposure, and choose lenses, and when and why to use each of those settings Covers the essentials of lighting, composition, and exposure Includes a bonus gray and color checker card that allows new DSLR owners to capture perfect color in any environment. Packed with amazing examples, Nikon D600 Digital Field Guide helps you master all the menus, modes and controls of this feature-filled dSLR, and presents you with a variety of tips and tricks to capturing portraits, candids, sports, travel, macro photography, and much more.

Why do crucial business partnerships and alliances fail so often and how can you keep it from happening to you? Partnering with the Frenemy answers these questions, helping you anticipate, prevent, and solve the problems that lead close business relationships to implode. Drawing on cutting-edge research, Sandy Jap illuminates the widespread "frenemy" phenomenon in organizational partnerships, where partners who start as non-competitive "friends" become "enemies" over time. She identifies key economical and structural causes of "frenemization," in which success creates imbalances in power dynamics, leading partners to generate resentment, contempt, and often direct competition. She also illuminates crucial social causes for partnership failure, where seemingly innocuous acts of interpersonal opportunism and "sins of omission" gradually poison collaboration. To support her insights, she offers numerous case studies, both ongoing and historical, including Samsung/Google, Martha Stewart/Macy's, Oracle/Sun Microsystems, Best Buy/Apple, Calvin Klein/Warnaco, and Nike/Footlocker. Most important, she offers specific recommendations for avoiding problems, revitalizing weakening partnerships, and recognizing when a partnership can't be saved. IT'S NOT JUST ABOUT CONTRACTS AND MONEY Understand how to better manage emotions, suspicions, and expectations from Day 1 WHAT YOU CAN LEARN FROM OTHERS' FAILING PARTNERSHIPS Anticipate, prevent, and mitigate the core causes of business relationship failure RECOGNIZE PARTNERING "OPPORTUNISM" BEFORE IT DESTROYS COLLABORATION Fix partnering problems while you still can IT'S NOT A MARRIAGE: HOW TO BECOME COMFORTABLE SAYING GOODBYE Know when to end a partnership, and how to part as "friends"

This detailed guide to the reptiles and amphibians of Britain, Ireland, and the Channel Islands has been produced, with the collaboration of the Amphibian and Reptile Conservation Trust, with the aim of inspiring an increased level of interest in these exciting and fascinating animals. It is designed to help anyone who finds a lizard, snake, turtle, tortoise, terrapin, frog, toad, or newt to identify it with confidence. Stunning photography An easy-to-use approach to identification Superbly illustrated introductory sections on the biology and conservation, taxonomy, lifecycle, and behavior of each species group Profiles of the 16 native reptiles and amphibians that breed in Britain, Ireland, and the Channel Islands and the 5 marine turtles that visit Britain's seas Profiles of 7 established nonnative species and a summary of 8 more with a history of release/escape Distribution maps based on the latest available information Hints and tips on where, when, and how to watch reptiles and amphibians

## **Practical Tools, Exercises, and Resources for Improved Product Management**

**A Field Guide to Cape Cod**

**101 Social Media Tactics for Nonprofits**

**A Field Guide to Channel Strategy**

**A Field Guide to Wireless LANs**

**A Field Guide to the Southeast Coast & Gulf of Mexico**

The most important classical text of Chinese Medicine, The Yellow Emperor's Classic of Chinese Medicine is often seen as daunting by students who are faced with a variety of different translations, of which some may not be reliable. This introductory guide makes it accessible to all, providing a summary of each chapter which emphasises the clinical relevance of the text. The author draws out how the text can be used to inform and improve clinical practice. It avoids overly scholarly discussions, and does not dwell on the minutiae of translation, making this book an easy and enlightening read.

Unprecedented upheavals in routes-to-market are challenging businesses of all types. Products are becoming services, online and offline channels are integrating, and new distribution channels are dictating terms to producers. The third edition of Distribution Channels re-positions itself as Sales and Marketing Channels, placing market access at the heart of business and marketing strategy. This global bestseller delivers a rational economic framework to analyze, plan and manage profitable channels to market. It addresses emerging business models and buying behaviours with practical steps, ensuring maximum leverage of channel partners at every stage of the go-to-market process. Sales and Marketing Channels, a fully-revised third edition, takes a multi-sector approach with an entire new series of specialist sections for application to any business. This efficient structure extracts tangible commercial value from partner relationships, integrating innovative case studies like AirBNB, the largest seller of rooms without ownership of any; Transferwise, the peer-to-peer Forex; plus the rise of online retailers like Amazon and ASOS versus the decline of traditional stores like Macy's or BHS. Updates include the impact of cloud technology, advancing consumer channels, monetizing the distribution of intellectual property and the evolving 'gig economy', led by Uber and Deliveroo. Often referred to as the "Place" P in the marketing mix, this book and its host of downloadable resources are an essential toolkit for strategizing new and existing routes to market.

From The New York Times bestselling author of THE ORGANIZED MIND and THIS IS YOUR BRAIN ON MUSIC, a primer to the critical thinking that is more necessary now than ever. We are bombarded with more information each day than our brains can process—especially in election season. It's raining bad data, half-truths, and even outright lies. New York Times bestselling author Daniel J. Levitin shows how to recognize misleading announcements, statistics, graphs, and written reports revealing the ways lying weasels can use them. It's becoming harder to separate the wheat from the digital chaff. How do we distinguish misinformation, pseudo-facts, distortions, and outright lies from reliable information? Levitin groups his field guide into two categories—statistical information and faulty arguments—ultimately showing how science is the bedrock of critical thinking. Infoliteracy means understanding that there are hierarchies of source quality and bias that variously distort our information feeds via every media channel, including social media. We may expect newspapers, bloggers, the government, and Wikipedia to be factually and logically correct, but they so often aren't. We need to think critically about the words and numbers we encounter if we want to be successful at work, at play, and in making the most of our lives. This means checking the plausibility and reasoning—not passively accepting information, repeating it, and making decisions based on it. Readers learn to avoid the extremes of passive gullibility and cynical rejection. Levitin's charming, entertaining, accessible guide can help anyone wake up to a whole lot of things that aren't so. And catch some lying weasels in their tracks!

A book on California's islands that deals with their natural history and geology as well as the history of human habitation.

**A Framework for Managing Business Relationships, Minimizing Conflict, and Achieving Partnership Success**

**For Administrators and Power Users**

**A Field Guide to Rock Art Symbols of the Greater Southwest**

**Coastal Habitats, Seabirds, Marine Mammals, Fish, & Other Wildlife**

**A Field Guide to Geophysics in Archaeology**

**A Field Guide to the California Delta**

*The ultimate social media field guide for nonprofits—with 101 ways to engage supporters, share your mission, and inspire action using the social web 101 Social Media Tactics for Nonprofits features 101 actionable tactics that nonprofits can start using today, and most of the featured resources are free. Broken down into five key areas, this unique guide explains the steps and tools needed to implement each tactic, and provides many real-life examples of how nonprofits are using the tactics. With this book as your guide, you'll learn how leading nonprofit professionals around the world are leveraging social media to engage constituents, communicate their cause, and deliver on their mission. Presents immediately useful ideas for relevant impact on your organization's social presence so you can engage with supporters in new and inventive ways Features 101 beginner to intermediate-level tactics with real-life examples Offers a workable format to help nonprofits discover new ways of deploying their strategy Includes nonprofit social media influencers from leading nonprofits around the world including National Wildlife Federation, March of Dimes, and The Humane Society Nonprofits know they need to start engaging with supporters through social media channels. This field guide to social media tactics for nonprofits will feature 101 beginner to intermediate-level tactics with real-life examples to help nonprofits discover new ways of deploying their strategy and meeting their social media objectives.*

*An ingenious, illustrated guide to household gadgets and gizmos explains the inner workings and functions of more than 180 different types of household devices in a volume that groups devices according to the room in which they are located and includes detailed descriptions of each device, information on how it works, photographs for easy identification, and helpful sidebars covering technical issues and trivia. Original.*

*Growing worldwide interest in water systems makes this provocative examination of Northern California's Sacramento-San Joaquin River Delta far more important than its regional focus suggests. As author Wolff presents the story of the land and water through images, historical data and an intricate mapping system, Delta Primer frames public discussion about the transformation of the American landscape.*

*In Field Guide to Rivers & streams, Dr. Ryan Utz (Chatham University) presents a broad scientific understanding of rivers, streams, and the animals that reside within them, written accessibly for a general audience. Topics range from what causes river flows to rise and fall to the ecology of riverine fishes. Kayakers, anglers, and hikers alike will find many tools within FieldGuide to Rivers & Streams to deepen their understanding of their favorite waterway.*

*Building Routes to Market*

*Digital Forensics Field Guides*

*Field Guide to Rivers of North America*

*How to Build and Manage Distribution Strategy*

*Sales and Marketing Channels*

*Nature of the Estuary : a Field Guide*

DIVA uniquely comprehensive and beautiful guide to more than 600 species of fauna and flora along the coasts of the southeastern United States and the Gulf of Mexico/div

The host of the Travel Channel's Andrew Zimmern's Bizarre Foods America shares memorable moments from his unconventional culinary travels while describing some of the more unusual foods he has sampled, in an account that features fun facts about culture, geography, art and history. Simultaneous.

The Almería Province of SE Spain, a semi-arid, tectonically active region, is the focus of a wide range of scientific teaching and research in the earth sciences by universities and associated bodies from around the world. This field guide provides an up-to-date and integrated approach to the geology and geomorphology of Almería Province, compiled by active scientific researchers in the region. The guide assumes a basic knowledge of geology and geomorphology and will be of interest to earth scientists at all levels from the keen amateur through to undergraduate/postgraduate students and academics visiting the region. The guide provides general background on the area, followed by a selection of specialized trips that progressively explore the structure and development of the basins, the shallow marine sedimentation, the continental sedimentation and finally the uplift, dissection and geomorphic evolution of the sedimentary basins. This is the first widely published field guide on the Almería Province and it is unique in both its coverage and integrated earth science approach, providing valuable support for both teaching and research in the region. If you are a member of the International Association of Sedimentologists, for purchasing details, please see: <http://www.iasnet.org/publications/details.asp?code=FG1>

The rich, multicultural heritage of San Antonio and the Texas Hill Country provide the backdrop for this first comprehensive guide to the culturally significant vernacular buildings of this diverse and historic region: structures designed and constructed by the people who used them rather than by professional architects or builders. A valuable, easy-to-use resource for heritage travelers, historic preservationists, and local historians, A Field Guide to the Vernacular Buildings of the San Antonio Area pairs incisive interpretive essays with detailed building descriptions, photographs, and architectural renderings. Featuring contributions from noted architectural historians and preservationists including Ken Hafertepe, Lewis Fisher, Maria Pfeiffer, and Sarah Z. Gould, this handy, generously illustrated guide will not only provide context and insight for understanding the importance of these buildings but will also engage readers with the challenges of preserving our cultural heritage as represented in the built environment. Professional and avocational preservationists, along with interested travelers and general readers, will appreciate the thorough discussion and analysis of such well-known sites as the San Antonio Riverwalk, the San Antonio missions, and the public buildings of the historic Westside district. Reaching beyond the immediate vicinity of San Antonio, the book also offers expert commentary on the German settlements in Central Texas and east of San Antonio, providing an inclusive and inviting survey of how settlers of various origins placed their unique imprints on Texas.

Field Guide to the Natural World of Washington,

The Product Manager's Field Guide

A Real-world Guide to Channel Marketing for Beginners, Practitioners, and Executives.

Britain's Reptiles and Amphibians

Rhett & Link's Book of Mythicality

A Field Guide to the Huángdì Nèijīng Sùwèn

**Winner of the National Business Book Award From the New York Times bestselling author of *The Organized Mind* and *This Is Your Brain on Music*, a primer to the critical thinking that is more necessary now than ever We are bombarded with more information each day than our brains can process—especially in election season. It's raining bad data, half-truths, and even outright lies. New York Times bestselling author Daniel J. Levitin shows how to recognize misleading announcements, statistics, graphs, and written reports, revealing the ways lying weasels can use them. It's becoming harder to separate the wheat from the digital chaff. How do we**

***distinguish misinformation, pseudo-facts, and distortions from reliable information? Levitin groups his field guide into two categories—statistical information and faulty arguments—ultimately showing how science is the bedrock of critical thinking. Infoliteracy means understanding that there are hierarchies of source quality and bias that variously distort our information feeds via every media channel, including social media. We may expect newspapers, bloggers, the government, and Wikipedia to be factually and logically correct, but they so often aren't. We need to think critically about the words and numbers we encounter if we want to be successful at work, at play, and in making the most of our lives. This means checking the plausibility and reasoning—not passively accepting information, repeating it, and making decisions based on it. Readers learn to avoid the extremes of passive gullibility and cynical rejection. Levitin's charming, entertaining, accessible guide can help anyone wake up to a whole lot of things that aren't so. And catch some weasels in their tracks!***

***The ideal companion to the author's bestselling *The Product Manager's Handbook*, *The Product Manager's Field Guide* expands upon the overview and the responsibilities of product managers and delves into specific skills, abilities, and competencies to help them improve their performance. It provides readers with tools and exercises for functions such as marketing, planning, forecasting, and new product development and offers step-by-step instructions for activities designed to monitor and assess product-planning efforts.***

***A *Field Guide to Rock Art Symbols of the Greater Southwest* is the first specifically designed key to the interpretation of American rock art. Interest in the subject has grown significantly among professional archaeologists and informed lay persons in recent years, but the purpose and meaning that the intriguing symbols had for their creators remain a mystery. Although the significance of the symbols will never be known for certain, educated guesses can be made. The "Field Guide" brings together 600 commentaries on specific rock art symbols by over one hundred archaeologists, anthropologists, researchers, and Native American informants. Intended to be used in the field, as well as a reference, the book includes a pictorial key at the beginning and is organized by tentative meaning or by description. The reader can easily find the one or several of the 500 illustrations that most closely match the rock art symbol in question. Patterson emphasizes the tentative nature of the interpretations and has included an index by neutral archaeological description as well as complete documentation of every excerpted comment. The range of the book is from the northern states of Mexico to Utah and from California to Colorado.***

***Maureen Stone's field guide to digital color presents a survey of digital color with special emphasis on those fields important for computer graphics. The book provides the foundation for understanding color and its applications, discusses color media and color management and the use of color in computer graphics, including color design and selection. The book provides a guide for anyone who wants to understand and apply digital color. An annotated bibliography provides in-depth references for further study on each topic.***

***A Field Guide***

***Nikon D600 Digital Field Guide***

***Field Guide to Rivers & Streams***

***A Field Guide to Digital Color***

***A Field Guide to the Vernacular Buildings of the San Antonio Area***

***The Manager's Guide to Distribution Channels***

This fascinating handbook answers the questions of anyone who has ever wondered about the many strange devices found along the roadside, from utility poles to satellite dishes according to their habitats—along highways and roads, atop buildings, near airports, and on utility towers. More than 150 different roadside technologies are covered, and each device is described in detail, including what the device does, how it works, and also includes a photograph for easy identification. With helpful sidebars describing related technical issues such as why stoplights are constructed the way they are, this handbook for curious readers provides carefully detailed descriptions and the history behind many of the devices that roadside travelers take for granted.

Natural History of the Islands of California