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textbook. It has  
a long standing  
reputation for  
being  
comprehensive,  
yet easy for  
students to  
understand and  
follow.

America's  
largest city

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generates  
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garbage in  
Business 14th  
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torrents—11,000  
tons from  
households each  
day on average.  
But New Yorkers  
don't give it  
much attention.  
They leave their  
trash on the  
curb or drop it in

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a litter basket,  
and promptly  
forget about it.

And why not?

On a schedule  
so regular you  
could almost set  
your watch by it,  
someone always  
comes to take it  
away. But who,  
exactly, is that

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someone? And  
Contemporary  
why is he—or  
Business 14th  
she—so  
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unknown? In  
Picking Up, the  
anthropologist  
Robin Nagle  
introduces us to  
the men and  
women of New  
York City's  
Department of

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Sanitation and  
makes clear why  
this small army  
of uniformed  
workers is the  
most important  
labor force on  
the streets.  
Seeking to  
understand  
every aspect of  
the

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Department's  
mission, Nagle  
accompanied  
crews on their  
routes,  
questioned  
supervisors and  
commissioners,  
and listened to  
story after story  
about blizzards,  
hazardous

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wastes, and the  
insults of  
everyday New  
Yorkers. But the  
more time she  
spent with the  
DSNY, the more  
Nagle realized  
that observing  
wasn't quite  
enough—so she  
joined the force

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herself. Driving  
the hulking  
trucks, she  
obtained an  
insider's  
perspective on  
the complex  
kinships, arcane  
rules, and  
obscure lingo  
unique to the  
realm of

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sanitation  
workers. Nagle  
Contemporary  
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chronicles New  
York City's four-  
hundred-year  
struggle with  
trash, and  
traces the city's  
waste-  
management  
efforts from a  
time when filth

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overwhelmed  
the streets to  
the far more  
rigorous  
practices of  
today, when the  
Big Apple is as  
clean as it's ever  
been.

Throughout,  
Nagle reveals  
the many

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unexpected  
ways in which  
sanitation

workers stand  
between our  
seemingly well-  
ordered lives  
and the sea of  
refuse that  
would otherwise  
overwhelm us.  
In the process,

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she changes the  
way we  
understand  
cities—and  
ourselves within  
them.

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and Berston's,  
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Edition, delivers  
solutions at the

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speed of  
business to  
stimulate  
curiosity, show  
relevance,  
promote  
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prepare  
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what's ahead in  
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and business

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careers. With  
thoroughly  
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provides  
insights into the  
many facets of  
business that

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contribute to the  
dynamic, ever  
changing world  
of work.

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authoritative  
catalogue of the  
Corcoran Gallery  
of Art's  
renowned  
collection of  
pre-1945

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paintings will  
greatly enhance  
scholarly and  
public  
understanding  
of one of the  
finest and most  
important  
collections of  
historic  
American art in

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the world.  
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more than 600  
objects dating  
from 1740 to  
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**Race, ethnicity,  
nationality, religion,  
gender, sexuality: in  
the past couple of  
decades, a great  
deal of attention has  
been paid to such  
collective identities.  
They clamor for**

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**recognition and  
respect, sometimes  
at the expense of  
other things we  
value. But to what  
extent do  
"identities"  
constrain our  
freedom, our ability  
to make an  
individual life, and  
to what extent do  
they enable our  
individuality? In this**

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**beautifully written  
work, renowned  
philosopher and  
African Studies  
scholar Kwame  
Anthony Appiah  
draws on thinkers  
through the ages  
and across the  
globe to explore  
such questions. The  
Ethics of Identity  
takes seriously both  
the claims of**

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**individuality--the task of making a life--and the claims of identity, these large and often abstract social categories through which we define ourselves. What sort of life one should lead is a subject that has preoccupied moral and political thinkers from**

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**Aristotle to Mill.  
Here, Appiah  
develops an account  
of ethics, in just this  
venerable  
sense--but an  
account that  
connects moral  
obligations with  
collective  
allegiances, our  
individuality with  
our identities. As he  
observes, the**

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question who we are  
has always been  
linked to the  
question what we  
are. Adopting a  
broadly  
interdisciplinary  
perspective, Appiah  
takes aim at the  
clichés and received  
ideas amid which  
talk of identity so  
often founders. Is  
"culture" a good?

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**For that matter,  
does the concept of  
culture really  
explain anything? Is  
diversity of value in  
itself? Are moral  
obligations the only  
kind there are? Has  
the rhetoric of  
"human rights" been  
overstretched? In  
the end, Appiah's  
arguments make it  
harder to think of**

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**the world as divided  
between the West  
and the Rest;  
between locals and  
cosmopolitans;  
between Us and  
Them. The result is  
a new vision of  
liberal  
humanism--one that  
can accommodate  
the vagaries and  
variety that make us  
human.**

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toward becoming  
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integrated E-  
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chapter to provide  
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information. All of  
the information

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applications throughout  
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chapter material). As its  
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their lives as  
something  
extraordinary and as  
they grow they  
continue to evolve.  
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products in the  
marketplace are  
those that know their  
strengths and have

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branded and  
marketed those  
strengths to form a  
passionate emotional  
connection with  
loyal users and  
relationships with  
new users every step  
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components of the  
marketing mix are  
included along with  
a lot of other

compelling and  
thought-provoking  
ideas and concepts.

Since its first  
edition,

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MARKETING**

continues to

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showcase the  
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chapters  
provide an  
extended  
explanation of  
each theory,  
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from everyday  
life, popular  
culture, and  
literary texts;  
a list of  
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questions

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critics who use  
that theory ask  
about literary  
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each theory; a  
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questions for

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perspectives  
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from  
communications  
theory,  
psychology,  
sociology,  
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sciences,  
systems theory  
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constructivism.

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Its aim is to  
inform the  
establishment  
of

sustainability  
communication.  
Complementing  
this  
theoretical  
framework, the  
book provides  
methods and  
concepts in a

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range of fields  
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such as  
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addresses the  
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community and  
students as  
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categories of  
sustainability  
communication.

Admiration uses  
deep research  
on consumer  
psychology,  
marketing,  
consumer  
engagement and  
communication  
to develop a

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powerful,  
integrated  
perspective and  
innovative  
approach to  
brand  
management.  
Using numerous  
real-world  
examples and  
backed by  
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top notch

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academics, this  
book describes  
how companies  
can turn a  
product,  
service,  
corporate,  
person or place  
brand into one  
that customers  
love, trust and  
respect; in  
short, how to

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make a brand  
admired. The  
result? Greater  
brand loyalty,  
stronger brand  
advocacy, and  
higher brand  
equity. Admired  
brands grow  
more revenue in  
a more  
efficient way  
over a longer

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period of time  
and with more  
opportunities  
for growth. The  
real power of  
Brand  
Admiration is  
that it  
provides  
concrete,  
actionable  
guidance on how  
brand managers

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can make  
customers (and  
employees)  
admire a brand.  
Admired brands  
don't just do  
the job; they  
offer exactly  
what customers  
need (enabling  
benefits), in  
way that's  
pleasing, fun,

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interesting,  
and emotionally  
involving  
(enticing  
benefits),  
while making  
people feel  
good about  
themselves  
(enriching  
benefits).  
Providing these  
benefits,

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called 3 Es, is  
foundational to  
building ,  
strengthening  
and leveraging  
brand  
admiration. In  
addition, the  
authors  
articulate a  
common-sense  
and action  
based measure

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of brand equity, and they develop dashboard metrics to diagnose if there are any 'canaries in the coal mine', and if so, what to do next. In short, Brand Admiration

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provides a  
coherent,  
cohesive  
approach to  
helping the  
brand stand the  
test of time. A  
well-designed,  
well-managed  
brand becomes a  
part of the  
public  
consciousness,

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and ultimately,  
a part of the  
culture. This  
trajectory is  
the fruit of  
decisions made  
from an  
integrated  
strategic  
standpoint.  
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you how to  
shift the

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process for  
your brand,  
with practical  
guidance and an  
analytical  
approach.

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real world plan.  
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consideration is given  
to monitoring,  
evaluating, and  
tuning the  
implementation of  
social media  
marketing initiatives.  
In addition, students  
are introduced to the  
most useful

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media measurements,  
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organization's return  
on investment in  
social media  
marketing activities.

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book situates  
communication in

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about "the least  
among us," and  
the  
extraordinary  
power of  
grassroots  
leaders who are  
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lives of  
forgotten men  
and women in the  
most toxic  
neighborhoods.**

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they applied in  
healing the most  
desperate  
communities also  
hold the key to  
healing our  
divided and  
empty nation  
today. From the  
lessons he has  
learned from  
witnessing the  
work of**

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**committed  
neighborhood  
leaders, Robert  
Woodson has  
gleaned ten  
fundamental  
principles that  
should be  
applied to  
uplift not only  
those who are at  
the bottom rung  
of society, but  
also people of**

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means who  
experience the  
emptiness of  
life without  
meaning and  
purpose. Bob  
walks the reader  
through his  
discovery of  
each of these  
life-changing  
precepts and,  
along the way,  
we discover how

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**each of us can  
experience new  
value in our  
lives and be  
empowered to  
contribute to  
our world. In  
reading, you  
will understand  
what it takes to  
overcome  
adversity and  
transform people  
from the inside**

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out. You will  
feel inspired to  
adopt these  
longstanding,  
proven values  
that have  
generated  
astonishing long-  
term results in  
reshaping lives  
and homes.  
Equipped with  
the information,  
you will

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**discover a whole  
new way of  
approaching  
revitalization  
of the world you  
serve as well as  
your own life.  
God does not  
choose the  
capable; He  
chooses the  
called and then  
makes them  
capable.**

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