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I'd like to be a
baker, and come
when morning
breaks, Calling out,
"Beeay-ko!" (that's

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the sound he
makes)--Riding in a
rattle-cart that jogs
and jolts and
shakes, Selling all
the sweetest things
a baker ever
bakes;Currant-buns
and brandy-snaps,
pastry all in flakes;
But I wouldn't be a
baker if . . . I
couldn't eat the

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cakes. Would
you? THE DAWN
DANCE What do you
think I saw to-day
when I arose at
dawn? Blue Wrens
and Yellow-tails
dancing on the
lawn! Bobbing here,
and bowing there,
gossiping away,
And how I wished
that you were there

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to see the merry
play! But you were
snug abed, my boy,
blankets to your
chin, Nor dreamed
of dancing birds
without or
sunbeams dancing
in. Grey Thrush, he
piped the tune for
them. I peeped out
through the
glass Between the

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window curtains,
and I saw them on
the grass--Merry
little fairy folk,
dancing up and
down, Blue bonnet,
yellow skirt, cloaks
of grey and brown,
Underneath the
wattle-tree, silver in
the dawn, Blue
Wrens and Yellow-
tails dancing on the

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lawn. CUPPACUMA
LONGA'Rover,

rover, cattle-drover,
where go you to-
day?'I go to

Cuppacumalonga,
fifty miles away;

Over plains where
Summer rains have
sung a song of glee,

Over hills where
laughing rills go
seeking for the sea,

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I go to
Cuppacumalonga,
to my brother Bill.
Then come along,
ah, come along! Ah,
come to
Cuppacumalonga!
Come to
Cuppacumalonga
Hill!'Rover, rover,
cattle-drover, how
do you get
there?'For twenty

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miles I amble on
upon my pony mare,
The walk awhile and
talk awhile to
country men I know,
Then up to ride a
mile beside a team
that travels slow,
And last to
Cuppacumalonga,
riding with a will.
Then come along,
ah, come along! Ah,

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come to

Cuppacumalonga!

Come to

Cuppacumalonga

Hill!'Rover, rover,

cattle-drover, what

do you do then?'I

camp beneath a

kurrajong with three

good cattle-men;

Then off away at

break of day, with

strong hands on the

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reins, To laugh and
sing while mustering
the cattle on the
plains--For up to
Cuppacumalonga
life is jolly still. Then
come along, ah,
come along! Ah,
come to
Cuppacumalonga!
Come to
Cuppacumalonga
Hill!'Rover, rover,

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cattle-drover, how
may I go too?"I'll
saddle up my
creamy colt and he
shall carry you-- My
creamy colt who will
not bolt, who does
not shy nor kick--
We'll pack the load
and take the road
and travel very
quick.And if the day
brings work or play

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we'll meet it with a
will. So Hi for

Cuppacumalonga!

Come Along, ah,

come along! Ah,

come to

Cuppacumalonga

Hill!

You are what you

charge for. And if

you're competing

solely on the basis

of price, then you've

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been commoditized,
offering little or no
true differentiation.

What would your
customers really
value? Better yet,
for what would they
pay a premium?

Experiences. The
curtain is about to
rise, say Pine
Gilmore, on the
Experience

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Economy, a new economic era in which every business is a stage, and companies must design memorable events for which they charge admission.

With The Experience Economy, Pine Gilmore explore

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how successful companies- using goods as props and services as the stage- create experiences that engage customers in an inherently personal way. Why does a cup of coffee cost more at a trendy cafe than it does at the corner

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diner or when brewed at home? It's the value that the experience holds for the individual that determines the worth of the offering and the work of the business. From online communities to airport parking, the authors draw

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from a rich and varied mix of examples that showcase businesses in the midst of creating engaging experiences for both consumers and corporate customers. The Experience Economy marks the

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debut of an insightful, highly original, and yet eminently practical approach for companies to script and stage compelling experiences. In doing so, all workers become actors, intentionally creating specific effects for

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their customers.

And it's the

experiences they

stage that create

memorable-and

lasting-impressions

that ultimately

create

transformations

within individuals.

Make no mistake,

say Pine Gilmore:

goods and services

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are no longer
enough.

Experiences are the
foundation for future
economic growth,
and The Experience
Economy is the
playbook from which
managers can begin
to direct new
performances.
How is academia
portrayed in

children's literature?

This Element

ambitiously surveys

fictional professors

in texts marketed

towards children,

who are

overwhelmingly

white and male,

tending to be elderly

scientists.

Professors fall into

three stereotypes:

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the vehicle to explain scientific facts, the baffled genius, and the evil madman. By the late twentieth century, the stereotype of the male, mad, muddlehead, called Professor SomethingDumb, is formed in humorous

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yet pejorative
fashion. This

Element provides a
publishing history of
the role of
academics in
children's literature,
questioning the
book culture which
promotes the
enforcement of
stereotypes
regarding

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in children's media.

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Icons and Other
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Symbol Guidelines
SAT MATH TEST
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This book is about
how type should look
and how to make it
look that way--in
other words, how to
set type like a
professional. It

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explains in practical terms how to use today's digital tools to achieve the secret of good design: well set type. An essential reference for anyone who works with type: designers, print production professionals, and corporate communications managers can go to

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straight to the index
to find focused
answers to specific
questions, while
educators and
students can read it
as a text book from
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challenge of
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isn't learning a
language's
syntax—it's
learning to
creatively solve

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problems so you
can build
something great.
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that programmers
solve problems
and teaches you
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ignore: how to
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particular types
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Although the
book's examples
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the common
pitfalls founders
face and how to
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provides cutting
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help investigate
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The origin of the ubiquitous typeface
Celebrated printer and

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type designer

Giambattista Bodoni set the standard for printing the alphabet with his *Manuale Tipografico* (1818). The two-volume set—published posthumously in a limited edition of 250—features 142 sets of roman and italic typefaces, a wide selection of borders, ornaments, symbols, and

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flowers, as well as Greek, Hebrew, Russian, Arabic, Phoenician, Armenian, Coptic, and Tibetan alphabets. Official printer for the Duke of Parma, Bodoni (1740-1813) declared that well-designed type derived its beauty from four principles: uniformity of design, sharpness and neatness, good taste, and charm. His typefaces

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display an unprecedented degree of technical refinement, and epitomize purity and grace. The culmination of more than four decades of work, the *Manuale Tipografico* represents one of history's greatest typographical achievements. The Bodoni typeface is still widely used even today,

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both in digital media and
in print, and

TASCHEN's meticulous
reprint of Bodoni's
masterwork gives readers
a rare opportunity to
explore the origins of the
Bodoni typeface and
learn about its creator.

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concepts and practices

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necessary for producing effective visual communication across a variety of formats—from web to print. Sections on Gestalt theory, color theory, and WET layout are expanded to offer more in-depth content on those topics. This new edition features new covering current trends in web design—Mobile-first, UI/UX design, and

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web typography—and how they affect a designer's approach to a project. The entire book will receive an update using new examples and images that show a more diverse set of graphics that go beyond print and web and focus on tablet, mobile and advertising designs.

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