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This newest title in the design briefs series is a compact, hands-on guide for graphic design professionals who want to start helping communities

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and effectuating social change in the world.

Author Andrew Shea presents ten strategies for successful community engagement, grounding each one in two real world case studies. The twenty projects featured in the book are by both design professionals and students and range from creating a map of

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services for the
homeless community in
Santa Monica, helping
Chicago's Humboldt
Park community by
designing a website
where donors can buy
essential items for
community members, to
encouraging LA's
Latina community to go
for an annual PAP
exam in an attempt to
prevent cervical cancer

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through carefully designed posters, murals, and other material. Designing for Social Change is both an inspiration and a how-to book that encourages graphic designers everywhere to go out and do good with their work, providing them with the tools to complete successful projects in their

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communities.

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A compilation of 3M voices, memories, facts and experiences from the company's first 100 years.

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What does faith

include? What does it

exclude? What are the

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results of faith? You
can find the answers
here.

Considered a sign of
the 'coming of age' of
video games as an
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award-winning
BioShock franchise
covers vast
philosophical ground.
BioShock and
Philosophy: Irrational
Game, Rational Book

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presents expert reflections by philosophers (and Bioshock connoisseurs) on this critically acclaimed and immersive fan-favorite. Reveals the philosophical questions raised through the artistic complexity, compelling characters and absorbing plots of this ground-breaking

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first-person shooter
(FPS) Explores what
BioShock teaches the
gamer about gaming,
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technologies, political
decision-making, free
will, morality,
feminism, transworld

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individuality, and vending machines in the dystopian society of Rapture Considers visionary game developer Ken Levine's depiction of Ayn Rand's philosophy, as well as the theories of Aristotle, de Beauvoir, Dewey, Leibniz, Marx, Plato, and others from the Hall of Philosophical Heroes

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can be ingeniously

simple, and this

new edition makes

an already popular

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new chapters and

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supporting

images, this

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highlights the
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the most sustained
and serious attack
on mainstream,
neoclassical
economics in more
than forty years.

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Nelson and Winter focus their critique on the basic question of how firms and industries change overtime. They marshal significant objections to the fundamental neoclassical assumptions of profit

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maximization and
market
equilibrium, which
they find
ineffective in the
analysis of
technological
innovation and the
dynamics of
competition
among firms. To
replace these
assumptions, they

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borrow from
biology the
concept of natural
selection to
construct a
precise and
detailed
evolutionary
theory of business
behavior. They
grant that firms are
motivated by profit
and engage in

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search for ways of improving profits, but they do not consider them to be profit maximizing.

Likewise, they emphasize the tendency for the more profitable firms to drive the less profitable ones out of

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business, but they do not focus their analysis on

hypothetical states of industry equilibrium. The

results of their

new paradigm and

analytical

framework are

impressive. Not

only have they

been able to

been able to

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develop more
coherent and
powerful models
of competitive firm
dynamics under
conditions of
growth and
technological
change, but their
approach is
compatible with
findings in
psychology and

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other social
sciences. Finally,
their work has
important
implications for
welfare economics
and for
government policy
toward industry.
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best

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manufacturing
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company called

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Moore illustrates

how to increase

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uptime, lower
costs, increase

market share,

maximize asset

utilization, apply

benchmarks and

best practices,

ultimately

increasing your

company's

performance. Gain

an expert view of

plant design,

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company. In
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information greatly
enhances your

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company's chance
to succeed and
profit.

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Affinity Photo is
the hot photo
editing package
from Serif. It can
compete head on
with the latest
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Photoshop. It's also affordable, incredibly powerful and exceptionally flexible. But all this power and flexibility brings its own challenges. Just like Photoshop, Affinity Photo can be confusing and

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tricky to learn.

Even with a

background in

Photoshop image

editing it's likely

you will miss a lot

of its features. And

unlike Photoshop

you won't have an

endless choice of

books to learn

from. Which is

where "Essential

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Affinity Photo"

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comes to the

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rescue. In this

comprehensive yet

easy to follow

book, Landscape

Photographer

Robin Whalley

explains the core

features of Affinity

Photo Desktop.

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unique, easy to

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understand style,

Robin explains

logically the

essential

techniques you

need to know to

learn Affinity

Photo. Follow this

book and its

examples and you

will soon be

editing images as

though you have

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been using the software for years.

The book is arranged into a series of lessons that focus in on the essential image editing skills. Each lesson builds on the previous one, minimising repetition and

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saving you
valuable time. You
will learn about: -

Different Affinity

Photo Personas,

what these do and

how to navigate

them. - The

Develop Persona,

using it to convert

a Raw photo file

into a high-quality

image. - How

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layers form the backbone of the Photo Persona and how to use them to improve your editing. - Different Adjustment layers, filters and live filters you can apply, to fine tune and improve your photography. - How to convert

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your images to
black and white as
well as important
techniques such
as Dodging and
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and using layer
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target your
adjustments to
specific areas of
an image. -

Harnessing the

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power of the
Export Persona. -

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And lots more.

Throughout the
book there are
examples and
exercises for you
to follow. The
author provides
the images for
these on his
website, allowing
you to follow along

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on your own
computer. You
won't need to
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comprehensive
and concise guide
to help you learn
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you are a complete

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novice or have
some experience
of Affinity Photo,
this book could
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*Master the
challenges of*

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tips and
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perspective
right,
determining
your
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and balancing
your light and*

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book collects

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line Using

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How towers are

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you are new to

sketching or

are an

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book is chock-

full of

useful,

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*practical, and
clever tips to
take your
drawing to the
next level.*

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series offers
location
artists expert
instruction on*

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techniques, on-
location tips
and advice,
and an
abundance of
visual
inspiration.
These handy
references
come in a
compact, easy-*

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format with an
elastic band c
losure-perfect
to toss in
your backpack
or artist's
tote.*

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digital
cameras
provide image*

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allowing large-

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format output

at high

resolution. At

the same time,

printing

technology has

moved forward

at an equally

fast pace

bringing us

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capable of

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resolution,

providing an

amazing

tonality range

and longtime

stability of

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inks.

Moreover,
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*these systems
are now
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the serious
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printers can
help create
prints

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the highest
quality

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prints on
photographic

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*paper. This
book provides
the necessary
foundation for
fine art
printing: The
understanding
of color
management,
profiling,
paper and
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*demonstrates
how to set up
the printing
workflow as it
guides the
reader step-by-
step through
this process
from an image
file to an
outstanding
fine art*

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*too. About the
book The
cyanotype is
often the
first
alternative
process that
people try. It
is relatively
easy and safe
enough to
nurture a*

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child's
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interest in
photography.

It can also be
seen as a
gateway to
further
exploration of
historic
photographic
methods. In
addition, it

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*gives
experienced
photographers
and artists a
great excuse
to take their
eyes off the
computer
screen and get
their hands
dirty.*

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*cyanotypes is
all you will
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offers the
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guide, from
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material to
making the*

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cyanotypes? Of
all the

alternative
processes the
cyanotype is
the one
closest to my
heart. I made
my first
cyanotype in
1999. I was

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*intrigued by
the blue
images and*

*wanted to test
the cyanotype
process to see
what it had to
offer. I*

*bought
chemicals and
spent an
evening*

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coating paper

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and cloth. The

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results of the

next day's

printing

surprised me.

Although the

alchemy of the

darkroom had

always

captivated me,

developing a

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*print in the
sun was like a
liberation.*

*One of the
things I found
most
refreshing
about the
process was
the unpredicta
bility of the
results. Some*

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*of my best
prints were
the product of
'happy
accidents'.*

*The developing
process is str
aightforward.*

*The chemicals
are cheap, and
most of the
other items*

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*used can be
found around
the house. Pre-
coated paper
is available,
but one of the
benefits of
working with
cyanotypes is
the great
flexibility of
material and*

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paper
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available to
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you.

*Cyanotypes
print on
anything made
of natural
fibre. Cotton,
linen, silk,
handmade
paper,
watercolor*

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*paper and rags
are just
number of*

alternatives.

*Some artists
even print on
wood. So, if
you want to
explore a fun
alternative
photographic
process or*

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to experiment
with producing
unique fine
art, make a
cyanotype.*

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*the basics in
configuration and
management that
always have made the
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covers basic
communications such
as mail, web surfing,
and instant
messaging, but also
delves into the
subtleties of network*

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configuration--including dial-up, ADSL,

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up your network

manually. The book

can make you

proficient on office

suites and personal

productivity

applications--and also

tells you what

programming tools

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*are available if you're
interested in*

contributing to these

applications. Other

*new topics in the fifth
edition include*

encrypted email and

filesystems, advanced

shell techniques, and

remote login

applications. Classic

discussions on

booting, package

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*management, kernel
recompilation, and X
configuration have
also been updated.*

*The authors of
Running Linux have
anticipated problem
areas, selected stable
and popular
solutions, and
provided clear
instructions to ensure
that you'll have a*

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*satisfying experience
using Linux. The
discussion is direct
and complete enough
to guide novice users,
while still providing
the additional
information
experienced users will
need to progress in
their mastery of
Linux. Whether
you're using Linux*

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on a home

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provide expert advice

just when you need it.

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Adobe Photoshop that

covers luminance,

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*adjustment
conversion, plug-ins,
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calibration, printing,
and other related
topics.*

*Almost eighty years
and an ocean
separate John
Ragnar, a pilot with a
mysterious past, from
the photographs he
found in a box on the*

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*beach in Clearwater
near a diver in coma.*

The desire to give a

voice to the nude

young woman

portrayed in the

Italian Riviera, will

bring John in a

journey of discovery

of terrible times and

the power of

romance.

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can learn to leverage

today's technologies

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*targeted chapters on
digital printing from
Lightroom and
Photoshop and shares
his expert techniques
for optimal output
and fine-art
reproduction. A
companion to The
Digital Negative: Raw
Image Processing in
Lightroom, Camera
Raw, and Photoshop,*
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*this book teaches you
how to take your
already perfected
images and optimize
them for the highest
quality final printing.
Jeff teaches you
about printer types
and principles of
color management so
you get the results
you expect. He also
shares his strategies*

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attributes that define
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images for printing
Discover how color
management can*

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Today's Technology
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capture the
myriad colors
and levels of
light that you
can see in the
real world,
and the
results are
amazing

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that run the

gamut from

super real to

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his phenomenal

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photographs as

well as all

the backstory

on the

adventurous

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of their

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origin. He

also reveals

the techniques

he used to get

the final

shot. The

breathtaking

images gracing

these pages

and the

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author's real-
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world advice
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for capturing
and

manipulating
images will
inspire you to
create your
own HDR magic.
So Trey also
includes his
simple and str

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teaches you
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need to know
to make your
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photographs,
whether you're
a beginner,
amateur, or
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of practical
and

inspirational,

this book

features a

breathtaking

collection of

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wonderfully — and
at times violently
and humorously —
how foolish it is to
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is that their
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became the Crow
after his death,
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his girlfriend Shelly
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work of over 140
international artists
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Beard, Dan

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survival*

*Internal Sermons
Photographic
Possibilities*