

## Jc Penny Vendor Guide

*The co-founder of EVA shows how to apply it in today's new economy EVA-economic valued added-is a measure of the true financial performance of a company, and a strategy for creating corporate and shareholder wealth. It is also a method of changing corporate priorities and behavior throughout a company, right down to the "shop floor." In The EVA Challenge, the authors outline how to implement EVA-from training employees to answering the most frequently encountered implementation problems faced by companies. This detailed "how-to" guide represents the second phase in the "EVA Revolution", showing executives around the world how to customize and implement EVA at*

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*their companies. Here, EVA converts learn how to work some "EVA magic" through company-specific initiatives and case study examples. Coverage includes completely new materials on "real options", leveraged stock options, and other concepts critical to corporations in both new and old economy industry sectors.*

*This informative, full-color text takes students step-by-step through the decision-making involved in the pre-production processes of apparel product development---planning, forecasting, fabricating, line development, technical design, pricing, sourcing, and distribution. It demonstrates how these processes must be coordinated to get the right product to market, when consumers want it, and at a price they are willing to pay. The 4th Edition has been edited*

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*around a new metastructure to maximize student learning. It continues to build on the themes of sustainability, business ethics, and the impact of fast fashion and social media while seeking to address opportunities for both large and small companies, and entrepreneurs. The text advances its discussion of how new technologies continue to shorten the product development calendar. Chapters have been updated to include current examples, updated charts and graphs, and more case studies. There are updated references to contemporary developments with examples relevant to today's student. New to this Edition · Includes international examples and case studies that address the effects of globalization · Advances the discussion of the pros and cons of fast fashion vs. slow*

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*fashion · Revised, easier-to-read charts and graphs and 30% new color photographs · Thoroughly revised Chapters 12 (Sourcing) and 13 (Costing and Pricing) updated with most recent info on trade laws, changes in sourcing criteria and wages in international sourcing countries Beyond Design STUDIO · Study smarter with self-quizzes featuring scored results and personalized study tips · Review concepts with flashcards of essential vocabulary · Watch videos that bring chapter concepts to life PLEASE NOTE: Purchasing or renting this ISBN does not include access to the STUDIO resources that accompany this text. To receive free access to the STUDIO content with new copies of this book, please refer to the book + STUDIO access card bundle ISBN 9781501315480. STUDIO Instant Access can*

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*also be purchased or rented separately on BloomsburyFashionCentral.com.*

*A compendium of forty five articles on the restructuring process intended as a guide for corporate directors and officers.*

*Management Information Systems provides comprehensive and integrative coverage of essential new technologies, information system applications, and their impact on business models and managerial decision-making in an exciting and interactive manner. The twelfth edition focuses on the major changes that have been made in information technology over the past two years, and includes new opening, closing, and Interactive Session cases.*

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*Your Official America Online Guide to Powering Up the Internet*

*Building B2B Applications with XML*

*Home Computer Buying Guide 2002*

*Thematic Guide to Popular Short Stories*

*Apparel Merchandising*

*Finance Your Own Business*

*Accounting Information Systems*

***(Black & White version) Fundamentals of Business was created for Virginia Tech's MGT 1104 Foundations of Business through a collaboration between the Pamplin College of Business and Virginia Tech Libraries. This book***

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***is freely available at:***

***<http://hdl.handle.net/10919/70961> It is licensed with a Creative Commons-NonCommercial ShareAlike 3.0 license.***

***Marketer Perry Marshall converts the widely known 80/20 principle into a master framework that multiplies the power of everything you do in sales and marketing and makes scary-accurate predictions. It's the ultimate secret to selling more while working less. Guided by famed marketing consultant and best-selling author Perry Marshall, sales and marketing professionals save 80 percent of their time and***

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***money by zeroing in on the right 20 percent of their market - then apply 80/202 and 80/203 to gain 10X, even 100X the success. With a powerful 80/20 software tool (online, included with the book), sellers and marketers uncover how to slash time-wasters; advertise to hyper-responsive buyers and avoid tire-kickers; gain coveted positions on search engines; differentiate themselves from competitors and gain esteem in their marketplace. With the included tools they'll see exactly how much money they're leaving on the table, and how to put it back in their pockets. Sellers will identify untapped markets, high-***

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***profit opportunities and incremental improvements, gaining time and greater profit potential. Supported by online tools from Marshall, including The 80/20 Power Curve, a tool that helps you see invisible money, and a Marketing DNA Test, a personal assessment that zeroes in on one's natural selling assets, this timeless guide promises to change the game for seasoned and novice marketers and sellers. Get Money for Your Business! Learn the Financing Fast Track Strategies Used by Successful Entrepreneurs and Investors Finance Your Own Business: Get on the Financing Fast***

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***Track will help readers learn how to get funding for a business and build strong business credit ratings -- the right way. The authors cover these important aspects of business credit and finance:***

- \* How to obtain business credit cards and small business loans***
- \* How to easily build business credit ?***
- \* Finding unique financing strategies for your business***
- \* How to understand the opportunities--and pitfalls--of crowd funding***

***Finance Your Own Business will teach:***

- \* The power of business credit***
- \* How to get an SBA loan***
- \* The secrets of micro lenders***
- \* How to prepare your own PPM***
- \* The risks of using***

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***retirement funds \* Financing scams to avoid Bonus: The book's Business Credit Resource Guide provides you with valuable contacts to begin building your business credit.***

***Unenthused by a white wedding gown and bored by the hoopla of the Hollywood-style reception, Ariel Meadow Stallings found herself absolutely exhausted with the nuances of traditional nuptials . . . so she chose to take a walk off the beaten aisle. In this updated edition of Offbeat Bride, Stallings humorously recounts the story of the original offbeat wedding—hers—and shares anecdotes and advice from dozens of other***

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***nontraditional couples. She also includes a chapter on budget weddings in today's weak economy, along with sidebars, tips, tricks, and planner encouragement to help you figure out your special day. What results is a combination of hilarious wedding stories and tons of helpful how-tos—a perfect mash-up of memoir and handbook. At once practical and enjoyable, Offbeat Bride validates choosing the funky, different, and offbeat over the traditional, and leads couples through the planning process—from unique ideas on how to announce their engagement all the way to answering the question, “So, how’s married***

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***life?" Stallings is the ultimate guide to the alternative wedding of your dreams, and with Offbeat Bride, she brings you a book that serves both as an encouragement and celebration of aisles less traveled.***

***Fodor's Essential France  
A Resource Guide***

***The Making of the Second Ku Klux Klan  
Cover Letter Magic***

***Tattoos on the Heart***

***A Guide for Designers, Fashion Executives, and  
Attorneys***

***Managing the Digital Firm***

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In today's highly competitive global market, fashion designers, entrepreneurs and executives need state, federal, and international laws to protect their intellectual property—their brands and the products by which their customers recognize them. Fashion Law provides a concise and practical guide to the full range of legal issues faced by a fashion company as it grows from infancy to international stature. Updated to reflect recent legal decisions and regulatory developments, this revised edition covers such vital issues as intellectual property protection and litigation,

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licensing, anti-counterfeiting, start-ups and finance, commercial transactions, retail property leasing, employment regulations, advertising and marketing, celebrity endorsements, international trade. Features of the text help to make legal concepts accessible to the lay reader. More than 25 leading attorneys practicing in the emerging legal specialty of fashion law contributed the chapters for this authoritative text, and their expertise provides a foundation for fashion professionals and their legal advisors to work together effectively. New to this Edition~Expanded section on Intellectual

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Property protection, including an all new Chapter 6 on Litigation~All new Chapter 10 on Fashion Finance Features~Box Features provide real-life examples that demonstrate the role that law plays in the fashion business, including landmark court cases and current events~Practice Tips discuss legal issues that should be considered as fashion designers and executives establish procedures for conducting their business~Sample Clauses familiarize readers with the legal language that covers the rights and responsibilities of the parties to agreements. Instructor's Guide and PowerPoint presentations available.

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Written by locals, Fodor's travel guides have been offering expert advice for all tastes and budgets for more than 80 years. Fodor's correspondents highlight the best of Florence and Tuscany, including renowned Renaissance art, stunning churches, superb wineries, and charming hill towns. Our local experts vet every recommendation to ensure you make the most of your time, whether it's your first trip or your fifth. This travel guide includes:

- Dozens of full-color maps plus a handy pullout map with essential information
- Hundreds of hotel and restaurant recommendations, with Fodor's Choice

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designating our top picks · A great itinerary to explore the top attractions and what's off the beaten path · Major sights such as the Galleria degli Uffizi, the Leaning Tower and San Gimignano · Side Trips from Florence · Coverage of Florence, Pisa, Lucca and Northwest Tuscany, Chianti, Siena and Central Tuscany, Arezzo, Cortona and Eastern Tuscany, Southern Tuscany, Umbria and the Marches Planning to visit more of Italy? Check out Fodor's country-wide travel guide to Italy. Accounting Information Systems provides a comprehensive knowledgebase of the systems that generate, evaluate, summarize, and

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report accounting information. Balancing technical concepts and student comprehension, this textbook introduces only the most-necessary technology in a clear and accessible style. The text focuses on business processes and accounting and IT controls, and includes discussion of relevant aspects of ethics and corporate governance. Relatable real-world examples and abundant end-of-chapter resources reinforce Accounting Information Systems (AIS) concepts and their use in day-to-day operation. Now in its fourth edition, this popular textbook explains IT controls using the AICPA Trust

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Services Principles framework—a comprehensive yet easy-to-understand framework of IT controls—and allows for incorporating hands-on learning to complement theoretical concepts. A full set of pedagogical features enables students to easily comprehend the material, understand data flow diagrams and document flowcharts, discuss case studies and examples, and successfully answer end-of-chapter questions. The book's focus on ease of use, and its straightforward presentation of business processes and related controls, make it an ideal primary text for business or accounting students in AIS courses.

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This comprehensive text on apparel product development reflects the current importance of manufacturers' and retailers' private brands and exclusive designer collections.

The EVA Challenge

Vault Guide to the Top Retail Employers

Get Connected

Insiders' Guide® to Atlanta

Principles of Management

Offbeat Bride

This guide provides business profiles, hiring and workplace culture information on more than 30 top employers, including Barnes &

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Noble, Target, Home Depot and more. Digital Signage gives you macro and micro views of the burgeoning digital signage industry. Whether you are looking for new opportunities or to expand your business, with this book you will be able to clearly understand and accurately analyze the developments, trends and projections. As part of the NAB Executive Technology Briefing series, this book features the future impact of the technology across many different industries and platforms. Explanations of hardware such as displays, servers, and PCs, software such as dynamic on-screen content

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and software management programs, and technologies like systems integrations and network infrastructures are all covered. \*

Part of the NAB Executive Technology Briefing series, which brings you industry technology information in a non-technical fashion \*

Comprehensive introduction to Digital Signage software, hardware, technologies, trends, projections and how to approach the industry

\* Covers business aspects and market conditions

Whether readers are looking to purchase a new computer or upgrade current systems, this guide can help make the right choice for both

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needs and budgets. It covers printers, monitors, hard drives, modems and more. Written by locals, Fodor's travel guides have been offering expert advice for all tastes and budgets for more than 80 years. Unforgettable artwork, heavenly villages, and dream cities--there are so many reasons to visit France that deciding where to go and what to do can be a bit overwhelming. Fodor's Essential France takes the guesswork out of choosing the perfect French experiences by compiling the top choices chosen by Fodor's army of France-based writers. This travel guide includes:

- Dozens of full-color maps ·

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Hundreds of hotel and restaurant recommendations, with Fodor's Choice designating our top picks · Multiple itineraries to explore the top attractions and what's off the beaten path · Side trips from Paris including Chartres, Versailles, and Monet's Garden · Coverage of Paris Neighbourhoods, Western Ile-de-France, Eastern Ile-de-France, Loire Valley, and Grenoble Planning to focus on just part of France? Check out Fodor's travel guides to Paris and Provence & the French Riviera.

The Line Starts Here

Fundamentals of Business (black and White)

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80/20 Sales and Marketing

Digital Signage

Personal Financial Literacy

The America Online Money Guide

Engagement with New Realities

The time is right for a book that can show the millions of ordinary Americans how to take advantage of the new explosion in financial information, advice, and products available on the Internet. The text starts by outlining the basic principles of a sound investment strategy and then proceeds to reveal services available online.

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Mortgage-backed and asset-backed securities are fixed-income securities, like bonds, which derive their return from an underlying mortgage or basket of mortgages, or an asset or basket of assets. This market has increased from about \$100 billion in 1980 to over \$2.5 trillion today. Filling the void for a new book on fixed-income, Salomon Smith Barney Guide to Mortgage-Backed and Asset-Backed Securities provides a coherent and comprehensive approach to the subject. Featuring material used by the company, this book is an ideal training tool and resource for investment professionals, institutional

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investors, pension fund investors, and hedge-fund investors. Lakhbir Hayre (New York, NY) is a mortgage officer at Salomon Smith Barney, and their leading expert on mortgage-backed and asset-backed securities. He is a Certified Financial Analyst and a Doctor of Philosophy.

The authors contend that current knowledge management efforts in organizations need to be re-focused so that they can be better poised for success. Topics discussed include: missing capabilities of knowledge management, knowledge management in strategic alliances, customer

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knowledge management, knowledge markets, and knowledge management systems, among others.

The authors take a pragmatic approach to knowledge management and present the material in a jargon free and accessible way.

Revised edition of author's Personal financial literacy, copyrighted 2010.

Software, Networks, Advertising, and Displays : a Primer for Understanding the Business

A Guide for Setting Direction and Managing Change

E-applications in the Textile and Clothing Sector

Engaged Knowledge Management

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Fashion Law

Salomon Smith Barney Guide to Mortgage-Backed  
and Asset-Backed Securities

Atlanta - Insiders Guide

*YOU CAN COMPETE WITH THE BIG-BOX STORES! Whether you're a seasoned merchant or retail newbie, Retail 101 is the guide you need to successfully manage, market, and grow your retail business, brick and mortar or online. From two of today's top retail thought leaders, Retail 101 serves both as a strategic planning guide and as a hands-on practical reference that*

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*answers your critical questions along the way. "The ultimate how-to guide for independent retailers. Each chapter addresses a vital ingredient for retail success, including helpful ideas, useful lists, and action guides." -- Ted Teele, Chief Executive Officer, SnapRetail "While small retailers may feel like an endangered species, those who read this practical guidebook to retail survival will come away confident that they have unique assets they can turn into sustainable profits." -- Molly Love Rogers, President and CEO of Internet Retailer "If you've ever felt alone or frustrated building your*

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*business, read this book today!" -- Joe Abraham, founder of BOSI Global, author of Entrepreneurial DNA*

*What every IT manager and system administrator needs to know about the technology that drives the B2B marketplace The B2B marketplace is rapidly exploding--fast outpacing business-to-consumer e-commerce and expected to reach more than \$7 trillion in sales by 2004. This guidebook equips XML authors, programmers, and managers with the technology know-how they need to create and develop simple yet robust B2B systems from scratch. It provides*

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*easy-to-understand explanations on how and why XML and other important technologies such as HTTP and MIME are driving the B2B marketplace. Along with XML and Java code examples, readers will find broad coverage of emerging standards and protocols, including Simple Object Access Protocol (SOAP), ebXML from OASIS/UN/CEFACT, XML Common Business Language (xCBL), BizTalk, and Commerce XML (cXML).*

*Principles of Management is designed to meet the scope and sequence requirements of the introductory course on management. This is a*

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*traditional approach to management using the leading, planning, organizing, and controlling approach. Management is a broad business discipline, and the Principles of Management course covers many management areas such as human resource management and strategic management, as well as behavioral areas such as motivation. No one individual can be an expert in all areas of management, so an additional benefit of this text is that specialists in a variety of areas have authored individual chapters. Contributing Authors David S. Bright, Wright State University Anastasia H. Cortes, Virginia Tech University*

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*Eva Hartmann, University of Richmond K.  
Praveen Parboteeah, University of Wisconsin-  
Whitewater Jon L. Pierce, University of  
Minnesota-Duluth Monique Reece Amit Shah,  
Frostburg State University Siri Terjesen,  
American University Joseph Weiss, Bentley  
University Margaret A. White, Oklahoma State  
University Donald G. Gardner, University of  
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*Notre Dame*

*Insiders' Guide to Atlanta is the essential source for in-depth travel and relocation information to the Georgia's largest city. Written by a local (and true insider), this guide offers a personal and practical perspective of Atlanta and its surrounding environs.*

*Network World*

*Ethics in the Fashion Industry*

*The Definitive Guide to Working Less and Making More*

*Digital Buying Guide 2003*

*Get on the Financing Fast Track*

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*Retail 101: The Guide to Managing and Marketing Your Retail Business*

*Creative Alternatives for Independent Brides*

Professional resume and cover letter writers reveal their inside secrets for creating phenomenal cover letters that get attention and land interviews. Features more than 150 sample cover letters written for all types of job seekers, including the Before-and-After transformations that can make boring letters fabulous.

A guide for librarians and teachers offers annotations summarizing the themes, plots, and

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publication information for 450 popular short stories.

Father Boyle started Homeboy Industries nearly 20 years ago, which has served members of more than half of the gangs in Los Angeles. This collection presents parables about kinship and the sacredness of life drawn from Boyle's years of working with gangs.

For more than 20 years, Network World has been the premier provider of information, intelligence and insight for network and IT executives responsible for the digital nervous systems of

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large organizations. Readers are responsible for designing, implementing and managing the voice, data and video systems their companies use to support everything from business critical applications to employee collaboration and electronic commerce.

Behind the Mask of Chivalry

Fodor's Florence & Tuscany

ENC Focus

The Executive Checklist

Navigating Today's Environment: The Directors' and Officers' Guide to Restructuring

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The Plan, the Product, the Process  
Implementing Value-Added Change in an  
Organization

***Vault Guide to the Top Retail Employers Vault  
Inc.***

***A comprehensive text on how to develop,  
market, and sell your own product lines as  
independent labels or brands.***

***A guide for new executives that explores how to  
create an overarching, enterprise-wide  
transformative program. The book provides a  
best-practice checklist for 8 core areas: Strategy  
Setting, Technology Alignment, Business***

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***Renovation, Project Management, Communications Renewal, Employee Engagement, Staff Transformation, and Organizational Design.***

***The Insiders' Guides series has an all-new look and feel for 2000! The terrific content that the series is known for -- the best hotels, restaurants, annual events, and attractions, parks and recreation chapters, and superb relocation information -- is showcased in the new, handy 6 x 9 trim size, bright, eye-catching cover with updated logo, and a streamlined, easy-to-use interior. Navigate your way through Atlanta's vast nightlife, dining, and shopping***

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***opportunities with The Insiders' Guide to Atlanta. You don't have to be a history buff to check out the History chapter, which recounts the deconstruction and reconstruction of this southern city. In detailed chapters like International Atlanta, The Arts, and Festivals and Events, this guide proves that Atlanta is, in fact, the cultural capital of the South.***

***Beyond Design***

***The Synergy of Apparel Product Development***

***A Guide to Implementing RPA Systems***

***Management Information Systems***

***The Power of Boundless Compassion***

***with Assisi and the Best of Umbria***

### *Indiana Travel Guide*

**This updated guide for 2003 will help readers shop smart with ratings of desktops, laptops, PDAs, monitors, printers, scanners, camcorders, digital cameras, CD players/recorders, MP3 players, cell phones and more.**

**While Robotic Process Automation (RPA) has been around for about 20 years, it has hit an inflection point because of the convergence of cloud computing, big data and AI. This book shows you how to leverage RPA effectively in your company to automate repetitive and rules-based processes, such as scheduling,**

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**inputting/transferring data, cut and paste, filling out forms, and search. Using practical aspects of implementing the technology (based on case studies and industry best practices), you'll see how companies have been able to realize substantial ROI (Return On Investment) with their implementations, such as by lessening the need for hiring or outsourcing. By understanding the core concepts of RPA, you'll also see that the technology significantly increases compliance - leading to fewer issues with regulations - and minimizes costly errors. RPA software revenues have recently soared by over 60 percent, which**

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**is the fastest ramp in the tech industry, and they are expected to exceed \$1 billion by the end of 2019. It is generally seamless with legacy IT environments, making it easier for companies to pursue a strategy of digital transformation and can even be a gateway to AI. The Robotic Process Automation Handbook puts everything you need to know into one place to be a part of this wave. What You'll Learn Develop the right strategy and plan Deal with resistance and fears from employees Take an in-depth look at the leading RPA systems, including where they are most effective, the risks and the costs Evaluate an RPA**

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**system Who This Book Is For IT specialists and managers at mid-to-large companies**

**This study focuses on how developing country producers could successfully apply new e-applications and secure post-quota exports in light of the changing nature of textiles and clothing business after January 2005 (when quotas are phased out). It elaborates principles to guide exporters in adopting e-applications so as to develop fruitful long-term relationships with major buyers, deals with e-applications in European Union and United States, presents examples of exporters in developing countries**

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**that have successfully found approaches to integrate their systems with those of customers/suppliers. Case studies from Hong Kong buying, sourcing and trading offices, are included, as well as e-applications used by Singapore trading houses and manufacturers. On Thanksgiving night, 1915, a small band of hooded men gathered atop Stone Mountain, an imposing granite butte just outside Atlanta. With a flag fluttering in the wind beside them, a Bible open to the twelfth chapter of Romans, and a flaming cross to light the night sky above, William Joseph Simmons and his disciples**

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**proclaimed themselves the new Knights of the Ku Klux Klan, named for the infamous secret order in which many of their fathers had served after the Civil War. Unsure of their footing in the New South and longing for the provincial, patriarchal world of the past, the men of the second Klan saw themselves as an army in training for a war between the races. They boasted that they had bonded into "an invisible phalanx...to stand as impregnable as a tower against every encroachment upon the white man's liberty...in the white man's country, under the white man's flag." Behind the Mask of**

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**Chivalry brings the "invisible phalanx" into broad daylight, culling from history the names, the life stories, and the driving passions of the anonymous Klansmen beneath the white hoods and robes. Using an unusual and rich cache of internal Klan records from Athens, Georgia, to anchor her observations, author Nancy MacLean combines a fine-grained portrait of a local Klan world with a penetrating analysis of the second Klan's ideas and politics nationwide. No other right-wing movement has ever achieved as much power as the Ku Klux Klan of the 1920s, and this book shows how and why it did. MacLean reveals**

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**that the movement mobilized its millions of American followers largely through campaigns waged over issues that today would be called "family values": Prohibition violation, premarital sex, lewd movies, anxieties about women's changing roles, and worries over waning parental authority. Neither elites nor "poor white trash," most of the Klan rank and file were married, middle-aged, and middle class. Local meetings, or klonklaves, featured readings of the minutes, plans for recruitment campaigns and Klan barbecues, and distribution of educational materials--Christ and Other Klansmen was one**

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**popular tome. Nonetheless, as mundane as proceedings often were at the local level, crusades over "morals" always operated in the service of the Klan's larger agenda of virulent racial hatred and middle-class revanchism. The men who deplored sex among young people and sought to restore the power of husbands and fathers were also sworn to reclaim the "white man's country," striving to take the vote from blacks and bar immigrants. Comparing the Klan to the European fascist movements that grew out of the crucible of the first World War, MacLean maintains that the remarkable scope**

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**and frenzy of the movement reflected less on members' power within their communities than on the challenges to that power posed by African Americans, Jews, Catholics, immigrants, and white women and youth who did not obey the Klan's canon of appropriate conduct. In vigilante terror, the Klan's night riders acted out their movement's brutal determination to maintain inherited hierarchies of race, class, and gender. Compellingly readable and impeccably researched, *The Mask of Chivalry* is an unforgettable investigation of a crucial era in American history, and the social conditions,**

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**cultural currents, and ordinary men that built this archetypal American reactionary movement.**

**The Robotic Process Automation Handbook**

**Trade Secrets of Professional Resumé Writers**

**Guide to Fashion Entrepreneurship**

**Controls and Processes**

**Microcomputer Abstracts**