

## ***User Guide For Samsung Gusto***

*"Highly informative and remarkably entertaining." —Elle From forest trails in Korea, to islands in Finland, to eucalyptus groves in California, Florence Williams investigates the science behind nature's positive effects on the brain. Delving into brand-new research, she uncovers the powers of the natural world to improve health, promote reflection and innovation, and strengthen our relationships. As our modern lives shift dramatically indoors, these ideas—and the answers they yield—are more urgent than ever.*

*Levels of 'employer brand awareness' are rising fast across Europe, North America and Asia-Pacific, as leading companies realise that skilled, motivated employees are as vital to their commercial success as profitable customers and apply the principles of branding to their own organization. Starting with a review of the pressures which have generated current interest in employer branding, this definitive book goes on to look at the historical roots of brand management and the practical steps necessary to achieve employer brand management success - including the business case, research, positioning, implementation, management and measurement. Case studies of big-name employer brand stories include Tesco, Wal-Mart, British Airways and Prêt a Manger.*

*International Bestseller One of Foreign Policy's "21 Books to Read in 2012" A Publishers Weekly Top 10 Business Book "The best book on global economic trends I've read in a while."—Fareed Zakaria, CNN GPS To identify the economic stars of the future we should abandon the habit of extrapolating from the recent past and lumping wildly diverse countries together. We need to remember that sustained economic success is a rare phenomenon. After years of rapid growth, the most celebrated emerging markets—Brazil, Russia, India, and China—are about to slow down. Which countries will rise to challenge them? In his best-selling book, writer and investor Ruchir Sharma identifies which countries are most likely to leap ahead and why, drawing insights from time spent on the ground and detailed demographic, political, and economic analysis. With a new chapter on America's future economic prospects, Breakout Nations offers a captivating picture of the shifting balance of global economic power among emerging nations and the West.*

*From juicy meats to flaky pastries, your convection oven is the perfect solution for cooking food evenly and fast. But figuring out how to use your oven and what recipes to make in it can be tricky. The Complete Convection Oven Cookbook teaches home chefs everything they need to know to master the art of convection cooking. With over 75 recipes, resources for all types of convection ovens, and menu-planning tips, this convection oven cookbook is your best reference for cooking with convection.*

*Absalom and Achitophel*

*Editor & Publisher International Year Book*

*Managing Brand Equity*

*Art for Kids: Drawing*

*Dr. Mutter's Marvels*

*Embrace Change*

The encyclopedia of the newspaper industry.

I have Complex PTSD [Cptsd] and wrote this book from the perspective of someone who has experienced a great reduction of symptoms over the years. I also wrote it from the viewpoint of someone who has discovered many silver linings in the long, windy, bumpy road of recovering from Cptsd. I felt encouraged to write this book because of thousands of e-mail responses to the articles on my website that repeatedly expressed gratitude for the helpfulness of my work. An often echoed comment sounded like this: At last someone gets it. I can see now that I am not bad, defective or crazy...or alone! The causes of Cptsd range from severe neglect to monstrous abuse. Many survivors grow up in houses that are not homes – in families that are as loveless as orphanages and sometimes as dangerous. If you felt unwanted, unliked, rejected, hated and/or despised for a lengthy portion of your childhood, trauma may be deeply engrained in your mind, soul and body. This book is a practical, user-friendly self-help guide to recovering from the lingering effects of childhood trauma, and to achieving a rich and fulfilling life. It is copiously illustrated with examples of my own and my clients' journeys of recovering. This book is also for those who do not have Cptsd but want to understand and help a loved one who does. This book also contains an overview of the tasks of recovering and a great many practical tools and techniques for recovering from childhood trauma. It extensively elaborates on all the recovery concepts explained on my website, and many more. However, unlike the articles on my website, it is oriented toward the layperson. As such, much of the psychological jargon and dense concentration of concepts in the website articles has been replaced with expanded and easier to follow explanations. Moreover, many principles that were only sketched out in the articles are explained in much greater detail. A great deal of new material is also explored. Key concepts of the book include managing emotional flashbacks, understanding the four different types of trauma survivors, differentiating the outer critic from the inner critic, healing the abandonment depression that come from emotional abandonment and self-abandonment, self-reparenting and reparenting by committee, and deconstructing the hierarchy of self-injuring responses that childhood trauma forces survivors to adopt. The book also functions as a map to help you understand the somewhat linear progression of recovery, to help you identify what you have already accomplished, and to help you figure out what is best to work on and prioritize now. This in turn also serves to help you identify the signs of your recovery and to develop reasonable expectations about the rate of your recovery. I hope this map will guide you to heal in a way that helps you to become an unflinching source of kindness and self-compassion for yourself, and that out of that journey you will find at least one other human being who will reciprocally love you well enough in that way.

The most important assets of any business are intangible: its company name, brands, symbols, and slogans, and their underlying associations, perceived quality, name awareness, customer base, and proprietary resources such as patents, trademarks, and channel relationships. These assets, which comprise brand equity, are a primary source of competitive advantage and future earnings, contends David Aaker, a national authority on branding. Yet, research shows that managers cannot identify with confidence their brand associations, levels of consumer awareness, or degree of customer loyalty. Moreover in the last decade, managers desperate for short-term financial results have often unwittingly damaged their brands through price promotions and unwise brand extensions, causing irreversible deterioration of the value of the brand name. Although several companies, such as Canada Dry and Colgate-Palmolive, have recently created an equity management position to be guardian of the value of brand names, far too few managers, Aaker concludes, really understand the concept of brand equity and how it must be implemented. In a fascinating and insightful examination of the phenomenon of brand equity, Aaker provides a clear and well-defined

structure of the relationship between a brand and its symbol and slogan, as well as each of the five underlying assets, which will clarify for managers exactly how brand equity does contribute value. The author opens each chapter with a historical analysis of either the success or failure of a particular company's attempt at building brand equity: the fascinating Ivory soap story; the transformation of Datsun to Nissan; the decline of Schlitz beer; the making of the Ford Taurus; and others. Finally, citing examples from many other companies, Aaker shows how to avoid the temptation to place short-term performance before the health of the brand and, instead, to manage brands strategically by creating, developing, and exploiting each of the five assets in turn

In 1998 the author, a professional prankster, trademarked the phrase "freedom of expression" to show how the expression of ideas was being restricted. Now he uses intellectual property law as the focal point to show how economic concerns are seriously eroding creativity and free speech.

Family Wars

Extreme Programming Explained

The Death of Money

Go! Go! Go! Stop!

Skills and Principles for Natural Resource Managers, Scientists, and Engineers.

The Marketing Code

You Can Earn a Great Living as a Writer Now!

***The World Intellectual Property Report 2017 examines the crucial role of intangibles such as technology, design and branding in international manufacturing. Macroeconomic analysis is complemented by case studies of the global value chains for three products – coffee, photovoltaic energy cells and smartphones – to give an insightful picture of the importance of intellectual property and other intangibles in modern production.***

***[b]Sometimes you have to kill to make a killing[/b]Forget organizational parables, forget corporate satires and business fiction. At last a management thriller has arrived. A critically acclaimed high-suspense novel that reveals thesecrets of 21st century marketing. I read [i]The Marketing Code[/i] from beginning to end in one sitting. I had to know how it turned out. It shows great imagination, clever plotting, and a Rabelaisian scale of outrage and wit. -Professor Philip Kotler, marketing guru. Other titles by Stephen Brown:[i]The Customer KeyAgents and DealersFail Better![/i]***

***"Nobody asked you to show up." Every experienced product manager has heard some version of those words at some point in their career. Think about a company. Engineers build the product. Designers make sure it has a great user experience and looks good. Marketing makes sure customers know about the product. Sales get potential customers to open their wallets to buy the product. What more does a company need? What does a product manager do? Based upon Product School's curriculum, which has helped thousands of students become great product managers, The Product Book answers that question. Filled with practical advice, best practices, and expert tips, this book is here to help you succeed!***

***A revised edition of a best-selling work on America's consumer culture makes observations about the retail practices of other cultures, describes the latest trends in online retail, and makes recommendations for how major companies can dramatically improve customer service practices. Original.***

***The Mountains Sing***

***World Intellectual Property Report 2017***

***The Authorized Guide to Secrets of Your Airstream***

***Complex PTSD***

***How to Think About Art, Pleasure, Beauty, and Truth***

***Bringing the Best of Brand Management to People at Work***

***Pati's Mexican Table***

***In this landmark collection, world-renowned theorists, artists, critics, and curators explore new ways of conceiving the present and understanding art and culture in relation to it. They revisit from fresh perspectives key issues regarding modernity and postmodernity, including the relationship between art and broader social and political currents, as well as important questions about temporality and change. They also reflect on whether or not broad categories and terms such as modernity, postmodernity, globalization, and decolonization are still relevant or useful. Including twenty essays and seventy-seven images, Antinomies of Art and Culture is a wide-ranging yet incisive inquiry into how to understand, describe, and represent what it is to live in the contemporary moment. In the volume's introduction the theorist Terry Smith argues that predictions that postmodernity would emerge as a global successor to modernity have not materialized as anticipated. Smith suggests that the various situations of decolonized Africa, post-Soviet Europe, contemporary China, the conflicted Middle East, and an uncertain United States might be better characterized in terms of their***

***"contemporaneity," a concept which captures the frictions of the present while denying the inevitability of all currently competing universalisms. Essays range from Antonio Negri's analysis of contemporaneity in light of the concept of multitude to Okwui Enwezor's argument that the entire world is now in a postcolonial constellation, and from Rosalind Krauss's defense of artistic modernism to Jonathan Hay's characterization of contemporary developments in terms of doubled and even para-modernities. The volume's centerpiece is a sequence of photographs from Zoe Leonard's Analogue project. Depicting used clothing, both as it is bundled for shipment in Brooklyn and as it is displayed for sale on the streets of Uganda, the sequence is part***

of a striking visual record of new cultural forms and economies emerging as others are left behind. Contributors: Monica Amor, Nancy Condee, Okwui Enwezor, Boris Groys, Jonathan Hay, Wu Hung, Geeta Kapur, Rosalind Krauss, Bruno Latour, Zoe Leonard, Lev Manovich, James Meyer, Gao Minglu, Helen Molesworth, Antonio Negri, Sylvester Okwunodu Ogbachie, Nikos Papastergiadis, Colin Richards, Suely Rolnik, Terry Smith, McKenzie Wark

Many of the world's most successful businesses are family owned. With this comes the threat of family bust-ups, sibling rivalry and petty jealousies. *Family Wars* takes you behind the scenes on a rollercoaster ride through the ups and downs of some of the biggest family-run companies in the world, showing how family in-fighting has threatened to bring about their downfall. Whether it's the Redstone's courtroom battles or the feud over Henry Ford's reluctance to let go of the reins, the book reveals the origins, the extent and the final resolution of some of the most famous family feuds in recent history. Names you'll recognise include: the Gallo Family; the Guinness story; the Pathak family; and the Gucci family. An astonishing exposé of the way families do business and how arguments can threaten to blow a business apart, *Family Wars* also offers valuable advice on how such problems can be contained and solved.

Suitable for students of all levels, this book provides a general description of the Korean language by highlighting important structural aspects whilst keeping technical details to a minimum. By examining the Korean language in its geographical, historical, social and cultural context the reader is able to gain a good understanding of its speakers and the environment in which it is used. The book covers a range of topics on Korean including its genetic affiliation, historical development, sound patterns, writing systems, vocabulary, grammar and discourse. The text is designed to be accessible, primarily to English-speaking learners of Korean and scholars working in disciplines other than linguistics, as well as serving as a useful introduction for general linguists. The book complements Korean language textbooks used in the classroom and will be welcomed not only by readers with a wider interest in Korean studies, but also by Asian specialists in general.

Short affirmations to help you boost your self-esteem, find happiness, and attract the magical life of your dreams—all with your next cup of coffee! Do you want to live an inspired life of sparkling adventure and achieve goals you never thought possible? Get started this morning! *Coffee Self-Talk* introduces an accessible, powerful routine to pair with your morning coffee so you can start every day with positivity and energy. This easy daily ritual only takes five minutes and starts with positive, uplifting thoughts to reframe the way you talk and think about yourself. By priming your brain for happiness, success, and self-love, *Coffee Self-Talk* helps you take control of your life, increase your confidence, and manifest your dreams. With included self-talk scripts, guidance on how to personalize them for your own goals, and ideas for creating your own affirmations, this book will help you:

- Learn to love yourself
- Unlock happiness, resilience, and confidence
- Change your bad habits
- Attract wealth, success, and prosperity

No matter your circumstances, now is the time to live your best, most magical life—faster than it takes to finish your first cup of coffee!

*5 Minutes a Day to Start Living Your Magical Life*

*Artistry, Choice, and Leadership*

*Global Marketing, Global Edition*

*Jeff Bezos and the Age of Amazon*

*A True Tale of Intrigue and Innovation at the Dawn of Modern Medicine*

*Freedom of Expression®*

*Code Better, Sleep Better*

**If you can write clear, concise instructions, then you can be a technical writer. Learn, step-by-step, how to turn your creative writing talent into a highly lucrative career, where you get paid big money consistently to use your writing skills.**

**A 2014 Caldecott Honor Book In this innovative wordless picture book with interactive flaps, Flora and her graceful flamingo friend explore the trials and joys of friendship through an elaborate synchronized dance. With a twist, a turn, and even a flop, these unlikely friends learn at last how to dance together in perfect harmony. Full of humor and heart, this stunning performance (and splashy ending!) will have readers clapping for more! Double tap the flaps to open and close them, swipe the corners of the book to turn from page to page, and activate the soundtrack to listen to the music while you read your new ebook!**

**The next financial collapse will resemble nothing in history. . . . Deciding upon the best course to follow will require comprehending a minefield of risks, while poised at a crossroads, pondering the death of the dollar. The U.S. dollar has been the global reserve currency since the end of World War II. If the dollar fails, the entire international monetary system will fail with it. But optimists have always said, in essence, that confidence in the dollar will never truly be shaken, no matter how high our national debt or how dysfunctional our government. In the last few years, however, the risks have become too big to ignore. While Washington is gridlocked, our biggest rivals—China, Russia, and the oil-producing nations of the Middle East—are doing everything possible to end U.S. monetary hegemony. The potential results: Financial warfare. Deflation. Hyperinflation. Market collapse. Chaos. James Rickards, the acclaimed author of *Currency Wars*, shows why money itself is now at risk and what we can all do to protect ourselves. He explains the power of converting unreliable investments into real wealth: gold, land, fine art, and other long-term stores of value.**

**Master the art and science of using shameless propaganda for personal and social good. Influencers have always deployed the power of hype to get what they want. But never in history have people been so susceptible to propaganda and persuasion as they are now. Hype truly runs our world. Imagine if you could generate and leverage hype for positive purposes—like legitimate business success, helping people, or effecting positive change in your community. Michael F. Schein teaches you**

**how. In *The Hype Handbook*, the notorious marketing guru provides 12 fundamental strategies for creating and leveraging hype for good, including ways to: Attract attention from people that matter Create a community of acolytes to further your cause Create an atmosphere of curiosity and intrigue Sell your message with the skill of master Create a step-by-step "manifesto" Citing the latest research in psychology, sociology and neuroscience, Schein breaks the concept of hype down into a simple set of strategies, skills, and techniques—and illustrates his methods through stories of the world's most effective hype artists, including American propagandist Edward Bernays, Alice Cooper manager Shep Gordon, celebrity preacher Aimee Semple McPherson, Spartan Race founder Joe De Sena, and digital guru Gary Vaynerchuk. Whatever your temperament, education, budget, background, or natural ability, *The Hype Handbook* delivers everything you need to apply the most powerful tools of persuasion for personal and business success.**

***Flora and the Flamingo***

***The Korean Language***

***The Product Book: How to Become a Great Product Manager***

***Resistance and Repression in the Age of Intellectual Property***

***Newbies Guide to Airstreaming***

***Coffee Self-Talk***

***Environmental Communication. Second Edition***

*Presents a collection of recipes which use simple methods and everyday ingredients to make Mexican dishes suitable for family meals and holiday celebrations.*

*Contains hands-on activities to teach basic elements including shading techniques and creating perspective.*

*The New York Times film critic shows why we need criticism now more than ever Few could explain, let alone seek out, a career in criticism. Yet what A.O. Scott shows in *Better Living Through Criticism* is that we are, in fact, all critics: because critical thinking informs almost every aspect of artistic creation, of civil action, of interpersonal life. With penetrating insight and warm humor, Scott shows that while individual critics--himself included--can make mistakes and find flaws where they shouldn't, criticism as a discipline is one of the noblest, most creative, and urgent activities of modern existence. Using his own film criticism as a starting point--everything from his infamous dismissal of the international blockbuster *The Avengers* to his intense affection for Pixar's animated *Ratatouille*--Scott expands outward, easily guiding readers through the complexities of Rilke and Shelley, the origins of Chuck Berry and the Rolling Stones, the power of Marina Abramovich and 'Ode on a Grecian Urn.' Drawing on the long tradition of criticism from Aristotle to Susan Sontag, Scott shows that real criticism was and always will be the breath of fresh air that allows true creativity to thrive. "The time for criticism is always now," Scott explains, "because the imperative to think clearly, to insist on the necessary balance of reason and passion, never goes away."*

*Absalom and Achitophel by John Dryden Absalom and Achitophel is "generally acknowledged as finest political satire in the English language."It is also described as an allegory regarding contemporary political events, and a mock heroic narrative. On the title page, Dryden himself describes it simply as "a poem." We are delighted to publish this classic book as part of our extensive Classic Library collection. Many of the books in our collection have been out of print for decades, and therefore have not been accessible to the general public. The aim of our publishing program is to facilitate rapid access to this vast reservoir of literature, and our view is that this is a significant literary work, which deserves to be brought back into print after many decades. The contents of the vast majority of titles in the Classic Library have been scanned from the original works. To ensure a high quality product, each title has been meticulously hand curated by our staff. Our philosophy has been guided by a desire to provide the reader with a book that is as close as possible to ownership of the original work. We hope that you will enjoy this wonderful classic work, and that for you it becomes an enriching experience.*

*The Only Drawing Book You'll Ever Need to Be the Artist You've Always Wanted to Be*

*The Hype Handbook: 12 Indispensable Success Secrets From the World's Greatest Propagandists, Self-Promoters, Cult Leaders, Mischief Makers, and Boundary Breakers*

*Why We Buy*

*Breakout Nations: In Pursuit of the Next Economic Miracles*

*States and Industrial Transformation*

*The Employer Brand*

*Air Fryer Perfection*

**The Network Society is now more than ever the essential guide to the past, consequences and future of digital communication. Fully revised, this Third Edition covers crucial new issues and updates. This book remains an accessible, comprehensive, must-read introduction to how new media function in contemporary society.**

**A new edition, packed with even more clever tricks and methods that make everyday life easier Lifhackers redefine personal productivity with creative and clever methods for making life easier and more enjoyable. This new edition of a perennial bestseller boasts new and exciting tips, tricks, and methods that strike a perfect balance between current technology and common sense solutions for getting things done. Exploring the many ways technology has changed since the previous edition, this new edition has been updated to reflect the latest and greatest in technological and personal productivity. The new "hacks" run the gamut of working with the latest Windows and Mac operating systems for both Windows and Apple, getting more done with smartphones and their operating systems, and dealing with the evolution of the web. Even the most tried-and-true hacks have been updated to reflect the contemporary tech world and the tools it provides us. Technology is supposed to make our lives easier by helping us**

work more efficiently. **Lifehacker: The Guide to Working Smarter, Faster, and Better, Third Edition** is your guide to making that happen!

If you program in C++ you've been neglected. Test-driven development (TDD) is a modern software development practice that can dramatically reduce the number of defects in systems, produce more maintainable code, and give you the confidence to change your software to meet changing needs. But C++ programmers have been ignored by those promoting TDD--until now. In this book, Jeff Langr gives you hands-on lessons in the challenges and rewards of doing TDD in C++. **Modern C++ Programming With Test-Driven Development**, the only comprehensive treatment on TDD in C++ provides you with everything you need to know about TDD, and the challenges and benefits of implementing it in your C++ systems. Its many detailed code examples take you step-by-step from TDD basics to advanced concepts. As a veteran C++ programmer, you're already writing high-quality code, and you work hard to maintain code quality. It doesn't have to be that hard. In this book, you'll learn: how to use TDD to improve legacy C++ systems how to identify and deal with troublesome system dependencies how to do dependency injection, which is particularly tricky in C++ how to use testing tools for C++ that aid TDD new C++11 features that facilitate TDD As you grow in TDD mastery, you'll discover how to keep a massive C++ system from becoming a design mess over time, as well as particular C++ trouble spots to avoid. You'll find out how to prevent your tests from being a maintenance burden and how to think in TDD without giving up your hard-won C++ skills. Finally, you'll see how to grow and sustain TDD in your team. Whether you're a complete unit-testing novice or an experienced tester, this book will lead you to mastery of test-driven development in C++. What You Need A C++ compiler running under Windows or Linux, preferably one that supports C++11. Examples presented in the book were built under gcc 4.7.2. Google Mock 1.6 (downloadable for free; it contains Google Test as well) or an alternate C++ unit testing tool. Most examples in the book are written for Google Mock, but it isn't difficult to translate them to your tool of choice. A good programmer's editor or IDE. cmake, preferably. Of course, you can use your own preferred make too. CMakeLists.txt files are provided for each project. Examples provided were built using cmake version 2.8.9. Various freely-available third-party libraries are used as the basis for examples in the book. These include: cURL JsonCpp Boost (filesystem, date\_time/gregorian, algorithm, assign) Several examples use the boost headers/libraries. Only one example uses cURL and JsonCpp.

Get the best possible results from your air fryer and discover the best ways to use it (not just frying!) with 75 fast, convenient, great-tasting recipes. Air fryers promise crisp fried food without actual deep frying. Was it too good to be believed? And what can you cook in them besides French fries? In truth, air fryers cook food by blasting it with circulated hot air. The method is fast, convenient, and can be surprisingly good--if you have the right recipe. We cooked more than 70 pounds of potatoes to create the perfect air fryer French fry, with an evenly crisp exterior and creamy center. But what really drew us to this appliance was the variety of what you can make in it, effortlessly and without having to enlist numerous pots and pans. In addition to crispy fried chicken and fries, you'll turn out evenly cooked steaks, such as Spice-Rubbed Steak with Snap Pea and Cucumber Salad (the spice rub gives them a bold crust), Sweet and Smoky Pork Tenderloin with Roasted Butternut Squash (the pork cooks directly on top of the squash to save time), and Tandoori Chicken Thighs. Many of the recipes yield both a main and a side for a complete meal. Most recipes take only 45 minutes or even less time, and all come with complete nutrition information. Frozen foods cook up crisp in the air fryer, but the results are so much better when you start with homemade. So we offer freeze-it-yourself Chicken Nuggets, Southwestern Beef Hand Pies, and more that go straight from freezer to air fryer and cook to perfection. And we share plenty of kid-friendly meals and snacks, from Better-Than-Boxed Fish Sticks to Zucchini Fries.

**Better Living Through Criticism**

**The Science of Shopping--Updated and Revised for the Internet, the Global Consumer, and Beyond**

**From Crispy Fries and Juicy Steaks to Perfect Vegetables, What to Cook & How to Get the Best Results**

**Wärtsilä Encyclopedia of Ship Technology**

**The Nature Fix: Why Nature Makes Us Happier, Healthier, and More Creative**

**Intangible Capital in Global Value Chains**

**Embedded Autonomy**

The authoritative account of the rise of Amazon and its intensely driven founder, Jeff Bezos, praised by the Seattle Times as "the definitive account of how a tech icon came to life." Amazon.com started off delivering books through the mail. But its visionary founder, Jeff Bezos, wasn't content with being a bookseller. He wanted Amazon to become the everything store, offering limitless selection and seductive convenience at disruptively low prices. To do so, he developed a corporate culture of relentless ambition and secrecy that's never been cracked. Until now. Brad Stone enjoyed unprecedented access to current and former Amazon employees and Bezos family members, giving readers the first in-depth, fly-on-the-wall account of life at Amazon. Compared to tech's other elite innovators -- Jobs, Gates, Zuckerberg -- Bezos is a private man. But he stands out for his restless pursuit of new markets, leading Amazon into risky new ventures like the Kindle and cloud computing, and transforming retail in the same way Henry Ford revolutionized manufacturing. The Everything Store is the revealing, definitive biography of the company that placed one of the first and largest bets on the Internet and forever changed the way we shop and read.

In this fifth edition of the bestselling text in organizational theory and behavior, Bolman and Deal's update includes coverage of pressing issues such as globalization, changing workforce, multi-cultural and virtual workforces and communication, and sustainability. A full instructor support package is available including an instructor's guide, summary tip sheets for each chapter, hot links to videos & extra resources, mini-assessments for each of the frames, and podcast Q&As with Bolman & Deal.

The first edition of "Extreme Programming Explained" is a classic. It won awards for its then-radical ideas for improving small-team development, such as having developers write automated tests for their own code and having the whole team plan weekly. Much has changed in five years. This completely rewritten second edition expands the scope of XP to teams of any size by suggesting a program of continuous improvement based on: five core values consistent with excellence in software development; eleven principles for putting those values into action; and, thirteen primary and eleven corollary practices to help you push development past its current business and technical limitations. Whether you have a small team that is already closely aligned with your customers or a large team in a gigantic or multinational organization, you will find in these pages a wealth of ideas to challenge, inspire, and encourage you and your team members to substantially improve your software development.

One day Little Green rolls into town and says his first word: "Go!" The town is building a bridge, and now everyone has a job to do, from dump truck to forklift. Little Green helps them do their jobs with gusto. Until . . . there is a little too much gusto. They can go, go, go . . . but how will they stop? This bright, fun book with a bold package captures the endless energy of little boys and the timeless appeal of trucks and machines--both for building and knocking down. Plus, it has an underlying message about working together to get things done.

The Secrets of Real Mexican Home Cooking

Modern C++ Programming with Test-Driven Development

How to Become a Technical Writer

More Than 75 Essential Recipes and Easy Cooking Techniques for Any Convection Oven

Structure, Use and Context

Modernity, Postmodernity, Contemporaneity

75 modern cocktails from the world's leading female bartenders; Includes toasts to extraordinary women in history

For undergraduate and graduate courses in global marketing The excitement, challenges, and controversies of global marketing. Global Marketing reflects current issues and events while offering conceptual and analytical tools that will help students apply the 4Ps to global marketing. MyMarketingLab for Global Marketing is a total learning experience. MyMarketingLab is an online homework, tutorial, and assessment program that truly engages students in learning. It helps students better prepare for class, quizzes, and exams--resulting in better performance in the course--and provides educators a dynamic set of tools for gauging individual and class progress.

Drinking Like Ladies is dedicated to the proposition that a woman's place is behind the bar. . . or in front of it. . . or really any place she pleases. Acclaimed bartenders Amann and Misty Kalkofen have scoured the globe collecting recipes--often from equally acclaimed female bartenders--pairing each tippie with a toast to a trailblazing woman. From gin to whiskey, tequila to punch, Drinking Like Ladies has a twist and a toast for every tippler, whatever your base spirit.

Environmental professionals can no longer simply publish research in technical journals. Informing the public is now a critical part of the job. Environmental Communication demonstrates, step by step, how it's done, and is an essential guide for communicating complex information to groups not familiar with scientific material. It addresses the environmental communications process, from message planning, audience analysis and media relations to public speaking - skills a good communicator must master for effective public dialogue. Environmental Communication provides all the knowledge and tools you need to reach your target audience in a persuasive and highly professional manner. "This book will certainly help produce the skills for environmental communications sorely needed for industry, government and non-profit groups as well as an informed public". Scott A. S. Baltimore, Director, Environmental Communications and Adjunct faculty, Hazardous Waste management program, Department of Chemical Engineering, College of Engineering, Wayne State University, Detroit, Michigan. "All environmental education professionals agree that the practice of good communications is essential for the success of any environmental program. This book provides practical skills for this concern". Ju Chou, Associate Professor, Graduate Institute of Environmental Education National Taiwan Normal University, Taipei, Taiwan

A mesmerizing biography of the brilliant and eccentric medical innovator who revolutionized American surgery and founded the country's most famous museum of medical oddities Imagine undergoing an operation without anesthesia, performed by a surgeon who refuses to sterilize his tools—or even wash his hands. This was the world of medicine when Thomas Dent Mütter began his trailblazing career as a plastic surgeon in Philadelphia during the mid-nineteenth century. Although he died at just forty-eight, Mütter

audacious medical innovator who pioneered the use of ether as anesthesia, the sterilization of surgical tools, and a compassion-based vision for helping the severely disabled, which clashed spectacularly with the sentiments of his time. Brilliant, outspoken, and brazenly handsome, Mütter was flamboyant in every aspect of his life. He wore pinstriped suits to perform surgery, added an umlaut to his last name just because he could, and amassed an immense collection of medical oddities that would later form the backbone of Philadelphia's renowned Mütter Museum. Award-winning writer Cristin O'Keefe Aptowicz vividly chronicles how Mütter's efforts helped establish Philadelphia as a global hub for medical innovation—despite intense resistance from his numerous rivals. (Foremost among them: Charles D. Meigs, an influential obstetrician who loathed Mütter's "modern" medical opinions.) In the narrative spirit of *The Devil in the White City*, Dr. Mütter's Marvels interweaves an eye-opening portrait of nineteenth-century medicine with a riveting biography of a man once described as the "[P. T.] Barnum of the surgery room."

From Surviving to Thriving: A Guide and Map for Recovering from Childhood Trauma

Reframing Organizations

Antinomies of Art and Culture

The Everything Store

Drinking Like Ladies

Stories and Insights from Famous Family Business Feuds

The Coming Collapse of the International Monetary System

The International Bestseller A New York Times Editors' Choice Selection A Winner of the 2020 Lannan Literary Awards Fellowship "[An] absorbing, stirring novel . . . that, in more than one sense, remedies history." —The New York Times Book Review "A triumph, a novelistic rendition of one of the most difficult times in Vietnamese history . . . Vast in scope and intimate in its telling . . . Moving and riveting."

—VIET THANH NGUYEN, author of *The Sympathizer*, winner of the Pulitzer Prize With the epic sweep of Min Jin Lee's *Pachinko* or Yaa Gyasi's *Homegoing* and the lyrical beauty of Vaddey Ratner's *In the Shadow of the Banyan*, *The Mountains Sing* tells an enveloping, multigenerational tale of the Tr?n family, set against the backdrop of the Vi?t Nam War. Tr?n Di?u Lan, who was born in 1920, was forced to flee her family farm with her six children during the Land Reform as the Communist government rose in the North. Years later in Hà N?i, her young granddaughter, H??ng, comes of age as her parents and uncles head off down the H? Chí Minh Trail to fight in a conflict that tore apart not just her beloved country, but also her family. Vivid, gripping, and steeped in the language and traditions of Vi?t Nam, *The Mountains Sing* brings to life the human costs of this conflict from the point of view of the Vietnamese people themselves, while showing us the true power of kindness and hope. *The Mountains Sing* is celebrated Vietnamese poet Nguy?n Phan Qu? Mai's first novel in English.

Tips, advice, explanations for owners of new Airstream travel trailers. Including advice on how systems work, camping, hitching, towing, repairs, maintenance and upgrades.

Wärtsilä Encyclopedia of Ship Technology *The Mountains Sing* Algonquin Books

In recent years, debate on the state's economic role has too often devolved into diatribes against intervention. Peter Evans questions such simplistic views, offering a new vision of why state involvement works in some cases and produces disasters in others. To illustrate, he looks at how state agencies, local entrepreneurs, and transnational corporations shaped the emergence of computer industries in Brazil, India, and Korea during the seventies and eighties. Evans starts with the idea that states vary in the way they are organized and tied to society. In some nations, like Zaire, the state is predatory, ruthlessly extracting and providing nothing of value in return. In others, like Korea, it is developmental, promoting industrial transformation. In still others, like Brazil and India, it is in between, sometimes helping, sometimes hindering. Evans's years of comparative research on the successes and failures of state involvement in the process of industrialization have here been crafted into a persuasive and entertaining work, which demonstrates that successful state action requires an understanding of its own limits, a realistic relationship to the global economy, and the combination of coherent internal organization and close links to society that Evans called "embedded autonomy."

The Guide to Working Smarter, Faster, and Better

The Network Society

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