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The Handmaid's Tale - Margaret Atwood 2017-04-25

Now a Hulu Original Series The Handmaid's Tale is a novel of such power that the reader will be unable to forget its images and its forecast. Set in the near future, it describes life in what was once the United States and is now called the Republic of Gilead, a monotheocracy that has reacted to social unrest and a sharply declining birthrate by reverting to, and going beyond, the repressive intolerance of the original Puritans. The regime takes the Book of Genesis absolutely at its word, with bizarre consequences for the women and men in its population. The story is told through the eyes of Offred, one of the unfortunate Handmaids under the new social order. In condensed but eloquent prose, by turns cool-eyed, tender, despairing, passionate, and wry, she reveals to us the dark corners behind the establishment's calm facade, as certain tendencies now in existence are carried to their logical conclusions. The Handmaid's Tale is funny, unexpected, horrifying, and altogether convincing. It is at once scathing satire, dire warning, and a tour de force. It is Margaret Atwood at her best.

Essentials of Dental Radiography and Radiology E-Book - Eric Whaites 2020-01-18

Essentials of Dental Radiography and Radiology E-Book

The God of Small Things - Arundhati Roy 2011-07-27

The beloved debut novel about an affluent Indian family forever changed by one fateful day in 1969, from the author of The Ministry of Utmost Happiness NEW YORK TIMES BESTSELLER • MAN BOOKER PRIZE WINNER Compared favorably to the works of Faulkner and Dickens, Arundhati Roy's modern classic is equal parts powerful family saga, forbidden love story, and piercing political drama. The seven-year-old twins Estha and Rahel see their world shaken irrevocably by the arrival of their beautiful young cousin, Sophie. It is an event that will lead to an illicit liaison and tragedies accidental and intentional, exposing "big things [that] lurk unsaid" in a country drifting dangerously toward unrest. Lush, lyrical, and unnerving, The God of Small Things is an award-winning landmark that started for its author an esteemed career of fiction and political commentary that continues unabated.

Vintage Marketing Differentiation - Robert L. Williams, Jr. 2017-03-23

This book analyzes the origins of marketing and branding strategies and the unique situations involving differentiation. Photographs of actual materials that were created and used in marketing campaigns between 1846-1946 are featured to bring to life these vintage innovations. Examining how and why these classic strategies were devised and implemented provides insight on how the vintage strategies can continue to be used to position products, services, and experiences within current market situations. Vintage Marketing Differentiation describes real life, innovative, outside-the-box solutions. It explains a marketing differentiation process and emphasizes the critical nature of the perception of trends and timely action. Profiles of over 30 companies and brands depict nearly 20 categories of the first marketing strategies ever to be used. These powerful strategies ignited competitive advantages and help explain why most of these companies are still in business today!

Coal Geology - Larry Thomas 2020-07-13

A global exploration of coal geology, from production and use to chemical properties and coal petrology Coal Geology, 3rd Edition, offers a revised and updated edition of this popular book which provides a comprehensive overview of the field of coal geology including coal geophysics, hydrogeology and mining. Also covered in this volume are fully revised coverage of resource and reserve definitions, equipment and recording techniques together with the use of coal as an alternative energy source as well as environmental

implications. This third edition provides a textbook ideally suited to anyone studying, researching or working in the field of coal geology, geotechnical engineering and environmental science. Fills the gap between academic aspects of coal geology and the practical role of geology in the coal industry Examines sedimentological and stratigraphical geology, together with mining, geophysics, hydrogeology, environmental issues and coal marketing Defines global coal resource classifications and methods of calculation Addresses the alternative uses of coal as a source of energy Covers a global approach to coal producers and consumers

A Confederacy of Dunces - John Kennedy Toole 2007-12-01

Winner of the Pulitzer Prize "A masterwork . . . the novel astonishes with its inventiveness . . . it is nothing less than a grand comic fugue."—The New York Times Book Review A Confederacy of Dunces is an American comic masterpiece. John Kennedy Toole's hero, one Ignatius J. Reilly, is "huge, obese, fractious, fastidious, a latter-day Gargantua, a Don Quixote of the French Quarter. His story bursts with wholly original characters, denizens of New Orleans' lower depths, incredibly true-to-life dialogue, and the zaniest series of high and low comic adventures" (Henry Kisor, Chicago Sun-Times).

One of Us Is Lying (TV Series Tie-In Edition) - Karen M. McManus 2021-11-30

All the secrets of the Bayview Four will be revealed in the TV series now streaming on Peacock! THE #1 NEW YORK TIMES BESTSELLER • NAMED ONE OF THE TEN BEST BOOKS OF THE YEAR BY ENTERTAINMENT WEEKLY • BUZZFEED • POPCRUSH "Pretty Little Liars meets The Breakfast Club" (Entertainment Weekly) in this addictive mystery about what happens when five strangers walk into detention and only four walk out alive. Pay close attention and you might solve this. On Monday afternoon, five students at Bayview High walk into detention. Bronwyn, the brain, is Yale-bound and never breaks a rule. Addy, the beauty, is the picture-perfect homecoming princess. Nate, the criminal, is already on probation for dealing. Cooper, the athlete, is the all-star baseball pitcher. And Simon, the outcast, is the creator of Bayview High's notorious gossip app. Only, Simon never makes it out of that classroom. Before the end of detention Simon's dead. And according to investigators, his death wasn't an accident. On Monday, he died. But on Tuesday, he'd planned to post juicy reveals about all four of his high-profile classmates, which makes all four of them suspects in his murder. Or are they the perfect patsies for a killer who's still on the loose? Everyone has secrets, right? What really matters is how far you would go to protect them. And don't miss the #1 New York Times bestselling sequel, One of Us is Next!

Small Animal Radiographic Techniques and Positioning - Susie Ayers 2012-05-15

Small Animal Radiographic Techniques and Positioning is a practical, clinically applicable manual designed to aid veterinary technicians and nurses in correcting common artifacts in both film and digital radiography and in positioning the small animal patient for clear and consistent radiographs. Detailed positioning techniques are provided for each commonly radiographed body segment, including positioning aids, alternative restraint methods, and examples of the corresponding correct or incorrect radiographs. Species covered include dogs, cats, birds, and common exotics. The book begins with an overview of radiographic technique, darkroom maintenance, digital and film-screen imaging, then offers a section on small animal positioning, including some exotic species positioning techniques, with the final section presenting information on contrast media and special contrast enhanced procedures. A companion website provides the images from the book in PowerPoint and study questions and answers at www.wiley.com/go/ayers. Highly illustrated, Small Animal Radiographic Techniques and Positioning is a complete resource for any

veterinary technician or student to quickly find imaging information and improve the clarity of small animal radiographs.

Consumer Behavior - 2007

Handbook of Brewing - Hans Michael Eßlinger 2009-04-22

This comprehensive reference combines the technological know-how from five centuries of industrial-scale brewing to meet the needs of a global economy. The editor and authors draw on the expertise gained in the world's most competitive beer market (Germany), where many of the current technologies were first introduced. Following a look at the history of beer brewing, the book goes on to discuss raw materials, fermentation, maturation and storage, filtration and stabilization, special production methods and beer mix beverages. Further chapters investigate the properties and quality of beer, flavor stability, analysis and quality control, microbiology and certification, as well as physiology and toxicology. Such modern aspects as automation, energy and environmental protection are also considered. Regional processes and specialties are addressed throughout the entire book, making this a truly global resource on brewing.

An Introduction to Numerical Methods and Analysis - James F. Epperson 2013-06-06

Praise for the First Edition ". . . outstandingly appealing with regard to its style, contents, considerations of requirements of practice, choice of examples, and exercises." —Zentrablatt Math ". . . carefully structured with many detailed worked examples . . ." —The Mathematical Gazette ". . . an up-to-date and user-friendly account . . ." —Mathematika An Introduction to Numerical Methods and Analysis addresses the mathematics underlying approximation and scientific computing and successfully explains where approximation methods come from, why they sometimes work (or don't work), and when to use one of the many techniques that are available. Written in a style that emphasizes readability and usefulness for the numerical methods novice, the book begins with basic, elementary material and gradually builds up to more advanced topics. A selection of concepts required for the study of computational mathematics is introduced, and simple approximations using Taylor's Theorem are also treated in some depth. The text includes exercises that run the gamut from simple hand computations, to challenging derivations and minor proofs, to programming exercises. A greater emphasis on applied exercises as well as the cause and effect associated with numerical mathematics is featured throughout the book. An Introduction to Numerical Methods and Analysis is the ideal text for students in advanced undergraduate mathematics and engineering courses who are interested in gaining an understanding of numerical methods and numerical analysis.

The Secrets of the Federal Reserve -- The London Connection - Eustace Mullins 2018-09-15

From the Foreword. In 1949, while I was visiting Ezra Pound who was a political prisoner at St. Elizabeth's Hospital, Washington, D.C. (a Federal institution for the insane), Dr. Pound asked me if I had ever heard of the Federal Reserve System. I replied that I had not, as of the age of 25. He then showed me a ten dollar bill marked "Federal Reserve Note" and asked me if I would do some research at the Library of Congress on the Federal Reserve System which had issued this bill. Pound was unable to go to the Library himself, as he was being held without trial as a political prisoner by the United States government. After he was denied broadcasting time in the U.S., Dr. Pound broadcast from Italy in an effort to persuade people of the United States not to enter World War II. Franklin D. Roosevelt had personally ordered Pound's indictment, spurred by the demands of his three personal assistants, Harry Dexter White, Lauchlin Currie, and Alger Hiss, all connected with Communist espionage.

Chemistry for Pharmacy Students - Professor Satyajit D. Sarker 2013-05-28

"This book has succeeded in covering the basic chemistry essentials required by the pharmaceutical science student... the undergraduate reader, be they chemist, biologist or pharmacist will find this an interesting and valuable read." —Journal of Chemical Biology, May 2009 Chemistry for Pharmacy Students is a student-friendly introduction to the key areas of chemistry required by all pharmacy and pharmaceutical science students. The book provides a comprehensive overview of the various areas of general, organic and natural products chemistry (in relation to drug molecules). Clearly structured to enhance student understanding, the book is divided into six clear sections. The book opens with an overview of general aspects of chemistry and their importance to modern life, with particular emphasis on medicinal

applications. The text then moves on to a discussion of the concepts of atomic structure and bonding and the fundamentals of stereochemistry and their significance to pharmacy- in relation to drug action and toxicity. Various aspects of aliphatic, aromatic and heterocyclic chemistry and their pharmaceutical importance are then covered with final chapters looking at organic reactions and their applications to drug discovery and development and natural products chemistry. accessible introduction to the key areas of chemistry required for all pharmacy degree courses student-friendly and written at a level suitable for non-chemistry students includes learning objectives at the beginning of each chapter focuses on the physical properties and actions of drug molecules

You Are Not So Smart - David McRaney 2012-11-06

Explains how self-delusion is part of a person's psychological defense system, identifying common misconceptions people have on topics such as caffeine withdrawal, hindsight, and brand loyalty.

In Defense of Looting - Vicky Osterweil 2020-08-25

A fresh argument for rioting and looting as our most powerful tools for dismantling white supremacy Looting--a crowd of people publicly, openly, and directly seizing goods--is one of the more extreme actions that can take place in the midst of social unrest. Even self-identified radicals distance themselves from looters, fearing that violent tactics reflect badly on the broader movement. But Vicky Osterweil argues that stealing goods and destroying property are direct, pragmatic strategies of wealth redistribution and improving life for the working class--not to mention the brazen messages these methods send to the police and the state. All our beliefs about the innate righteousness of property and ownership, Osterweil explains, are built on the history of anti-Black, anti-Indigenous oppression. From slave revolts to labor strikes to the modern-day movements for climate change, Black lives, and police abolition, Osterweil makes a convincing case for rioting and looting as weapons that bludgeon the status quo while uplifting the poor and marginalized. In Defense of Looting is a history of violent protest sparking social change, a compelling reframing of revolutionary activism, and a practical vision for a dramatically restructured society.

Station Eleven - Emily St. John Mandel 2014-09-09

NATIONAL BESTSELLER • NATIONAL BOOK AWARD FINALIST • A PEN/FAULKNER AWARD FINALIST • Set in the eerie days of civilization's collapse—the spellbinding story of a Hollywood star, his would-be savior, and a nomadic group of actors roaming the scattered outposts of the Great Lakes region, risking everything for art and humanity. • Now an original series on HBO Max. • Over one million copies sold! Kirsten Raymonde will never forget the night Arthur Leander, the famous Hollywood actor, had a heart attack on stage during a production of King Lear. That was the night when a devastating flu pandemic arrived in the city, and within weeks, civilization as we know it came to an end. Twenty years later, Kirsten moves between the settlements of the altered world with a small troupe of actors and musicians. They call themselves The Traveling Symphony, and they have dedicated themselves to keeping the remnants of art and humanity alive. But when they arrive in St. Deborah by the Water, they encounter a violent prophet who will threaten the tiny band's existence. And as the story takes off, moving back and forth in time, and vividly depicting life before and after the pandemic, the strange twist of fate that connects them all will be revealed. Look for Emily St. John Mandel's bestselling new novel, Sea of Tranquility!

Hackers - Steven Levy 2010-05-19

This 25th anniversary edition of Steven Levy's classic book traces the exploits of the computer revolution's original hackers -- those brilliant and eccentric nerds from the late 1950s through the early '80s who took risks, bent the rules, and pushed the world in a radical new direction. With updated material from noteworthy hackers such as Bill Gates, Mark Zuckerberg, Richard Stallman, and Steve Wozniak, Hackers is a fascinating story that begins in early computer research labs and leads to the first home computers. Levy profiles the imaginative brainiacs who found clever and unorthodox solutions to computer engineering problems. They had a shared sense of values, known as "the hacker ethic," that still thrives today. Hackers captures a seminal period in recent history when underground activities blazed a trail for today's digital world, from MIT students finagling access to clunky computer-card machines to the DIY culture that spawned the Altair and the Apple II.

The Social Life of Coffee - Brian Cowan 2008-10-01

What induced the British to adopt foreign coffee-drinking customs in the seventeenth century? Why did an

entirely new social institution, the coffeehouse, emerge as the primary place for consumption of this new drink? In this lively book, Brian Cowan locates the answers to these questions in the particularly British combination of curiosity, commerce, and civil society. Cowan provides the definitive account of the origins of coffee drinking and coffeehouse society, and in so doing he reshapes our understanding of the commercial and consumer revolutions in Britain during the long Stuart century. Britain's virtuosi, gentlemanly patrons of the arts and sciences, were profoundly interested in things strange and exotic. Cowan explores how such virtuosi spurred initial consumer interest in coffee and invented the social template for the first coffeehouses. As the coffeehouse evolved, rising to take a central role in British commercial and civil society, the virtuosi were also transformed by their own invention.

[A Glossary of Literary Terms](#) - Meyer Howard Abrams 1966

The Daniel Fast - Susan Gregory 2011-03-04

"Are you hungry for more of God in your life? Discover why millions of men and women throughout the world are rediscovering the ancient discipline of fasting--and, as a result, are encountering God in amazing ways. In this authoritative guide, Susan Gregory, 'The Daniel Fast Blogger' and an acknowledge expert on the popular partial fast inspired by the biblical book of Daniel, guides readers toward a successful fasting experience"--Cover, p. 4.

White is for Witching - Helen Oyeyemi 2014-02-04

Winner of the Somerset Maugham Award One of Granta's Best Young British Novelists From the acclaimed author of *What Is Not Yours Is Not Yours*, *Gingerbread*, and *Peaces* There's something strange about the Silver family house in the closed-off town of Dover, England. Grand and cavernous with hidden passages and buried secrets, it's been home to four generations of Silver women—Anna, Jennifer, Lily, and now Miranda, who has lived in the house with her twin brother, Eliot, ever since their father converted it to a bed-and-breakfast. The Silver women have always had a strong connection, a pull over one another that reaches across time and space, and when Lily, Miranda's mother, passes away suddenly while on a trip abroad, Miranda begins suffering strange ailments. An eating disorder starves her. She begins hearing voices. When she brings a friend home, Dover's hostility toward outsiders physically manifests within the four walls of the Silver house, and the lives of everyone inside are irrevocably changed. At once an unforgettable mystery and a meditation on race, nationality, and family legacies, *White is for Witching* is a boldly original, terrifying, and elegant novel by a prodigious talent.

Reducing Gun Violence in America - Daniel W. Webster 2013-01-28

The book includes an analysis of the constitutionality of many recommended policies and data from a national public opinion poll that reflects support among the majority of Americans—including gun owners—for stronger gun policies.

The Last Lecture - Randy Pausch 2008-04-08

"We cannot change the cards we are dealt, just how we play the hand."---Randy Pausch A lot of professors give talks titled "The Last Lecture." Professors are asked to consider their demise and to ruminate on what matters most to them. And while they speak, audiences can't help but mull the same question: What wisdom would we impart to the world if we knew it was our last chance? If we had to vanish tomorrow, what would we want as our legacy? When Randy Pausch, a computer science professor at Carnegie Mellon, was asked to give such a lecture, he didn't have to imagine it as his last, since he had recently been diagnosed with terminal cancer. But the lecture he gave--"Really Achieving Your Childhood Dreams"--wasn't about dying. It was about the importance of overcoming obstacles, of enabling the dreams of others, of seizing every moment (because "time is all you have...and you may find one day that you have less than you think"). It was a summation of everything Randy had come to believe. It was about living. In this book, Randy Pausch has combined the humor, inspiration and intelligence that made his lecture such a phenomenon and given it an indelible form. It is a book that will be shared for generations to come.

Semantics - James R. Hurford 2007-04-19

This practical coursebook introduces all the basics of semantics in a simple, step-by-step fashion. Each unit includes short sections of explanation with examples, followed by stimulating practice exercises to complete in the book. Feedback and comment sections follow each exercise to enable students to monitor their

progress. No previous background in semantics is assumed, as students begin by discovering the value and fascination of the subject and then move through all key topics in the field, including sense and reference, simple logic, word meaning and interpersonal meaning. New study guides and exercises have been added to the end of each unit to help reinforce and test learning. A completely new unit on non-literal language and metaphor, plus updates throughout the text significantly expand the scope of the original edition to bring it up-to-date with modern teaching of semantics for introductory courses in linguistics as well as intermediate students.

Understanding Morphology - Martin Haspelmath 2013-10-28

This new edition of *Understanding Morphology* has been fully revised in line with the latest research. It now includes 'big picture' questions to highlight central themes in morphology, as well as research exercises for each chapter. *Understanding Morphology* presents an introduction to the study of word structure that starts at the very beginning. Assuming no knowledge of the field of morphology on the part of the reader, the book presents a broad range of morphological phenomena from a wide variety of languages. Starting with the core areas of inflection and derivation, the book presents the interfaces between morphology and syntax and between morphology and phonology. The synchronic study of word structure is covered, as are the phenomena of diachronic change, such as analogy and grammaticalization. Theories are presented clearly in accessible language with the main purpose of shedding light on the data, rather than as a goal in themselves. The authors consistently draw on the best research available, thus utilizing and discussing both functionalist and generative theoretical approaches. Each chapter includes a summary, suggestions for further reading, and exercises. As such this is the ideal book for both beginning students of linguistics, or anyone in a related discipline looking for a first introduction to morphology.

Mass Moralizing - Phil Hopkins 2015-04-02

This book explores the narratives of today's brand marketing and their influence on how we think about ourselves and our moral possibilities, our cultural ideas about morality, and our relations to each other.

The Wages of Whiteness - David R. Roediger 2022-11-22

Combining classical Marxism, psychoanalysis, and the new labor history pioneered by E. P. Thompson and Herbert Gutman, David Roediger's widely acclaimed book provides an original study of the formative years of working-class racism in the United States. This, he argues, cannot be explained simply with reference to economic advantage; rather, white working-class racism is underpinned by a complex series of psychological and ideological mechanisms that reinforce racial stereotypes, and thus help to forge the identities of white workers in opposition to Blacks.

Microbe Hunters - Paul De Kruif 1926

First published in 1927.

Human-Machine Reconfigurations - Lucy Suchman 2007

Publisher description

[Handbook of Qualitative Research Methods in Marketing](#) - Russell W. Belk 2007

A rare and much needed compilation of some thought-provoking papers in the area of qualitative research in marketing, this book is a must have for anyone pursuing the discipline of marketing research, scholars intent on the pursuit of qualitative inquiry as well as practising professionals looking for innovative approaches to research. Global Business Review Belk has compiled an exhaustive collection of contributions from scholars and practitioners throughout North America and Europe. . . . This extremely informative volume spans the full array of qualitative research areas. . . . Highly recommended. S.D. Clark, Choice The Handbook of Qualitative Research Methods in Marketing offers both basic and advanced treatments intended to serve academics, students, and marketing research professionals. The 42 chapters begin with a history of qualitative methods in marketing by Sidney Levy and continue with detailed discussions of current thought and practice in: research paradigms such as grounded theory and semiotics research contexts such as advertising and brands data collection methods such as projectives and netnography data analysis methods such as metaphoric and visual analyses presentation topics such as videography and reflexivity applications such as ZMET applied to Broadway plays and depth interviews with executives special issues such as multi-sited ethnography and research on sensitive topics. Authors include leading scholars and practitioners from North America and Europe. They draw on a wealth of

experience using well-established as well as emerging qualitative research methods. The result is a thorough, timely, and useful Handbook that will educate, inspire, and serve as standard reference for marketing academics and practitioners alike.

[The Wine Bible](#) - Karen MacNeil 2015-10-13

Announcing the completely revised and updated edition of The Wine Bible, the perennial bestselling wine book praised as “The most informative and entertaining book I’ve ever seen on the subject” (Danny Meyer), “A guide that has all the answers” (Bobby Flay), “Astounding” (Thomas Keller), and “A magnificent masterpiece of wine writing” (Kevin Zraly). Like a lively course from an expert teacher, The Wine Bible grounds the reader deeply in the fundamentals while layering on informative asides, tips, amusing anecdotes, definitions, glossaries, photos (all new for this edition), maps, labels, and recommended bottles. Karen MacNeil’s information comes directly through primary research; for this second edition she has tasted more than 10,000 wines and visited dozens of wine regions around the world. New to the book are wines of China, Japan, Mexico, and Slovenia. And through it all the reader becomes ever more informed—and, because of the author’s unique voice, always entertained: “In great years Pétrus is ravishing, elegant, and rich—Ingrid Bergman in red satin.” Or, describing a Riesling: “A laser beam. A sheet of ice. A great crackling bolt of lightning.”

[Occupational Outlook Handbook](#) - United States. Bureau of Labor Statistics 1976

[The 10 Laws of Career Reinvention](#) - Pamela Mitchell 2009-12-31

Reinvention is the key to success in these volatile times—and Pamela Mitchell holds the key to reinvention! In The 10 Laws of Career Reinvention, America's Reinvention Coach® Pamela Mitchell offers every tool readers need to navigate the full arc of career change. Part I introduces the Reinvention Mindset, with what you need to know to be prepared mentally to get started. In Part II, you read the real-life stories of ten individuals who successfully made the leap to new and unexpected careers, using the 10 laws: The 1st Law: It Starts With a Vision for Your Life The 2nd Law: Your Body Is Your Best Guide The 3rd Law: Progress Begins When You Stop Making Excuses The 4th Law: What You Seek is on the Road Less Traveled The 5th Law: You’ve Got the Tools in Your Toolbox The 6th Law: Your Reinvention Board is Your Lifeline The 7th Law: Only a Native Can Give You the Inside Scoop The 8th Law: They Won't "Get" You Until You Speak Their Language The 9th Law: It Takes the Time That it Takes The 10th Law: The World Buys Into an Aura of Success Each story is followed by an in-depth lesson that explains how to adapt these laws to your own career goals, and what actions and precautions to take. The lessons answer all your tactical concerns about navigating the roadblocks, getting traction and managing your fears. The final section provides workbook exercises for fine-tuning your reinvention strategies for maximum results. Clear-headed, calming, practical, and thorough, this is the ideal action plan for getting through any career crisis and ending up securely in the lifestyle you've always dreamed of having.

Computed Tomography for Technologists - Lois E. Romans 2010-02-01

Leveraging the organization and focus on exam preparation found in the comprehensive text, this Exam Review will help any student to successfully complete the ARRT General Radiography and Computed Tomography exams. The book includes a bulleted format review of content, Registry-style questions with answers and rationales, and a mock exam following the ARRT format. The companion website offers an online testing simulation engine.

Mental Models - Indi Young 2008-02-01

There is no single methodology for creating the perfect product—but you can increase your odds. One of the best ways is to understand users' reasons for doing things. Mental Models gives you the tools to help you grasp, and design for, those reasons. Adaptive Path co-founder Indi Young has written a roll-up-your-sleeves book for designers, managers, and anyone else interested in making design strategic, and

successful.

[Building Distinctive Brand Assets](#) - Jenni Romaniuk 2018-03-16

This book is for anyone with a brand. It is a book about future-proofing your brand's identity. It will help you set up a long-term strategy to build Distinctive Assets, and tell you what you need to do to protect them. Do you want to get better at branding? You'll learn which strategies and actions work, as well as which ones don't, to help you take advantage of opportunities and avoid minefields. Building Distinctive Brand Assets is for anyone with a brand logo, font or colour scheme, and is essential reading for those who have wondered if (or have been told) it's time for a change. Readers will learn how to set up a long-term strategy to build a strong brand identity, and how to make use of knowledge, metrics and management systems in order to build and protect a brand's Distinctive Assets. Building Distinctive Brand Assets is divided into three sections that capture the processes involved in brand asset creation, implementation and ongoing management. The first section is focuses on strategy, and covers how Distinctive Assets are created and their role in a broader brand equity building. The second section covers measurement approaches, and how to use and interpret key metrics. The third section delves into the strengths and weaknesses of different types of assets and introduces the idea of a Distinctive Asset palette. This section also outlines how to set up a Distinctive Asset management system to provide an early warning system to identify potential threats before they evolve into major issues.

[Social Origins of Dictatorship and Democracy](#) - Barrington Moore 2015-12-08

A landmark in comparative history and a challenge to scholars of all lands who are trying to learn how we arrived at where we are now. -New York Times Book Review

[The Laws of Simplicity](#) - John Maeda 2020-09-01

Ten laws of simplicity for business, technology, and design that teach us how to need less but get more. Finally, we are learning that simplicity equals sanity. We're rebelling against technology that's too complicated, DVD players with too many menus, and software accompanied by 75-megabyte "read me" manuals. The iPod's clean gadgetry has made simplicity hip. But sometimes we find ourselves caught up in the simplicity paradox: we want something that's simple and easy to use, but also does all the complex things we might ever want it to do. In The Laws of Simplicity, John Maeda offers ten laws for balancing simplicity and complexity in business, technology, and design—guidelines for needing less and actually getting more. Maeda—a professor in MIT's Media Lab and a world-renowned graphic designer—explores the question of how we can redefine the notion of "improved" so that it doesn't always mean something more, something added on. Maeda's first law of simplicity is "Reduce." It's not necessarily beneficial to add technology features just because we can. And the features that we do have must be organized (Law 2) in a sensible hierarchy so users aren't distracted by features and functions they don't need. But simplicity is not less just for the sake of less. Skip ahead to Law 9: "Failure: Accept the fact that some things can never be made simple." Maeda's concise guide to simplicity in the digital age shows us how this idea can be a cornerstone of organizations and their products—how it can drive both business and technology. We can learn to simplify without sacrificing comfort and meaning, and we can achieve the balance described in Law 10. This law, which Maeda calls "The One," tells us: "Simplicity is about subtracting the obvious, and adding the meaningful."

[Imperial Leather](#) - Anne McClintock 2013-10-01

Imperial Leather chronicles the dangerous liaisons between gender, race and class that shaped British imperialism and its bloody dismantling. Spanning the century between Victorian Britain and the current struggle for power in South Africa, the book takes up the complex relationships between race and sexuality, fetishism and money, gender and violence, domesticity and the imperial market, and the gendering of nationalism within the zones of imperial and anti-imperial power.

[Critical Thinking](#) - Gregory Bassham 2018