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Advertising and Promotion An Integrated Marketing Communications Perspective The Science of Hair Care, Second Edition The City & Guilds Hair and Scalp Treatments A Practical Guide [Springer Nature](#) **Conditions of the hair and scalp often cause significant psychological distress and sometimes physical discomfort for patients. Similarly, finding the right treatment can prove challenging for the physician. Hair and Scalp Treatments -- A Practical Guide, focuses on therapy with each chapter briefly describing the disease to the reader and then teaching the step-by-step therapeutic algorithm. Procedures commonly used in the treatment of alopecias are also reviewed and detailed in specific chapters. This book also discusses everyday questions that patients commonly ask doctors and provides practical tips such as how to recommend the best shampoo, conditioner or hair dye for your patient, or how to prescribe the right nutritional supplements. There are additional sections on future treatments on the horizon and how regenerative medicine can be used. Hair and Scalp Treatments -- A Practical Guide, is the only book of its kind focused on treatment and addresses topics that are not covered by current titles on hair disorders. Written and edited by leading experts in the field, this practical guide can be used not only by dermatologists but by general practice and family physicians as well. Marketing Communications A European Perspective** [Pearson Higher Ed](#) **Marketing Communications: A European Perspective provides an extensive overview of the key concepts, techniques and applications of marketing communications within a European context. The book covers all elements of the communications mix, including advertising, public relations, sponsorship, sales promotion, direct marketing, point-of-purchase communications, exhibitions, and personal selling. It also offers up-to-date coverage of e-communication, including e-marketing, mobile marketing, interactive television and relationship marketing. Building on the success of the third edition, the fourth edition comes fully updated with brand new material on a diverse range of products and brands such as Coke Zero, Twitter and Wii Fit, as well as coverage of topical issues such as the Barack Obama campaign and the EU anti-smoking campaign. The fifth edition of Marketing Communications: A European Perspective has been fully updated to include: A brand new chapter examining ethical issues in marketing communications Brand new end-of-chapter cases on international companies and organisations such as Mars, UNICEF, Carrefour and many more Video case material linking key marketing communication theory with the practical issues faced by marketing professionals in a variety of companies The book is suitable for both undergraduate and postgraduate students of marketing communications Internet Business Models and Strategies Text and Cases** [McGraw-Hill/Irwin](#) **This text draws on research to develop and integrate a framework to help students understand factors that surround a firm's performance and the central role that business models play in the face of the Internet. Undisruptable A Mindset of Permanent Reinvention for Individuals, Organisations and Life** [John Wiley & Sons](#) **Understand the barriers to change and cultivate a reinvention mindset that will make you impervious to disruption In our world of incessant change, we are all threatened by volatility, uncertainty, complexity, and ambiguity—at the individual and organizational levels. Undisruptable will give you a new lens through which to consider change as an opportunity rather than an obstacle. You'll be inspired to consider the big questions of today: What does the future hold? What does the exponential growth of technology mean for the world of work? What does a changing job market mean for future generations? What do waves of disruption mean for business leaders? Society is evolving at breakneck speed. What does this mean for all of us? Read Undisruptable to bridge the chaos and build the resilience you need to move forward. While we cannot see into the future, there are repeatable patterns that we can understand. Undisruptable demystifies the principles of change through a blend of analogies, innovation frameworks and exemplars of change such as Fujifilm and Arnold Schwarzenegger. The first step to becoming undisputable is to realize that evolution is a natural part of life, and nature provides many examples. Undisruptable will help you to: Understand the principles of change Overcome the barriers to change See change as an opportunity and not an obstacle Utilize simple frameworks and examples to guide you on your transformation By the end of this book, you will have the essential tools and techniques to foster a reinvention mindset that will help you and your organization to become Undisruptable. This book is part of a 3-part series. Part 2 looks at the biases and mental obstacles that prevent change. Part 3 examines the best ways to communicate change within an organization. PRAISE FOR UNDISRUPTABLE "Aidan McCullen has lived a fascinating life of major change. In his book, 'Undisruptable'; he brings us a method for making sense of the external world, and an accessible and visual approach to letting go of the past, and welcoming the future with a mindset of permanent reinvention. It is a timely, thoughtful book, well worth reading." - Dee Hock, founder and CEO Emeritus of VISA and**

author of *One from Many: VISA and the Rise of Chaordic Organization* "As the poet Paul Valery said, 'the future is not what is used to be'. Organizations across the board must come to grips with permanent reinvention as their needed way of being. Aidan McCullen's gifted storytelling will inspire you and get you on your way to permanent reinvention." - Mark Johnson, co-founder Innosight and author *Lead from the Future* "This book teaches the mindset—the lens of clarity—that we all must develop in order to be undisruptable in a future of chilling disruption." - Bob Johansen author *Full-Spectrum Thinking*, Distinguished Fellow, Institute for the Future "The snake may slough off its tail, but there's nothing to be sloughed off with this book. Former professional rugby player Aidan McCullen knows how not to be defeated by victory. He knows how to disrupt himself. He knows what it means to be Undisruptable." - Whitney Johnson, author of *Disrupt Yourself* "Aidan McCullen shows us how to embrace a mindset of permanent reinvention. By reading this book, you will learn how to shed outdated assumptions and mental models before it's too late. Moreover, you will learn how to remain perpetually curious no matter your past success. McCullen encourages us to embrace a constructive form of restlessness that can be personally rewarding as well as effective for our organizations." - Michael A. Roberto, author of *Unlocking Creativity*, Trustee Professor of Management, Bryant University "A masterpiece! Aidan McCullen's been through the gristmill of change, and come through with great wisdom and guidance for all of us. This is a book to treasure and reread." - Barbara Oakley, author of *A Mind for Numbers* and *Learning How to Learn* "Come for the evocative metaphors and stories. Stay for the powerful frameworks and practical guidance. Undisruptable is a useful guide to thriving in today's era of constant change. Highly recommended." - Scott D. Anthony, senior partner, Innosight, author of *Eat, Sleep, Innovate* and *Dual Transformation* "In *Undisruptable*, Aidan McCullen provides the missing manual to thrive in the Age of Disruption. This is the right book for right now." - Ozan Varol, author of *Think Like a Rocket Scientist* "Strategic frameworks often feel both academic and stale. Aidan McCullen has built a series of lenses on transformation that are based in real world practice—they are alive and fresh through research and compelling storytelling. It is so much fun to read, and incredibly important for people who work in strategy, innovation and the management of change (which we all do now!)" - Charles Conn, Board member of Patagonia and author of *Bulletproof Problem Solving* "If the 1920s was the time of the Great Depression and the 2008-2011 the era of the Great Recession, the COVID-19 has opened the doors to the age of the Great Reinvention. Now is the time to shed the old beliefs about change - and transform it from a threat into an opportunity. And that's exactly what Aidan McCullen with the "Undisruptable" - a sharp, deep, focused, pragmatic, and incredibly compassionate work we all need during these volatile and uncertain times." - Dr. Nadya Zhexembayeva, founder of Reinvention Academy and author of *The Chief Reinvention Officer Handbook: How to Thrive in Chaos* "Much of what makes us successful today, can limit our success in the future—therefore we must continuously learn, unlearn and relearn to be truly undisruptable. Aidan McCullen has packed this book with examples, powerful questions and actionable steps to put your journey to this state into practice. This book will make you better prepared for our uncertain future ahead, and help you find your own unique path to succeed in it." - Barry O'Reilly, author of *Unlearn* "Undisruptable combines analogies from the natural world with stories from the business world, and in doing so changes your perspective on business and life. It's a joy to read." - Anne Janzer, author of *Writing to Be Understood* "Aidan McCullen is an amiable companion in this exploration of the kind of mindset that will help you thrive in an uncertain world and become undisruptable no matter how big the gray rhinos charging at you may be. This book is full of thought-provoking questions, useful mental models, and real-world examples to help you approach business and life by embracing permanent reinvention. I highly recommend it!" - Michele Wucker, author of *The Gray Rhino* "This book can help people and organisations answer perhaps their toughest strategic question: 'How can we stay externally relevant to our fast-changing world when we're internally encumbered by slow moving systems and motivations?' Filled with a great blend of stories, practical tools and imaginative illustrations, I read it cover-to-cover in one sitting. Highly recommended for leaders, managers or anyone interested in change and innovation." - Elvin Turner, author of *Be Less Zombie* "A wonderful combination of philosophy, metaphors and business concepts. A truly inspirational book on transformation and innovation." - Dan Toma, author of *The Corporate Startup* "I have three pieces of news for you; two good and one bad. First, the good news: we all understand the idea and the need of constant learning and permanent reinvention. Now, the bad news. Very few people really know how we can actually make it happen. The final good news. Aidan McCullen's book: *Undisruptable* will guide you with a beautifully crafted narrative, compelling evidence, storytelling and amazing creativity. It is a deep book and yet so much fun to read: learning - the sex of the mind - at this best." - Paolo Gallo, Former CHRO, World Economic Forum and author of *The Compass and the Radar* "Becoming undisruptable is not an event, it is a never-ending odyssey. In an age of incessant change, we must all learn to reinvent ourselves and our organisations big and small. This book provides a mental model to enable permanent reinvention." - David C. McCourt, Executive Chairman Granahan McCourt Capital and National Broadband Ireland and author of *Total Rethink* "Undisruptable inspires the mindset, provides the techniques, and stimulates the motivation to embrace constant change as a unique opportunity for yourself and for your organization. In an age of unprecedented change, this is not only useful. It is essential." - Alessandro Lanteri, PhD, Professor of Management ESCP Business School and author of *Clever* "A must read. Get it now! Aidan McCullen's work is itself an undisputable contribution to the power of focus and imagination when applied to all facets of our society. Undisruptable brings a fresh, vibrant and packed perspective on innovation and reinvention. The recurrence of reinvention is so powerful that it become the underlying current of the entire work and it does its magic! It primes us to think positively about the infinite possibilities that individual and collective thinking can achieve. It is a book for all ages and all flavours. No matter whether you read it for fun and personal leisure, or whether you read it to inspire yourself at work, or if you have just received it as a gift, Undisruptable will endow you with the greatest gift of all: the gift that human ingenuity can makes us Undisruptable!" -

Mark Esposito, Ph.D, Professor, government adviser and author of *Understanding How the Future Unfolds*. "Brilliant book. As a game plan for continued success throughout life, this book is a game changer. Regardless of your goals as an individual or a group, *Undisruptable* opens up a panacea of tactics and opportunities that are life altering. Aidan McCullen has crafted a pragmatic toolbox for life based on his own diverse experiences. As a young rugby player, when people saw Aidan for what he was, Aidan always envisioned what he could become and that makes all the difference." - Eddie O'Sullivan, former Head Coach to the Ireland and USA Rugby teams and author of *Never Die Wondering* " A magnificent book! How do you continuously learn, adapt and evolve so that you have the ability to continuously have meaningful work and a meaningful life in the Smart Machine Age? This book provides you a pathway to being on that Journey. This is a book that you will want to use for the rest of your life. Its practical "how -to" stories will capture your heart and your mind. I invite you to savour each chapter. It is a great read!" - Edward D. Hess, author of *Hyper-Learning, Learn or Die* and *Humility is the New Smart*, Professor at the Darden Business School "I absolutely love it! This book will change your life." - Friederike Fabritius, author of *The Leading Brain* "In an age of disruption, the only viable strategy is to adapt. In this gripping book, Aidan McCullen brings us along on his personal journey in which he unlocks the secrets of reinvention. The result is an excellent guide to navigating today's complex environment." - Greg Satell, author of *Cascades and Mapping Innovation* "A book we all need to read right now! If this past year has taught us anything, it's that nothing is guaranteed. Instead of that being a message of doom and gloom, "*Undisruptable*," shows us just how much we actually control. It reminds us that our imagination and ability to create is paramount. It's a straight to the point guide to navigating and creating the change we need to see to continuously evolve. At a time where leaders and employees everywhere are feverishly trying to figure out what happens next, this book ensures everyone can get on the same page about how to use their unique talents, insights and resourcefulness to jump onto the "Infinity curve" and create the future they want to see." - Heather MacArthur, author of *Low Man on the Totem Pole* "A relatable and educational book with penetrating insight into the rise and fall of organizations. This is a must-read for business leaders with ambition to reach, and maintain, excellence." - John D. Wood, Esq. author of *The Humachine: Humankind, Machines, and the Future of Enterprise* "The germination of this book predates this current wave of disruption and so it's timing may seem remarkable; but that's how Aidan McCullen, and people who live undisruptable lives, have always seen things. In this book you see, hear and feel the personal and organisational mindset that thrives in disruption. More than anything it shows us the way to live happy and fulfilling lives in our ever-changing world." - Phillip Matthews, Former Captain Ireland Rugby Team and former CEO National College of Ireland Time Nor Tide Ireland & Climate Change The Impact of Diversity on Global Leadership Performance LEAD3 [Springer](#) This book examines the cognitive, social and behavioural skills that leaders need to have within their capability portfolio and how this can be applied to drive a diversity agenda in their organizations. The book presents LEAD3 - an analytical tool that offers an integrated change management process to build leadership and diversity capability. California Career Technical Education Model Curriculum Standards Grades Seven Through Twelve [Hippocrene Books](#) Conditioning Agents for Hair and Skin [CRC Press](#) Discussing the history, benefits, formulations and future developments of hair and skin conditioning products, this work offers an overview of the subject and unique analysis of the elements of conditioning. It offers the novice chemist a solid foundation of technical knowledge and the seasoned scientist the latest state-of-the-art ingredients and testing procedures used in evaluation. BusinessWeek Fast Track: The Best Places to Launch a Career [McGraw Hill Professional](#) Get going on the Fast Track to a successful career Whether you're gearing up for interviews, or deciding where to start your job search, this book is packed with the no-nonsense stats and critical information you need to launch your career. Based on BusinessWeek's famous rating system, this at-a-glance guide answers all your questions, including: How can I stand out to top companies? Tips, anecdotes, and up-to-date information on interview killers Who's got the best internship and full-time positions for recent graduates? Resume-building opportunities each employer offers What kinds of experience are employers looking for? Ways to make even your summer life guarding job work in your favor What's it worth? Starting salaries, signing bonuses, and more With Web links, phone numbers, company profiles, and insights from new employees, this guide is all you need to find the perfect fit for your career-and get started on the fast track for life. Blockchain Ethics A Bridge to Abundance [Createspace Independent Publishing Platform](#) Unlike many other recent Blockchain books focused on describing and defining Blockchain technology from a technical or cryptocurrency perspective, this unique book takes a very different tack: its focus is on how mainstream and marginalized Americans can use blockchain technology and digital assets ethically to create an abundant life. This book explores what Blockchain technology is doing today and how it can be used to create a better tomorrow. The book daringly explores how blockchain technology can make a difference in improving America's education system, cracking the Glass Ceiling, altering employment outlooks, and improving every person's financial future. The author examines and explores the business and social impact that open sourced Blockchain technology promises us is possible. And, in turn, discusses how we Americans can take those possibilities to create our economy, country, and lives into bustling meccas of abundance for E-V-E-R-Y-O-N-E. Twelve Years a Slave [Prabhat Prakashan](#) "Having been born a freeman, and for more than thirty years enjoyed the blessings of liberty in a free State—and having at the end of that time been kidnapped and sold into Slavery, where I remained, until happily rescued in the month of January, 1853, after a bondage of twelve years—it has been suggested that an account of my life and fortunes would not be uninteresting to the public." -an excerpt Internet Business Models Texts and Cases Descriptive Translation Studies and Beyond [John Benjamins Publishing](#) A replacement of the author's well-known book on Translation Theory, *In Search of a Theory of Translation* (1980), this book makes a case for Descriptive Translation Studies as a scholarly activity as well as a branch of the discipline, having immediate consequences for issues of both a theoretical and applied nature. Methodological discussions are complemented by an

assortment of case studies of various scopes and levels, with emphasis on the need to contextualize whatever one sets out to focus on. Part One deals with the position of descriptive studies within TS and justifies the author's choice to devote a whole book to the subject. Part Two gives a detailed rationale for descriptive studies in translation and serves as a framework for the case studies comprising Part Three. Concrete descriptive issues are here tackled within ever growing contexts of a higher level: texts and modes of translational behaviour □ in the appropriate cultural setup; textual components □ in texts, and through these texts, in cultural constellations. Part Four asks the question: What is knowledge accumulated through descriptive studies performed within one and the same framework likely to yield in terms of theory and practice? This is an excellent book for higher-level translation courses.

Tiberius Found [Andrew Goodman](#) What would you do if you discovered your whole life to be a lie? Daniel Henstock thinks he's an ordinary schoolboy but on his sixteenth birthday his world is turned upside down. He is the world's first one-hundred percent genetically-engineered human - assigned the codename Tiberius - and Gregory Dryden, the man responsible, wants him back so that he can continue his deadly experiments. Running for his life, Daniel flees to New York and is forced to go 'off-grid'. In this near-future America, where the security-obsessed authorities require citizens to carry DNA cards, Daniel meets the feisty and beautiful Eleanor. But by falling for her, Daniel also puts her in terrible danger. Daniel pursues the facts about his origins but is hunted by an agent sent by Dryden to bring him to heel. Can Daniel find out the truth whilst trying to evade those who think they own him? As his enemies close in Daniel must draw on resources he never knew he had to win his freedom - but in doing so he may be walking into a deadly trap ... **TIBERIUS FOUND** is the first instalment in a thrilling series - The Emperor Initiative - that introduces an engaging new hero that will appeal to fans of Alex Rider and Jason Bourne.

Sybill Bedford An Appetite for Life [Random House](#) The first full and intimate biography of writer and bon viveur Sybill Bedford 'A fantastic read' India Knight, Sunday Times 'A wonderful biography' Sara Wheeler, Spectator Born in Germany to aristocratic parents, Sybill Bedford's (1911-2006) life contained all the grand feeling and seismic event of the twentieth century: war and peace, love and trauma, friendship and death, as well as the need to write and rescue something from this wreckage. Openly gay, Bedford once said 'I wish I'd written more books and spent less time being in love. It's very difficult doing both at the same time.' In her forties she published her breakthrough novel, *A Legacy*, continuing to publish until her early nineties, writing some of the outstanding and most original novels, memoirs and travel books of the century. Bedford's father died when she was just fourteen and her mother, a great socialite and litterateur, fell victim to a debilitating morphine addiction. Striking out on her own, Bedford fell under the spell of Aldous Huxley, who was to become her friend and mentor. Staying with Aldous and his wife Maria in their sunlit villa in the south of France between the wars were some of the happiest and most enlivening years of Bedford's life - even as she failed and failed again at finding her own voice on the page. And yet it was these years that would provide the material for *Jigsaw: An Unsentimental Education*, widely considered to be her masterwork and which was shortlisted for the Booker Prize in 1989. A bon viveur, lover of French wine and cuisine, and admired by her peers ('One of the most dazzling practitioners of English prose' Bruce Chatwin once commented) she roamed from country to country - Germany, France, England, Italy and the United States - in search of fresh experience, with ear and eye attuned to her surroundings, typewriter at the ready. Full of intense friendships (Martha Gellhorn and Elizabeth Jane Howard among them), a fierce commitment to the craft of writing, as well as an insatiable appetite for love and sex, Sybill Bedford blazed her own path in her life and her art. *A DAILY TELEGRAPH, THE TIMES AND SUNDAY TIMES BOOK OF THE YEAR 2020*

Six Impossible Things The Mystery of the Quantum World [MIT Press](#) A concise and engaging investigation of six interpretations of quantum physics. Rules of the quantum world seem to say that a cat can be both alive and dead at the same time and a particle can be in two places at once. And that particle is also a wave; everything in the quantum world can be described in terms of waves—or entirely in terms of particles. These interpretations were all established by the end of the 1920s, by Erwin Schrödinger, Werner Heisenberg, Paul Dirac, and others. But no one has yet come up with a common sense explanation of what is going on. In this concise and engaging book, astrophysicist John Gribbin offers an overview of six of the leading interpretations of quantum mechanics. Gribbin calls his account “agnostic,” explaining that none of these interpretations is any better—or any worse—than any of the others. Gribbin presents the Copenhagen Interpretation, promoted by Niels Bohr and named by Heisenberg; the Pilot-Wave Interpretation, developed by Louis de Broglie; the Many Worlds Interpretation (termed “excess baggage” by Gribbin); the Decoherence Interpretation (“incoherent”); the Ensemble “Non-Interpretation”; and the Timeless Transactional Interpretation (which theorized waves going both forward and backward in time). All of these interpretations are crazy, Gribbin warns, and some are more crazy than others—but in the quantum world, being more crazy does not necessarily mean more wrong.

Lead Beyond The Edge The Bold Path to Extraordinary Results [Practical Inspiration Publishing](#) How would you like to lead yourself towards extraordinary results without ever stopping yourself in your tracks? You are driven, goal-orientated and aspire to more: you are a leader, at work and at home. So, how do you step up to that next level? By getting out of your own way and pushing through your fears and past your comfort zone. But reaching that edge is scary... In *Lead Beyond The Edge*, Frederique Murphy provides you with the mind strategies you need to rewire your brain for success. You will know how to overcome any challenges to accomplish anything, anytime, anywhere. Discover scientific strategies to lead transformations from within. Learn by doing more than just reading to enhance your cognitive functions. Access a powerful 12-step framework to fire up your brain on command. You can lead beyond the edge but only if you know what to do when your brain resists. Thanks to Frederique's actionable strategies, memorable science and personal stories, experience self-directed neuroplasticity by building this bold path and make your extraordinary happen! **Solo How to Work Alone (and Not Lose Your Mind)** [Souvenir Press](#) 'Kind, realistic and genuinely helpful' Observer 'Bravo on the publication of this witty, wise guide to solo working' Alice Lascelles 'Filled to the brim

with advice . . . Such a brilliant book' Emma Gannon Whether by choice or circumstance, as a freelancer or a company employee working from home, more of us are becoming solo workers than ever before. But once you've made the leap, how to do you actually work well in isolation? And how can you thrive while working alone? Picking up where the freelancer bibles stop, Solo addresses what we gain but also miss when we shift from the structure of an office environment to the solitary confines of our homes or studios. Blending the latest research in psychology, economics and social science with guided self-examination and more than ten years of freelance experience, Rebecca Seal shows you how to stay resilient, productive and focused in a company of one. Practical and inspiring, she also explores the idea of meaningful work and helps you define your own success. Cashless China's Digital Currency Revolution Cashless is the first and only book that dives deep into the design and use of China's new central bank digital currency. This represents a roadmap for our shared digital currency future and a long-term threat to US dollar dominance. China is changing the very nature of money and borrowing heavily from cryptocurrency to cement its role as the world's financial technology leader. Cashless is written by the best-selling author of Innovation Lab Excellence, an award-winning expert in fintech innovation, career banker, and technology expert who has experienced China's cashless revolution firsthand as a former US resident living in China. It reveals how: China's digital currency can help you better predict and navigate the cashless future coming to the US-and the world Your company may be tempted to use China's system to make cross-border payments The EU, UK, Japan and India are developing digital currencies Digital payment will change our relationship with money and promote financial inclusion Cashless shows you the future. It offers a comprehensive analysis of China's digital payment systems so that you can better prepare for the rise of digital currencies. It is a must-read for all business leaders and professionals looking for a decided competitive advantage. Go Lightly How to Travel Without Hurting the Planet [Laurence King Publishing](#) This sustainable travel handbook inspires readers to explore our fascinating planet without causing it further harm. Ten chapters help you go lightly, including how to choose the least impactful methods of travel, how best to protect wildlife, how to pack with more consideration and how to implement mindful practices into each travel day, Go Lightly gives the reader a tool kit of fresh ideas for travelling more consciously. The book also covers eco-friendly activities including biking, boating and camping, and introduces us to some of the world's most inspiring eco-adventure pioneers. The Consequences of Love [Penguin UK](#) The must-read memoir about the dazzling days and dark nights of a Chelsea childhood . . . 'Brilliant and moving' The Times 'Dazzling' Evening Standard 'Beautifully written' Marian Keyes 'Unflinchingly honest Sunday Times 'Superbly written' Guardian 'A triumph' i _____ Her father was a hairdresser to the rich and famous - he was also their drug dealer. Her mother was an alcoholic fashion model. Her days and nights were non-stop parties - she spent them taking care of her little sister and putting out naked flames. And when her sister dies aged nine, Gavandra is left alone with her grief. Growing up in the dazzling days and dark nights of her parents' social lives, surviving means fitting into their dysfunctional world, while stopping the family from falling apart . . . _____ 'A redemptive tale of an emotional reckoning' i 'This story will stay with you long after you put the book down' Emma Gannon 'There are scenes that will reduce you to tears, but there's also humour, forgiveness and uplifting optimism. By the end of this dazzling debut you just want to give her a huge cheer for coming through' Evening Standard 'A masterful writer with a gift for storytelling' i Retail Marketing Management Principles and Practice [Pearson Higher Ed](#) The unique approach of Retail Marketing combines theory with current retail concepts and international examples. It starts by looking at the nature of retailing as an activity and then introduces retail marketing, followed by a discussion of consumer behaviour, the retail marketing mix, and other important issues such as location strategies, branding, the application of IT and ethics. The author takes an integrated approach to explaining the process of internationalisation which is reinforced by a wealth of international examples. The book is ideal for undergraduate and postgraduate students taking courses in retail marketing as well as those studying for marketing and business degrees where retail marketing is a core module. The full text downloaded to your computer With eBooks you can: search for key concepts, words and phrases make highlights and notes as you study share your notes with friends eBooks are downloaded to your computer and accessible either offline through the Bookshelf (available as a free download), available online and also via the iPad and Android apps. Upon purchase, you'll gain instant access to this eBook. Time limit The eBooks products do not have an expiry date. You will continue to access your digital ebook products whilst you have your Bookshelf installed. Ethical Markets Growing the Green Economy [Chelsea Green Publishing](#) With insight, clarity, warmth and enthusiasm, Hazel Henderson announces the mature presence of the green economy. Mainstream media and big business interests have sidelined its emergence and evolution, but it is now a significant and rapidly growing sector. Throughout Ethical Markets Henderson weaves statistics and analysis with profiles of entrepreneurs, environmentalists, scientists, and professionals. Based on interviews conducted on her longstanding US public television series, these profiles celebrate those who have led the highly successful growth of green businesses around the world. Ethical Markets is the ultimate sourcebook on today's thriving green economy. Hair Care From Physiology to Formulation Haute 'luxury' branding Professor's Notes [Librinova](#) HAUTE LUXURY BRANDING is an indispensable guide for Luxury and Fashion Professionals, Entrepreneurs and Business School students. It serves to act as a foundation that covers the key theoretical models used in Parisian Luxury and Fashion business schools. It reveals the strategic thinking of true haute luxury artists and maisons and how they differ to brands. This kind of thinking will not be found in American texts on branding and provides unique strategic insights for luxury branding professionals, entrepreneurs and students worldwide. HAUTE LUXURY BRANDING examines how the origins of early luxury and early branding still exert their influence on perceptions today. It spells out large differences in strategic management of creative luxury brands from a French perspective in comparison to the more commercial approach that the British and Americans adopted from the industrial revolution onwards. Most importantly is the presentation of the HAUTE LUXE Luxury

Pyramid and its strategic relevance. Complex models have been simplified to ensure that the reader will be able to understand and apply them even if they have no business education at all. More importantly, the thinking can be applied equally to add perceptual value to online platforms, mass market and branded B2B alike 100 Great Businesses and the Minds Behind Them [Random House Australia](#) This fully revised and updated edition provides an up-to-the-minute look at a diverse collection of people, their businesses and how they make their enterprises work. Kasher in the Rye The True Tale of a White Boy from Oakland Who Became a Drug Addict, Criminal, Mental Patient, and Then Turned 16 [Hachette UK](#) A hopeful and inspiring "act of comedic magic" from comedian—and now memoirist!—Moshe Kasher (Artie Lange, #1 New York Times bestselling author of Too Fat to Fish). Rising young comedian Moshe Kasher is lucky to be alive. He started using drugs when he was just 12. At that point, he had already been in psychoanalysis for 8 years. By the time he was 15, he had been in and out of several mental institutions, drifting from therapy to rehab to arrest to...you get the picture. But Kasher in the Rye is not an "eye opener" to the horrors of addiction. It's a hilarious memoir about the absurdity of it all. When he was a young boy, Kasher's mother took him on a vacation to the West Coast. Well it was more like an abduction. Only not officially. She stole them away from their father and they moved to Oakland, California. That's where the real fun begins, in the war zone of Oakland Public Schools. He was more than just out of control—his mother walked him around on a leash, which he chewed through and ran away. Those early years read like part Augusten Burroughs, part David Sedaris, with a touch of Jim Carrol...but a lot more Jewish. In fact, Kasher later spends time in a Brooklyn Hasidic community. Then came addiction... Brutally honest and laugh-out-loud funny, Kasher's first literary endeavor finds humor in even the most horrifying situations. The Influence of Culture on Human Resource Management Processes and Practices [Psychology Press](#) It is clear that organizations are becoming more culturally diverse, and a better understanding of multiculturalism and its impact on organizations is needed. This book, with contributions from expert academics, is designed to motivate both the further development of models concerned with the influence of cultural diversity on several Human Resource Management processes and practices and the design and conduct of empirical research on the same topic. It primarily focuses on processes and practices that occur at three general phases; the pre-hire phase, the selection phase, and the post-hire phase. An improved understanding of the roles that culture plays in such processes and practices should contribute to both the efficiency and effectiveness of organizations and the performance and well-being of their members. This edited book is appropriate for undergraduate and graduate students in industrial and organizational psychology, human resource management, sociology of work, and cultural diversity within organizations. It can provide a central resource in classes on organizational psychology, strategic human resource management, and global issues in human resource management. Professionals and practitioners who increasingly interact with organizational issues at the global level will find this book essential to their work. The Science of Hair Care [CRC Press](#) Detailing the physiology, hygiene, cosmetology, legal regulation, pathology, and psychology of hair and scalp, this authoritative book combines the work of eminent international experts to present a unique, interdisciplinary summation of the field. The Science of Hair Care offers clear, basic information on hair, its care, hair products, scalp and hair disorders, anomalies, and diseases ... appraises performance and techniques for the quantitative assessment of cosmetic properties ... surveys dermatological and cosmetic problems related to hair and scalp from aesthetic, pathological, technical, and legal viewpoints ... discusses pathological scalp disorders in depth, such as seborrhea and alopecia ... examines the safety and efficiency accompanying the development of cosmetic products ... and contains numerous tables, drawings, micrographs, and photographs -- including 38 in color -- plus nearly 1,000 bibliographic references to the literature. The Science of Hair Care is a superb source for dermatologists; cosmetologists and cosmetic chemists; pharmacists; trichologists; cosmetic scientists and technicians in industry, physicians treating patients with hair and scalp problems; lawyers and government regulatory personnel monitoring the pharmaceutical and cosmetics industries; students of dermatology, cosmetology, or pharmacology; and in-house cosmetic training courses for dermatologists and pharmacists. Book jacket. Grandad Mandela [Lincoln Children's Books](#) "...profoundly moving..." -Publishers Weekly Nelson Mandela's two great-grandchildren ask their grandmother, Mandela's youngest daughter, 15 questions about their grandad - the global icon of peace and forgiveness who spent 27 years in prison. They learn that he was a freedom fighter who put down his weapons for the sake of peace, and who then became the President of South Africa and a Nobel Peace Prize-winner, and realise that they can continue his legacy in the world today. Seen through a child's perspective, and authored jointly by Nelson Mandela's great-grandchildren and daughter, this amazing story is told as never before to celebrate what would have been Nelson's Mandela 100th birthday. The Genesis Machine Our Quest to Rewrite Life in the Age of Synthetic Biology [PublicAffairs](#) The next frontier in technology is inside our own bodies. Synthetic biology will revolutionize how we define family, how we identify disease and treat aging, where we make our homes, and how we nourish ourselves. This fast-growing field—which uses computers to modify or rewrite genetic code—has created revolutionary, groundbreaking solutions such as the mRNA COVID vaccines, IVF, and lab-grown hamburger that tastes like the real thing. It gives us options to deal with existential threats: climate change, food insecurity, and access to fuel. But there are significant risks. Who should decide how to engineer living organisms? Whether engineered organisms should be planted, farmed, and released into the wild? Should there be limits to human enhancements? What cyber-biological risks are looming? Could a future biological war, using engineered organisms, cause a mass extinction event? Amy Webb and Andrew Hessel's riveting examination of synthetic biology and the bioeconomy provide the background for thinking through the upcoming risks and moral dilemmas posed by redesigning life, as well as the vast opportunities waiting for us on the horizon. People Before Tech The Importance of Psychological Safety and Teamwork in the Digital Age [Bloomsbury Publishing](#) Businesses across all sectors now realise that, if they intend on staying competitive in the 21st century, then they must embrace new innovative technologies

such as AI, automation and digital platforms. But many business leaders have become too focused upon digital transformation, leading them to neglect other vital elements of their organization. As new technologies are introduced, teams and individual employees are often taken for granted - the uniquely human benefits that arise from a well-structured, collaborative team become neglected, and the employees themselves become unmotivated and overly dependent upon the technical, quantifiable benefits of technology. In *People Before Tech*, Duena Blomstrom shines new light upon the importance and potential of teams in modern organizations. The book analyses the benefits of unique methods of working (such as 'Agile') and explores how academic concepts such as 'psychological safety' can boost employees' confidence and ability to work effectively and intuitively within teams. Built upon fascinating research and an international array of case studies, *People Before Tech* is an incisive examination of how organizations - through their digital transformations - become stranded with unoptimised teams and disenfranchised employees. Duena highlights that it is vital not just to implement technology, but also to integrate it into the existing organizational culture and structure, before providing practical guidance and advice on how business leaders and HR professionals can heighten efficiency and effectiveness of workplace teams through collaborative and innovative initiatives. *The Future Starts Now Expert Insights into the Future of Business, Technology and Society* [Bloomsbury Publishing](#) The future is an uncertain, uncomfortable prospect for employees, employers and society at large. A flurry of unprecedented events have proven that, despite what some politicians and economists may tell us, the future is not set in stone. Instead, it is constantly being shaped and redefined by the everyday decisions of individuals and organizations. In light of this uncertainty, *The Future Starts Now* looks toward the various innovations and technologies that may shape our future. Authors Theo Priestley and Bronwyn Williams have brought together the world's leading futurists to articulate and clarify the current trajectories in technology, economics, politics and business. This is a comprehensive history of tomorrow, exploring groundbreaking topics such as AI, privacy, education and the future of work. While the guidance, insight and predictions are fascinating for anyone curious about what the future may hold, the book also functions as an invaluable guide for business professionals looking to steer their career or their organization with foresight and confidence. *The Big Nine How the Tech Titans and Their Thinking Machines Could Warp Humanity* [Hachette UK](#) A call-to-arms about the broken nature of artificial intelligence, and the powerful corporations that are turning the human-machine relationship on its head. We like to think that we are in control of the future of "artificial" intelligence. The reality, though, is that we -- the everyday people whose data powers AI -- aren't actually in control of anything. When, for example, we speak with Alexa, we contribute that data to a system we can't see and have no input into -- one largely free from regulation or oversight. The big nine corporations -- Amazon, Google, Facebook, Tencent, Baidu, Alibaba, Microsoft, IBM and Apple--are the new gods of AI and are short-changing our futures to reap immediate financial gain. In this book, Amy Webb reveals the pervasive, invisible ways in which the foundations of AI -- the people working on the system, their motivations, the technology itself -- is broken. Within our lifetimes, AI will, by design, begin to behave unpredictably, thinking and acting in ways which defy human logic. The big nine corporations may be inadvertently building and enabling vast arrays of intelligent systems that don't share our motivations, desires, or hopes for the future of humanity. Much more than a passionate, human-centered call-to-arms, this book delivers a strategy for changing course, and provides a path for liberating us from algorithmic decision-makers and powerful corporations. *Booked Solid The Ultimate Guide to Getting and Keeping Clients* Giorgio Armani [Guggenheim Museum Publications](#) Edited by Germano Celant and Harold Koda. Essays by Susan Cross and Karole Vail. *Marketing Communications PDF eBook A European Perspective* [Pearson Higher Ed](#) Learn the techniques and applications of marketing communications in a European context *Marketing Communications: A European Perspective, 7th Edition*, by De Pelsmacker, Geuens and Van Den Bergh provides an extensive overview of the key concepts, techniques and applications of marketing communications within a European context. This book provides in-depth coverage of consumer behaviour and branding foundations of marketing communications, and all elements of the communications mix, including advertising, public relations, sponsorship, brand activation, direct marketing and exhibitions. Building on the success of the last edition, the 7th edition uses examples, case studies and research results from various countries, industries and markets to make the concepts more practice orientated and help you grasp essential facts. Extensive case material on global brands like Snickers, Libresse, Guinness, Costco, Baunat, Trooper and Lego have been added to reflect the recent developments in marketing communications. Pearson, the world's learning company.