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The Irresistible Offer

How to Sell Your Product or Service in 3 Seconds or Less

John Wiley & Sons Your customers are going to give you three seconds to make the sale. Do you know what to say in those three seconds? The marketing methods of the past are losing effectiveness as consumers are getting smarter and smarter and have less and less time. What is needed is a new way of doing business-a method that is simultaneously socially responsible and far more effective than "old" marketing. This new way is The Irresistible Offer. "The Irresistible Offer is the missing link in many marketing books." —Joe Sugarman, Chairman, BluBlocker Corporation

**"The Irresistible Offer reveals secret after proven secret guaranteed to pump fresh power into your sales process."
—John Du Cane, CEO, Dragon Door Publications, Inc. "As the world's fastest reader (Guinness Book certified) I've read just about every business and marketing book in existence. The Irresistible Offer by Mark Joyner is, by far, the easiest and most powerful. If you want to make a profitable business (any business small or large), The Irresistible Offer should be your starting point." —Howard Berg, "The World's Fastest Reader" "I've read every book on marketing printed in the last 150 years. This is the first breakthrough in over fifty years." —Dr. Joe Vitale, author of The Attractor Factor "If I had to choose one modern marketing genius to learn from, it would be Mark Joyner. The Irresistible Offer belongs in the hands of everyone wanting to wildly succeed in business." —Randy Gilbert, a.k.a. "Dr. Proactive" host of The Inside Success Show**

Plaxis

2D - Version 8

Adobe® Acrobat® and PDF for Architecture, Engineering, and Construction

Springer Science & Business Media Applied Acrobat for Engineers is the first and only book to be written specifically to give engineers the skills that they need to use pdfs and Adobe Acrobat in engineering applications. Teaches the use of PDF in communication and archiving of complex documents with a specific slant towards various engineering disciplines and the related areas of architecture and construction management Better document control reduces project review and approval times Uses the progressive treatment of a sample project, throughout the book, to explain and illustrate the application of Acrobat techniques Encourages easier interaction with clients and regulatory agencies by employing a completely searchable document format which is available to all

Microsoft Manual of Style

Pearson Education Maximize the impact and precision of your message! Now in its fourth edition, the Microsoft Manual of Style provides essential guidance to content creators, journalists, technical writers, editors, and everyone else who writes about computer technology. Direct from the Editorial Style Board at Microsoft—you get a comprehensive glossary of both general technology terms and those specific to Microsoft; clear, concise usage and style guidelines with helpful examples and alternatives; guidance on grammar, tone, and voice; and best practices for writing content for the web, optimizing for accessibility, and communicating to a worldwide audience. Fully updated and optimized for ease of use, the Microsoft Manual of Style is designed to help you communicate clearly, consistently, and accurately about technical topics—across a range of audiences and media.

Haunted Media

Electronic Presence from Telegraphy to Television

Duke University Press Examines the repeated association of new electronic media with spiritual phenomena from the telegraph in the late 19th century to television.

Diaspora and Transnationalism

Concepts, Theories and Methods

Amsterdam University Press Diaspora & transnationalism are widely used concepts in academic & political discourses. Although originally referring to quite different phenomena, they increasingly overlap today. Such inflation of meanings goes hand in hand with a danger of essentialising collective identities. This book analyses this topic.

Scenes of Subjection

Terror, Slavery, and Self-making in Nineteenth-century America

Oxford University Press on Demand In the tradition of Eric Lott's award-winning *Love and Theft*, Hartman's new book shows how the violence of captivity and enslavement was embodied in many of the performance practices that grew from, and about, slave culture in antebellum America. Using tools from anthropology and history as well as literary criticism, she examines a wealth of material, including songs, dance, stories, diaries, narratives, and journals to provide new insights into a range of issues. She looks particularly at the presentations of slavery and blackness in minstrelsy, melodrama, and the sentimental novel; the disparity between actual slave culture and "managed" plantation amusements; the construction of slave culture in nineteenth-century ethnographic writing; the rhetorical performance of slave law and slave narratives; the dimension of slave performance practice; and the political consciousness of folklore. Particularly provocative is her analysis of the slave pen and auction block, which transmogrified terror into theatre, and her reading of the rhetoric of seduction in slavery law and legal cases concerning rape. Persuasively showing that the exercise of power is inseparable from its display, *Scenes of Subjection* will interest readers involved in a wide range of historical, literary, and cultural studies.

Fundamentals of Business (black and White)

(Black & White version) *Fundamentals of Business* was created for Virginia Tech's MGT 1104 Foundations of Business through a collaboration between the Pamplin College of Business and Virginia Tech Libraries. This book is freely available at: <http://hdl.handle.net/10919/70961> It is licensed with a Creative Commons-NonCommercial ShareAlike 3.0 license.

This is Going to Hurt

Now a major BBC comedy-drama

Pan Macmillan Now A Major BBC Series Starring Ben Whishaw. The multi-million copy bestseller and Book of the Year at The National Book Awards. 'Painfully funny. The pain and the funniness somehow add up to something entirely good, entirely noble and entirely loveable.' - Stephen Fry Welcome to the life of a junior doctor: 97-hour weeks, life and death decisions, a constant tsunami of bodily fluids, and the hospital parking meter earns more than you. Scribbled in secret after endless days, sleepless nights and missed weekends, Adam Kay's This is Going to Hurt provides a no-holds-barred account of his time on the NHS front line. Hilarious, horrifying and heartbreaking, this diary is everything you wanted to know - and more than a few things you didn't - about life on and off the hospital ward. Sunday Times Number One Bestseller for over eight months and winner of a record FOUR National Book Awards: Book of the Year, Non-Fiction Book of the Year, New Writer of the Year and Zoe Ball Book Club Book of the Year. This edition includes extra diary entries and an afterword by the author.

Common Sense Mathematics: Second Edition

American Mathematical Soc. Ten years from now, what do you want or expect your students to remember from your course? We realized that in ten years what matters will be how students approach a problem using the tools they carry with them—common sense and common knowledge—not the particular mathematics we chose for the curriculum. Using our text, students work regularly with real data in moderately complex everyday contexts, using mathematics as a tool and common sense as a guide. The focus is on problems suggested by the news of the day and topics that matter to students, like inflation, credit card debt, and loans. We use search engines, calculators, and spreadsheet programs as tools to reduce drudgery, explore patterns, and get information. Technology is an integral part of today's world—this text helps students use it thoughtfully and wisely. This second edition contains revised chapters and additional sections, updated examples and exercises, and complete rewrites of critical material based on feedback from students and teachers who have used this text. Our focus remains the same: to help students to think carefully—and

critically—about numerical information in everyday contexts.

Principles of Marketing

An introduction to marketing concepts, strategies and practices with a balance of depth of coverage and ease of learning. Principles of Marketing keeps pace with a rapidly changing field, focussing on the ways brands create and capture consumer value. Practical content and linkage are at the heart of this edition. Real local and international examples bring ideas to life and new feature 'linking the concepts' helps students test and consolidate understanding as they go. The latest edition enhances understanding with a unique learning design including revised, integrative concept maps at the start of each chapter, end-of-chapter features summarising ideas and themes, a mix of mini and major case studies to illuminate concepts, and critical thinking exercises for applying skills.

Nineteen Eighty-Four

epubli "Nineteen Eighty-Four: A Novel", often published as "1984", is a dystopian social science fiction novel by English novelist George Orwell. It was published on 8 June 1949 by Secker & Warburg as Orwell's ninth and final book completed in his lifetime. Thematically, "Nineteen Eighty-Four" centres on the consequences of totalitarianism, mass surveillance, and repressive regimentation of persons and behaviours within society. Orwell, himself a democratic socialist, modelled the authoritarian government in the novel after Stalinist Russia. More broadly, the novel examines the role of truth and facts within politics and the ways in which they are manipulated. The story takes place in an imagined future, the year 1984, when much of the world has fallen victim to perpetual war, omnipresent government surveillance, historical negationism, and propaganda. Great Britain, known as Airstrip One, has become a province of a totalitarian superstate named Oceania that is ruled by the Party who employ the Thought Police to persecute individuality and independent thinking. Big Brother, the leader of the Party, enjoys an intense cult of personality despite the fact that he may not even exist. The protagonist, Winston Smith, is a diligent and skillful rank-and-file worker and Outer Party member who secretly hates the Party and dreams of rebellion. He enters into a forbidden relationship with a colleague, Julia, and starts to remember what life was like before the Party came to power.

Big Data Analytics for Internet of Things

John Wiley & Sons BIG DATA ANALYTICS FOR INTERNET OF THINGS Discover the latest developments in IoT Big Data with a new resource from established and emerging leaders in the field **Big Data Analytics for Internet of Things** delivers a comprehensive overview of all aspects of big data analytics in Internet of Things (IoT) systems. The book includes discussions of the enabling technologies of IoT data analytics, types of IoT data analytics, challenges in IoT data analytics, demand for IoT data analytics, computing platforms, analytical tools, privacy, and security. The distinguished editors have included resources that address key techniques in the analysis of IoT data. The book demonstrates how to select the appropriate techniques to unearth valuable insights from IoT data and offers novel designs for IoT systems. With an abiding focus on practical strategies with concrete applications for data analysts and IoT professionals, **Big Data Analytics for Internet of Things** also offers readers: A thorough introduction to the Internet of Things, including IoT architectures, enabling technologies, and applications An exploration of the intersection between the Internet of Things and Big Data, including IoT as a source of Big Data, the unique characteristics of IoT data, etc. A discussion of the IoT data analytics, including the data analytical requirements of IoT data and the types of IoT analytics, including predictive, descriptive, and prescriptive analytics A treatment of machine learning techniques for IoT data analytics Perfect for professionals, industry practitioners, and researchers engaged in big data analytics related to IoT systems, **Big Data Analytics for Internet of Things** will also earn a place in the libraries of IoT designers and manufacturers interested in facilitating the efficient implementation of data analytics strategies.

Code Complete

Pearson Education Widely considered one of the best practical guides to programming, **Steve McConnell's original CODE COMPLETE** has been helping developers write better software for more than a decade. Now this classic book has been fully updated and revised with leading-edge practices—and hundreds of new code samples—illustrating the art and science of software construction. Capturing the body of knowledge available from research, academia, and everyday commercial practice, **McConnell synthesizes the most effective techniques and must-know principles into clear, pragmatic guidance. No matter what your experience level, development environment, or project size, this book will inform and stimulate your thinking—and help you build the highest quality code. Discover the timeless techniques**

and strategies that help you: Design for minimum complexity and maximum creativity Reap the benefits of collaborative development Apply defensive programming techniques to reduce and flush out errors Exploit opportunities to refactor—or evolve—code, and do it safely Use construction practices that are right-weight for your project Debug problems quickly and effectively Resolve critical construction issues early and correctly Build quality into the beginning, middle, and end of your project

The Jungle Book

Natural Liberty

Rediscovering Self-induced Abortion Methods

Natural Liberty At head of title: Sage-Femme Collective.

Web Mining

Applications and Techniques

IGI Global Web Mining is moving the World Wide Web toward a more useful environment in which users can quickly and easily find the information they need. Web Mining uses document content, hyperlink structure, and usage statistics to assist users in meeting their needed information. This book provides a record of current research and practical applications in Web searching. It includes techniques that will improve the utilization of the Web by the design of Web sites, as well as the design and application of search agents. This book presents research and related applications in a manner that encourages additional work toward improving the reduction of information overflow, which is so common today in Web search results.

Using Information Technology

Understanding Media

The Extensions of Man

Createspace Independent Publishing Platform When first published, Marshall McLuhan's *Understanding Media* made history with its radical view of the effects of electronic communications upon man and life in the twentieth century.

Accessibility, Quality, and Profitability for Personal Plight

Law Firms

Personal plight legal practice includes all legal work for individual clients whose needs arise from disputes. This is the site of our worst access to justice problems. The goal of this project is to identify sustainable innovations that can make the services of personal plight law firms more accessible to all Canadians. Accessibility is vitally important, but it is not the only thing that matters in personal plight legal practice. Thus, this book seeks out innovations that not only improve accessibility, but also preserve or enhance service quality as well as law firms' profitability. These "sweet spot" opportunities emerged from interviews with 32 personal plight legal practitioners across the country, and from an extensive review of the literature. The first chapter of this book describes personal plight legal needs, clients, and law firms, and introduces the "sweet spot" frame of reference. The next chapters focus on practical opportunities for personal plight legal practice related to Price Certainty (Chapter 2); Deferred Payment (Chapter 3); Diversifying Services (Chapter 4); Vertical Division of Labour (Chapter 5); and Horizontal Division of Labour (Chapters 6 and 7). The concluding chapter (Chapter 8) compares the prospects for large personal plight law firms, and small ones, to pursue these innovations. Throughout, the book offers practical recommendations for personal plight law firms, and also for regulators and professional groups interested in helping those firms create sustainable access to justice. These

recommendations are collected in the Appendix.

Object-oriented Software Engineering

Practical Software Development Using UML and Java

McGraw-Hill College This book covers the essential knowledge and skills needed by a student who is specializing in software engineering. Readers will learn principles of object orientation, software development, software modeling, software design, requirements analysis, and testing. The use of the Unified Modelling Language to develop software is taught in depth. Many concepts are illustrated using complete examples, with code written in Java.

Digital Information and Communication Technology and Its Applications

International Conference, DICTAP 2011, Dijon, France, June 21-23, 2011. Proceedings, Part II

Springer This two-volume set CCIS 166 and 167 constitutes the refereed proceedings of the International Conference on Digital Information and Communication Technology and its Applications, DICTAP 2011, held in Dijon, France, in June 2010. The 128 revised full papers presented in both volumes were carefully reviewed and selected from 330 submissions. The papers are organized in topical sections on Web applications; image processing; visual interfaces and user experience; network security; ad hoc network; cloud computing; Data Compression; Software Engineering; Networking and Mobiles; Distributed and Parallel processing; social networks; ontology; algorithms; multimedia; e-learning; interactive environments and emergent technologies for e-learning; signal processing; information and data management.

Scaling Up Nutrition in the Arab Republic of Egypt

Investing in a Healthy Future

World Bank Publications Malnutrition is a huge burden on the Arab Republic of Egypt's economy. Undernutrition—manifested by poor linear growth (stunting), wasting, and micronutrient deficiencies in children and by anemia among women of reproductive age—collectively saps an estimated two percent of Egypt's annual gross domestic product through forgone productivity and health care costs, representing an economic hemorrhaging of billions of U.S. dollars per year. Adding to this challenge is the co-occurrence of overweight and obesity among children, leading to a malnutrition double burden. *Scaling Up Nutrition in the Arab Republic of Egypt* aims to inform the development of nutrition policy and guide nutrition investments over the coming years. It reviews Egypt's nutrition situation, the interventions currently in place, and the opportunities, costs, benefits, and fiscal space implications of scaling up a set of high-impact interventions to address undernutrition. The book, a collaborative effort between the World Bank and UNICEF, is targeted at all those involved in developing and implementing nutrition interventions in Egypt and beyond.

Managing International Events

Routledge This book provides a comprehensive overview and examination of the international aspect of Events Management and the many challenges and complications that arise in the planning and delivery specifically of cross-border and cross-cultural events. Authored by a current academic and ex-practitioner in the field, this book boasts an excellent balance of theory with practical advice and guidance. Chapters cover all the key concepts needed to manage and deliver an international event and fully reflect the current trends and issues facing the sector today. These include: sustainability, digital communication, social media, Big Data, corporate social responsibility, accessibility, security issues, and managing volunteers among many others. International case studies are included in each chapter accompanied by study questions and useful weblinks for further reading and research. This will be of great interest not only to students and researchers of International Events Management, Tourism and Hospitality, but also to current

practitioners in the Events sector.

Diatoms

Fundamentals and Applications

John Wiley & Sons The aim of this new book series (**Diatoms: Biology and Applications**) is to provide a comprehensive and reliable source of information on diatom biology and applications. The first book of the series, **Diatoms Fundamentals & Applications**, is wide ranging, starting with the contributions of amateurs and the beauty of diatoms, to details of how their shells are made, how they bend light to their advantage and ours, and major aspects of their biochemistry (photosynthesis and iron metabolism). The book then delves into the ecology of diatoms living in a wide range of habitats, and look at those few that can kill or harm us. The book concludes with a wide range of applications of diatoms, in forensics, manufacturing, medicine, biofuel and agriculture. The contributors are leading international experts on diatoms. This book is for a wide audience researchers, academics, students, and teachers of biology and related disciplines, written to both act as an introduction to diatoms and to present some of the most advanced research on them.

The state of the world's children. 1998

UNICEF

New Directions in Science and Environmental Communication: Understanding the Role of Online Video-

Sharing and Online Video-Sharing Platforms for Science and Research Communication

Frontiers Media SA

Walden

Revitalizing Health for All

Case Studies of the Struggle for Comprehensive Primary Health Care

University of Toronto Press **Revitalizing Health for All** examines thirteen cases of efforts to implement CPHC reforms from around the globe including Australia, Brazil, Democratic Republic of Congo, Iran, South Africa, and more.

Mapping Travel

The Origins and Conventions of Western Journey Maps

BRILL Drawing on a thousand years of European travel writing and mapmaking, Dym suggests that after centuries of text-based itineraries and on-the spot directions guiding travelers and constituting their reports, maps in the fifteenth century emerged as tools for Europeans to support and report the results of land and sea travel. With each succeeding generation, these linear journey maps have become increasingly common and complex, responding to changes in

forms of transportation, such as air and motor car 'flight' and print technology, especially the advent of multi-color printing. This is their story.

Archives for the 21st Century

Stationery Office Publicly funded archive services have a vital role within the communities they serve to contribute to local democracy, strong and cohesive communities, social policy, education, research, history and culture. This document sets out the strategic vision for the sustainable development of a vigorous, publicly funded archive sector across England and Wales. It replaces the "Government policy on archives" that was issued by the Lord Chancellor in 1999 (Cm. 4516, ISBN 9780101451628) and focuses on actions for publicly funded archives while acknowledging that private archives remain vital to the archival health of the nation. Section 1 outlines how the landscape in which archive services operate has changed: large organisations now keep most, if not all, of their information in electronic form. Section 2 provides a vision of the true potential of publicly funded archives. Section 3 outlines the challenges facing archive services in the delivery of their core task of preserving authentic information and helping people to access and understand the past. Section 4 sets out five key recommendations: develop bigger and better services in partnership; strengthened leadership and a responsive, skilled workforce; co-ordinated response to the growing challenge of managing digital information; comprehensive online access for archive discovery through catalogues and to digitised archive content by citizens at a time and place that suits them; active participation in cultural and learning partnerships promoting a sense of identity and place within the community. Section 5 highlights the need for concerted action by all parties connected with the archive sector to ensure a sustainable future.

Transforming Early Childhood in England: Towards a Democratic Education

UCL Press Early childhood education and care has been a political priority in England since 1997, when government finally turned its attention to this long-neglected area. Public funding has increased, policy initiatives have proliferated and at each general election political parties aim to outbid each other in their offer to families. Transforming Early

Childhood in England: Towards a Democratic Education argues that, despite this attention, the system of early childhood services remains flawed and dysfunctional. National discourse is dominated by the cost and availability of childcare at the expense of holistic education, while a hotchpotch of fragmented provision staffed by a devalued workforce struggles with a culture of targets and measurement. With such deep-rooted problems, early childhood education and care in England is beyond minor improvements. In the context of austerity measures affecting many young families, transformative change is urgent.

Private Health Insurance

History, Politics and Performance

Cambridge University Press Can private health insurance fill gaps in publicly financed coverage? Does it enhance access to health care or improve efficiency in health service delivery? Will it provide fiscal relief for governments struggling to raise public revenue for health? This book examines the successes, failures and challenges of private health insurance globally through country case studies written by leading national experts. Each case study considers the role of history and politics in shaping private health insurance and determining its impact on health system performance. Despite great diversity in the size and functioning of markets for private health insurance, the book identifies clear patterns across countries, drawing out valuable lessons for policymakers while showing how history and politics have proved a persistent barrier to effective public policy. This title is also available as Open Access on Cambridge Core.

Empowering the New Mobility Workforce

Educating, Training, and Inspiring Future Transportation

Professionals

Elsevier Empowering the New Mobility Workforce: Educating, Training, and Inspiring Future Transportation Professionals enlists a multidisciplinary roster of subject matter specialists who identify the priorities and strategies for cultivating a skilled workforce for the rapidly changing transportation landscape. Transportation employers will need to hire 4.6 million workers—1.2 times the current transportation workforce—in the next decade. The book explores how leaders in education, industry and government can work together to create an ecosystem that facilitates learning and upskilling for emerging and incumbent transportation workers. Readers will learn how to conduct labor market analyses and develop competency models to adapt their workforce. This book will empower readers to establish ongoing communities of practice that cultivate sustainable career pathways that respond to ever-evolving socioeconomic trends and transformational technologies. Provides a comprehensive assessment of the new technologies and consumer attitudes driving change in personal vehicle, mass transit, active transportation, and goods movement, both domestically and internationally Identifies the career pathways, experiential learning models, and types of curriculum needed to prepare emerging professionals to develop and operate transportation systems of the future Emphasizes, through case studies, innovative practices emerging in public- and private-sector transportation organizations Draws on key work conducted in the United States and around the world, acknowledging the increasing interconnectedness of transportation systems between countries, economies and social networks that transcend national boundaries

Seamless Learning in the Age of Mobile Connectivity

Springer The book departs from the approach of related titles by focusing on describing and reflecting upon the notion of seamless learning with regard to salient characteristics of learner mobility and bridging of learning experiences across learning spaces. It is the first such work that is solely dedicated to research on and the practice of seamless learning, uniquely combining interpretations, visions, and past research on and practices in seamless learning from diversified perspectives. The book also strikes a good balance between theoretical and practical perspectives, going beyond a collection of reports on specific research projects. Instead of thick descriptions of research processes and findings, readers will find significant insights and food for thought intended to inspire further advances in the research

on and practice of seamless learning.

Code Complete, 2nd Edition

Widely considered one of the best practical guides to programming, Steve McConnell's original CODE COMPLETE has been helping developers write better software for more than a decade. Now this classic book has been fully updated and revised with leading-edge practices-and hundreds of new code samples-illustrating the art and science of software construction. Capturing the body of knowledge available from research, academia, and everyday commercial practice, McConnell synthesizes the most effective techniques and must-know principles into clear, pragmatic guidance. No matter what your experience level, development environment, or project size, this book will inform and stimulate your thinking-and help you build the highest quality code.

Made with Creative Commons

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Hypermedia: Openness, Structural Awareness, and Adaptivity

International Workshops OHS-7, SC-3, and AH-3, Aarhus,

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The Roots of Fake News

Objecting to Objective Journalism

Routledge The Roots of Fake News argues that ‘fake news’ is not a problem caused by the power of the internet, or by the failure of good journalism to assert itself. Rather, it is within the news’s ideological foundations - professionalism, neutrality, and most especially objectivity - that the true roots of the current ‘crisis’ are to be found. Placing the concept of media objectivity in a fuller historical context, this book examines how current perceptions of a crisis in journalism actually fit within a long history of the ways news media have avoided, obscured, or simply ignored the difficulties involved in promising objectivity, let alone ‘truth’. The book examines journalism’s relationships with other spheres of human endeavour (science, law, philosophy) concerned with the pursuit of objective truth, to argue that the rising tide of ‘fake news’ is not an attack on the traditional ideologies which have supported journalism. Rather, it is an inevitable result of their inherent flaws and vulnerabilities. This is a valuable resource for students and scholars of journalism and history alike who are interested in understanding the historical roots, and philosophical context of a fiercely contemporary issue.

Station X

The Codebreakers of Bletchley Park

Pan Macmillan In 1939, several hundred people - students, professors, international chess players, officers, actresses and debutantes - reported to a Victorian mansion in Buckinghamshire: Bletchley Park, known as 'Station X', where enemy codes were deciphered. This title details their remarkable achievements.