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Hypnotic Writing  
Managing Projects with GNU Make  
Kitty Sweet Tooth  
Out Of Control  
Guide to Research Techniques in Neuroscience  
In Defense of Housing  
Start with Why  
Introduction to Business  
No Logo  
Feed  
The Financial Crisis Inquiry Report  
Exterminator 17  
Essentials of Business Communication  
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Carolina Built  
The Wine Bible  
C++ Primer  
The Uninhabitable Earth  
Getting Started with Arduino  
Introduction to Permanent Plug and Abandonment of Wells  
Good Strategy Bad Strategy  
The End of Normal  
Global Business Regulation

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## MAHONEY STERLING

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### Hypnotic Writing Earthscan

How to clearly, creatively work in the open. Agile comms is a set of techniques to help teams communicate clearly and creatively about work in progress. It helps you communicate faster and more flexibly, adjusting what you say to changing circumstances. It helps you use a human tone of voice, and a little creative flair, to get your point across to busy people. This book explains what agile comms means, and how to start using it.

### Managing Projects with GNU Make "O'Reilly Media, Inc."

In this adorable and silly graphic novel written for young readers, Kitty Sweet Tooth runs a movie theater that serves up magical (and unpredictable) desserts. Featuring delicious text from author Abby Denson, and bright, colorful illustrations by Utomaru. There's just one thing Kitty Sweet Tooth loves more than going to movies, and that's eating delicious desserts. Now that Pop-Pop's movie theater has fallen on hard times, Kitty decides that only dessert can keep it from closing its doors. With a coat of paint, a tasty new menu, and a lot of hard work, Kitty and her friends transform this ramshackle theater into the Taste-O-Rama, a combination movie house restaurant. At the Taste-O-Rama, special film screenings are paired with custom-made dishes. But when you have a mad scientist and a witch working in the kitchen, recipes can go awry! On opening night, the theater is flooded with magical jelly that grows out of control. How can Kitty Sweet Tooth and her friends save the day?

*Kitty Sweet Tooth* Candlewick Press  
Identity crises, consumerism, and star-crossed teenage love in a futuristic society where people connect to the Internet via feeds implanted in their brains. Winner of the LA Times Book Prize. For Titus and his friends, it started out like any ordinary trip to the moon - a chance to party during spring break and play around with some stupid low-grav at the Ricochet Lounge. But that was before the crazy hacker caused all their feeds to malfunction, sending them to the hospital to lie around with nothing inside their heads for days. And it was before Titus met Violet, a beautiful, brainy teenage girl who knows something about what it's like to live without the feed-and about resisting its omnipresent ability to categorize human thoughts and desires. Following in the footsteps of George Orwell, Anthony Burgess, and Kurt Vonnegut, Jr., M. T. Anderson has created a brave new world - and a hilarious new lingo - sure to appeal to anyone who appreciates smart satire, futuristic fiction laced with humor, or any story featuring skin lesions as a fashion statement.

### Out Of Control John Wiley & Sons

He created the androids. He is their father, he is their god, but also their executioner. He will be given a second chance, to repair all the damage he has done. Man and machine collide in this sci-fi epic that questions the very nature of the human soul. In this science fiction adventure, warrior robots known as 'Exterminators' are strewn across the galaxy in a host of deadly environments, fighting for their human masters. But when the creator of these mechanical killers finds his soul trapped in Exterminator 17, the balance of power begins to shift... Artist Enki Bilal teams with world-renowned Jean-Pierre Dionnet

in creating a sci-fi masterpiece. Guide to Research Techniques in Neuroscience Cosimo, Inc. How has the regulation of business shifted from national to global institutions? What are the mechanisms of globalization? Who are the key actors? What of democratic sovereignty? In which cases has globalization been successfully resisted? These questions are confronted across an amazing sweep of the critical areas of business regulation--from contract, intellectual property and corporations law, to trade, telecommunications, labor standards, drugs, food, transport and environment. This book examines the role played by global institutions such as the World Trade Organization, World Health Organization, the OECD, IMF, Moodys and the World Bank, as well as various NGOs and significant individuals. Incorporating both history and analysis, Global Business Regulation will become the standard reference for readers in business, law, politics, and international relations.

**In Defense of Housing** HarperCollins UK

In an era when human lives are increasingly measured and weighed in relation to the medical and scientific, notions of what is "normal" have changed drastically. While it is no longer useful to think of a person's particular race, gender, sexual orientation, or choice as "normal," the concept continues to haunt us in other ways. In The End of Normal, Lennard J. Davis explores changing perceptions of body and mind in social, cultural, and political life as the twenty-first century unfolds. The book's provocative essays mine the worlds of advertising, film, literature, and the visual arts as they consider issues of disability, depression,

physician-assisted suicide, medical diagnosis, transgender, and other identities. Using contemporary discussions of biopower and biopolitics, Davis focuses on social and cultural production—particularly on issues around the different body and mind. The End of Normal seeks an analysis that works comfortably in the intersection between science, medicine, technology, and culture, and will appeal to those interested in cultural studies, bodily practices, disability, science and medical studies, feminist materialism, psychiatry, and psychology.

**Start with Why** CRC Press

Leading the way in current thinking on environmental logistics, Green Logistics provides a unique insight on the environmental impacts of logistics and the actions that companies and governments can take to deal with them. It is written by leading researchers in the field and provides a comprehensive view of the subject for students, managers and policy-makers. Fully updated, the 3rd edition of Green Logistics has a more global perspective than previous editions. It introduces new contributors and international case studies that illustrate the impact of green logistics in practice. There is a new chapter on the links between green logistics and corporate social responsibility and a series of postscripts examining the effects of new developments, such as 3D printing, distribution by drone, the physical internet and the concept of peak freight. Other key topics examined include: carbon auditing of supply chains; transferring freight to greener transport modes; reducing the environmental impact of warehousing; improving the energy efficiency of freight transport; making city logistics more environmentally sustainable;

reverse logistics for the management of waste; role of government in promoting sustainable logistics. The 3rd edition of *Green Logistics* includes indispensable online supporting materials, including graphics, tables, chapter summaries, and guidelines for lecturers.

*Introduction to Business* SAGE

Experiment with mysterious powders and slimy goo to form squishy biopolymers with cute faces! Create 6 custom gooey creatures in an aquatic terrarium. Pour neon gel that forms biopolymer blobs from the chemical reaction between sodium alginate and calcium chloride. 10 activities explore life cycles, adaptation, and traits that real animals use in the wild. Display your new friends in their very own specimen test tube habitat with custom stickers.

*No Logo Currency*

In every major city in the world there is a housing crisis. How did this happen and what can we do about it? Everyone needs and deserves housing. But today our homes are being transformed into commodities, making the inequalities of the city ever more acute. Profit has become more important than social need. The poor are forced to pay more for worse housing. Communities are faced with the violence of displacement and gentrification. And the benefits of decent housing are only available for those who can afford it. *In Defense of Housing* is the definitive statement on this crisis from leading urban planner Peter Marcuse and sociologist David Madden. They look at the causes and consequences of the housing problem and detail the need for progressive alternatives. The housing crisis cannot be solved by minor policy shifts, they argue. Rather, the housing crisis has deep political and economic roots—and therefore requires a radical response.

*Feed* Cambridge University Press

Following the first volume of *Remembering the Kanji*, the present work provides students with helpful tools for learning the pronunciation of the kanji. Behind the notorious inconsistencies in the way the Japanese language has come to pronounce the characters it received from China lie several coherent patterns. Identifying these patterns and arranging them in logical order can reduce dramatically the amount of time spent in the brute memorization of sounds unrelated to written forms. Many of the “primitive elements,” or building blocks, used in the drawing of the characters also serve to indicate the “Chinese reading” that particular kanji use, chiefly in compound terms. By learning one of the kanji that uses such a “signal primitive,” one can learn the entire group at the same time. In this way, *Remembering the Kanji 2* lays out the varieties of phonetic pattern and offers helpful hints for learning readings, that might otherwise appear completely random, in an efficient and rational way. Individual frames cross-reference the kanji to alternate readings and to the frame in volume 1 in which the meaning and writing of the kanji was first introduced. A parallel system of pronouncing the kanji, their “Japanese readings,” uses native Japanese words assigned to particular Chinese characters. Although these are more easily learned because of the association of the meaning to a single word, the author creates a kind of phonetic alphabet of single syllable words, each connected to a simple Japanese word, and shows how they can be combined to help memorize particularly troublesome vocabulary. The 4th edition has been updated to include the 196 new kanji approved by the government in 2010 as

“general-use” kanji.

The Financial Crisis Inquiry Report  
Macmillan

The utility simply known as make is one of the most enduring features of both Unix and other operating systems. First invented in the 1970s, make still turns up to this day as the central engine in most programming projects; it even builds the Linux kernel. In the third edition of the classic *Managing Projects with GNU make*, readers will learn why this utility continues to hold its top position in project build software, despite many younger competitors. The premise behind make is simple: after you change source files and want to rebuild your program or other output files, make checks timestamps to see what has changed and rebuilds just what you need, without wasting time rebuilding other files. But on top of this simple principle, make layers a rich collection of options that lets you manipulate multiple directories, build different versions of programs for different platforms, and customize your builds in other ways. This edition focuses on the GNU version of make, which has deservedly become the industry standard. GNU make contains powerful extensions that are explored in this book. It is also popular because it is free software and provides a version for almost every platform, including a version for Microsoft Windows as part of the free Cygwin project. *Managing Projects with GNU make, 3rd Edition* provides guidelines on meeting the needs of large, modern projects. Also added are a number of interesting advanced topics such as portability, parallelism, and use with Java. Robert Mecklenburg, author of the third edition, has used make for decades with a variety of platforms and languages. In this book he zealously lays forth how to

get your builds to be as efficient as possible, reduce maintenance, avoid errors, and thoroughly understand what make is doing. Chapters on C++ and Java provide makefile entries optimized for projects in those languages. The author even includes a discussion of the makefile used to build the book.

Exterminator 17 Kogan Page Publishers  
*Good Strategy/Bad Strategy* clarifies the muddled thinking underlying too many strategies and provides a clear way to create and implement a powerful action-oriented strategy for the real world. Developing and implementing a strategy is the central task of a leader. A good strategy is a specific and coherent response to—and approach for—overcoming the obstacles to progress. A good strategy works by harnessing and applying power where it will have the greatest effect. Yet, Rumelt shows that there has been a growing and unfortunate tendency to equate Mom-and-apple-pie values, fluffy packages of buzzwords, motivational slogans, and financial goals with “strategy.” In *Good Strategy/Bad Strategy*, he debunks these elements of “bad strategy” and awakens an understanding of the power of a “good strategy.” He introduces nine sources of power—ranging from using leverage to effectively focusing on growth—that are eye-opening yet pragmatic tools that can easily be put to work on Monday morning, and uses fascinating examples from business, nonprofit, and military affairs to bring its original and pragmatic ideas to life. The detailed examples range from Apple to General Motors, from the two Iraq wars to Afghanistan, from a small local market to Wal-Mart, from Nvidia to Silicon Graphics, from the Getty Trust to the Los Angeles Unified School District, from Cisco Systems to

Paccar, and from Global Crossing to the 2007–08 financial crisis. Reflecting an astonishing grasp and integration of economics, finance, technology, history, and the brilliance and foibles of the human character, *Good Strategy/Bad Strategy* stems from Rumelt’s decades of digging beyond the superficial to address hard questions with honesty and integrity.

### **Essentials of Business**

**Communication** Independently Published

Radio Production is for professionals and students interested in understanding the radio industry in today’s ever-changing world. This book features up-to-date coverage of the purpose and use of radio with detailed coverage of current production techniques in the studio and on location. In addition there is exploration of technological advances, including handheld digital recording devices, the use of digital, analogue and virtual mixing desks and current methods of music storage and playback. Within a global context, the sixth edition also explores American radio by providing an overview of the rules, regulations, and purpose of the Federal Communications Commission. The sixth edition includes: Updated material on new digital recording methods, and the development of outside broadcast techniques, including Smartphone use. The use of social media as news sources, and an expansion of the station’s presence. Global government regulation and journalistic codes of practice. Comprehensive advice on interviewing, phone-ins, news, radio drama, music, and scheduling. This edition is further enhanced by a companion website, featuring examples, exercises, and resources:  
[www.focalpress.com/cw/mcleish](http://www.focalpress.com/cw/mcleish).

### *Digital Transformation of Learning Organizations* Basic Books

The inspirational bestseller that ignited a movement and asked us to find our WHY Discover the book that is captivating millions on TikTok and that served as the basis for one of the most popular TED Talks of all time—with more than 56 million views and counting. Over a decade ago, Simon Sinek started a movement that inspired millions to demand purpose at work, to ask what was the WHY of their organization. Since then, millions have been touched by the power of his ideas, and these ideas remain as relevant and timely as ever. *START WITH WHY* asks (and answers) the questions: why are some people and organizations more innovative, more influential, and more profitable than others? Why do some command greater loyalty from customers and employees alike? Even among the successful, why are so few able to repeat their success over and over? People like Martin Luther King Jr., Steve Jobs, and the Wright Brothers had little in common, but they all started with WHY. They realized that people won't truly buy into a product, service, movement, or idea until they understand the WHY behind it. *START WITH WHY* shows that the leaders who have had the greatest influence in the world all think, act and communicate the same way—and it's the opposite of what everyone else does. Sinek calls this powerful idea The Golden Circle, and it provides a framework upon which organizations can be built, movements can be led, and people can be inspired. And it all starts with WHY.

### Bio Chem Creatures Titan Comics

A volume of short stories by the bestselling author of *The Broken Empire* series, Mark Lawrence.

### The Agile Comms Handbook Crown



No one can describe a wine like Karen MacNeil. Comprehensive, entertaining, authoritative, and endlessly interesting, *The Wine Bible* is a lively course from an expert teacher, grounding the reader deeply in the fundamentals—vine-yards and varietals, climate and terroir, the nine attributes of a wine's greatness—while layering on tips, informative asides, anecdotes, definitions, photographs, maps, labels, and recommended bottles. Discover how to taste with focus and build a wine-tasting memory. The reason behind Champagne's bubbles. Italy, the place the ancient Greeks called the land of wine. An oak barrel's effect on flavor. Sherry, the world's most misunderstood and underappreciated wine. How to match wine with food—and mood. Plus everything else you need to know to buy, store, serve, and enjoy the world's most captivating beverage.

#### Road Brothers Penguin

Modern C++ at your fingertips! About This Book This book gets you started with the exciting world of C++ programming It will enable you to write C++ code that uses the standard library, has a level of object orientation, and uses memory in a safe and effective way It forms the basis of programming and covers concepts such as data structures and the core programming language Who This Book Is For A computer, an internet connection, and the desire to learn how to code in C++ is all you need to get started with this book. What You Will Learn Get familiar with the structure of C++ projects Identify the main structures in the language: functions and classes Feel confident about being able to identify the execution flow through the code Be aware of the facilities of the standard library Gain insights into the basic concepts of object orientation

Know how to debug your programs Get acquainted with the standard C++ library In Detail C++ has come a long way and is now adopted in several contexts. Its key strengths are its software infrastructure and resource-constrained applications, including desktop applications, servers, and performance-critical applications, not to forget its importance in game programming. Despite its strengths in these areas, beginners usually tend to shy away from learning the language because of its steep learning curve. The main mission of this book is to make you familiar and comfortable with C++. You will finish the book not only being able to write your own code, but more importantly, you will be able to read other projects. It is only by being able to read others' code that you will progress from a beginner to an advanced programmer. This book is the first step in that progression. The first task is to familiarize you with the structure of C++ projects so you will know how to start reading a project. Next, you will be able to identify the main structures in the language, functions, and classes, and feel confident being able to identify the execution flow through the code. You will then become aware of the facilities of the standard library and be able to determine whether you need to write a routine yourself, or use an existing routine in the standard library. Throughout the book, there is a big emphasis on memory and pointers. You will understand memory usage, allocation, and access, and be able to write code that does not leak memory. Finally, you will learn about C++ classes and get an introduction to object orientation and polymorphism. Style and approach This straightforward tutorial will help you build strong skills in C++

programming, be it for enterprise software or for low-latency applications such as games or embedded programming. Filled with examples, this book will take you gradually up the steep learning curve of C++.

The Magicians South Western Educational Publishing

This text-workbook is a streamlined, no-nonsense approach to business communication. It takes a three-in-one approach: (1) text, (2) practical workbook, and (3) self-teaching grammar/mechanics handbook. The chapters reinforce basic writing skills, then apply these skills to a variety of memos, letters, reports, and resumes.

This new edition features increased coverage of contemporary business communication issues including oral communication, electronic forms of communication, diversity and ethics. The Fever Series 7-Book Bundle Penguin Black & white print. Concepts of Biology is designed for the typical introductory biology course for nonmajors, covering standard scope and sequence requirements. The text includes interesting applications and conveys the major themes of biology, with content that is meaningful and easy to understand. The book is designed to demonstrate biology concepts and to promote scientific literacy.

**Concepts of Biology** Easily Distracted

Media

This open access book offers a timely guide to challenges and current practices to permanently plug and abandon hydrocarbon wells. With a focus on offshore North Sea, it analyzes the process of plug and abandonment of hydrocarbon wells through the establishment of permanent well barriers. It provides the reader with extensive knowledge on the type of barriers, their functioning and verification. It then discusses plug and abandonment methodologies, analyzing different types of permanent plugging materials. Last, it describes some tests for verifying the integrity and functionality of installed permanent barriers. The book offers a comprehensive reference guide to well plugging and abandonment (P&A) and well integrity testing. The book also presents new technologies that have been proposed to be used in plugging and abandoning of wells, which might be game-changing technologies, but they are still in laboratory or testing level. Given its scope, it addresses students and researchers in both academia and industry. It also provides information for engineers who work in petroleum industry and should be familiarized with P&A of hydrocarbon wells to reduce the time of P&A by considering it during well planning and construction.

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