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The most trustworthy source of information available today on savings and investments, taxes, money management, home ownership and many other personal finance topics.

As U.S. and Canadian automakers and dealers face bankruptcy and Toyota battles unprecedented quality-control problems, Lemon-Aid guides steer the confused and anxious buyer through the economic meltdown unlike any other car-and-truck books on the market. Phil Edmonston, Canada's automotive "Dr. Phil" for more than 40 years, pulls no punches. In this all-new guide he says: Chrysler's days are numbered with the dubious help of Fiat. Electric cars and ethanol power are PR gimmicks. Diesel and natural gas are the future. Be wary of "zombie" vehicles: Jaguar, Land Rover, Saab, and Volvo. Mercedes-Benz - rich cars, poor quality. There's only one Saturn you should buy. Toyota - enough apologies: "when you mess up, 'fess up." The truck's role in American society changed dramatically from the 1960s through the 1980s, with the rise of off-roaders, the van craze of the 1970s and

minivan revolution of the 1980s, the popularization of the SUV as family car and the diversification of the pickup truck into multiple forms and sizes. This comprehensive reference book follows the form of the author's popular volumes on American cars. For each year, it provides an industry overview and, for each manufacturer, an update on new models and other news, followed by a wealth of data: available powertrains, popular options, paint colors and more. Finally, each truck is detailed fully with specifications and measurements, prices, production figures, standard equipment and more.

Management fads come and go in the blink of an eye, but branding is here to stay. Closely watched by the stock market and obsessed over by the biggest companies, brand identity is the one indisputable source of sustainable competitive advantage, the vital key to customer loyalty. David Aaker is widely recognised as the leading expert in this burgeoning field. Now he prepares managers for the next wave of the brand revolution. With coauthor Erich Joachimsthaler, Aaker takes brand management to the next level - strategic brand leadership. Required reading for every marketing manager is

the authors' conceptualisation of 'brand architecture' - how multiple brands relate to each other - and their insights on the hot new area of Internet branding. Full of impeccable, intelligent guidance, BRAND LEADERSHIP is the visionary key to business success in the future.

The Advocate is a lesbian, gay, bisexual, transgender (LGBT) monthly news-magazine. Established in 1967, it is the oldest continuing LGBT publication in the United States.

The definitive resource for corporations in myriad industries-now completely revised and updated.

Popular Mechanics inspires, instructs and influences readers to help them master the modern world. Whether it's practical DIY home-improvement tips, gadgets and digital technology, information on the newest cars or the latest breakthroughs in science -- PM is the ultimate guide to our high-tech lifestyle.

Travel with Renee' and Pete as they explore the United States in their forty-foot motor coach. Renee' writes e-mails to her family and friends, reporting all the wonders they have seen with full-color pictures depicting some of their favorite sites. Contending with weather and road hazards is part of their travels, and wrong turns only added to their fun and adventures. Their travels are not limited to their motor coach and included a cruise to Alaska on the Norwegian Star and to the Eastern Caribbean aboard the largest cruise ship in the world, the Allure of the Sea. From the majestic mountains of Zion National Park and the exhilarating Skywalk of Grand Canyon West to the beauty of fiery sunsets over both oceans, this is the life everyone dreams of.

In the early morning hours of January 14, 2000, Janell Haworth Desmond slept

soundly. On several occasions in the past, she had been awakened from sleep with an urgency to pray for her children. This didn't happen that Friday morning. Instead, she was awakened at 6 a.m. by a phone call that would change her life forever. My Heart Will Always Cry is the true account of Janell's life as she weaves together a fascinating journey from her exciting entrance into the world, to comical and mischievous childhood incidents and her experience as an unwed mother. She shares the joys and drama of raising children, coping with life changes, and the importance of faith. Janell walks through the darkest season of her life in an emotionally raw, heartfelt, and honest description of losing a child and dealing with grief, guilt, and heartache. Through her journey, her faith in God is evident as she shares the hope of heaven, the assurance of salvation, and the grace and peace that can only come from a relationship with Jesus Christ. This is a poignant, gripping and inspirational story of the consequences of life choices, overcoming great tragedy, and finding comfort and hope in the midst of pain and sorrow.

An invaluable resource for shoppers in the fastest growing segment of the new-vehicle market, this reference provides information on the best buys, up-to-date prices, hands-on reviews, and shopping tips, and features profiles on more than 60 new sport-utility vehicles.

Phil Edmonston, Canada's automotive "Dr. Phil," pulls no punches. He says there's never been a better time to buy a new car or truck, thanks to a stronger Canadian dollar and an auto industry offering reduced prices, more cash rebates, low financing rates, bargain leases, and free auto maintenance programs. In this all-new guide he says: Au-

dis are beautiful to behold but hell to own (biodegradable transmissions, "rodent snack" wiring, and mind-boggling depreciation) Many 2011-12 automobiles have "chin-to-chest head restraints, blinding dash reflections, and dash gauges that can't be seen in sunlight, not to mention painful wind-tunnel roar if the rear windows are opened while underway) Ethanol and hybrid fuel-saving claims have more in common with Harry Potter than the Society of Automotive Engineers GM's 2012 Volt electric car is a mixture of hype and hypocrisy from the car company that "killed" its own electric car more than a decade ago You can save \$2,000 by cutting freight fees and "administrative" charges Diesel annual urea fill-up scams can cost you \$300, including an \$80 "handling" charge for \$25 worth of urea Lemon-Aid's 2011-12 Endangered Species List: the Chinese Volvo, the Indian Jaguar and Land Rover, the Mercedes-Benz Smart Car, Mitsubishi, and Suzuki

In this long-awaited book from the world's premier brand expert and author of the seminal work *Building Strong Brands*, David Aaker shows managers how to construct a brand portfolio strategy that will support a company's business strategy and create relevance, differentiation, energy, leverage, and clarity. Building on case studies of world-class brands such as Dell, Disney, Microsoft, Sony, Dove, Intel, CitiGroup, and PowerBar, Aaker demonstrates how powerful, cohesive brand strategies have enabled managers to revitalize brands, support business growth, and create discipline in confused, bloated portfolios of master brands, subbrands, endorser brands, cobrands, and brand extensions. Renowned brand guru Aaker demonstrates that assuring that each brand in the portfolio has a clear role and actively

reinforces and supports the other portfolio brands will profoundly affect the firm's profitability. Brand Portfolio Strategy is required reading not only for brand managers but for all managers with bottom-line responsibility to their shareholders.

With 400 information-packed pages and over 1000 full color photographs, *2000 ROAD REPORT(C)* is the best to buying a new car. Included are details on every model not easily found anywhere else: -- historical overview of the model's development -- safety features -- depreciation rate -- operating costs per mile -- insurance premium data -- sales performance -- market share -- overall evaluation typical customer profile -- destination charge -- minimum and maximum pricing for better bargaining -- behind-the-scene anecdotes The listings on the hundreds of models contain comprehensive information on Model Range, Technical Features, Pros and Cons, and a Conclusion, all of which include comments on: style, performance, value, handling, interior and exterior design, traction control, visibility, engine size, rigidity, brakes, storage, fuel consumption, soundproofing, cabin space, steering, cockpit, transmission, access, engine, maneuverability, instruments, ride comfort and ergonomics. The full page, easy-to-read spread on each model also includes: -- ratings of the model concept, driving, original equipment, comfort and budget, plus an overall rating -- new features for year 2000 models -- engine, transmission and performance specs -- price and equipment details -- warranties offered As well, the *At a Glance...box* offers the model history, model comparisons, demographic data, insurance and sales numbers, specs and warranty maintenance requirements. *2000 ROAD REPORT (C)* includes every major car mak-

er, plus some of the specialized manufacturers, Lamborghini, Ferrari and AM General, maker of the Hummer. Also included is information about what's new in automobile technology, as well as full-color spreads on the world's major auto shows in Tokyo, Geneva, New York and Detroit. With a glossary and over 1000 full-color photos, 2000 ROAD-REPORT(C) is absolutely packed with information.

The only complete new-car buying guide, this new edition covers more than 190 passenger cars, minivans, pickup trucks, and sport utility vehicles for 2001. Includes profiles and photos of new models, the latest suggested retail and dealer-invoice prices for all models and options, mileage ratings, warranty information, and more. Signet Special Oversize.

This 2002 edition of the only complete new-car buying guide includes profiles and photos of new models, retail and dealer invoice prices, mileage ratings, warranties, and safety features. Also includes consumer tips on shopping, leasing, lemon laws, insurance, and much more.

This compendium of everything that's new in cars and trucks is packed with feedback from Canadian drivers, insider tips, internal service bulletins, and confidential memos to help the consumer select what's safe, reliable, and fuel-frugal.

This book introduces students to CRM (customer relationship management), a strategic methodology that's being embraced in increasing numbers by organizations looking to gain a competitive advantage. With in-depth coverage of business and consumer markets in various vertical markets, the impact of new technology and more, it helps readers understand how an enhanced customer relationship environment can differentiate an organization in a highly competitive mar-

ketplace. Featuring the latest developments in the discipline, a cohesive approach, and pedagogical materials (including chapter exercises that connect theory with action), it is the one-stop-source for a comprehensive CRM course. Entries for each vehicle include such information as a history of changes to a model, where the vehicle was made, shipping weight, factory price, and seating accommodations

This book balances the behavioral and database aspects of customer relationship management, providing students with a comprehensive introduction to an often overlooked, but important aspect of marketing strategy. Baran and Galka deliver a book that helps students understand how an enhanced customer relationship strategy can differentiate an organization in a highly competitive marketplace. This edition has several new features: Updates that take into account the latest research and changes in organizational dynamics, business-to-business relationships, social media, database management, and technology advances that impact CRM. New material on big data and the use of mobile technology. An overhaul of the social networking chapter, reflecting the true state of this dynamic aspect of customer relationship management today. A broader discussion of the relationship between CRM and the marketing function, as well as its implications for the organization as a whole. Cutting edge examples and images to keep readers engaged and interested. A complete typology of marketing strategies to be used in the CRM strategy cycle: acquisition, retention, and win-back of customers. With chapter summaries, key terms, questions, exercises, and cases, this book will truly appeal to upper-level students of customer rela-

tionship management. Online resources, including PowerPoint slides, an instructor's manual, and test bank, provide instructors with everything they need for a comprehensive course in customer relationship management.

Vehicle shoppers can benefit from the what they've come to expect from the Edmunds name: true market values for trade-ins, private party and dealership-highlighted yearly model changes, and in-depth advice.

In the 87 issues of Snow Country published between 1988 and 1999, the reader can find the defining coverage of mountain resorts, ski technique and equipment, racing, cross-country touring, and the growing sport of snowboarding during a period of radical change. The award-winning magazine of mountain sports and living tracks the environmental impact of ski area development, and people moving to the mountains to work and live.