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PQXAHR - MCMAHON BRENNAN

An inspiring look at the hidden stars in every field who perform essential work without recognition In a culture where so many strive for praise and glory, what kind of person finds the greatest reward in anonymous work? Expanding from his acclaimed Atlantic article, "What Do Fact-Checkers and Anesthesiologists Have in Common?" David Zweig explores what we can all learn from a modest group he calls "Invisibles." Their careers require expertise, skill, and dedication, yet they receive little or no public credit. And that's just fine with them. Zweig met with a wide range of Invisibles to discover first hand what motivates them and how they define success and satisfaction. His fascinating subjects include: * a virtuoso cinematographer for major films. * the lead engineer on some of the world's tallest skyscrapers. * a high-end perfume maker. * an elite interpreter at the United Nations. Despite the diversity of their careers, Zweig found that all Invisibles embody the same core traits. And he shows why the rest of us might be more fulfilled if we followed their example.

A respected resource for decades, the Guide for the Care and Use of Laboratory Animals has been updated by a committee of experts, taking into consideration input from the scientific and laboratory animal communities and the public at large. The Guide incorporates new scientific information on common laboratory animals, including aquatic species, and includes extensive references. It is organized around major components of animal use: Key concepts of animal care and use. The Guide sets the framework for the humane care and use of laboratory animals. Animal care and use program. The Guide discusses the concept of a broad Program of Animal Care and Use, including roles and responsibilities of the Institutional Official, Attending Veterinarian and the Institutional Animal Care and Use Committee. Animal environment, husbandry, and management. A chapter on this topic is now divided into sections on terrestrial and aquatic animals and provides recommendations for housing and environment, husbandry, behavioral and population management, and more. Veterinary care. The Guide discusses veterinary care and the responsibilities of the Attending Veterinarian. It includes recommendations on animal procurement and transportation, preventive medicine (including animal biosecurity), and clinical care and management. The Guide addresses distress and pain recognition and relief, and issues surrounding euthanasia. Physical plant. The Guide identifies design issues, providing construction guidelines for functional areas; considerations such as drainage, vibration and noise control, and environmental monitoring; and specialized facilities for animal housing and research needs. The Guide for the Care and Use of Laboratory Animals provides a framework for the judgments required in the management of animal facilities. This updated and expanded resource of proven value will be important to scientists and researchers, veterinarians, animal care personnel, facilities managers, institutional administrators, policy makers involved in research issues, and animal welfare advocates.

Working Backwards is an insider's breakdown of Amazon's approach to culture, leadership, and best practices from two long-time Amazon executives—with lessons and techniques you can apply to your own company, and career, right now. In Working Backwards, two long-serving Amazon executives reveal the principles and practices that have driven the success of one of the most extraordinary companies the world has ever known. With twenty-seven years of Amazon experience between them—much of it during the period of unmatched innovation that created products and services including Kindle, Amazon Prime, Amazon Studios, and Amazon Web Services—Bryar and Carr offer unprecedented access to the Amazon way as it was developed and proven to be repeatable, scalable, and adaptable. With keen analysis and practical steps for applying it at your own company—no matter the size—the authors illuminate how Amazon's fourteen leadership principles inform decision-making at all levels of the company. With a focus on customer obsession, long-term thinking, eagerness to invent, and operational excellence, Amazon's ground-level practices ensure these characteristics are translated into action and flow through all aspects of the business. Working Backwards is both a practical guidebook and the story of how the company grew to become so successful. It is filled with the authors' in-the-room recollections of what "Being Amazonian" is like and how their time at the company affected their personal and professional lives. They demonstrate that success on Amazon's scale is not achieved by the genius of any single leader, but rather through commitment to and execution of a set of well-defined, rigorously-executed principles and practices—shared here for the very first time. Whatever your talent, career or organization might be, find out how you can put Working Backwards to work for you.

Michael Silk presents a radically new critical study of Aristophanes. Against the limited view of Aristophanes as Athenian theatrical satirist, Professor Silk identifies him as one of the world's great writers. Through an exploration of Aristophanes' comic poetry, informed by a wide range of theory from Kierkegaard to Adorno, a particular consideration of Aristophanes' own understanding of his medium, and challenging comparisons with modern literature, this book adds a new chapter to the long-standing debate about the nature and potentialities of comedy. Close analyses of Aristophanes' language and style, lyric poetry, presentation of character, organizational structures, and humorous modes, are conducted in this spirit. The enigma of 'serious comedy' and of Aristophanes' complex preoccupation with tragedy is at the centre of a new assessment of Aristophanic comedy as a whole. All Greek in the text is translated; the versions offered seek to convey the distinctive character of the original.

With 418 contributors representing over 120 medical centers from around the world, this book comprehensively covers the entire field of emergency medicine -- from prehospital care, disaster preparedness, and basic resuscitative techniques -- to all the major diseases and disorders encountered in the emergency department. Unquestionably the leading text in the field, this is a true must-have reference for everyone in emergency medicine from residents to practicing physicians. The Seventh Edition is highlighted by a new full-color presentation, a companion DVD with 17 additional chapters, a greater international focus, and innovative new features and content.

Science need not be dull and bogged down by jargon, as Richard Dawkins proves in this entertaining look at evolution. The themes he takes up are the concepts of altruistic and selfish behaviour; the genetical definition of selfish interest; the evolution of aggressive behaviour; kinship theory; sex ratio theory; reciprocal altruism; deceit; and the natural selection of sex differences. 'Should be read, can be read by almost anyone. It describes with great skill a new face of the theory of evolution.' W.D. Hamilton, Science

This book describes the living-room artifacts, clothing styles, and intellectual proclivities of American classes from top to bottom.

Technology and increasing levels of education have exposed people to more information than ever before. These societal gains, however, have also helped fuel a surge in narcissistic and misguided in-

tellectual egalitarianism that has crippled informed debates on any number of issues. Today, everyone knows everything: with only a quick trip through WebMD or Wikipedia, average citizens believe themselves to be on an equal intellectual footing with doctors and diplomats. All voices, even the most ridiculous, demand to be taken with equal seriousness, and any claim to the contrary is dismissed as undemocratic elitism. Tom Nichols' *The Death of Expertise* shows how this rejection of experts has occurred: the openness of the internet, the emergence of a customer satisfaction model in higher education, and the transformation of the news industry into a 24-hour entertainment machine, among other reasons. Paradoxically, the increasingly democratic dissemination of information, rather than producing an educated public, has instead created an army of ill-informed and angry citizens who denounce intellectual achievement. When ordinary citizens believe that no one knows more than anyone else, democratic institutions themselves are in danger of falling either to populism or to technocracy or, in the worst case, a combination of both. An update to the 2017 breakout hit, the paperback edition of *The Death of Expertise* provides a new foreword to cover the alarming exacerbation of these trends in the aftermath of Donald Trump's election. Judging from events on the ground since it first published, *The Death of Expertise* issues a warning about the stability and survival of modern democracy in the Information Age that is even more important today.

"Investigative Journalism means the unveiling of matters that are concealed either deliberately by someone in a position of power, or accidentally, behind a chaotic mass of facts and circumstances - and the analysis and exposure of all relevant facts to the public. In this way investigative journalism crucially contributes to freedom of expression and freedom of information, which are at the heart of UNESCO's mandate. The role media can play as a watchdog is indispensable for democracy and it is for this reason that UNESCO fully supports initiatives to strengthen investigative journalism throughout the world. I believe this publication makes a significant contribution to promoting investigative journalism and I hope it will be a valuable resource for journalists and media professionals, as well as for journalism trainers and educators." -- Jānis Kārklīns, Assistant Director-General for Communication and Information, UNESCO, Preface, page 1.

Go Green While Making Green You already know why your company should go green. This comprehensive guide tells you how to do it profitably. It details every step of the process—from getting employee buy-in and conducting a current sustainability audit to developing a plan of action and measuring progress. Nuts-and-bolts guidance helps you make continuous, cost-effective improvements and shift the prevailing business culture by infusing green practices into your organization's very DNA. Through illustrative examples from a wide variety of industries, this book shows how to: • Design sustainable products • Green your facilities • Find green vendors • Use renewable energy • Reduce harmful emissions • Recycle waste products, and more The emphasis is on practicality—stand-alone chapters you can read when you need them and tools you can use to implement change in any area of your organization. enough

Part of the highly regarded Diagnostic Pathology series, this updated volume is a visually stunning, easy-to-use reference covering all aspects of thoracic pathology. Outstanding images make this an invaluable diagnostic aid for every practicing pathologist, resident, or fellow. This second edition incorporates the most recent clinical, pathological, histological, and molecular knowledge in the field to provide a comprehensive overview of all key issues relevant to today's practice. Unsurpassed visual coverage, with carefully annotated gross pathology, histopathology, special stains, and correlative radiologic images that provide clinically and diagnostically important information. Designed to help you identify crucial elements of each diagnosis along with associated differential diagnoses and pitfalls to more quickly resolve problems during routine sign out of cases. Time-saving reference features include bulleted text, a variety of test data tables, key facts in each chapter, annotated images, and an extensive index. Thoroughly updated content throughout, reflecting new WHO classifications of adenocarcinoma of the lung and a proliferation of molecular markers. New coverage of targeted therapies in molecular testing that determine why, when, and where these precisely classified lung cancers are found and their biologic behavior.

The international hit returns with even more wit and insight into the hidden rules that make England English.

Teaching at Its Best This third edition of the best-selling handbook offers faculty at all levels an essential toolbox of hundreds of practical teaching techniques, formats, classroom activities, and exercises, all of which can be implemented immediately. This thoroughly revised edition includes the newest portrait of the Millennial student; current research from cognitive psychology; a focus on outcomes maps; the latest legal options on copyright issues; and how to best use new technology including wikis, blogs, podcasts, vodcasts, and clickers. Entirely new chapters include subjects such as matching teaching methods with learning outcomes, inquiry-guided learning, and using visuals to teach, and new sections address Felder and Silverman's Index of Learning Styles, SCALE-UP classrooms, multiple true-false test items, and much more. Praise for the Third Edition of Teaching at Its Best Everyone veterans as well as novices will profit from reading Teaching at Its Best, for it provides both theory and practical suggestions for handling all of the problems one encounters in teaching classes varying in size, ability, and motivation." Wilbert McKeachie, Department of Psychology, University of Michigan, and coauthor, McKeachie's Teaching Tips This new edition of Dr. Nilson's book, with its completely updated material and several new topics, is an even more powerful collection of ideas and tools than the last. What a great resource, especially for beginning teachers but also for us veterans!" L. Dee Fink, author, Creating Significant Learning Experiences This third edition of Teaching at Its Best is successful at weaving the latest research on teaching and learning into what was already a thorough exploration of each topic. New information on how we learn, how students develop, and innovations in instructional strategies complement the solid foundation established in the first two editions." Marilla D. Svinicki, Department of Psychology, The University of Texas, Austin, and coauthor, McKeachie's Teaching Tips

The Bulletin of the Atomic Scientists is the premier public resource on scientific and technological developments that impact global security. Founded by Manhattan Project Scientists, the Bulletin's iconic "Doomsday Clock" stimulates solutions for a safer world.

December 2, 2004, started out like any other day for Gary Tim Collins. As a University of Toledo alumna, Gary was looking forward to the Mid-American Conference championship game at Ford Field against the University of Miami with his friends. But he wouldn't see or remember the game. Just as he was about to sit down to enjoy the game, he was struck with seizures that landed him in Henry Ford's Intensive Care Unit in a coma for two weeks. It was the prayers of friends and loved ones that helped bring him back. This traumatic experience brought Gary closer to God, when he

had previously struggled with finding his purpose and really felt God had something else in mind for him. That something else turned out to be this book, *The Light That Illuminates the Flame*. In this book, Gary explores common themes of Christianity, like who God is, what he does in our lives, the importance of his Word, the life of Jesus Christ, and, in turn, the way we should live our lives as his faithful followers to draw near to him. It is a thank you to the Almighty God who gave all and saved a man from losing it all. Marty Pennington Lead Pastor Mainstreet Church Walbridge, Ohio. Gary Tim Collins taught for over twenty-four years in the Toledo public school system, working with handicapped and disadvantaged high school students. He lives in Ohio and is actively involved in his church. This is his first book. This is a book that would be good for any growing Christian to read. Gary takes much of his personal life experiences and puts them into layman's terms so that all can learn and grow. As you, like all of us, struggle with life's issues, this book will certainly help you work with your own struggles as well as prepare you to help others on their journey of life. Terry R. Smith Congregational Care Pastor, Mainstreet Church

Now beyond its eleventh printing and translated into twelve languages, Michael Porter's *The Competitive Advantage of Nations* has changed completely our conception of how prosperity is created and sustained in the modern global economy. Porter's groundbreaking study of international competitiveness has shaped national policy in countries around the world. It has also transformed thinking and action in states, cities, companies, and even entire regions such as Central America. Based on research in ten leading trading nations, *The Competitive Advantage of Nations* offers the first theory of competitiveness based on the causes of the productivity with which companies compete. Porter shows how traditional comparative advantages such as natural resources and pools of labor have been superseded as sources of prosperity, and how broad macroeconomic accounts of competitiveness are insufficient. The book introduces Porter's "diamond," a whole new way to understand the competitive position of a nation (or other locations) in global competition that is now an integral part of international business thinking. Porter's concept of "clusters," or groups of interconnected firms, suppliers, related industries, and institutions that arise in particular locations, has become a new way for companies and governments to think about economies, assess the competitive advantage of locations, and set public policy. Even before publication of the book, Porter's theory had guided national reassessments in New Zealand and elsewhere. His ideas and personal involvement have shaped strategy in countries as diverse as the Netherlands, Portugal, Taiwan, Costa Rica, and India, and regions such as Massachusetts, California, and the Basque country. Hundreds of cluster initiatives have flourished throughout the world. In an era of intensifying global competition, this pathbreaking book on the new wealth of nations has become the standard by which all future work must be measured.

Imagine, if you can, the world of business - without corporate strategy. Remarkably, fifty years ago that's the way it was. Businesses made plans, certainly, but without understanding the underlying dynamics of competition, costs, and customers. It was like trying to design a large-scale engineering project without knowing the laws of physics. But in the 1960s, four mavericks and their posses instigated a profound shift in thinking that turbocharged business as never before, with implications far beyond what even they imagined. In *The Lords of Strategy*, renowned business journalist and editor Walter Kiechel tells, for the first time, the story of the four men who invented corporate strategy as we know it and set in motion the modern, multibillion-dollar consulting industry: Bruce Henderson, founder of Boston Consulting Group Bill Bain, creator of Bain & Company Fred Gluck, longtime Managing Director of McKinsey & Company Michael Porter, Harvard Business School professor Providing a window into how to think about strategy today, Kiechel tells their story with novelistic flair. At times inspiring, at times nearly terrifying, this book is a revealing account of how these iconoclasts and the organizations they led revolutionized the way we think about business, changed the very soul of the corporation, and transformed the way we work.

Popular Science gives our readers the information and tools to improve their technology and their world. The core belief that Popular Science and our readers share: The future is going to be better, and science and technology are the driving forces that will help make it better.

For students, DIY hobbyists, and science buffs, who can no longer get real chemistry sets, this one-of-a-kind guide explains how to set up and use a home chemistry lab, with step-by-step instructions for conducting experiments in basic chemistry -- not just to make pretty colors and stinky smells, but to learn how to do real lab work: Purify alcohol by distillation Produce hydrogen and oxygen gas by electrolysis Smelt metallic copper from copper ore you make yourself Analyze the makeup of seawater, bone, and other common substances Synthesize oil of wintergreen from aspirin and rayon fiber from paper Perform forensic tests for fingerprints, blood, drugs, and poisons and much more From the 1930s through the 1970s, chemistry sets were among the most popular Christmas gifts, selling in the millions. But two decades ago, real chemistry sets began to disappear as manufacturers and retailers became concerned about liability. .em>The Illustrated Guide to Home Chemistry Experiments steps up to the plate with lessons on how to equip your home chemistry lab, master laboratory skills, and work safely in your lab. The bulk of this book consists of 17 hands-on chapters that include multiple laboratory sessions on the following topics: Separating Mixtures Solubility and Solutions Colligative Properties of Solutions Introduction to Chemical Reactions & Stoichiometry Reduction-Oxidation (Redox) Reactions Acid-Base Chemistry Chemical Kinetics Chemical Equilibrium and Le Chatelier's Principle Gas Chemistry Thermochemistry and Calorimetry Electrochemistry Photochemistry Colloids and Suspensions Qualitative Analysis Quantitative Analysis Synthesis of Useful Compounds Forensic Chemistry With plenty of full-color illustrations and photos, Illustrated Guide to Home Chemistry Experiments offers introductory level sessions suitable for a middle school or first-year high school chemistry laboratory course, and more advanced sessions suitable for students who intend to take the College Board Advanced Placement (AP) Chemistry exam. A student who completes all of the laboratories in this book will have done the equivalent of two full years of high school chemistry lab work or a first-year college general chemistry laboratory course. This hands-on introduction to real chemistry -- using real equipment, real chemicals, and real quantitative experiments -- is ideal for the many thousands of young people and adults who want to experience the magic of chemistry.

"This wide-ranging collection of essays re-opens the connection between science fiction and the increasingly science-fictional world. Kevin Alexander Boon reminds us of the degree to which the epistemology of science fiction infects modern political discourse. Károly Pintér explores the narrative structures of utopian estrangement, and Tamás Bényei and Brian Attebery take us deeper into the cultural exchanges between science fiction and the literary and political worlds. In the second half, Donald Morse, Nicholas Ruddick and Éva Federmayer look at the way in which science fiction has tackled major ethical issues, while Amy Novak and Kálmán Matolcsy consider memory and evolution as cultural batteries. The book ends with important discussions of East German and Hungarian science fiction by Usch Kiausch and Donald Morse respectively. I envisage that the book will find a market both among academics and as a recommended text to undergraduates as it offers interesting essays on important readers. The tendency for science fiction to be offered as a literature class to science majors is not usually considered, but this book would be particularly appropriate for such a market." Dr. Farah Mendelsohn, Middlesex University

Don't miss Evermore, the first book in Alyson Noël's #1 New York Times bestselling *The Immortals*

series. Enter an enchanting new world where true love never dies. . . After a horrible accident claimed the lives of her family, sixteen-year-old Ever Bloom can see people's auras, hear their thoughts, and know someone's entire life story by touching them. Going out of her way to avoid human contact and suppress her abilities, she has been branded a freak at her new high school—but everything changes when she meets Damen Auguste. Damen is gorgeous, exotic and wealthy. He's the only one who can silence the noise and random energy in her head—wielding a magic so intense, it's as though he can peer straight into her soul. As Ever is drawn deeper into his enticing world of secrets and mystery, she's left with more questions than answers. And she has no idea just who he really is—or what he is. The only thing she knows to be true is that she's falling deeply and helplessly in love with him.

A key team member behind *The Secret* and his business partner offer the specific tools and mental strategies to help readers leap ahead in any career or business venture and achieve major financial success. In this visionary work, New York Times bestselling author John Assaraf and business guru Murray Smith reinvent the business book for the twenty-first century. Two of the most successful entrepreneurs in the world, they combine forces to bring their special insights and techniques together in a revolutionary guide for success in the modern business environment. Assaraf and Smith know how to minimize risk and maximize success, and *The Answer* provides a framework for sharing their wisdom, experience, and skills with the millions of people who want to accomplish their own dreams in life. Using cutting-edge research into brain science and quantum physics, they show how readers can actually rewire their brains for success and create the kind of extraordinary lives they want. By teaching readers how to attract and use newly discovered "uncommon" senses to achieve business success, the authors demonstrate the beliefs, habits, thoughts, and actions that they have used to build eighteen multimillion-dollar companies. Any reader who follows this step-by-step process to build his or her career will experience an enormous life transformation and reach an exceptional level of living.

Why is the Mona Lisa the most famous painting in the world? Why did Facebook succeed when other social networking sites failed? Did the surge in Iraq really lead to less violence? And does higher pay incentivize people to work harder? If you think the answers to these questions are a matter of common sense, think again. As sociologist and network science pioneer Duncan Watts explains in this provocative book, the explanations that we give for the outcomes that we observe in life-explanations that seem obvious once we know the answer-are less useful than they seem. Watts shows how commonsense reasoning and history conspire to mislead us into thinking that we understand more about the world of human behavior than we do; and in turn, why attempts to predict, manage, or manipulate social and economic systems so often go awry. Only by understanding how and when common sense fails can we improve how we plan for the future, as well as understand the present-an argument that has important implications in politics, business, marketing, and even everyday life.

A citizen's guide to America's most debated policy-in-waitingAfter languishing for decades on the fringes of political discussion, Medicare-for-All has quickly entered the mainstream debate over what to do about America's persistent healthcare problems. But for most informed Americans, this surge of public and political interest in Medicare-for-All has outpaced a strong understanding of the issues involved. This book seeks to fill this gap in our national discourse, offering an expert analysis of the policy and politics behind Medicare-for-All for the informed American.

A former international hostage negotiator for the FBI offers a new, field-tested approach to high-stakes negotiations—whether in the boardroom or at home. After a stint policing the rough streets of Kansas City, Missouri, Chris Voss joined the FBI, where his career as a hostage negotiator brought him face-to-face with a range of criminals, including bank robbers and terrorists. Reaching the pinnacle of his profession, he became the FBI's lead international kidnapping negotiator. *Never Split the Difference* takes you inside the world of high-stakes negotiations and into Voss's head, revealing the skills that helped him and his colleagues succeed where it mattered most: saving lives. In this practical guide, he shares the nine effective principles—counterintuitive tactics and strategies—you too can use to become more persuasive in both your professional and personal life. Life is a series of negotiations you should be prepared for: buying a car, negotiating a salary, buying a home, renegotiating rent, deliberating with your partner. Taking emotional intelligence and intuition to the next level, *Never Split the Difference* gives you the competitive edge in any discussion.

This report considers the biological and behavioral mechanisms that may underlie the pathogenicity of tobacco smoke. Many Surgeon General's reports have considered research findings on mechanisms in assessing the biological plausibility of associations observed in epidemiologic studies. Mechanisms of disease are important because they may provide plausibility, which is one of the guideline criteria for assessing evidence on causation. This report specifically reviews the evidence on the potential mechanisms by which smoking causes diseases and considers whether a mechanism is likely to be operative in the production of human disease by tobacco smoke. This evidence is relevant to understanding how smoking causes disease, to identifying those who may be particularly susceptible, and to assessing the potential risks of tobacco products.

For more than 160 years, the cannabis industry was a valued and trusted friend of the American people. Thirty-one consecutive presidents, including George Washington and Abraham Lincoln, didn't have a problem with the cannabis plant. It was the most valued commodity traded for on the free market until 1937. In *Secrets of the Cannabis Industry*, author Chuck Allen Jr. provides a look at the cannabis industry and the men and women who risk their family, friends, and freedom to work within it. Each chapter narrates a story from the subculture of cannabis entrepreneurs. There's Professor Muzzo, who unknowingly helped one of his students achieve financial success by selling a popular fast-food item spiced with a secret ingredient; a postal employee with a secret garden in his basement; an entrepreneur who made a fortune selling franchises for indoor-growing opportunities; and a fireman's wife who owned a video store with extra-special movie-rental benefits. *Secrets of the Cannabis Industry* considers the courage and the determination of these entrepreneurs and shares the secrets of how they became independent and financially successful in the cannabis industry.

The FAAT List is not designed to be an authoritative source, merely a handy reference. Inclusion recognizes terminology existence, not legitimacy. Entries known to be obsolete are included because they may still appear in extant publications and correspondence.

Bring strategy into your daily work. It's your responsibility as a manager to ensure that your work--and the work of your team--aligns with the overarching objectives of your organization. But when you're faced with competing projects and limited time, it's difficult to keep strategy front of mind. How do you keep your eye on the long term amid a sea of short-term demands? The HBR Guide to Thinking Strategically provides practical advice and tips to help you see the big-picture perspective in every aspect of your daily work, from making decisions to setting team priorities to attacking your own to-do list. You'll learn how to: Understand your organization's strategy Align your team around key objectives Focus on the priorities that matter most Spot trends in your company and in your industry Consider future outcomes when making decisions Manage trade-offs Embrace a leadership mindset

Jack Carew, one of the most dynamic and innovative sales training consultants in America today, offers his ten unique strategies of Positional Selling for sales-people in every area. Whether you're selling ideas, products, or even yourself, you'll benefit from the precise, standard-setting methods

shared with thousands of top sales professionals from Fortune 500 companies and major corporations around the world. Discover the Positional Selling strategies that will change your life as a salesperson: * You'll never feel like an unwelcome guest -- if you ASSUME THE RESPONSIBILITY * You'll never use the language of a loser -- if you BRING YOUR ENERGY TO THE CUSTOMER * You'll never have a rejection hangover -- if you MAKE THE CUSTOMER PART OF THE SOLUTION * You'll never make a spray-and-pray sales call -- if you FIND THE AREA OF OPPORTUNITY * You'll never fumble over an objection -- if you INVEST IN THE RELATIONSHIP * You'll never lose a customer -- if you TAKE THE LEAD With Jack Carew's help, you'll learn how to develop new business, expand accounts and revitalize marginal accounts. You'll also master the human dynamics of selling, and make yourself an indispensable partner as you listen, acknowledge, explore and respond. You'll be selling with powerful, productive new energy-and You'll Never Get No For An Answer!

#1 NEW YORK TIMES BESTSELLER • ONE OF ESSENCE'S 50 MOST IMPACTFUL BLACK BOOKS OF THE PAST 50 YEARS In this iconic memoir of his early days, Barack Obama "guides us straight to the intersection of the most serious questions of identity, class, and race" (The Washington Post Book World). "Quite extraordinary."—Toni Morrison In this lyrical, unsentimental, and compelling memoir, the son of a black African father and a white American mother searches for a workable meaning to his life as a black American. It begins in New York, where Barack Obama learns that his father—a figure he knows more as a myth than as a man—has been killed in a car accident. This sudden death inspires an emotional odyssey—first to a small town in Kansas, from which he retraces the migration of his mother's family to Hawaii, and then to Kenya, where he meets the African side of his family, confronts the bitter truth of his father's life, and at last reconciles his divided inheritance. Praise for *Dreams from My Father* "Beautifully crafted . . . moving and candid . . . This book belongs on the shelf beside works like James McBride's *The Color of Water* and Gregory Howard Williams's *Life on the Color Line* as a tale of living astride America's racial categories."—Scott Turow "Provocative . . . Persuasively describes the phenomenon of belonging to two different worlds, and thus belonging to neither."—The New York Times Book Review "Obama's writing is incisive yet forgiving. This is a book worth savoring."—Alex Kotlowitz, author of *There Are No Children Here* "One of the most powerful books of self-discovery I've ever read, all the more so for its illuminating insights into the problems not only of race, class, and color, but of culture and ethnicity. It is also beautifully written, skillfully layered, and paced like a good novel."—Charlayne Hunter-Gault, author of *In My Place* "Dreams from My Father is an exquisite, sensitive study of this wonderful young author's journey into adulthood, his search for community and his place in it, his quest for an understanding of his roots, and his discovery of the poetry of human life. Perceptive and wise, this book will tell you something about yourself whether you are black or white."—Marian Wright Edelman

National Book Award Finalist A clear-sighted revelation, a deep penetration into the world of Scientology by the Pulitzer Prize-winning author of *The Looming Tower*, the now-classic study of al-Qaeda's 9/11 attack. Based on more than two hundred personal interviews with current and former Scientologists—both famous and less well known—and years of archival research, Lawrence Wright uses his extraordinary investigative ability to uncover for us the inner workings of the Church of Scientology. At the book's center, two men whom Wright brings vividly to life, showing how they have made Scientology what it is today: The darkly brilliant science-fiction writer L. Ron Hubbard, whose restless, expansive mind invented a new religion. And his successor, David Miscavige—tough and driven, with the unenviable task of preserving the church after the death of Hubbard. We learn about Scientolo-

gy's complicated cosmology and special language. We see the ways in which the church pursues celebrities, such as Tom Cruise and John Travolta, and how such stars are used to advance the church's goals. And we meet the young idealists who have joined the Sea Org, the church's clergy, signing up with a billion-year contract. In *Going Clear*, Wright examines what fundamentally makes a religion a religion, and whether Scientology is, in fact, deserving of this constitutional protection. Employing all his exceptional journalistic skills of observation, understanding, and shaping a story into a compelling narrative, Lawrence Wright has given us an evenhanded yet keenly incisive book that reveals the very essence of what makes Scientology the institution it is.

In the past decade there has been an intense growth in the number of library publishing services supporting faculty and students. Unified by a commitment to both access and service, library publishing programs have grown from an early focus on backlist digitization to encompass publication of student works, textbooks, research data, as well as books and journals. This growing engagement with publishing is a natural extension of the academic library's commitment to support the creation of and access to scholarship. This volume includes chapters by some of the most talented thinkers in this area of librarianship, exploring topics such as the economics of publishing and the challenges of collaboration, and surveying the service landscape for publishing in support of a variety of formats and methods.

A New York Times Bestseller Winner of the James Beard Award for General Cooking and the IACP Cookbook of the Year Award "The one book you must have, no matter what you're planning to cook or where your skill level falls."—New York Times Book Review Ever wondered how to pan-fry a steak with a charred crust and an interior that's perfectly medium-rare from edge to edge when you cut into it? How to make homemade mac 'n' cheese that is as satisfyingly gooey and velvety-smooth as the blue box stuff, but far tastier? How to roast a succulent, moist turkey (forget about brining!)—and use a foolproof method that works every time? As *Serious Eats's* culinary nerd-in-residence, J. Kenji López-Alt has pondered all these questions and more. In *The Food Lab*, Kenji focuses on the science behind beloved American dishes, delving into the interactions between heat, energy, and molecules that create great food. Kenji shows that often, conventional methods don't work that well, and home cooks can achieve far better results using new—but simple—techniques. In hundreds of easy-to-make recipes with over 1,000 full-color images, you will find out how to make foolproof Hollandaise sauce in just two minutes, how to transform one simple tomato sauce into a half dozen dishes, how to make the crispiest, creamiest potato casserole ever conceived, and much more.

Osmotically driven membrane processes (ODMPs) including forward osmosis (FO) and pressure-retarded osmosis (PRO) have attracted increasing attention in fields such as water treatment, desalination, power generation, and life science. In contrast to pressure-driven membrane processes, e.g., reverse osmosis, which typically employs applied high pressure as driving force, ODMPs take advantages of naturally generated osmotic pressure as the sole source of driving force. In light of this, ODMPs possess many advantages over pressure-driven membrane processes. The advantages include low energy consumption, ease of equipment maintenance, low capital investment, high salt rejection, and high water flux. In the past decade, over 300 academic papers on ODMPs have been published in a variety of application fields. The number of such publications is still rapidly growing. The ODMPs' approach, fabrications, recent development and applications in wastewater treatment, power generation, seawater desalination, and gas absorption are presented in this book.