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This is the eBook of the printed book and may not include any media, website access codes, or print supplements that may come packaged with the bound book. Cisco Press has the only self-study guides approved by Cisco for the new CCENT and CCNA Routing and Switching certifications. The new edition of the best-selling two-book value priced CCNA Official Cert Guide Library includes updated content, new online practice exercises, more than 600 practice exam questions, and more than 2 hours of video training, plus the CCENT and CCNA Network Simulator Lite Editions with 43 free Network Simulator labs. CCNA Routing and Switching 200-125 Official Cert Guide Library is a comprehensive review and practice package for the latest CCNA exams and is the only self-study resource approved by Cisco. The two books contained in this package, CCENT/CCNA ICND1 100-105 Official Cert Guide and CCNA Routing and Switching ICND2 200-105 Official Cert Guide, present complete reviews and more challenging and realistic preparation experiences. The books have been fully updated to refresh the content for the latest CCNA exam topics and to enhance certain key topics that are critical for exam success. Best-selling author and expert instructor Wendell Odom shares preparation hints and test-taking tips, helping you identify areas of weakness and improve both your conceptual knowledge and hands-on skills. This complete study package includes · A test-preparation routine proven to help you pass the exams · "Do I Know This Already?" quizzes, which enable you to decide how much time you need to spend on each section · Chapter-ending and part-ending exercises, which help you drill on key concepts you must know thoroughly · Troubleshooting sections, which help you master the complex scenarios you will face on the exam · The powerful Pearson IT Certification Practice Test software, complete with hundreds of well-reviewed, exam-realistic questions, customization options, and detailed performance reports · A free copy of the CCNA ICND1 and ICND2 Network Simulator Lite software, complete with meaningful lab exercises that help you hone your hands-on skills with the command-line interface for routers and switches · Links to a series of hands-on config labs developed by the author · Online interactive practice exercises that help you hone your knowledge · More than 2 hours of video mentoring from the author · A final preparation chapter, which guides you through tools and resources to help you craft your review and test-taking strategies · Study plan suggestions and templates to help you organize and optimize your study time Well regarded for its level of detail, study plans, assessment features, challenging review questions and exercises, video instruction, and hands-on labs, these official study guides help you master the concepts and techniques that ensure your exam success. These official study guides help you mas-

ter all the topics on the CCNA exams, including · Networking fundamentals · Implementing basic Ethernet LANs · Ethernet LANs: design, VLANs, and troubleshooting · IPv4 addressing and subnetting · Implementing IPv4 · IPv4 design and troubleshooting · IPv4 services: ACLs, NAT, and QoS · IPv4 routing protocols and routing · Wide area networks · IPv6 · Network management, SDN, and cloud computing

Presents a collection of recipes which use simple methods and everyday ingredients to make Mexican dishes suitable for family meals and holiday celebrations.

Chronicles the journeys, notions, and acquaintances of reluctant galactic traveler Arthur Dent, accompanied by never-before-published material from the late author's archives as well as commentary by famous fans.

Key creative strategies behind the world's greatest campaigns for anyone working in advertising, marketing, design, and communication. Advertising concepts and ideas are an endlessly renewable resource, but they need careful nurturing in order to reach their full potential. However, with the right approach to creativity, any ad agency or marketing department can become an idea factory that produces great work, time and time again. This book showcases 230 campaigns from all over the world, ranging from print ads and product designs to virals and installations. Mario Pricken identifies the keys to their success and demonstrates how brilliant ideas can be used to forge more fruitful relationships between creatives and clients. He also asks provocative questions, challenges stale routines, and suggests exercises that will stimulate discussion and fire the imagination. Creative thinking is more than just the basis of a finished ad: it can bring together a world-class creative team and promote an inspirational and efficient workplace. From client briefs to office spaces, this book explores the strategies that turn an agency into a creative powerhouse, and demonstrates that it's only when people are not afraid to make mistakes or think beyond the everyday that innovation can truly flourish.

From the creator of the popular blog The Monsters Know What They're Doing comes a compilation of villainous battle plans for Dungeon Masters. In the course of a Dungeons & Dragons game, a Dungeon Master has to make one decision after another in response to player behavior—and the better the players, the more unpredictable their behavior! It's easy for even an experienced DM to get bogged down in on-the-spot decision-making or to let combat devolve into a boring slugfest, with enemies running directly at the player characters and biting, bashing, and slashing away. In The Monsters Know What They're Doing, Keith Ammann lightens the DM's burden by helping you understand your monsters' abilities and develop battle plans before your fifth edition D&D game session begins.

Just as soldiers don't whip out their field manuals for the first time when they're already under fire, a DM shouldn't wait until the PCs have just encountered a dozen bullywugs to figure out how they advance, fight, and retreat. Easy to read and apply, *The Monsters Know What They're Doing* is essential reading for every DM.

Whether you're zip-lining through cloud forests, relaxing on a wellness retreat, or swimming with manta rays, discover the real pura vida with *Moon Costa Rica*. Inside you'll find: Flexible, strategic itineraries designed for backpackers, beach-lovers, adventure travelers, honeymooners, and more, including the best beaches for swimming, sunsets, and seclusion The best spots for eco-friendly outdoor adventures like kayaking, hiking, and scuba-diving: Swim under a waterfall, raft over rapids, explore mysterious caves, and cliff-dive into river pools. Hike to the summit of Mount Chirripó, the highest point in Costa Rica, snorkel with sea turtles in warm turquoise water, or soak in a volcanic mineral pool Unique and authentic experiences: Admire the forest floor from the middle of a hanging bridge, or take an aerial tram to lake, volcano, and ocean views. Relax on a pristine beach and watch the sunrise with a cup of flavorful local coffee. Fill up on fried plantains at a traditional soda, and shop at a neighborhood mercado Insight from Cartago local Nikki Solano on how to experience Costa Rica like an insider, support local and sustainable businesses, avoid crowds, and respectfully engage with the culture Full-color photos and detailed maps throughout Background information on Costa Rica's landscape, history, and cultural customs, as well as volunteer opportunities Handy tools including a Spanish phrasebook, packing suggestions, and travel tips for disability access, solo travelers, seniors, and LGBTQ travelers With Moon's practical tips and local know-how, you can experience Costa Rica your way. Exploring more of Central America? Check out *Moon Belize*.

For years, William York Tindall's guide has been one of the very best ways to approach the difficult writing and complex language of James Joyce's *Finnegans Wake*. Over a period of forty years, Tindall studied, instructed, and most importantly, learned from graduate students about Joyce's greatest literary masterpiece. He explores and analyzes Joyce's unexpected depths and vast collection of puns, allusions, and word plays involving more than a dozen languages, thereby breaking down the formidable barriers that can discourage readers from enjoying the humor and brilliance of Joyce.

New York Times bestselling author Douglas Adams and zoologist Mark Carwardine take off around the world in search of exotic, endangered creatures. Join them as they encounter the animal kingdom in its stunning beauty, astonishing variety, and imminent peril: the giant Komodo dragon of Indonesia, the helpless but loveable Kakapo of New Zealand, the blind river dolphins of China, the white rhinos of Zaire, the rare birds of Mauritius island in the Indian Ocean. Hilarious and poignant—as only Douglas Adams can be—*Last Chance to See* is an entertaining and arresting odyssey through the Earth's magnificent wildlife galaxy. Praise for *Last Chance to See* “Lively, sharply satirical, brilliantly written . . . shows how human care can undo what human carelessness has wrought.”—*The Atlantic* “These authors don't hesitate to present the alarming facts: More than 1,000 species of animals (and plants) become extinct every year. . . . Perhaps Adams and Carwardine, with their witty science, will help prevent such misadventures in the future.”—*Boston Sunday Herald* “Very funny and moving . . . The glimpses of rare fauna seem to have enlarged [Adams's] thinking, enlivened his world; and so might the animals do for us all, if we were to help them live.”—*The Washington Post Book World* “[Adams] invites us to enter into a conspiracy of laughter

and caring.”—*Los Angeles Times* “Amusing . . . thought-provoking . . . Its details on the heroic efforts being made to save these animals are inspirational.”—*The New York Times Book Review*

Window to the Future collects more than 150 print advertisements, magazine covers, and brochure and catalog images to bring the golden age of television advertising to light.

A spirited investigation into the phenomenon of bargain hunting and the competition between buyers and sellers traces the evolution of promotional pricing and sale discounts, exploring the impact of negotiable pricing on markets, the machinations of price consultants and the growing empowerment of consumers.

Welcome back to the world's most whimsical way to learn about technology and coding in *Hello Ruby: Expedition to the Internet*, as Linda Liukas, a programming superstar, teaches kids all about the internet through storytelling and imaginative activities. What exactly is the Internet? Is it a cloud? A network of wires? How does the information travel online? Learn all this and more with Ruby! In Ruby's world anything is possible if you put your mind to it—even building the Internet out of snow! But before you can build something, you need to understand what it is and how it works. Join Ruby and her friends in their quest to build the most amazing Snow Internet ever, while learning real life facts along the way. Then, future kid coders can put their knowledge and imaginations to the test with the fun and creative exercises included in the activity book section.

Packed with current research and examples, bestselling *COMMUNICATION BETWEEN CULTURES, 9E* equips readers with a deep understanding and appreciation of different cultures while helping them develop practical communication skills. Part I introduces the study of communication and culture; Part II focuses on the ability of culture to shape and modify our view of reality; Part III puts the theory of intercultural communication into practice; and Part IV converts knowledge into action. This is the only text to consistently emphasize religion and history as key variables in intercultural communication. Compelling examples help readers examine their own assumptions, perceptions, and cultural biases—so they can understand the subtle and profound ways culture affects communication. The ninth edition offers expanded discussions of the impact of globalization, a new chapter on intercultural communication competence, and more coverage of new technology. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

A one-volume edition charting Arthur Dent's odyssey through space, comprising: “The Hitchhikers Guide to the Galaxy”: One Thursday lunchtime the Earth gets demolished to make way for a hyperspace bypass. For Arthur, who has just had his house demolished, this is too much. Sadly, the weekend's just begun. “The Restaurant at the End of the Universe”: When all issues of space, time, matter and the nature of being are resolved, only one question remains: Where shall we have dinner? “The Restaurant at the End of the Universe” provides the ultimate gastronomic experience and, for once, there is no morning after. “Life, the Universe and Everything”: In consequence of a number of stunning catastrophes, Arthur Dent is surprised to find himself living in a hideously miserable cave on prehistoric Earth. And then, just as he thinks that things cannot possibly get any worse, they suddenly do. “So Long, and Thanks for all the Fish”: Arthur Dent's sense of reality is in its dickest state when he suddenly finds the girl of his dreams. They go in search of God's Final Message and, in a dramatic

break with tradition, actually find it.

Hello Ruby is the world's most whimsical way to learn about computers, programming and technology. Includes activities for all future coders.

Levels of 'employer brand awareness' are rising fast across Europe, North America and Asia-Pacific, as leading companies realise that skilled, motivated employees are as vital to their commercial success as profitable customers and apply the principles of branding to their own organization. Starting with a review of the pressures which have generated current interest in employer branding, this definitive book goes on to look at the historical roots of brand management and the practical steps necessary to achieve employer brand management success - including the business case, research, positioning, implementation, management and measurement. Case studies of big-name employer brand stories include Tesco, Wal-Mart, British Airways and Prêt à Manger.

In 2000, Jakob Nielsen, the world's leading expert on Web usability, published a book that changed how people think about the Web—Designing Web Usability (New Riders). Many applauded. A few jeered. But everyone listened. The best-selling usability guru is back and has revisited his classic guide, joined forces with Web usability consultant Hoa Loranger, and created an updated companion book that covers the essential changes to the Web and usability today. Prioritizing Web Usability is the guide for anyone who wants to take their Web site(s) to next level and make usability a priority! Through the authors' wisdom, experience, and hundreds of real-world user tests and contemporary Web site critiques, you'll learn about site design, user experience and usability testing, navigation and search capabilities, old guidelines and prioritizing usability issues, page design and layout, content design, and more!

Milady has evolved for over 85 years to become what it is today, the cornerstone of beauty and wellness education. We are very excited and proud to announce the latest edition of Milady Standard Cosmetology, the most commonly used resource in cosmetology education. For decades since our first textbook published, it has been our commitment to provide students with the foundation in the principles and skills needed to master the science and art of cosmetology, and with this latest version that commitment has not waived. For the new edition, celebrity stylist Ted Gibson served as Creative Director on the project. The result is a brilliant new design with over 750 new photos and a gorgeous layout, providing a visually stunning resource to engage today's learner. We also recruited a team of twelve authors, made up of top professionals and educators in the industry, to provide the most current information on concepts and techniques. During our extensive peer review and development process, we were asked for a resource that placed emphasis on essential content needed for licensure success, and we feel confident that we delivered. Milady Standard Cosmetology will continue to be a source of education that students can count on, not only while in school, but throughout their careers. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

The next financial collapse will resemble nothing in history. . . . Deciding upon the best course to follow will require comprehending a minefield of risks, while poised at a crossroads, pondering the death of the dollar. The U.S. dollar has been the global reserve currency since the end of World War II. If the dollar fails, the entire international monetary system will fail with it. But optimists have always said, in essence, that confidence in the dollar will never truly be shaken, no matter how high

our national debt or how dysfunctional our government. In the last few years, however, the risks have become too big to ignore. While Washington is gridlocked, our biggest rivals—China, Russia, and the oil-producing nations of the Middle East—are doing everything possible to end U.S. monetary hegemony. The potential results: Financial warfare. Deflation. Hyperinflation. Market collapse. Chaos. James Rickards, the acclaimed author of Currency Wars, shows why money itself is now at risk and what we can all do to protect ourselves. He explains the power of converting unreliable investments into real wealth: gold, land, fine art, and other long-term stores of value.

"At the core, Hit Refresh, is about us humans and the unique quality we call empathy, which will become ever more valuable in a world where the torrent of technology will disrupt the status quo like never before." – Satya Nadella from Hit Refresh "Satya has charted a course for making the most of the opportunities created by technology while also facing up to the hard questions." – Bill Gates from the Foreword of Hit Refresh The New York Times bestseller Hit Refresh is about individual change, about the transformation happening inside of Microsoft and the technology that will soon impact all of our lives—the arrival of the most exciting and disruptive wave of technology humankind has experienced: artificial intelligence, mixed reality, and quantum computing. It's about how people, organizations, and societies can and must transform and "hit refresh" in their persistent quest for new energy, new ideas, and continued relevance and renewal. Microsoft's CEO tells the inside story of the company's continuing transformation, tracing his own personal journey from a childhood in India to leading some of the most significant technological changes in the digital era. Satya Nadella explores a fascinating childhood before immigrating to the U.S. and how he learned to lead along the way. He then shares his meditations as a sitting CEO—one who is mostly unknown following the brainy Bill Gates and energetic Steve Ballmer. He tells the inside story of how a company rediscovered its soul—transforming everything from culture to their fiercely competitive landscape and industry partnerships. As much a humanist as engineer and executive, Nadella concludes with his vision for the coming wave of technology and by exploring the potential impact to society and delivering call to action for world leaders. "Ideas excite me," Nadella explains. "Empathy grounds and centers me." Hit Refresh is a set of reflections, meditations, and recommendations presented as algorithms from a principled, deliberative leader searching for improvement—for himself, for a storied company, and for society.

"Highly informative and remarkably entertaining." —Elle From forest trails in Korea, to islands in Finland, to eucalyptus groves in California, Florence Williams investigates the science behind nature's positive effects on the brain. Delving into brand-new research, she uncovers the powers of the natural world to improve health, promote reflection and innovation, and strengthen our relationships. As our modern lives shift dramatically indoors, these ideas—and the answers they yield—are more urgent than ever.

The authoritative account of the rise of Amazon and its intensely driven founder, Jeff Bezos, praised by the Seattle Times as "the definitive account of how a tech icon came to life." Amazon.com started off delivering books through the mail. But its visionary founder, Jeff Bezos, wasn't content with being a bookseller. He wanted Amazon to become the everything store, offering limitless selection and seductive convenience at disruptively low prices. To do so, he developed a corporate culture of relentless ambition and secrecy that's never been cracked. Until now. Brad Stone enjoyed unprecedented

access to current and former Amazon employees and Bezos family members, giving readers the first in-depth, fly-on-the-wall account of life at Amazon. Compared to tech's other elite innovators -- Jobs, Gates, Zuckerberg -- Bezos is a private man. But he stands out for his restless pursuit of new markets, leading Amazon into risky new ventures like the Kindle and cloud computing, and transforming retail in the same way Henry Ford revolutionized manufacturing. The Everything Store is the revealing, definitive biography of the company that placed one of the first and largest bets on the Internet and forever changed the way we shop and read.

#1 NEW YORK TIMES BESTSELLER • Experience the book that started the Quiet Movement and revolutionized how the world sees introverts—and how introverts see themselves—by offering validation, inclusion, and inspiration “Superbly researched, deeply insightful, and a fascinating read, Quiet is an indispensable resource for anyone who wants to understand the gifts of the introverted half of the population.”—Gretchen Rubin, author of *The Happiness Project* **NAMED ONE OF THE BEST BOOKS OF THE YEAR** BY People • O: The Oprah Magazine • Christian Science Monitor • Inc. • Library Journal • Kirkus Reviews At least one-third of the people we know are introverts. They are the ones who prefer listening to speaking; who innovate and create but dislike self-promotion; who favor working on their own over working in teams. It is to introverts—Rosa Parks, Chopin, Dr. Seuss, Steve Wozniak—that we owe many of the great contributions to society. In *Quiet*, Susan Cain argues that we dramatically undervalue introverts and shows how much we lose in doing so. She charts the rise of the Extrovert Ideal throughout the twentieth century and explores how deeply it has come to permeate our culture. She also introduces us to successful introverts—from a witty, high-octane public speaker who recharges in solitude after his talks, to a record-breaking salesman who quietly taps into the power of questions. Passionately argued, impeccably researched, and filled with indelible stories of real people, *Quiet* has the power to permanently change how we see introverts and, equally important, how they see themselves. Now with Extra Libris material, including a reader's guide and bonus content

In this thoroughly satisfying and completely disorienting novel based on a story line by Douglas Adams (author of *The Hitchhiker's Guide to the Galaxy*), Terry Jones recounts an unforgettable tale of intergalactic travel and mishap. The saga of "the ship that cannot possibly go wrong" sparkles with wit, danger, and confusion that will keep readers guessing which reality they are in and how, on earth, to find their way out again. At the center of the galaxy, a vast, unknown civilization is preparing for an event of epic proportions: the launching of the greatest, most gorgeous, most technologically advanced Starship ever built—the Starship Titanic. An earthling would see it as a mixture of the Chrysler Building, the tomb of Tutankhamen, and Venice. But less provincial onlookers would recognize it as the design of Leovinus, the galaxy's most renowned architect. He is an old man now, and the creation of the Starship Titanic is the pinnacle achievement of his twenty-year career. The night before the launch, Leovinus is prowling around the ship having a last little look. With mounting alarm he begins to find things are not right: unfinished workmanship, cybersystems not working correctly, robots colliding with doors. How could this have happened? And how could this have happened without his knowing? Something somewhere is terribly wrong. On the following day, in an artificial event staged for the media, the Starship Titanic will leave its construction dock under autopilot and, a few days later, make its way to the terminal to pick up passengers for its maiden voyage. Although the ship will be deserted during its very first flight, it is nevertheless a major event, watched by all the

galaxy's media. Hugely, magnificently, the fabulous ship eases its way forward from the construction dock, picks up speed, sways a bit, wobbles a bit, veers wildly, and just before it can do massive damage to everything around it, appears to undergo SMEF (Spontaneous Massive Existence Failure). In just ten seconds, the whole, stupendous enterprise is over. And our story has just begun. Somehow three earthlings, one Blerontin journalist, a semideranged parrot, and a shipful of disoriented robots must overcome their differences. It's the only way to save the Starship Titanic ("The Ship That Cannot Possibly Go Wrong") from certain destruction and rescue the economy of an entire planet—not to mention to survive the latest threat, an attack by a swarm of hostile shipbuilders. . . .

For undergraduate and graduate courses in global marketing The excitement, challenges, and controversies of global marketing. Global Marketing reflects current issues and events while offering conceptual and analytical tools that will help students apply the 4Ps to global marketing. MyMarketingLab for Global Marketing is a total learning package. MyMarketingLab is an online homework, tutorial, and assessment program that truly engages students in learning. It helps students better prepare for class, quizzes, and exams—resulting in better performance in the course—and provides educators a dynamic set of tools for gauging individual and class progress.

The Real ACT Prep Guide with CD is the only book with insider test-taking tips and strategy, practice, and insight from the makers of the ACT. This is the only guide that includes 5 previously administered, full-length ACT tests written by the actual test maker (including 2 NEW practice tests). Also included is ACT content and procedures you'll follow when actually taking the test, along with in-depth review of the optional Writing Test and how it is scored; examples of all the question types; and suggestions on how you might approach the questions. The supplemental CD features a complete electronic copy of Peterson's Cool Colleges 101 and additional online college planning resources from Peterson's. The only guide that includes 5 previously administered, full-length ACT tests written by the actual test maker (including 2 NEW practice tests) ACT content and procedures you'll follow when actually taking the test Valuable information about tuition payment plans All the question types you can expect to find on the ACT Suggestions on how you might approach the questions and Peterson's tried-and-true test-taking strategies and tips

Absalom and Achitophel by John Dryden *Absalom and Achitophel* is "generally acknowledged as finest political satire in the English language." It is also described as an allegory regarding contemporary political events, and a mock heroic narrative. On the title page, Dryden himself describes it simply as "a poem." We are delighted to publish this classic book as part of our extensive Classic Library collection. Many of the books in our collection have been out of print for decades, and therefore have not been accessible to the general public. The aim of our publishing program is to facilitate rapid access to this vast reservoir of literature, and our view is that this is a significant literary work, which deserves to be brought back into print after many decades. The contents of the vast majority of titles in the Classic Library have been scanned from the original works. To ensure a high quality product, each title has been meticulously hand curated by our staff. Our philosophy has been guided by a desire to provide the reader with a book that is as close as possible to ownership of the original work. We hope that you will enjoy this wonderful classic work, and that for you it becomes an enriching experience.

This book is a captivating account of a professional mathematician's experiences conducting a math

circle for preschoolers in his apartment in Moscow in the 1980s. As anyone who has taught or raised young children knows, mathematical education for little kids is a real mystery. What are they capable of? What should they learn first? How hard should they work? Should they even "work" at all? Should we push them, or just let them be? There are no correct answers to these questions, and the author deals with them in classic math-circle style: he doesn't ask and then answer a question, but shows us a problem--be it mathematical or pedagogical--and describes to us what happened. His book is a narrative about what he did, what he tried, what worked, what failed, but most important, what the kids experienced. This book does not purport to show you how to create precocious high achievers. It is just one person's story about things he tried with a half-dozen young children. Mathematicians, psychologists, educators, parents, and everybody interested in the intellectual development in young children will find this book to be an invaluable, inspiring resource. In the interest of fostering a greater awareness and appreciation of mathematics and its connections to other disciplines and everyday life, MSRI and the AMS are publishing books in the Mathematical Circles Library series as a service to young people, their parents and teachers, and the mathematics profession. Titles in this series are co-published with the Mathematical Sciences Research Institute (MSRI). Shows readers how to clarify their personal values, resolve internal conflicts, master emotions, and overcome debilitating habits.

Instant answers to your toughest questions on piping components and systems! It's impossible to know all the answers when piping questions are on the table - the field is just too broad. That's why even the most experienced engineers turn to Piping Handbook, edited by Mohinder L. Nayyar, with contribution from top experts in the field. The Handbook's 43 chapters--14 of them new to this edition--and 9 new appendices provide, in one place, everything you need to work with any type of piping, in any type of piping system: design layout selection of materials fabrication and components operation installation maintenance This world-class reference is packed with a comprehensive array of analytical tools, and illustrated with fully-worked-out examples and case histories. Thoroughly updated, this seventh edition features revised and new information on design practices, materials, practical applications and industry codes and standards--plus every calculation you need to do the job. "Nobody asked you to show up." Every experienced product manager has heard some version of those words at some point in their career. Think about a company. Engineers build the product. Designers make sure it has a great user experience and looks good. Marketing makes sure customers know about the product. Sales get potential customers to open their wallets to buy the product. What more does a company need? What does a product manager do? Based upon Product School's curriculum, which has helped thousands of students become great product managers, The Product Book answers that question. Filled with practical advice, best practices, and expert tips, this book is here to help you succeed!

"Letts is a master of pitch-dark comedies that measure the grisliest depths of human behavior...Linda Vista is very funny, equally unsettling...An inspired, ruthless take on the classic midlife-crisis comedy." —Ben Brantley, New York Times Fifty-year-old Wheeler is moving into his own apartment after a nasty divorce. With a blend of humor and humanity, Pulitzer Prize-winning playwright Tracy Letts demonstrates the ultimate midlife crisis: the bewildering search for self-discovery once you've already grown up.

The fundamental relationships among brands, media, and people are being transformed, and just as we try to adapt, along comes a new disruption. Are you and your organization prepared to deal with today's unprecedented speed and scope of technological change? Beyond Advertising provides a business transformation road map for an aspirational future, based on the insights of more than 200 of the world's most forward-thinking executives, innovators, and academics all grappling with today's unique challenges and opportunities. This book offers a concrete set of principles, including The All Touchpoint Value Creation Model, designed to lift us out of reactive thinking and encourage the co-creation of a future better for business, better for people, and better for society. Actionable steps include: Holistically orchestrate and allocate resources across all touchpoints Redefine expectations of success to align for multi-win outcomes Provide every stakeholder at all touchpoints a R.A.V.E.S. standard of content: relevant and respectful, actionable, valuable, exceptional experiences, and a shareworthy story Develop all touchpoints to maximize the M.A.D.E.s value of context: the complete person, the features of the delivery platform, the dynamic environment, and synergies with other touchpoints

This book offers insights, knowledge and perspectives on Asian brands and branding as a strategic tool and provides a comprehensive framework for understanding Asian branding strategies and Asian brands, including success stories and challenges for future growth and strengths. The book includes theoretical frameworks and models and up-to-date case studies on Asian brands

Welcome back to the world's most whimsical way to learn about technology and coding as a programming superstar introduces kids to the basic components of a computer through storytelling and imaginative activities.

Om fægtning med folie, sabel og kårde

Marcus Samuel Jr. is an unorthodox Jewish merchant trader. Henri Deterding is a take-no-prisoners oilman. In 1889, John D. Rockefeller is at the peak of his power. Having annihilated all competition and dominating the oil market, even the US government is wary of challenging Standard Oil. The Standard never loses - that is until Samuel and Deterding team up to form Royal Dutch Shell. A riveting account of ambition, oil and greed, Breaking Rockefeller traces Samuel and Deterding's rise to the top of the oil industry, and the collapse of Rockefeller's monopoly.

Being a millennial is not easy. While the average millennial struggles with low remuneration and motivation, there are others who become Instagram influencers and earn oodles of money and fame. This book aims to provide life hacks that can help millennials face the world professionally and personally. It discusses various topics along the lines of entrepreneurship, self-help, technological disruption and financial literacy. In this holistic guide for today's millennials, the author breaks down various day-to-day business concepts such as pricing, inflation, GDP and so on. The book also provides a glimpse of industries—FMCG, consulting, e-commerce, banking—to help readers understand the culture and demands of these industries. The book tries to speak to all kinds of millennials, be it the ones starting their slash careers or those beginning a new entrepreneurial venture. Hacks for Life and Career includes tips on managing difficult bosses and colleagues along with life hacks to upsell oneself in a corporate career. It also provides career-related assistance like creating an impactful resume and acing various rounds of job selection. The book answers the often-asked question of

whether to pursue an Indian degree or an international degree. And finally, the secret sauce that will help them land that job with a nine-digit salary. The book will appeal to millennials who are trying to make a career in corporate India.

International Bestseller One of Foreign Policy's "21 Books to Read in 2012" A Publishers Weekly Top 10 Business Book "The best book on global economic trends I've read in a while."—Fareed Zakaria, CNN GPS To identify the economic stars of the future we should abandon the habit of extrapolating from the recent past and lumping wildly diverse countries together. We need to remember that sus-

tained economic success is a rare phenomenon. After years of rapid growth, the most celebrated emerging markets—Brazil, Russia, India, and China—are about to slow down. Which countries will rise to challenge them? In his best-selling book, writer and investor Ruchir Sharma identifies which countries are most likely to leap ahead and why, drawing insights from time spent on the ground and detailed demographic, political, and economic analysis. With a new chapter on America's future economic prospects, *Breakout Nations* offers a captivating picture of the shifting balance of global economic power among emerging nations and the West.