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## Handbook of Market Segmentation

From Pete Souza, the #1 New York Times bestselling author of *Obama: An Intimate Portrait*, comes a potent commentary on the Presidency -- and our country. As Chief Official White House Photographer, Pete Souza spent more time alongside President Barack Obama than almost anyone else. His years photographing the President gave him an intimate behind-the-scenes view of the unique gravity of the Office of the Presidency -- and the tremendous

responsibility that comes with it. Now, as a concerned citizen observing the Trump administration, he is standing up and speaking out. *Shade* is a portrait in Presidential contrasts, telling the tale of the Obama and Trump administrations through a series of visual juxtapositions. Here, more than one hundred of Souza's unforgettable images of President Obama deliver new power and meaning when framed by the tweets, news headlines, and quotes that defined the first 500 days of the Trump White House. What began with Souza's Instagram posts soon after President Trump's inauguration in January 2017 has become a potent commentary on the state of the Presidency, and our country. Some call this "throwing shade." Souza calls it telling the truth. In *Shade*, Souza's photographs are more than a rejoinder to the chaos, abuses of power, and destructive policies that now define our nation's highest office. They are a reminder of a President we could believe in, and a courageous defense of American values.

### **The Room Where It Happened**

Nominated for the Hugo Award for Best Novel  
2018 Nominated for the Nebula Award for Best Novel  
2018 In this Hugo nominated science fiction thriller by Mur Lafferty, a crew of clones awakens aboard a space ship to find they're being hunted-and any one of them could be the killer. Maria Arena awakens in a cloning vat streaked with drying blood. She has no memory of how she died. This is new; before, when she had awakened as a new clone, her first memory was of how she died. Maria's vat is one of seven, each

one holding the clone of a crew member of the starship *Dormire*, each clone waiting for its previous incarnation to die so it can awaken. And Maria isn't the only one to die recently. Unlock the bold new science fiction thriller that Corey Doctorow calls Mur's "breakout book".

### **Human Universe**

The definitive story of Amazon.com, one of the most successful companies in the world, and of its driven, brilliant founder, Jeff Bezos. 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 will be 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.

## **The Everything Store**

Zelie Adebola remembers when the soil of Or sha hummed with magic. Burners ignited flames, Tiders beckoned waves, and Zelie s Reaper mother summoned forth souls. But everything changed the night magic disappeared. Under the orders of a ruthless king, maji were killed, leaving Zelie without a mother and her people without hope.

## **A Place at the Table**

A gargantuan, mind-altering comedy about the Pursuit of Happiness in America set in an addicts' halfway house and a tennis academy, and featuring the most endearingly screwed-up family to come along in recent fiction, Infinite Jest explores essential questions about what entertainment is and why it has come to so dominate our lives; about how our desire for entertainment affects our need to connect with other people; and about what the pleasures we choose say about who we are. Equal parts philosophical quest and screwball comedy, Infinite Jest bends every rule of fiction without sacrificing for a moment its own entertainment value. It is an exuberant, uniquely American exploration of the passions that make us human - and one of those rare books that renew the idea of what a novel can do.

## **Business Architecture Strategy and Platform-Based Ecosystems**

This public domain book is an open and compatible

implementation of the Uniform System of Citation.

### **The Indigo Book**

### **Think Like a Monk**

A timely, accessible, and beautifully written story exploring themes of food, friendship, family and what it means to belong, featuring sixth graders Sara, a Pakistani American, and Elizabeth, a white, Jewish girl taking a South Asian cooking class taught by Sara's mom. Sixth graders Sara and Elizabeth could not be more different. Sara is at a new school that is completely unlike the small Islamic school she used to attend. Elizabeth has her own problems: her British mum has been struggling with depression. The girls meet in an after-school South Asian cooking class, which Elizabeth takes because her mom has stopped cooking, and which Sara, who hates to cook, is forced to attend because her mother is the teacher. The girls form a shaky alliance that gradually deepens, and they make plans to create the most amazing, mouth-watering cross-cultural dish together and win a spot on a local food show. They make good cooking partners . . . but can they learn to trust each other enough to become true friends?

### **Data Breaches**

Harden the human firewall against the most current threats Social Engineering: The Science of Human Hacking reveals the craftier side of the hacker's

repertoire—why hack into something when you could just ask for access? Undetectable by firewalls and antivirus software, social engineering relies on human fault to gain access to sensitive spaces; in this book, renowned expert Christopher Hadnagy explains the most commonly-used techniques that fool even the most robust security personnel, and shows you how these techniques have been used in the past. The way that we make decisions as humans affects everything from our emotions to our security. Hackers, since the beginning of time, have figured out ways to exploit that decision making process and get you to take an action not in your best interest. This new Second Edition has been updated with the most current methods used by sharing stories, examples, and scientific study behind how those decisions are exploited. Networks and systems can be hacked, but they can also be protected; when the “system” in question is a human being, there is no software to fall back on, no hardware upgrade, no code that can lock information down indefinitely. Human nature and emotion is the secret weapon of the malicious social engineering, and this book shows you how to recognize, predict, and prevent this type of manipulation by taking you inside the social engineer’s bag of tricks. Examine the most common social engineering tricks used to gain access Discover which popular techniques generally don’t work in the real world Examine how our understanding of the science behind emotions and decisions can be used by social engineers Learn how social engineering factors into some of the biggest recent headlines Learn how to use these skills as a professional social engineer and secure your company Adopt effective

counter-measures to keep hackers at bay By working from the social engineer's playbook, you gain the advantage of foresight that can help you protect yourself and others from even their best efforts. Social Engineering gives you the inside information you need to mount an unshakeable defense.

### **Getting Started with**

Now in its Sixth Edition, Robert M. Clark's *Intelligence Analysis: A Target-Centric Approach* once again delivers a consistent, clear method for teaching intelligence analysis—demonstrating how a collaborative, target-centric approach leads to sharper and more effective analysis. This bestseller also includes new end-of-chapter questions to spark classroom discussion, as well as material on the intelligence cycle, collection, managing analysis, and dealing with intelligence customers. Clark's practical approach combined with his insider perspective create the ideal resource for students and practitioners alike.

### **Infinite Jest**

An extraterrestrial being helps a hapless bungler who is lost in space.

### **Academic E-Books**

This book teaches readers how to interpret, read, and dictate musculoskeletal (MSK) MRI studies through a series of very high yield MSK MRI cases. The amount

of knowledge needed to practice radiology can be daunting. This is especially true when the radiologist has to read studies in a subspecialty outside their expertise such as MSK MRI where there are numerous disease entities, complex orthopedic anatomy, and many imaging considerations to navigate. Learning how to read MSK MRI studies is often taught during a lengthy fellowship; however, many radiologists do not have this additional training but still must read MSK studies during their routine clinical practice. This book fills that educational gap for practicing radiologists reading MSK MRI. The cases in the book focus on the conditions that radiologists encounter most frequently in their daily clinical work, making it very high yield for the amount of time needed to read it. The cases are organized by the six major joints (shoulder, elbow, wrist/hand, pelvis/hip, knee, ankle/foot). Three additional chapters discussing tumors, arthropathy, and miscellaneous conditions are also included. Each case begins with carefully selected high quality MRI images accompanied by a brief clinical vignette. Next, a concise report (as if one is dictating an official report) describing the imaging findings, impression, and recommendations for management are provided. This sample dictation offers readers direct examples of how to report their own cases. There is then a discussion section which mimics teaching sessions that would occur between specialist trainees and MSK faculty members at the workstation so as to enable the readers to think like a MSK radiologist. At the end of each case a Report Checklist is given to highlight important findings to consider and include in your final report. Lastly, we have included a section with 19 normal MSK MRI dictation templates that can be

used for structured reporting. This book is an ideal guide for anyone who deals with MSK MRI on a regular basis, including general radiologists who have not completed a dedicated MSK radiology fellowship, MSK radiologists who would want to brush up on their MSK MRI reading and reporting skills, radiology fellows/residents, and orthopedic and sports medicine physicians and nurse practitioners.

### **The Day the Crayons Quit**

Real-World Lessons + Excellent Support Whatever you do in business, you will experience MIS. What kind of experience will you have with MIS? Will you understand how businesses use--and need--information systems to accomplish their goals and objectives, and develop their competitive strategy? By presenting real-world cases Experiencing MIS helps you to experience MIS right now at university, where you can exercise your enquiring mind and unlock the potential of information systems for business. With an approachable, easy-to-use and sometimes humorous attitude this text shows you how to become a better problem-solver and a valued business professional.

### **The Twiller**

Now a #1 New York Times Bestseller! In the summer of 2010, photographer Brandon Stanton began an ambitious project -to single-handedly create a photographic census of New York City. The photos he took and the accompanying interviews became the

blog Humans of New York. His audience steadily grew from a few hundred followers to, at present count, over eighteen million. In 2013, his book Humans of New York, based on that blog, was published and immediately catapulted to the top of the NY Times Bestseller List where it has appeared for over forty-five weeks. Now, Brandon is back with the Humans of New York book that his loyal followers have been waiting for: Humans of New York: Stories. Ever since Brandon began interviewing people on the streets of New York, the dialogue he's had with them has increasingly become as in-depth, intriguing and moving as the photos themselves. Humans of New York: Stories presents a whole new group of people in stunning photographs, with a rich design and, most importantly, longer stories that delve deeper and surprise with greater candor. Let Brandon Stanton and the Humans of New York he's photographed astonish you all over again.

### **The Cold Millions**

Washington insiders operate by a proven credo: when a Peter Schweizer book drops, duck and brace for impact. For over a decade, the work of five-time New York Times bestselling investigative reporter Peter Schweizer has sent shockwaves through the political universe. Clinton Cash revealed the Clintons' international money flow, exposed global corruption, and sparked an FBI investigation. Secret Empires exposed bipartisan corruption and launched congressional investigations. And Throw Them All Out and Extortion prompted passage of the STOCK Act.

Indeed, Schweizer's "follow the money" bombshell revelations have been featured on the front pages of the New York Times and the Wall Street Journal, and regularly appear on national news programs, including 60 Minutes. Now Schweizer and his team of seasoned investigators turn their focus to the nation's top progressives—politicians who strive to acquire more government power to achieve their political ends. Can they be trusted with more power? In *Profiles in Corruption*, Schweizer offers a deep-dive investigation into the private finances, and secrets deals of some of America's top political leaders. And, as usual, he doesn't disappoint, with never-before-reported revelations that uncover corruption and abuse of power—all backed up by a mountain of corporate documents and legal filings from around the globe. Learn about how they are making sweetheart deals, generating side income, bending the law to their own benefits, using legislation to advance their own interests, and much more. *Profiles in Corruption* contains tomorrow's headlines.

### **Humans of New York: Stories**

Jay Shetty, social media superstar and host of the #1 podcast *On Purpose*, distills the timeless wisdom he learned as a monk into practical steps anyone can take every day to live a less anxious, more meaningful life. When you think like a monk, you'll understand: -How to overcome negativity -How to stop overthinking -Why comparison kills love -How to use your fear -Why you can't find happiness by looking for it -How to learn from everyone you meet

-Why you are not your thoughts -How to find your purpose -Why kindness is crucial to success -And much more

Shetty grew up in a family where you could become one of three things—a doctor, a lawyer, or a failure. His family was convinced he had chosen option three: instead of attending his college graduation ceremony, he headed to India to become a monk, to meditate every day for four to eight hours, and devote his life to helping others. After three years, one of his teachers told him that he would have more impact on the world if he left the monk's path to share his experience and wisdom with others. Heavily in debt, and with no recognizable skills on his résumé, he moved back home in north London with his parents. Shetty reconnected with old school friends—many working for some of the world's largest corporations—who were experiencing tremendous stress, pressure, and unhappiness, and they invited Shetty to coach them on well-being, purpose, and mindfulness. Since then, Shetty has become one of the world's most popular influencers. In 2017, he was named in the Forbes magazine 30-under-30 for being a game-changer in the world of media. In 2018, he had the #1 video on Facebook with over 360 million views. His social media following totals over 38 million, he has produced over 400 viral videos which have amassed more than 8 billion views, and his podcast, On Purpose, is consistently ranked the world's #1 Health and Wellness podcast. In this inspiring, empowering book, Shetty draws on his time as a monk to show us how we can clear the roadblocks to our potential and power. Combining ancient wisdom and his own rich experiences in the ashram, *Think Like a Monk* reveals how to overcome

negative thoughts and habits, and access the calm and purpose that lie within all of us. He transforms abstract lessons into advice and exercises we can all apply to reduce stress, improve relationships, and give the gifts we find in ourselves to the world. Shetty proves that everyone can—and should—think like a monk.

### **Project Management Case Studies**

Protect Your Organization Against Massive Data Breaches and Their Consequences Data breaches can be catastrophic, but they remain mysterious because victims don't want to talk about them. In *Data Breaches*, world-renowned cybersecurity expert Sherri Davidoff shines a light on these events, offering practical guidance for reducing risk and mitigating consequences. Reflecting extensive personal experience and lessons from the world's most damaging breaches, Davidoff identifies proven tactics for reducing damage caused by breaches and avoiding common mistakes that cause them to spiral out of control. You'll learn how to manage data breaches as the true crises they are; minimize reputational damage and legal exposure; address unique challenges associated with health and payment card data; respond to hacktivism, ransomware, and cyber extortion; and prepare for the emerging battlefield of cloud-based breaches. Understand what you need to know about data breaches, the dark web, and markets for stolen data Limit damage by going beyond conventional incident response Navigate high-risk payment card breaches

in the context of PCI DSS Assess and mitigate data breach risks associated with vendors and third-party suppliers Manage compliance requirements associated with healthcare and HIPAA Quickly respond to ransomware and data exposure cases Make better decisions about cyber insurance and maximize the value of your policy Reduce cloud risks and properly prepare for cloud-based data breaches Data Breaches is indispensable for everyone involved in breach avoidance or response: executives, managers, IT staff, consultants, investigators, students, and more. Read it before a breach happens! Register your book for convenient access to downloads, updates, and/or corrections as they become available. See inside book for details.

### **Profiles in Corruption**

When Duncan arrives at school one morning, he finds a stack of letters, one from each of his crayons, complaining about how he uses them. 75,000 first printing.

### **Cases in Intelligence Analysis**

When two strangers end up sharing a cabin on the Trans-Siberian Express, an intense friendship develops, one that can only have one ending a nerve-shattering psychological thriller from bestselling author SJI Holliday \*\*\*Mail on Sunday BOOK OF THE YEAR\*\*\* 'A tense, immersive thriller that kept me guessing' Ian Rankin 'Compelling, gripping and horrifically entertaining' Liz Nugent 'Wonderfully

creepy and compelling' Mail on Sunday 'Echoes of a Killing Eve vibe. Fabulously awful women you will love' Sarah Pinborough \_\_\_\_\_ Carrie's best friend has an accident and can no longer make the round-the-world trip they'd planned together, so Carrie decides to go it alone. Violet is also travelling alone, after splitting up with her boyfriend in Thailand. She is also desperate for a ticket on the Trans-Siberian Express, but there is nothing available. When the two women meet in a Beijing Hotel, Carrie makes the impulsive decision to invite Violet to take her best friend's place. Thrown together in a strange country, and the cramped cabin of the train, the women soon form a bond. But as the journey continues, through Mongolia and into Russia, things start to unravel - because one of these women is not who she claims to be A tense and twisted psychological thriller about obsession, manipulation and toxic friendships, Violet also reminds us that there's a reason why mother told us not to talk to strangers \_\_\_\_\_ 'A fantastically claustrophobic and hugely enjoyable read' I-Newspaper 'Killing Eve meets The Talented Mr Ripley meets Single White Female This is a tense, uneasy thriller, which will forever stop you befriending strangers' Red 'A dark look at toxic friendship, this twisted thriller is a devour-in-a-single-sitting gem' Crime Monthly 'A compulsive read a book you won't be forgetting in a hurry' CultureFly 'Gripping with twists that you don't see coming' Woman's Way

## **Solving Executive Function Challenges**

## **UX Strategy**

Tap into 150 unique case studies covering all four clinical practice areas: medical-surgical, pediatric, OB/maternity, and psychiatric nursing, all newly organized to facilitate a conceptual approach to teaching and learning. Each case covers a common patient problem, drawn from actual clinical experiences and written by nurses who are clinical experts. Cases include integrated content on pharmacology, nutrition, and diagnostic/laboratory tests to encourage you to think critically about all aspects of patient care. The 7th edition features a new concept-based organization, an enhanced focus on interprofessional collaboration and QSEN, 20 all-new case studies, and updated content throughout to reflect the most current standards of clinical practice.

## **1st to Die**

THE #1 PROJECT MANAGEMENT CASE STUDIES BOOK NOW FEATURING NEW CASES FROM DISNEY, THE OLYMPICS, AIRBUS, BOEING, AND MORE After on-the-job experience, case studies are the most important part of every project manager's training. This Fifth Edition of Project Management Case Studies features more than one hundred case studies that detail projects at high-profile companies around the world. These cases offer you a unique opportunity to experience, first-hand, project management in action within a variety of contexts and up against some of the most challenging conditions any project manager will likely face. New to this edition are case studies

focusing on agile and scrum methodologies. Contains 100-plus case studies from companies that illustrate both successful and not-so-successful project management Represents an array of industries, including medical and pharmaceutical, aerospace, entertainment, sports, manufacturing, finance, telecommunications, and more Features 18 new case studies, including high-profile cases from Disney, the Olympics, Boeing 787 Dreamliner, and Airbus 380 Follows and supports preparation for the Project Management Professional (PMP)® Certification Exam Experienced PMs, project managers in training, and students alike will find this book to be an indispensable resource whether used as a standalone or combined with the bestselling Project Management: A Systems Approach to Planning, Scheduling, and Controlling, 12th Edition. PMI, CAPM, PMBOK, PMP and Project Management Professional are registered marks of the Project Management Institute, Inc.

### **The Circle**

Based on the blog with more than four million loyal fans, a beautiful, heartfelt, funny, and inspiring collection of photographs and stories capturing the spirit of a city Now an instant #1 New York Times bestseller, Humans of New York began in the summer of 2010, when photographer Brandon Stanton set out to create a photographic census of New York City. Armed with his camera, he began crisscrossing the city, covering thousands of miles on foot, all in an attempt to capture New Yorkers and their stories. The

result of these efforts was a vibrant blog he called "Humans of New York," in which his photos were featured alongside quotes and anecdotes. The blog has steadily grown, now boasting millions of devoted followers. Humans of New York is the book inspired by the blog. With four hundred color photos, including exclusive portraits and all-new stories, Humans of New York is a stunning collection of images that showcases the outsized personalities of New York. Surprising and moving, printed in a beautiful full-color, hardbound edition, Humans of New York is a celebration of individuality and a tribute to the spirit of the city. With 400 full-color photos and a distinctive vellum jacket

### **Persons Unknown**

This is a practical how-to guide to what marketers need to know about defining, segmenting and targeting business markets: assessing customer needs; gauging the competition; designing winning strategies; and maximising corporate resources.

### **Six Wakes**

Now a Major Motion Picture starring Emma Watson and Tom Hanks. A bestselling dystopian novel that tackles surveillance, privacy and the frightening intrusions of technology in our lives. When Mae Holland is hired to work for the Circle, the world's most powerful internet company, she feels she's been given the opportunity of a lifetime. The Circle, run out of a sprawling California campus, links users' personal

emails, social media, banking, and purchasing with their universal operating system, resulting in one online identity and a new age of civility and transparency. As Mae tours the open-plan office spaces, the towering glass dining facilities, the cozy dorms for those who spend nights at work, she is thrilled with the company's modernity and activity. There are parties that last through the night, there are famous musicians playing on the lawn, there are athletic activities and clubs and brunches, and even an aquarium of rare fish retrieved from the Marianas Trench by the CEO. Mae can't believe her luck, her great fortune to work for the most influential company in the world—even as life beyond the campus grows distant, even as a strange encounter with a colleague leaves her shaken, even as her role at the Circle becomes increasingly public. What begins as the captivating story of one woman's ambition and idealism soon becomes a heart-racing novel of suspense, raising questions about memory, history, privacy, democracy, and the limits of human knowledge.

### **Children of Blood and Bone**

This book provides a framework and real case analyses concerning business architecture strategy and platform-based ecosystems. Firstly, the book introduces a framework of business architecture strategy and suggests an engineering process that employs a business architecture analysis system in which the various business best-practices information technology (IT) tools are integrated into an interface.

More specifically, this architecture analysis provides the means to realize two essential features: a strategy that allows global firms to sense changing market needs, and a tool that combines mechanical engineering with electronics and software IT tools. Secondly, the book discusses platform-based ecosystems. Crucial issues for today's firms are associated with value creation through their platform and ecosystem framework. With a major emphasis on modular product architecture, US firms have focused heavily on platform development in modular industries. Their base is operation system (OS) software, so that IT firms in general focus on software capabilities—and digital control in particular. In contrast, the advantage for Japanese firms is not digital but analog control. Without any drastic changes in their industry practices, Japanese firms are likely to sustain their analog platform advantage. The book subsequently puts forward a holistic view through the connection of business architecture strategy and platform-based ecosystems. The theoretical framework and case illustrations are especially useful to firms involved in a variety of industries that must respond to the turbulent environmental changes of the digital era. Most of the cases target not only Japanese firms but also many other global firms. Readers are systematically shown how to balance technological competence and customer competence by using the framework of business architecture strategy and platform-based ecosystems.

### **Shade**

User experience (UX) strategy requires a careful blend of business strategy and UX design, but until now, there hasn't been an easy-to-apply framework for executing it. This hands-on guide introduces lightweight strategy tools and techniques to help you and your team craft innovative multi-device products that people want to use. Whether you're an entrepreneur, UX/UI designer, product manager, or part of an intrapreneurial team, this book teaches simple-to-advanced strategies that you can use in your work right away. Along with business cases, historical context, and real-world examples throughout, you'll also gain different perspectives on the subject through interviews with top strategists. Define and validate your target users through provisional personas and customer discovery techniques Conduct competitive research and analysis to explore a crowded marketplace or an opportunity to create unique value Focus your team on the primary utility and business model of your product by running structured experiments using prototypes Devise UX funnels that increase customer engagement by mapping desired user actions to meaningful metrics

### **EPUB 3 Best Practices**

Accessible, no-nonsense, and programming language-agnostic introduction to algorithms. Part 3 covers greedy algorithms (scheduling, minimum spanning trees, clustering, Huffman codes) and dynamic programming (knapsack, sequence alignment, shortest paths, optimal search trees).

## Experiencing MIS

"We believe the results of this work deliver up some valuable lessons for any company thinking about ABM, about to start ABM, or recovering from a failure with ABM. . . . We hope our views on the pitfalls that impede successful implementation of ABM help the reader and that by book's end, you'll be as convinced as we are that ABM can be a key weapon in today's international business arena."-from the Preface Now revised and expanded, Activity-Based Management covers the tools and techniques needed to implement ABM as smoothly as possible and use it to its maximum potential over the long-term. Along with revealing case studies from companies across industries, this comprehensive resource includes thirty lessons to be learned in three crucial areas: starting off right, developing the pilot, and moving from pilot to mainstream. Instrumental in decreasing or eliminating misallocation and misinformation, activity-based management (ABM) is a discipline that focuses on the management of activities as the route to improving the value received by the customer and the profit achieved by providing this value. While a host of Fortune 500 and other growth companies are using ABM, not all are doing so with maximum results, demonstrating clearly that proper application requires certain tools and techniques. The fundamentals needed for the effective deployment of ABM are presented and explained in this comprehensive resource, now completely revised and updated. Edited by Steve Player and David E. Keys, with cases written by members of Arthur Andersen's Advanced

Cost Management Practice, Activity-Based Management defines what kind of organization should employ ABM, why it should be implemented, and how it can link with other improvement initiatives to enhance a company's management performance. Along with straightforward guidelines on ABM do's, Player and Keys offer important details on the don'ts, highlighting thirty lessons to be learned in three crucial areas: getting off to the right start, developing the pilot, and moving from pilot to mainstream. Covering potential pitfalls, as well as what to do to overcome them, the authors pinpoint such problems as unclear objectives, misallocation of costs, inadequate software, and poor project management. For a frontline perspective, Activity-Based Management features revealing case studies from various corporations. Presenting their experiences with ABM and activity-based costing (ABC), these firsthand accounts examine a wide range of topics, including using storyboarding to develop ABM systems, how to use ABM for profitability, using ABM to support reengineering, and using ABC for target-costing, activity-based budgeting, and benchmarking. In addition, the next wave of tools are examined. These include customer profitability, revenue profitability, performance management systems, target costing, and reporting ABC information. Packed with proven strategies and practical tips, this accessible and exhaustive resource is indispensable reading for anyone looking to implement activity-based management smoothly and successfully. Jacket Design: Andrew Liefer.

## **The Girls in the Water**

In their Second Edition of *Cases in Intelligence Analysis: Structured Analytic Techniques in Action*, accomplished instructors and intelligence practitioners Sarah Miller Beebe and Randolph H. Pherson offer robust, class-tested cases studies of events in foreign intelligence, counterintelligence, terrorism, homeland security, law enforcement, and decision-making support. Designed to give analysts-in-training an opportunity to apply structured analytic techniques and tackle real-life problems, each turnkey case delivers a captivating narrative, discussion questions, recommended readings, and a series of engaging analytic exercises.

## **Musculoskeletal MRI**

Ready to take your ebooks to the next level with EPUB 3? This concise guide includes best practices and advice to help you navigate the format's wide range of technologies and functionality. EPUB 3 is set to turn electronic publishing on its head with rich multimedia reading experiences and scripted interactivity, but this specification can be daunting to learn. This book provides you with a solid foundation. Written by people involved in the development of this specification, *EPUB 3 Best Practices* includes chapters that cover unique aspects of the EPUB publishing process, such as technology, content creation, and distribution. Get a comprehensive survey of accessible production features. Learn new global language-support features, including right-to-left page

progressions Embed content with EPUB 3's new multimedia elements Make your content dynamic through scripting and interactive elements Work with publication and distribution metadata Create synchronized text and audio playback in reading systems Learn techniques for fixed and adaptive layouts

### **No Safe Place**

Four crime-solving friends face off against a killer in San Francisco in the Women's Murder Club novel that started James Patterson's thrilling series. Each one holds a piece of the puzzle: Lindsay Boxer is a homicide inspector in the San Francisco Police Department, Claire Washburn is a medical examiner, Jill Bernhardt is an assistant D.A., and Cindy Thomas just started working the crime desk of the San Francisco Chronicle. But the usual procedures aren't bringing them any closer to stopping the killings. So these women form a Women's Murder Club to collaborate outside the box and pursue the case by sidestepping their bosses and giving each other a hand. The four women develop intense bonds as they pursue a killer whose crimes have stunned an entire city. Working together, they track down the most terrifying and unexpected killer they have ever encountered--before a shocking conclusion in which everything they knew turns out to be devastatingly wrong. Full of the breathtaking drama and unforgettable emotions for which James Patterson is famous, 1st to Die is the start of the #1 New York Times bestselling series of crime thrillers.

## **Clinical Reasoning Cases in Nursing**

Ambition will fuel him. Competition will drive him. But power has its price.

### **Activity-Based Management**

As President Trump's National Security Advisor, John Bolton spent many of his 453 days in the room where it happened, and the facts speak for themselves. The result is a White House memoir that is the most comprehensive and substantial account of the Trump Administration, and one of the few to date by a top-level official. With almost daily access to the President, John Bolton has produced a precise rendering of his days in and around the Oval Office. What Bolton saw astonished him: a President for whom getting reelected was the only thing that mattered, even if it meant endangering or weakening the nation. "I am hard-pressed to identify any significant Trump decision during my tenure that wasn't driven by reelection calculations," he writes. In fact, he argues that the House committed impeachment malpractice by keeping their prosecution focused narrowly on Ukraine when Trump's Ukraine-like transgressions existed across the full range of his foreign policy—and Bolton documents exactly what those were, and attempts by him and others in the Administration to raise alarms about them. He shows a President addicted to chaos, who embraced our enemies and spurned our friends, and was deeply suspicious of his own government. In Bolton's telling, all this helped put Trump on the

bizarre road to impeachment. “The differences between this presidency and previous ones I had served were stunning,” writes Bolton, who worked for Reagan, Bush 41, and Bush 43. He discovered a President who thought foreign policy is like closing a real estate deal—about personal relationships, made-for-TV showmanship, and advancing his own interests. As a result, the US lost an opportunity to confront its deepening threats, and in cases like China, Russia, Iran, and North Korea ended up in a more vulnerable place. Bolton’s account starts with his long march to the West Wing as Trump and others woo him for the National Security job. The minute he lands, he has to deal with Syria’s chemical attack on the city of Douma, and the crises after that never stop. As he writes in the opening pages, “If you don’t like turmoil, uncertainty, and risk—all the while being constantly overwhelmed with information, decisions to be made, and sheer amount of work—and enlivened by international and domestic personality and ego conflicts beyond description, try something else.” The turmoil, conflicts, and egos are all there—from the upheaval in Venezuela, to the erratic and manipulative moves of North Korea’s Kim Jong Un, to the showdowns at the G7 summits, the calculated warmongering by Iran, the crazy plan to bring the Taliban to Camp David, and the placating of an authoritarian China that ultimately exposed the world to its lethal lies. But this seasoned public servant also has a great eye for the Washington inside game, and his story is full of wit and wry humor about how he saw it played.

## **Algorithms Illuminated (Part 3)**

Top ten Sunday Times Bestseller 'Engaging, ambitious and creative' Guardian Where are we? Are we alone? Who are we? Why are we here? What is our future?

## **Social Engineering**

In this brilliant crime novel from the author of *Missing*, *Presumed*, a detective investigates her most personal case yet: a high-profile murder in which her own family falls under suspicion. “[Susie] Steiner populates this hot-button narrative with achingly human characters, but no one compares to the hormonal, mordantly funny mom-cop who will stop at nothing to save her son.”—*People* (Book of the Week)

As dusk falls, a young man staggers through a park, far from home, bleeding from a stab wound. He dies where he falls, cradled by a stranger, a woman’s name on his lips in his last seconds of life. Detective Manon Bradshaw handles only cold cases. Five months pregnant, in pursuit of a work-life balance rather than romantic love, she’s focused on being a good mother to her two children: her adopted twelve-year-old son, Fly Dent, and the new baby. But the man died just yards from the police station where she works, so Manon can’t help taking an interest. And as she sidles in on the briefing she learns that the victim, a banker from London worth millions, is more closely linked to her than she could have imagined. When the case begins to circle in on Manon’s home and her family, she finds herself pitted against the colleagues she once held dear: Davy Walker and Harriet Harper.

Can Manon separate what she knows about the people she loves from the suspicion hanging over them? Can she investigate the evidence just as she would with any other case? *Persons Unknown* shows acclaimed author Susie Steiner writing her most intricate, suspenseful novel yet. Praise for *Persons Unknown* “A police procedural as concerned with the mysteries of human hearts as with who stabbed a banker to death at a park in Cambridgeshire. [Full of] winning prose, sympathetic characters and an appreciation of life’s joys as keen as a knowledge of its dangers.”—*The Wall Street Journal* “Susie Steiner blends the police procedural and the human drama perfectly.”—*The Charlotte Observer* “[Steiner] has created a masterful mystery within an engaging narrative perfect for Kate Atkinson fans. Readers will be astonished by the unexpected turns at the conclusion, which will leave fans eagerly awaiting the next book. This series needs to be snapped up by the BBC or PBS.”—*Booklist* (starred review) “[An] engrossing stunner, incorporating social justice issues into the narrative, along with superb plotting, dark humor, and excellent characterizations.”—*Library Journal* (starred review)

### **The Ballad of Songbirds and Snakes (A Hunger Games Novel)**

Learn how to create beautiful, interactive, browser-based data visualizations with the D3 JavaScript library. This hands-on book shows you how to use a combination of JavaScript and SVG to build everything from simple bar charts to complex infographics. You’ll

learn how to use basic D3 tools by building visualizations based on real data from the New York Metropolitan Transit Authority. Using historical tables, geographical information, and other data, you'll graph bus breakdowns and accidents and the percentage of subway trains running on time, among other examples. By the end of the book, you'll be prepared to build your own web-based data visualizations with D3. Join a dataset with elements of a webpage, and modify the elements based on the data Map data values onto pixels and colors with D3's scale objects Apply axis and line generators to simplify aspects of building visualizations Create a simple UI that allows users to investigate and compare data Use D3 transitions in your UI to animate important aspects of the data Get an introduction to D3 layout tools for building more sophisticated visualizations If you can code and manipulate data, and know how to work with JavaScript and SVG, this book is for you.

### **Intelligence Analysis**

E-Books in Academic Libraries: Stepping Up to the Challenge provides readers with a view of the changing and emerging roles of electronic books in higher education. The three main sections contain contributions by experts in the publisher/vendor arena, as well as by librarians who report on both the challenges of offering and managing e-books and on the issues surrounding patron use of e-books. The case study section offers perspectives from seven different sizes and types of libraries whose librarians describe innovative and thought-provoking projects

involving e-books. Read about perspectives on e-books from organizations as diverse as a commercial publisher and an association press. Learn about the viewpoint of a jobber. Find out about the e-book challenges facing librarians, such as the quest to control costs in the patron-driven acquisitions (PDA) model, how to solve the dilemma of resource sharing with e-books, and how to manage PDA in the consortial environment. See what patron use of e-books reveals about reading habits and disciplinary differences. Finally, in the case study section, discover how to promote scholarly e-books, how to manage an e-reader checkout program, and how one library replaced most of its print collection with e-books. These and other examples illustrate how innovative librarians use e-books to enhance users' experiences with scholarly works.

### **Violet**

“One of the most captivating novels of the year.” – Washington Post NATIONAL BESTSELLER A Best Book of the Year: New York Times Book Review (Historical Fiction) | Washington Post | NPR's Fresh Air | O Magazine | Bloomberg | Chicago Tribune | Publishers Weekly | Kirkus | Chicago Public Library | New York Public Library A Library Reads Pick | An Indie Next Pick From the #1 New York Times bestselling author of Beautiful Ruins comes another “literary miracle” (NPR)—a propulsive, richly entertaining novel about two brothers swept up in the turbulent class warfare of the early twentieth century. An intimate story of brotherhood, love, sacrifice, and betrayal set against

the panoramic backdrop of an early twentieth-century America that eerily echoes our own time, *The Cold Millions* offers a kaleidoscopic portrait of a nation grappling with the chasm between rich and poor, between harsh realities and simple dreams. The Dolans live by their wits, jumping freight trains and lining up for day work at crooked job agencies. While sixteen-year-old Rye yearns for a steady job and a home, his older brother, Gig, dreams of a better world, fighting alongside other union men for fair pay and decent treatment. Enter Ursula the Great, a vaudeville singer who performs with a live cougar and introduces the brothers to a far more dangerous creature: a mining magnate determined to keep his wealth and his hold on Ursula. Dubious of Gig's idealism, Rye finds himself drawn to a fearless nineteen-year-old activist and feminist named Elizabeth Gurley Flynn. But a storm is coming, threatening to overwhelm them all, and Rye will be forced to decide where he stands. Is it enough to win the occasional battle, even if you cannot win the war? Featuring an unforgettable cast of cops and tramps, suffragists and socialists, madams and murderers, *The Cold Millions* is a tour de force from a "writer who has planted himself firmly in the first rank of American authors" (Boston Globe).

### **Humans of New York**

"An extension of Brookes's 2011 school curriculum *Unstuck and On Target! An Executive Function Curriculum to Improve Flexibility for Children with Autism Spectrum Disorders*, Research Edition. Helps

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children with autism spectrum disorder understand and improve flexibility by hearing the same vocabulary and encountering the same expectations at home and school"--

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