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The Turing Omnibus

Marketing: Theory, Evidence, Practice bridges academic theory and real-world marketing knowledge. It introduces students to the core topics necessary for their undergraduate studies and is designed with the future professional in mind. It clearly illustrates how marketing problems have been solved in business - connecting theory to practice. Written by a combination of marketing academics and marketing scientists who engage with industry it presents information that is practical and interesting in a style that is theoretical and accessible.

Duel in the Dark

"In this book, the author explores the question of whether religions were invented by humans or given to us by some other means. It is a scientific look at how ancient humans made sense of the world and the phenomena they encountered around them. In the past, arguments against the existence of gods have mainly come in the form of scientific inquiries that attempt to show there is no evidence for their existence. The Invention of Religion, however, investigates the psychological mechanisms that cause religions to originate and it sets out to prove that when humans have neither science nor religion, these mechanisms cause them to invent new religions. It also investigates how the differences (like monotheism vs. pantheism) between religions arise and how probable these differences are"--Amazon.com.

Molvania:A Land Untouched by Modern Dentistry

This enhanced e-book combines video and text to create a learning experience that is engaging, informative and fun. In addition to the full text of Vector Basic Training, you'll find high-quality video training that brings the topics to life through friendly visual instruction from experts and industry professionals. Listen up, designers, and wipe those grins off your faces! It's time to get serious about your design work. For too long you've allowed yourself to slack off, relying on your software to

do all of your creative work for you. This book will NOT show you how to use every tool and feature in Adobe Illustrator. This book WILL, however, teach you the importance of drawing out your ideas, analyzing the shapes, and then methodically building them precisely in vector form using the techniques explained in this book. In Vector Basic Training, acclaimed illustrative designer Von Glitschka takes you through his systematic process for creating the kind of precise vector graphics that separate the pros from the mere toolers. Along the way, he'll whip your drawing skills into shape and show you how to create elegant curves and precise anchor points for your designs. The book and accompanying video tutorials will get you ready for active creative duty in zero hundred hours or less. In Vector Basic Training, you'll learn: ¿The tools, plugins, and shortcuts that make up a design pro's creative armament How to use "The Clockwork Method" to create accurate curves every time When and where to set just the right number of anchor points for any design How to build shapes quickly using familiar Illustrator tools Techniques for art directing yourself so that your work gets the response you desire Why symmetry is your friend and how to use it effectively in your designs Von Glitschka reports for duty in over 4 hours' worth of video tutorials that walk you through all the techniques explained in the book. Art files you can use to follow along with the book's samples are downloadable separately (see last page of your eBook for download instructions).

My Father, Sun-Sun Johnson

The funniest book about travel you will ever read: a travel guide to the fictional European republic 'Molvania', birthplace of the polka and whooping cough. The text and design draw on the standard travel guide format and include: background information on the destination, including cultural details, useful phrases, holidays, and calendar of events; accommodation and restaurant listings; activities and excursions; as well as text break-outs, colour photos and maps throughout.

Fundamentals of Applied Dynamics

This revised edition includes new supplementary material including chapter summaries, an exploration of the book's major themes and post-reading comprehension activities.

M

FLHR Road King (1995-1998), FLHR-I Road King (1996-1997), FLHRC-I Road King (1998), FLHS Electra Glide-Sport (1988-1993), FLHT Electra Glide (1995-1998), FLHTC Electra Glide Classic & Anniversary (1984-1998), FLHTC-U Electra Glide Classic-Ultra & Annivers

French Administrative Law

The biggest problem for outsiders in the world of economics is that most of the time, we don't know what the hell the insiders are talking about. To know that, you have to understand the words they're using. This book explains everything from high-frequency trading to the difference between bullshit and nonsense.

Games, Strategies and Decision Making

What makes Piyush Pandey an extraordinary advertising man, friend, partner and leader of men? How does he manage to exude childlike enthusiasm, and bring such deep commitment to his work? You've seen most of the things that Piyush Pandey has seen in his life. You've seen cobblers, carpenters, cricketers, trains, villages, towns and cities. What makes Piyush different is the perspective from which he views the same things you've seen, his ability to store all that he sees into some recesses of his brain and then retrieve them at short notice when he needs to. That ability combined with his love, passion and understanding of advertising and of consumers make him the master storyteller that he is. In Pandeymonium, Piyush talks about his influences, right from his childhood in Jaipur and being a Ranji cricketer, to his philosophy, failures and lessons in advertising in particular and life in general. Lucid, inspiring and unputdownable, this memoir gives you an inside peek into the mind and creative genius of the man who defines advertising in India.

How to Speak Money

- Baltzan; M: Information Systems is a visual, magazine format designed to engage your students from the start! Saturated with fascinating, sometimes hard-to-believe real examples will keep them reading throughout the course. Baltzan's approach discusses various business initiatives first and how technology supports those initiatives second. The premise for this unique approach is that business initiatives drive technology choices in a corporation. Therefore, every discussion addresses the business needs first and addresses the technology that supports those needs second. This approach takes the difficult and often intangible MIS concepts, brings them down to the student's level, and applies them using a hands-on approach to reinforce the concepts. A derivative of the Baltzan; Business Driven Technology version, this M: Information Systems provides the foundation that will enable students to achieve excellence in business, whether they major in operations management, manufacturing, sales, marketing, etc. M: Information Systems is designed to give students the ability to understand how information technology can be a point of strength in an organization.

The SPIN Selling Fieldbook: Practical Tools, Methods, Exercises and Resources

A Gripping New Adventure by the Author of the Bestselling Crimson Worlds and Far Stars seriesThe Confederation has fought three wars against the forces of the totalitarian Union. Three generations of its warriors have gone off to war, held

the line against the larger, more powerful enemy. Now the fourth conflict is imminent, and the Confederation's navy is on alert, positioned behind the frontier, waiting for the attack it knows is coming. The battleship Dauntless has spent the past ten months patrolling the border, deployed far forward of the main fleet, a forlorn hope, an advance guard positioned to give the warning of invasion. But no attack has come. Her crew is exhausted, and the aging battleship needs maintenance. With the fleet mobilized and the forward bases overloaded beyond capacity, she is sent clear across the Confederation, to a planet along the quiet and peaceful far frontier. Her crew is looking forward to a rest, and Dauntless herself is scheduled for a long-overdue maintenance session. But the quiet frontier isn't what it seems and when a distress call is received from one of the mining colonies on the edge of Confederation space, it falls to Captain Tyler Barron to take Dauntless forward, to find out what is happening, and to put a stop to it. Barron and his crew have their ship and each other but they can expect no other help. Suspicion is strong that Union deceit is at play, that the attack is some sort of diversion, intended to draw Confederation forces from the disputed border. The orders are clear. No ships will be transferred from the prospective battle line. Stopping whatever is happening on the rim is Barron's responsibility, and his alone. Barron is the grandson of the Confederation's great hero, the father of the modern navy. His family name has always carried privilege with it, and crushing responsibility. And now he must prove that he has inherited more from his famous grandfather than name and privilege. He must face the enemy, and win the victory before the Confederation is caught between two enemies and destroyed. Blood on the Stars Reading Order Book 1: Duel in the Dark Book 2: Call to Arms (January 2017, Available now for preorder)

Harley-Davidson FLH/FLT/FXR Evolution 1984-1998

Introduction to Fluid Mechanics is a mathematically efficient introductory text for a basal course in mechanical engineering. More rigorous than existing texts in the field, it is also distinguished by the choice and order of subject matter, its careful derivation and explanation of the laws of fluid mechanics, and its attention to everyday examples of fluid flow and common engineering applications. Beginning with the simple and proceeding to the complex, the text introduces the principles of fluid mechanics in orderly steps. At each stage practical engineering problems are solved, principally in engineering systems such as dams, pumps, turbines, pipe flows, propellers, and jets, but with occasional illustrations from physiological and meteorological flows. The approach builds on the student's experience with everyday fluid mechanics, showing how the scientific principles permit a quantitative understanding of what is happening and provide a basis for designing engineering systems that achieve the desired objectives. Introduction to Fluid Mechanics differs from most engineering texts in several respects: The derivations of the fluid principles (especially the conservation of energy) are complete and correct, but concisely given through use of the theorems of vector calculus. This saves considerable time and enables the student to visualize the significance of these principles. More attention than usual is given to unsteady flows and their importance in pipe flow and external flows. Finally, the examples and exercises illustrate real engineering situations, including physically

realistic values of the problem variables. Many of these problems require calculation of numerical values, giving the student experience in judging the correctness of his or her numerical skills.

Contemporary Engineering Economics

An introductory engineering textbook by an award-winning MIT professor that covers the history of dynamics and the dynamical analyses of mechanical, electrical, and electromechanical systems. This introductory textbook offers a distinctive blend of the modern and the historical, seeking to encourage an appreciation for the history of dynamics while also presenting a framework for future learning. The text presents engineering mechanics as a unified field, emphasizing dynamics but integrating topics from other disciplines, including design and the humanities. The book begins with a history of mechanics, suitable for an undergraduate overview. Subsequent chapters cover such topics as three-dimensional kinematics; the direct approach, also known as vectorial mechanics or the momentum approach; the indirect approach, also called lagrangian dynamics or variational dynamics; an expansion of the momentum and lagrangian formulations to extended bodies; lumped-parameter electrical and electromagnetic devices; and equations of motion for one-dimensional continuum models. The book is noteworthy in covering both lagrangian dynamics and vibration analysis. The principles covered are relatively few and easy to articulate; the examples are rich and broad. Summary tables, often in the form of flowcharts, appear throughout. End-of-chapter problems begin at an elementary level and become increasingly difficult. Appendixes provide theoretical and mathematical support for the main text.

Marketing: Theory, Evidence, Practice

Introduction to Fluid Mechanics

Vector Basic Training

This book on game theory introduces and develops the key concepts with a minimum of mathematics. Students are presented with empirical evidence, anecdotes and strategic situations to help them apply theory and gain a genuine insight into human behaviour. The book provides a diverse collection of examples and scenarios from history, literature, sports, crime, theology, war, biology, and everyday life. These examples come with rich context that adds real-world meat to the skeleton of theory. Each chapter begins with a specific strategic situation and is followed with a systematic treatment that gradually builds understanding of the concept.

Pandeymonium

Put into practice today's winning strategy for achieving success in high-end sales! The SPIN Selling Fieldbook is your guide to the method that has revolutionized big-ticket sales in the United States and globally. It's the method being used by one-half of all Fortune 500 companies to train their sales forces, and here's the interactive, hands-on field book that provides the practical tools you need to put this revolutionary method into action immediately. The SPIN Selling Fieldbook includes: Individual diagnostic exercises Illustrative case studies from leading companies Practical planning suggestions Provocative questionnaires Practice sessions to prepare you for dealing with challenging selling situations Written by the pioneering author of the original bestseller, SPIN Selling, this book is aimed at making implementation easy for companies that have not yet established SPIN techniques. It will also enable companies that are already using the method to reinforce SPIN methods in the field and in coaching sessions.

The Invention of Religion

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