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The Green Marketing Manifesto - John Grant 2009-08-11
We are currently eating, sleeping and breathing a new found religion of everything 'green'. At the very heart of responsibility is industry and commerce, with everyone now racing to create their 'environmental' business strategy. In line with this awareness, there is much discussion about the 'green marketing opportunity' as a means of jumping on this bandwagon. We need to find a sustainable marketing that actually delivers on green objectives, not green theming. Marketers need to give up the many strategies and approaches that made sense in pure commercial terms but which are unsustainable. True green marketing must go beyond the ad models where everything is another excuse to make a brand look good; we need a green marketing that does good. The Green Marketing Manifesto provides a roadmap on how to organize green marketing effectively and sustainably. It offers a fresh start for green marketing, one that provides a practical and ingenious approach. The book offers many examples from companies and brands who are making headway in this difficult arena, such as Marks & Spencer, Sky, Virgin, Toyota, Tesco, O2 to give an indication of the potential of this route. John Grant creates a 'Green Matrix' as a tool for examining current practice and the practice that the future needs to embrace. This book is intended to assist marketers, by means of clear and practical guidance, through a complex transition towards meaningful green marketing. Includes a foreword by Jonathon Porritt.

Learning Android Intents - Muhammad Usama Bin Aftab 2014
The book will take an easytofollow and engaging tutorial approach, providing a practical and comprehensive way to learn Android intents.If you are a novice or an intermediate Android Developer who wants to expand their knowledge of Android Intents, this book is ideal for you. Readers are expected to have basic understanding of Android development, how to use different IDEs, and how to develop applications using Android APIs.

Free - Chris Anderson 2009-07-07
The online economy offers challenges to traditional businesses as well as incredible opportunities. Chris Anderson makes the compelling case that in many instances businesses can succeed best by giving away more than they charge for. Known as "Freemium," this combination of free and paid is emerging as one of the most powerful digital business models. In Free, Chris Anderson explores this radical idea for the new global economy and demonstrates how it can be harnessed for the benefit of consumers and businesses alike. In the twenty-first century, Free is more than just a promotional gimmick: It's a business strategy that is essential to a company's successful future. Download the audiobook of Free for free! Details inside the book.

The Legacy of Cancelled Sega Dreamcast Games - Solomon Trevey 2015-12-23
All the best Sega Dreamcast games that never were!

Theory of Fun for Game Design - Raph Koster 2013-11-08
Now in full color, the 10th anniversary edition of this classic book takes you deep into the influences that underlie modern video games, and examines the elements they share with traditional games such as checkers. At the heart of his exploration, veteran game designer Raph Koster takes a close look at the concept of fun and why it's the most vital element in any game. Why do some games become boring quickly, while others remain fun for years? How do games serve as fundamental and powerful learning tools? Whether you're a game developer, dedicated gamer, or curious observer, this illustrated, fully updated edition helps you understand what drives this major cultural force, and inspires you to take it further. You'll discover that: Games play into our innate ability to seek patterns and solve puzzles Most successful games are built upon the same elements Slightly more females than males now play games Many games still teach primitive survival skills Fictional dressing for modern games is more developed than the conceptual elements Truly creative designers seldom use other games for inspiration Games are beginning to evolve beyond their prehistoric origins

Model Identification and Data Analysis - Sergio Bittanti 2019-03-20
This book is about constructing models from experimental data. It covers a range of topics, from statistical data prediction to Kalman filtering, from black-box model identification to parameter estimation, from spectral analysis to predictive control. Written for graduate students, this textbook offers an approach that has proven successful throughout the many years during which its author has taught these topics at his University. The book: Contains accessible methods explained step-by-step in simple terms Offers an essential tool useful in a variety of fields, especially engineering, statistics, and mathematics Includes an overview on random variables and stationary processes, as well as an introduction to discrete time models and matrix analysis Incorporates historical commentaries to put into perspective the developments that have brought the discipline to its current state Provides many examples and solved problems to complement the presentation and facilitate comprehension of the techniques presented

Confessions of an Advertising Man - David Ogilvy 2002

Business Models for Sustainability Transitions - Annabeth Aagaard 2021-11-11
Can innovations in business change society? Can innovations in society change business? These two questions have become critically urgent in recent years, but are rarely considered together. 'Business Models for Sustainability Transitions' therefore asks, can contemplating both concepts together result in a flourishing, sustainable future? Technology alone cannot save us. We cannot consciously consume our way out of trouble. This book represents a start at bridging the dynamic world of business model innovation with the constant and unprecedented transitions underway in the world around us. For researchers, practitioners, and policy makers, the coupling of the two questions has the potential to unlock answers to our grand global challenges with responses that are at the same time rapid and enduring. This work offers unique and considered glimpses into what it may take to harness wide-ranging innovations for the collective good.

The Art of Game Design - Jesse Schell 2019-07-31
Presents over 100 sets of questions, or different lenses, for viewing a game's design. Written by one of the world's top game designers, this book describes the deepest and most fundamental principles of game design, demonstrating how tactics used in board, card, and athletic games also work in video games. It provides practical instruction on creating world-class games that will be played again and again. New to this edition: many great examples from new VR and AR platforms as well as examples from modern games

such as Uncharted 4 and The Last of Us, Free to Play games, hybrid games, transformational games, and more.

Ruthie Fear: A Novel - Maxim Loskutoff 2020-09-01
Winner of the 2021 High Plains Book Award in Fiction and the 2021 Montana Innovation Award In this haunting parable of the American West, a young woman faces the violent past of her remote Montana valley. As a child in Montana's Bitterroot Valley, Ruthie Fear sees an apparition: a strange, headless creature near a canyon creek. Its presence haunts her throughout her youth. Raised in a trailer by her stubborn, bowhunting father, Ruthie develops a powerful connection with the natural world but struggles to find her place in a society shaped by men. Development, gun violence, and her father's vendettas threaten her mountain home. As she comes of age, her small community begins to fracture in the face of class tension and encroaching natural disaster, and the creature she saw long ago reappears as a portent of the valley's final reckoning. An entirely new kind of western and the first novel from one of this generation's most wildly imaginative writers, Ruthie Fear captures the destruction and rebirth of the modern American West with warmth, urgency, and grandeur. The Technicolor bursts of action that test Ruthie's commitment to the valley and its people invite us to look closer at our nation's complicated legacy of manifest destiny, mass shootings, and environmental destruction. Anchored by its unforgettable heroine, Ruthie Fear presents the rural West as a place balanced on a knife-edge, at war with itself, but still unbearably beautiful and full of love.

Il metodo Aranzulla. Imparare a creare un business online - Salvatore Aranzulla 2019

Java - Walter J. Savitch 2004
Best-selling author, Walter Savitch, uses a conversational style to teach programmers problem solving and programming techniques with Java. Readers are introduced to object-oriented programming and important computer science concepts such as testing and debugging techniques, program style, inheritance, and exception handling. It includes thorough coverage of the Swing libraries and event driven programming. The Java coverage is a concise, accessible introduction that covers key language features. Thorough early coverage of objects is included, with an emphasis on applications over applets. The author includes a highly flexible format that allows readers to adapt coverage of topics to their preferred order. Although the book does cover such more advanced topics as inheritance, exception handling, and the Swing libraries, it starts from the beginning, and it teaches traditional, more basic techniques, such as algorithm design. The volume provides concise coverage of computers and Java objects, primitive types, strings, and interactive I/O, flow of control, defining classes and methods, arrays, inheritance, exception handling, streams and file I/O, recursion, window interfaces using swing objects, and applets and HTML. For Programmers.

Meetings with Remarkable Men - G. I. Gurdjieff 1984

Programming Languages: Principles and Paradigms - Maurizio Gabbrielli 2010-03-23
This excellent addition to the UTiCS series of undergraduate textbooks provides a detailed and up to date description of the main principles behind the design and implementation of modern programming languages. Rather than focusing on a specific language, the book identifies the most important principles shared by large classes of languages. To complete this general approach, detailed descriptions of the main programming paradigms, namely imperative, object-oriented, functional and logic are given, analysed in depth and compared. This provides the basis for a critical understanding of most of the programming languages. An historical viewpoint is also included, discussing the evolution of programming languages, and to provide a context for most of the constructs in use today. The book concludes with two chapters which introduce basic notions of syntax, semantics and computability, to provide a completely rounded picture of what constitutes a programming language. /div

Java - Harvey M. Deitel 2002
Accompanying CD-ROM contains Java 2 SDK standard edition, 1.3.1, Java Media Framework API 2.1.1, Forte for Java, release 2.0, Community ed., Java Plug-in HTML converter 1.3.

Superfans - Flynn 2019-08-13

Data Analytics in Football - Daniel Memmert 2018-05-30
Data Analytics in Football provides students, researchers and coaches with a firm grounding in the principles of modern performance analysis. It offers an insight into the use of positional data, exploring how it can be collected, modelled, analysed and interpreted. Introducing cutting-edge methods, the book challenges long-held assumptions and encourages a new way of thinking about football analysis. Based on data collected from the German Bundesliga and the UEFA Champions League, the book seeks to define the role of positional data in football match analysis by exploring topics such as: What is positional data analysis and how did it emerge from conventional match analysis? How can positional data be collected and which technologies can be used? What are the benefits of a data-driven approach to decision making in football? What Key Performance Indicators based on positional data should be used? How can traditional match analysis be complemented by using positional data and advanced KPIs? How can these new methods evolve in the future? Accessibly written, packed full of examples from elite football and supplemented with expert interviews (Ralf Rangnick, Urs Siegenthaler and others), Data Analytics in Football is a thought-provoking, rigorously evidence-based guide to the use of data analytics in football performance analysis. As such, it is a vital resource for any student, researcher or coach interested in performance analysis and skill acquisition, or anyone interested in football more generally.

Nativity Flap Book - Sam Taplin 2013-09-01
"Discover the magic of the very first Christmas by lifting the big flaps in this simple story of the nativity"-- Publisher.

The Science of Storytelling - Will Storr 2020-03-10
The compelling, groundbreaking guide to creative writing that reveals how the brain responds to storytelling Stories shape who we are. They drive us to act out our dreams and ambitions and mold our beliefs. Storytelling is an essential part of what makes us human. So, how do master storytellers compel us? In The Science of Storytelling, award-winning writer and acclaimed teacher of creative writing Will Storr applies dazzling psychological research and cutting-edge neuroscience to our myths and archetypes to show how we can write better stories, revealing, among other things, how storytellers—and also our brains—create worlds by being attuned to moments of unexpected change. Will Storr's superbly chosen examples range from Harry Potter to Jane Austen to Alice Walker, Greek drama to Russian novels to Native American folk tales, King Lear to Breaking Bad to children's stories. With sections such as "The Dramatic Question," "Creating a World," and "Plot, Endings, and Meaning," as well as a practical, step-by-step appendix dedicated to "The Sacred Flaw Approach," The Science of Storytelling reveals just what makes stories work, placing it alongside such creative writing classics as John Yorke's Into the Woods: A Five-Act Journey into Story and Lajos Egri's The Art of Dramatic Writing. Enlightening and empowering, The Science of Storytelling is destined to become an invaluable resource for writers of all stripes, whether novelist, screenwriter, playwright, or writer of creative or traditional nonfiction.

Assimilate - S. Alexander Reed 2013-06-03
"Industrial" is a descriptor that fans and critics have applied to a remarkable variety of music: the oildrum pounding of Einstürzende Neubauten, the processed electronic groans of Throbbing Gristle, the drumloop clatter of Skinny Puppy, and the synthpop songcraft of VNV Nation, to name just a few. But the stylistic breadth and subcultural longevity of industrial music suggests that the common ground here might not be any one particular sound, but instead a network of ideologies. This book traces industrial music's attitudes and practices from their earliest articulations--a hundred years ago--through the genre's mid-1970s formation and its development up to the present and beyond. Taking cues from radical intellectuals like Antonin Artaud, William S. Burroughs, and Guy Debord, industrial musicians sought to dismantle deep cultural assumptions so thoroughly normalized by media, government, and religion as to seem invisible. More extreme than punk, industrial music revolted against the very ideas of order and reason: it sought to strip away the brainwashing that was identity itself. It aspired to provoke, bewilder, and roar with independence. Of course, whether this revolution succeeded is another question... Assimilate is the first serious study published on industrial music. Through incisive discussions of musicians, audiences, marketers, cities, and songs, this book traces industrial values, methods, and goals across forty years of technological, political, and artistic change. A scholarly musicologist and a longtime industrial musician, S.

Alexander Reed provides deep insight not only into the genre's history but also into its ambiguous relationship with symbols of totalitarianism and evil. Voicing frank criticism and affection alike, this book reveals the challenging and sometimes inspiring ways that industrial music both responds to and shapes the world. Assimilate is essential reading for anyone who has ever imagined limitless freedom, danced alone in the dark, or longed for more noise.

Dog Dogs - Elliott Erwitt 2002

Company Success in Manufacturing Organizations - Ana M. Ferreras 2017-08-03
In the past, company success was typically measured by financial indicators. Lately though, non-financial measures such as employee morale have become popular. Although there are approaches that look into quantitative and qualitative performance measures affecting company success, none of them characterize it in a holistic way, combining all the critical performance measures. This book presents a multifaceted approach that prepares engineers and future organizational leaders/managers to measure, monitor, and predict company success in a more meaningful way.

Python for Data Analysis - Wes McKinney 2017-09-25
Get complete instructions for manipulating, processing, cleaning, and crunching datasets in Python. Updated for Python 3.6, the second edition of this hands-on guide is packed with practical case studies that show you how to solve a broad set of data analysis problems effectively. You'll learn the latest versions of pandas, NumPy, IPython, and Jupyter in the process. Written by Wes McKinney, the creator of the Python pandas project, this book is a practical, modern introduction to data science tools in Python. It's ideal for analysts new to Python and for Python programmers new to data science and scientific computing. Data files and related material are available on GitHub. Use the IPython shell and Jupyter notebook for exploratory computing Learn basic and advanced features in NumPy (Numerical Python) Get started with data analysis tools in the pandas library Use flexible tools to load, clean, transform, merge, and reshape data Create informative visualizations with matplotlib Apply the pandas groupby facility to slice, dice, and summarize datasets Analyze and manipulate regular and irregular time series data Learn how to solve real-world data analysis problems with thorough, detailed examples

Blues - W. C. Handy 2001
This classic collection of great blues songs, arranged for piano and voice, was originally published in 1926. Considered the most famous blues collection in history, it includes historical notes, tunes and arrangements, notes for each song, a bibliography, and a chart of guitar chords. Illustrated by renowned Mexican illustrator Miguel Covarrubias.

The Art of Deception - Kevin D. Mitnick 2011-08-04
The world's most infamous hacker offers an insider's view of the low-tech threats to high-tech security Kevin Mitnick's exploits as a cyber-desperado and fugitive form one of the most exhaustive FBI manhunts in history and have spawned dozens of articles, books, films, and documentaries. Since his release from federal prison, in 1998, Mitnick has turned his life around and established himself as one of the most sought-after computer security experts worldwide. Now, in The Art of Deception, the world's most notorious hacker gives new meaning to the old adage, "It takes a thief to catch a thief." Focusing on the human factors involved with information security, Mitnick explains why all the firewalls and encryption protocols in the world will never be enough to stop a savvy grifter intent on rifling a corporate database or an irate employee determined to crash a system. With the help of many fascinating true stories of successful attacks on business and government, he illustrates just how susceptible even the most locked-down information systems are to a slick con artist impersonating an IRS agent. Narrating from the points of view of both the attacker and the victims, he explains why each attack was so successful and how it could have been prevented in an engaging and highly readable style reminiscent of a true-crime novel. And, perhaps most importantly, Mitnick offers advice for preventing these types of social engineering hacks through security protocols, training programs, and manuals that address the human element of security.

The Property - Rutu Modan 2021-04-22
Included on more than ten Best of the Year lists, including the Guardian, Publishers Weekly, Salon, Amazon, and the Washington Post The Property is a work that will inspire, fascinate, and delight readers and critics alike. Savvy and insightful, elegant and subtle, Rutu Modan's second full-length graphic novel is a triumph of storytelling and fine lines. After the death of her son, Regina Segal takes her granddaughter Mica to Warsaw, hoping to reclaim a family property lost during the Second World War. As they get to know modern Warsaw, Regina is forced to recall difficult things about her past, and Mica begins to wonder if maybe their reasons for coming aren't a little different than what her grandmother led her to believe. Modan offers up a world populated by prickly seniors, smart-alecky public servants, and stubborn women—a world whose realism is expressed alternately in the absurdity of people's behavior and in the complex consequences of their sacrifices. Modan's ever-present wit is articulated perfectly in her clear-line style, while a subtle, almost muted color palette complements the true-to-life nuances of her characterization. Exit Wounds made a huge splash for this signature combination of wit, style, and realism, and The Property will cement Modan's status as one of the foremost cartoonists working today. Translated from the Hebrew by Jessica Cohen.

Cacao - John Hinchley Hart 1900

The Daydreamer - Ian McEwan 2010-07-20
A classic from one of our greatest storytellers underlines Doubleday Canada's commitment to YA fiction, in a handsome new edition that will appeal to young readers of all ages. In these seven exquisite, interlinked episodes, grown-up Peter Fortune reveals the secret journeys, metamorphoses, and adventures of his childhood. Living somewhere between dream and reality, Peter experiences fantastical transformations: he swaps bodies with the family cat and a cranky infant, battles a very bad doll who comes to life to seek revenge, and discovers in a kitchen drawer some vanishing cream that actually makes people vanish. In the final story, he wakes up as an eleven-year-old inside a grown-up's body, and embarks on the truly fantastic adventure of falling in love. Moving, dreamlike, and extraordinary, The Daydreamer is a celebration of imagination and fantasy.

The Bodhidharma Anthology - Jeffrey L. Broughton 1999-09-21
In the early part of this century, the discovery of a walled-up cave in northwest China led to the retrieval of a lost early Ch'an (Zen) literature of the T'ang dynasty (618-907). One of the recovered Zen texts was a seven-piece collection, the Bodhidharma Anthology. Of the numerous texts attributed to Bodhidharma, this anthology is the only one generally believed to contain authentic Bodhidharma material. Jeffrey L. Broughton provides a reliable annotated translation of the Bodhidharma Anthology along with a detailed study of its nature, content, and background. His work is especially important for its rendering of the three Records, which contain some of the earliest Zen dialogues and constitute the real beginnings of Zen literature. The vivid dialogues and sayings of Master Yuan, a long-forgotten member of the Bodhidharma circle, are the hallmark of the Records. Master Yuan consistently criticizes reliance on the Dharma, on teachers, on meditative practice, and on scripture, all of which lead to self-deception and confusion, he says. According to Master Yuan, if one has spirit and does not seek anything, including the teachings of Buddhism, then one will attain the quietude of liberation. The boldness in Yuan's utterances prefigures much of the full-blown Zen tradition we recognize today. Broughton utilizes a Tibetan translation of the Bodhidharma Anthology as an informative gloss on the Chinese original. Placing the anthology within the context of the Tun-huang Zen manuscripts as a whole, he proposes a new approach to the study of Zen, one that concentrates on literary history, a genealogy of texts rather than the usual genealogy of masters.

Advanced Game Design - Michael Sellers 2017-10-30
In Advanced Game Design, pioneering game designer and instructor Michael Sellers situates game design practices in a strong theoretical framework of systems thinking, enabling designers to think more deeply and clearly about their work, so they can produce better, more engaging games for any device or platform. Sellers offers a deep unifying framework in which practical game design best practices and proven systems thinking theory reinforce each other, helping game designers understand what they are trying to accomplish and the best ways to achieve it. Drawing on 20+ years of experience designing games, launching game studios, and teaching game design, Sellers explains: What games are, and how systems thinking can help you think about them more clearly How to systematically promote engagement, interactivity, and fun What you can learn from MDA and other game design frameworks How to create

gameplay and core loops How to design the entire player experience, and how to build game mechanics that work together to create that experience How to capture your game's "big idea" and Unique Selling Proposition How to establish high-level and background design and translate it into detailed design How to build, playtest, and iterate early prototypes How to build your game design career in a field that keeps changing at breakneck speed

The Psoas Book - Liz Koch 1997

Hello Ruby: Adventures in Coding - Linda Liukas 2015-10-06
Hello Ruby is the world's most whimsical way to learn about computers, programming and technology. Includes activities for all future coders.

Google Tag Manager for Beginners - Roberto Guiotto 2019-03-12
A huge editorial success in Italy, this technical manual explains how to get the best results from Google Tag Manager. It starts from absolute zero, guiding readers through a tool with revolutionary potential-one that many have yet to understand! Italian Amazon bestseller for its category, this book now comes out in a new English edition. It is considered the missing guide to Google Tag Manager by many specialists in the field and is now up-to-date with the latest GTM developments, case studies, and expert opinions, plus an entire chapter dedicated to e-commerce. Don't miss the three free bonuses worth 338!

Personal Best - Elliott Erwitt 2014
Originally published as a large format hardcover in 2006, this carefully curated retrospective of Elliott Erwitt's work is now available in a less expensive edition. This is a classic collection of images by a master of the art form.

The Google Story - David A. Vise 2006
An inside look at the billion-dollar enterprise reveals how the Internet icon grew from a concept to a social phenomenon with a bold mission: to organize all of the world's information and make it easily accessible to people in more than one hundred languages. Reprint. 50,000 first printing.

Of the Five Wounds of the Holy Church - Antonio Rosmini 1883

Cuore - Edmondo De Amicis 2018-10-17
This work has been selected by scholars as being culturally important and is part of the knowledge base of civilization as we know it. This work is in the public domain in the United States of America, and possibly other nations. Within the United States, you may freely copy and distribute this work, as no entity (individual or corporate) has a copyright on the body of the work. Scholars believe, and we concur, that this work is important enough to be preserved, reproduced, and made generally available to the public. To ensure a quality reading experience, this work has been proofread and republished using a format that seamlessly blends the original graphical elements with text in an easy-to-read typeface. We appreciate your support of the preservation process, and thank you for being an important part of keeping this knowledge alive and relevant.

Early English Adventurers in the East - Arnold Wright 1917

The Verona Arena - Roberto Pasini 1995

Tentacles at My Throat Tentacles at My Throat - Zerocalcare 2018-07-18
Three friends, their schoolgrounds, a secret. And fifteen years later, the discovery that they all thought there was only one secret, but each had their own. And there was one more, bigger than the others, that none were aware of. This is Zerocalcare's second graphic novel, the one that made him stand out as an intelligent, delicate, merciless narrator when it comes to describing his own weaknesses, which may be everyone's. A complete story in three parts at different times in the coming of age of young Calcare; three moments that have in common the all-too-familiar feeling of having tentacles at the throat.