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E5D - GIOVANNY DELGADO

THE CRITICAL WORK IN GLOBAL HEALTH, NOW COMPLETELY REVISED AND UPDATED "This book compels us to better understand the contexts in which health problems emerge and the forces that underlie and propel them." -Archbishop Emeritus Desmond Mpilo Tutu H1N1. Diabetes. Ebola. Zika. Each of these health problems is rooted in a confluence of social, political, economic, and biomedical factors that together inform our understanding of global health. The imperative for those who study global health is to understand these factors individually and, especially, synergistically. Fully revised and updated, this fourth edition of Oxford's Textbook of Global Health offers a critical examination of the array of societal factors that shape health within and across countries, including how health inequities create consequences that must be addressed by public health, international aid, and social and economic policymaking. The text equips students, activists, and health professionals with the building blocks for a contextualized understanding of global health, including essential threads that are combined in no other work: · historical dynamics of the field · the political economy of health and development · analysis of the current global health structure, including its actors, agencies, and activities · societal determinants of health, from global trade and investment treaties to social policies to living and working conditions · the role of health data and measuring health inequities · major causes of global illness and death, including under crises, from a political economy of health vantage point that goes beyond communicable vs. non-communicable diseases to incorporate contexts of social and economic deprivation, work, and globalization · the role of trade/investment and financial liberalization, precarious work, and environmental degradation and contamination · principles of health systems and the politics of health financing · community, national, and transnational social justice approaches to building healthy societies and practicing global health ethically and equitably Through this approach the Textbook of Global Health encourages the reader -- be it student, professional, or advocate -- to embrace a wider view of the global health paradigm, one that draws from political economy considerations at community, national, and transnational levels. It is essential and current reading for anyone working in or around global health.

James R. Hannibal presents a thrilling adventure through history, complete with mysteries, secret items, codes, and a touch of magic in this stunning middle grade debut. Thirteen-year-old Jack Buckles is great at finding things. Not just a missing glove or the other sock, but things normal people have long given up on ever seeing again. If only he could find his father, who has disappeared in London without a trace. But Jack's father was not who he claimed to be. It turns out that he was a member of a secret society of detectives that has served the crown for centuries—and membership into the Lost Property Office is Jack's inheritance. Now the only way Jack will ever see his father again is if he finds what the nefarious Clockmaker is after: the Ember, which holds a secret that has been kept since the Great Fire of London. Will Jack be able to find the Ember and save his father, or will his talent for finding things fall short?

The term affiliate marketing has been misunderstood and underestimated since its inception. At its core, affiliate marketing represents something overwhelmingly positive: paying only for marketing that delivers actual, quantifiable results. Robert Glazer, a leader in the affiliate marketing industry for over a decade, draws upon his experience and insights gathered from influential marketers to examine a rapidly changing field. Performance Partnerships is the first in-depth look at the performance (affiliate) marketing industry. Examining its roots and evolution, this book offers a better understanding of its impact as a vital form of direct-to-consumer digital marketing, and advice on how it can be used to change marketing and business development practices. When used correctly, affiliate marketing and Performance Partnerships can be powerful tools to grow your business—and Robert can show you how to tap into that boundless potential.

Award-winning speaker and business consultant Joey Coleman teaches audiences and companies all over the world how to turn a one-time purchaser into a lifelong customer. Coleman's theory of building customer loyalty isn't about focusing on marketing or closing the sale: It's about the First 100 Days® after the sale and the interactions the customer experiences. While new customers experience joy, euphoria, and excitement, these feelings quickly shift to fear, doubt, and uncertainty as buyer's remorse sets in. Across all industries, somewhere between 20%-70% of newly acquired customers will stop doing business with a company with the first 100 days of being a new customer because they feel neglected in the early stages of customer onboarding. In *Never Lose a Customer Again*, Coleman offers a philosophy and methodology for dramatically increasing customer retention and as a result, the bottom line. He identifies eight distinct emotional phases customers go through in the 100 days following a purchase. From an impulse buy at Starbucks to the thoughtful purchase of a first house, all customers have the potential to experience the eight phases of the customer journey. If you can understand and anticipate the customers' emotions, you can apply a myriad of tools and techniques -- in-person, email, phone, mail, video, and presents -- to cement a long and valuable relationship. Coleman's system is presented through research and case studies showing how best-in-class companies create remarkable customer experiences at each step in the customer lifecycle. In the "Acclimate" stage, customers need you to hold their hand and over-explain how to use your product or service. They're often too embarrassed to admit they're confused. Take a cue from Canadian software company PolicyMedical and their challenge of getting non-technical users to undergo a complex installation and implementation process. They turned a series of project spreadsheets and installation manuals into a beautiful puzzle customers could assemble after completing each milestone. In the "Adopt" stage, customers should be welcomed to the highest tier of tribal membership with both public and private recognitions. For instance, Sephora's VIB Rogue member welcome gift provides a metallic membership card (private recognition) and a members-only shade of lipstick (for public display). In the final stage, "Advocate," loyal customers and raving fans are primed to provide powerful referrals. That's how elite entrepreneurial event MastermindTalks continues to sell-out their conference year after year - with zero dollars spent on marketing. By surprising their loyal fans with amazing referral bonuses (an all-expenses paid safari?!), they guarantee their community will keep providing perfect referrals. Drawing on nearly two decades of consulting and keynoting, Coleman provides strategies and systems to increase customer loyalty. Applicable to companies in any industry and of any size (whether measured in employee count, revenue, or total number of customers), implementing his methods regularly leads to an increase in profits of 25-100%. Working with well-known clients like Hyatt Hotels, Zappos, and NASA, as well as mom-and-pop shops

and solo entrepreneurs around the world, Coleman's customer retention system has produced incredible results in dozens of industries. His approach to creating remarkable customer experiences requires minimal financial investment and will be fun for owners, employees, and teams to implement. This book is required reading for business owners, CEOs, and managers - as well as sales and marketing teams, account managers, and customer service representatives looking for easy to implement action steps that result in lasting change, increased profits, and lifelong customer retention.

An instant #1 Wall Street Journal bestseller and USA Today bestseller! The remote work revolution has been rapidly accelerated by the COVID-19 pandemic. Organizations as big as Twitter have learned their employees didn't need an office to get great results, and employees are using the flexibility of remote work to live where they want, ditch their commutes and live a work-life integration that works for them. Remote work is here to stay, and the companies that do it well will have a clear competitive advantage in the future. As founder and CEO of Acceleration Partners, a 100 percent remote organization with 170 employees who work from home, Robert Glazer has discovered that with the right principles, tactics and tools for managing remote employees, many businesses can excel in a virtual world. In this highly actionable book, Glazer shares how he and his team built a remote organization that has been recognized with dozens of awards for its industry performance and company culture. "A timely, practical, and highly informative guide to effective techniques for remote work; of benefit to practitioners or students of business. Highly recommended."—Library Journal, STARRED review How to Thrive in the Virtual Workplace shares insights from the remote employee, manager and leader perspectives, offering a blueprint any person can use to make remote work successful, productive and fulfilling. Learn how to leverage the flexibility of remote work, be more productive while working at home, avoid burnout, lead a team of virtual employees and build an organization that sets the gold standard for virtual work. The remote work revolution is here—the leaders who will build the future are the ones who can lead top performing virtual teams. Learn how to build a world-class organization—office no longer required.

From Pulitzer Prize-winning author Larry McMurtry comes the first in a four-volume epic journey through the early American frontier, featuring the Berrybender family, English nobility adrift in the American West in the 1830s. It is 1830, and the Berrybender family—rich, aristocratic, English, and hopelessly out of place—is on its way up the Missouri River to see the untamed West as it begins to open up. With irascible determination—and a great deal of outright chaos—the party experiences both the awesome majesty and brutal savagery of the unexplored land, from buffalo stampedes and natural disasters to Indian raids and encounters with frontiersmen and trappers, explorers, pioneers, and one part-time preacher known as "the Sin Killer." Packed with breathtaking adventure, charming romance, and a sense of humor stretching clear over the horizon, *Sin Killer* is a truly unique view of the West that could only come from the boundless skill and imagination of Larry McMurtry.

Winner, American Library Association Booklist's Top of the List, 2019 Adult Nonfiction Acclaimed writer Marie Arana delivers a cultural history of Latin America and the three driving forces that have shaped the character of the region: exploitation (silver), violence (sword), and religion (stone). "Meticulously researched, [this] book's greatest strengths are the power of its epic narrative, the beauty of its prose, and its rich portrayals of character...Marvelous" (The Washington Post). Leonor Gonzales lives in a tiny community perched 18,000 feet above sea level in the Andean cordillera of Peru, the highest human habitation on earth. Like her late husband, she works the gold mines much as the Indians were forced to do at the time of the Spanish Conquest. Illiteracy, malnutrition, and disease reign as they did five hundred years ago. And now, just as then, a miner's survival depends on a vast global market whose fluctuations are controlled in faraway places. Carlos Buergos is a Cuban who fought in the civil war in Angola and now lives in a quiet community outside New Orleans. He was among hundreds of criminals Cuba expelled to the US in 1980. His story echoes the violence that has coursed through the Americas since before Columbus to the crushing savagery of the Spanish Conquest, and from 19th- and 20th-century wars and revolutions to the military crackdowns that convulse Latin America to this day. Xavier Albó is a Jesuit priest from Barcelona who emigrated to Bolivia, where he works among the indigenous people. He considers himself an Indian in head and heart and, for this, is well known in his adopted country. Although his aim is to learn rather than proselytize, he is an inheritor of a checkered past, where priests marched alongside conquistadors, converting the natives to Christianity, often forcibly, in the effort to win the New World. Ever since, the Catholic Church has played a central role in the political life of Latin America—sometimes for good, sometimes not. In this "timely and excellent volume" (NPR) Marie Arana seamlessly weaves these stories with the history of the past millennium to explain three enduring themes that have defined Latin America since pre-Columbian times: the foreign greed for its mineral riches, an ingrained propensity to violence, and the abiding power of religion. Silver, Sword, and Stone combines "learned historical analysis with in-depth reporting and political commentary...[and] an informed and authoritative voice, one that deserves a wide audience" (The New York Times Book Review).

Explores the homogenization of American culture and the impact of the fast food industry on modern-day health, economy, politics, popular culture, entertainment, and food production.

From the bestselling author of the acclaimed *Chaos and Genius* comes a thoughtful and provocative exploration of the big ideas of the modern era: Information, communication, and information theory. Acclaimed science writer James Gleick presents an eye-opening vision of how our relationship to information has transformed the very nature of human consciousness. A fascinating intellectual journey through the history of communication and information, from the language of Africa's talking drums to the invention of written alphabets; from the electronic transmission of code to the origins of information theory, into the new information age and the current deluge of news, tweets, images, and blogs. Along the way, Gleick profiles key innovators, including Charles Babbage, Ada Lovelace, Samuel Morse, and Claude Shannon, and reveals how our understanding of information is transforming not only how we look at the world, but how we live. A New York Times Notable Book A Los Angeles Times and Cleveland Plain Dealer Best Book of the Year Winner of the PEN/E. O. Wilson Literary Science Writing Award

"Officer Denny Rakestraw and 'Negro Officers' Lucius Boggs and Tommy Smith have their hands full in a rapidly changing Atlanta. It's 1950 and racial tensions are simmering as black families, including Smith's sister, begin moving into formerly all-white neighborhoods. When Rake's brother-in-law launches a scheme to rally the Ku Klux Klan to 'save' their neighborhood, his efforts spiral out of con-

trol, forcing Rake to choose between loyalty to family or the law. Across town, Boggs and Smith try to shut down the supply of white lightning and drugs into their territory, finding themselves up against more powerful foes than they'd expected"--

Following the internationally acclaimed *Gold of Kings*, Storm Syrrell returns in the compelling story of *The Black Madonna*. Antiques expert Storm Syrrell heads to Europe to investigate the clandestine trade in religious artifacts. She dismisses superstitious tales of miraculous healings and divine omens. Yet when an obsessive Russian oligarch calls—just as her friend Harry Bennett vanishes—all assumptions must be cast aside. Storm seeks answers in a medieval monastery. There, the scarred visage of an icon provokes ever more startling questions. Is she prepared to confront both earthly and spiritual powers? Storm remains haunted by lessons in love and betrayal that lie just outside her grasp. But hesitation now holds mortal consequences.

"Alice Pearse thought she would live happily ever after...then she realized she was in the wrong story...[and] realizes the question is not whether it's possible to have it all, but what does she--Alice Pearse--really want?"--

The co-founder of EVA shows how to apply it in today's new economy EVA-economic valued added-is a measure of the true financial performance of a company, and a strategy for creating corporate and shareholder wealth. It is also a method of changing corporate priorities and behavior throughout a company, right down to the "shop floor." In *The EVA Challenge*, the authors outline how to implement EVA—from training employees to answering the most frequently encountered implementation problems faced by companies. This detailed "how-to" guide represents the second phase in the "EVA Revolution", showing executives around the world how to customize and implement EVA at their companies. Here, EVA converts learn how to work some "EVA magic" through company-specific initiatives and case study examples. Coverage includes completely new materials on "real options", leveraged stock options, and other concepts critical to corporations in both new and old economy industry sectors.

For a century, economists have driven forward the cause of globalization in financial institutions, labour markets, and trade. Yet there have been consistent warning signs that a global economy and free trade might not always be advantageous. Where are the pressure points? What could be done about them? Dani Rodrik examines the back-story from its seventeenth-century origins through the milestones of the gold standard, the Bretton Woods Agreement, and the Washington Consensus, to the present day. Although economic globalization has enabled unprecedented levels of prosperity in advanced countries and has been a boon to hundreds of millions of poor workers in China and elsewhere in Asia, it is a concept that rests on shaky pillars, he contends. Its long-term sustainability is not a given. The heart of Rodrik's argument is a fundamental 'trilemma': that we cannot simultaneously pursue democracy, national self-determination, and economic globalization. Give too much power to governments, and you have protectionism. Give markets too much freedom, and you have an unstable world economy with little social and political support from those it is supposed to help. Rodrik argues for smart globalization, not maximum globalization.

Banjo music possesses a unique power to evoke a bucolic, simpler past. The artisans who build banjos for old-time music stand at an unusual crossroads "asked to meet the modern musician's needs while retaining the nostalgic qualities so fundamental to the banjo's sound and mystique. Richard Jones-Bamman ventures into workshops and old-time music communities to explore how banjo builders practice their art. His interviews and long-time personal immersion in the musical culture shed light on long-overlooked aspects of banjo making. What is the banjo builder's role in the creation of a specific musical community? What techniques go into the styles of instruments they create? Jones-Bamman explores these questions and many others while sharing the ways an inescapable sense of the past undergirds the performance and enjoyment of old-time music. Along the way he reveals how antimodernism remains integral to the music's appeal and its making.

"An addictively dark tale full of psychological drama, long-hidden secrets, and the dangers of fabricating a pristine public façade, *The Housekeeper* will satisfy any reader's cravings for family drama." —Redbook "[*The Housekeeper*] will keep you on the edge of your seat until the very last page." —Buzzfeed "A tantalizing glimpse into the everyday lives of the rich and famous—and the people who work for them." —Shelf Awareness When Anne Morgan's successful boyfriend—who also happens to be her boss—leaves her for another woman, Anne finds herself in desperate need of a new job and a quiet place to recover. Meanwhile, her celebrity idol, Emma Helmsley (England's answer to Martha Stewart and Oprah Winfrey), is in need of a housekeeper, an opportunity which seems too good to be true. Through her books, website, and blog, Emma Helmsley advises her devoted followers on how to live a balanced life in a hectic world. Her husband, Rob, is a high profile academic, and her children, Jake and Lily, are well-adjusted teenagers. On the surface, they are the perfect family. But Anne soon finds herself intimately ensconced in the Helmsley's dirty laundry, both literally and figuratively. Underneath the dust, grime, and whimsical clutter, everyone has a secret to hide. And Anne's own disturbing past soon threatens to unhinge everything... For fans of *Notes on a Scandal* and *The Woman Upstairs*, *The Housekeeper* is a nuanced psychological drama about the dark recesses of the human mind and the dangerous consequences of long-buried secrets.

From bestselling author Bob Glazer comes a revolutionary approach to partnership marketing. Partnership marketing is not new; it has existed in many different forms, and under many different names, such as affiliate marketing, for decades. However, thanks to transformative changes in enabling technology and pricing models, as well as a change in both supply and demand, partnership marketing now exists in a more automated, scalable form that few companies have fully leveraged to date. *MOVING TO OUTCOMES* will unlock the keys and show readers how to do so for themselves. Think about your marketing strategy as you would consider an investment portfolio. Every investment guru advises diversifying your stock market assets to protect against declines in some types of assets. Additionally, if you want better returns, you need to adjust your holdings through diversification and get outside of the traditional asset classes. Once an asset class reaches maturity and ubiquity, you are much less likely to see above-average returns. Investors can't beat the market by investing in the biggest names of today; instead, they need to find the next Microsoft, Amazon, or Tesla. Marketers today have a choice. They can keep doubling down on advertising with the digital goliaths of today or begin to diversify and invest in other marketing channels, with an eye toward the future. *A Practical Guide to Affiliate Marketing* was written to be an indispensable handbook for all affiliate managers and merchants, alike. In addition to providing concrete, practical answers to common (as well as not-so-common) questions, the book gives usable ideas on promoting affiliate programs, along with ways to keep affiliates motivated. This guide presents the author's information in a logical, convenient format.

Affiliate marketing is a highly profitable online advertising method in which Web site merchants pay independent third parties to promote the products or services of an advertiser on their Web site. In other words, affiliate marketing involves posting a company's banner on your Web site or blog and attempting to send visitors to their Web site. If someone clicks on that banner or goes to that site and buys something, you will be paid a commission. Affiliate marketing is now viewed as a key component of a company's online marketing strategy. In this new book you will learn how to master the art and science behind affiliate marketing. The keys to success in affiliate marketing are knowing what you are doing, devising a comprehensive and well-crafted advertising plan, and knowing the re-

lationships between your Web site, search engines, PPC advertising, and campaign methodology. This exhaustively researched new book will provide everything you need to know to get you started.--From publisher description.

How do the people of a morally shattered culture and nation find ways to go on living? Cambodians confronted this challenge following the collective disasters of the American bombing, the civil war, and the Khmer Rouge genocide. The magnitude of violence and human loss, the execution of artists and intellectuals, the erasure of individual and institutional cultural memory all caused great damage to Cambodian arts, culture, and society. Author Boreth Ly explores the "traces" of this haunting past in order to understand how Cambodians at home and in the diasporas deal with trauma on such a vast scale. Ly maintains that the production of visual culture by contemporary Cambodian artists and writers—photographers, filmmakers, court dancers, and poets—embodies traces of trauma, scars leaving an indelible mark on the body and the psyche. Her book considers artists of different generations and family experiences: a Cambodian-American woman whose father sent her as a baby to the United States to be adopted; the Cambodian-French filmmaker, Rithy Panh, himself a survivor of the Khmer Rouge, whose film *The Missing Picture* was nominated for an Oscar in 2014; a young Cambodian artist born in 1988—part of the "post-memory" generation. The works discussed include a variety of materials and remnants from the historical past: the broken pieces of a shattered clay pot, the scarred landscape of bomb craters, the traditional symbolism of the checkered scarf called *krama*, as well as the absence of a visual archive. Boreth Ly's poignant book explores obdurate traces that are fragmented and partial, like the acts of remembering and forgetting. Her interdisciplinary approach, combining art history, visual studies, psychoanalysis, cultural studies, religion, and philosophy, is particularly attuned to the diverse body of material discussed, including photographs, video installations, performance art, poetry, and mixed media. By analyzing these works through the lens of trauma, she shows how expressions of a national trauma can contribute to healing and the reclamation of national identity.

A brutally honest and moving memoir of lust, abuse, addiction, stardom, and redemption from Arrow and Teen Wolf actor Colton Haynes. Four years ago, Colton Haynes woke up in a hospital. He'd had two seizures, lost the sight in one eye, almost ruptured a kidney, and been put on an involuntary psychiatry hold. Not yet thirty, he knew he had to take stock of his life and make some serious changes if he wanted to see his next birthday. As he worked towards sobriety, Haynes allowed himself to become vulnerable for the first time in years and with that, discovered profound self-awareness. He had millions of social media followers who constantly told him they loved him. But what would they think if they knew his true story? If they knew where he came from and the things he had done? Now, Colton bravely pulls back the curtain on his life and career, revealing the incredible highs and devastating lows. From his unorthodox childhood in a small Kansas town, to coming to terms with his sexuality, he keeps nothing back. By sixteen, he had been signed by the world's top modeling agency and his face appeared on billboards. But he was still a broke, lonely, confused teenager, surrounded by people telling him he could be a star as long as he never let anyone see his true self. As his career in television took off, the stress of wearing so many masks and trying to please so many different people turned his use of drugs and alcohol into full-blown addiction. A lyrical and intimate confession, apology, and cautionary tale, *Miss Memory Lane* is an unforgettable story of dreams deferred and dreams fulfilled; of a family torn apart and rebuilt; and of a man stepping into the light as no one but himself.

Award-winning international speaker shares what he's uncovered working with entrepreneurs and executive from all around the world. The answers they were searching for are unlocked in *The Connection Effect*.

Of the many myths and misconceptions that obscure our understanding of schizophrenia, the most pernicious is that there is no effective treatment or cure. Though that may have been true in the past, the current reality couldn't be more different: today's treatments have the potential to be game-changing—and often lifesaving. This powerful portrait of schizophrenia, the most malignant and mysterious mental illness, by renowned psychiatrist Jeffrey Lieberman, interweaves cultural and scientific history with dramatic patient profiles and clinical experiences to impart a revolutionary message of hope. For the first time in history, we can effectively treat schizophrenia, limiting its disabling effects—and we're on the verge of being able to prevent the disease's onset entirely. In this rigorously researched, profoundly compelling biography of schizophrenia, Dr. Jeffrey Lieberman draws on his four-decade career to illuminate the past, present, and future of this historically dreaded and devastating illness. From his vantage point at the pinnacle of academic psychiatry, informed by extensive research experience and clinical care of thousands of patients, Dr. Lieberman explains how the complexity of the brain, the checkered history of psychiatric medicine, and centuries of stigma combined with misguided legislation and health care policies have impeded scientific advances and clinical progress. Despite this, there is reason for optimism: by offering evidence-based treatments that combine medication with psychosocial services and principles learned from the recovery movement, doctors can now effectively treat schizophrenia by diagnosing patients at a very early stage, achieving a mutually respectful therapeutic alliance, and preventing relapse, thus limiting the progression of the illness. Even more auspiciously, decades of work on diagnosis, detection, and early intervention have pushed scientific progress to the cusp of prevention—meaning that in the near future, doctors may be able to prevent the onset of this disorder. A must-read for fans of medical histories, psychology, and those whose lives have been affected by schizophrenia, this revelatory work offers a comprehensive scientific portrait, crucial insights, sound advice for families and friends, and most importantly, hope for sufferers now and in the generations to come.

'Fast-paced, irreverent, and very funny, *The Spellman Files* is like *Harriet the Spy* for grown-ups' Curtis Sittenfeld, author of *Eligible* and *American Wife* Izzy Spellman is 28, single and works for Spellman Investigations, a family-run private detective agency. She might have a chequered past littered with romantic mistakes - but at least she's good at her job. Invading people's privacy comes naturally. To the whole family. To be a Spellman is to snoop on a Spellman; tail a Spellman; dig up dirt on, blackmail and wire-tap a Spellman. But when Izzy's parents hire her 14-year-old sister to discover the identity of her new boyfriend, Izzy decides she wants out. Before they'll let her go, her parents ask her to solve one last case - a 15-year-old, ice-cold, missing person, impossible-to-solve case. But when a disappearance occurs far closer to home, Izzy's Impossible Case becomes the most important of her life. 'Hilarious. My enjoyment of *The Spellman Files* was only slightly undercut by my irritation that I hadn't written it myself. The funniest book I've read in years!' Lauren Weisberger, author of *The Devil Wears Prada* 'The *Spellman Files* is hilarious, outrageous, and hip. Izzy Spellman, P.I., is a total original, with a voice so fresh and real, you want more, more, more. At long last, we know what Nancy Drew would have been like had she come from a family of lovable crackpots. Lisa Lutz has created a delicious comedy with skill and truth. I loved it' Adriana Trigiani, author of *Lucia*, *Lucia* and *Big Stone Gap*

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mance (affiliate) marketing industry. Examining its roots and evolution, this book offers a better understanding of its impact as a vital form of direct-to-consumer digital marketing, and advice on how it can be used to change marketing and business development practices. When used correctly, affiliate marketing and Performance Partnerships can be powerful tools to grow your business and Robert can show you how to tap into that boundless potential.

Is a widening "skills gap" in science and math education threatening America's future? That is the seminal question addressed in *The U.S. Technology Skills Gap*, a comprehensive 104-year review of math and science education in America. Some claim this "skills gap" is "equivalent to a permanent national recession" while others cite how the gap threatens America's future economic, workforce employability and national security. This much is sure: America's math and science skills gap is, or should be, an issue of concern for every business and information technology executive in the United States and *The U.S. Technology Skills Gap* is the how-to-get involved guidebook for those executives laying out in a compelling chronologic format: The history of the science and math skills gap in America Explanation of why decades of astute warnings were ignored Inspiring examples of private company efforts to supplement public education A pragmatic 10-step action plan designed to solve the problem And a tantalizing theory of an obscure Japanese physicist that suggests America's days as the global scientific leader are numbered Engaging and indispensable, *The U.S. Technology Skills Gap* is essential reading for those eager to see America remain a relevant global power in innovation and invention in the years ahead.

The year is 1987. The Cold War is rapidly winding down, and Dan Kruger, and ex-CIA field officer, Vietnam veteran and Green Beret is now out of a job, but not for long. Kruger is hired by a South African mining company to lead a dignitary protection detail on the tiny island-nation of Korotonga. His new job is seemingly mundane at first in this tropical, South Pacific island that time has forgotten, but things soon take a turn for the worse as Kruger discovers the nation's leader has a dark and nasty secret—a secret the president must keep at all costs. Betrayed by one whom he trusted with his life, he turns to a former sworn enemy turned unlikely ally. Now, with a misfit band of forgotten soliders, Dan will try to right the wrongs of his checkered past, quiet the ghosts that haunt him at night; and finally fulfill his old oath from the Special Force—to finally free the oppressed. "De Oppresso Liber!"

From the author of the New York Times bestselling *Once a Runner*—acclaimed by *Runner's World* as "the best novel ever written about running"—comes that novel's prequel, the story of a world-class athlete coming of age in the 1950s and '60s on Florida's Gold Coast. Quenton Cassidy is the skinniest boy in school, and also one of the fastest. Cassidy spends his afternoons exploring his primal surroundings: the local river, the nearby ocean, the lakes, swamps, and forests that dominate the landscape of the Florida everglades. While adventuring, Cassidy befriends Trapper Nelson, an iconoclastic hunter who lives in an isolated compound on the riverbank. By junior high, Cassidy dreams of becoming a basketball player, but Nelson's influence runs deep and Cassidy begins to view running as a way to interact with the natural world. Warned of Nelson's checkered past, Cassidy dismisses the stories as hearsay, until his town is rocked by the disappearance and apparent murder of a prominent judge and his wife. Cassidy's loyalty to his friend is severely tested just as his opportunity to make his mark as a gifted runner comes to fruition. Hailed by National Book Award winner Bob Shacochis as a "lovely novel that reminds us that what is most valuable is life is the spirit to accomplish impossible things," *Racing the Rain* explores a small town's secrets while vividly capturing the physical endurance, determination, and mindset required of a champion. "A celebration of the purity of the sport" (*Fort Worth Star-Telegram*), it is an epic coming-of-age classic about the environments and friendships that shape us all.

Affiliate marketing is hot; here's how to get your program going Nearly every retailer in the Internet Retailers' Top 500 has an affiliate marketing program. Now free affiliate networks, automation software, and pay-for-performance compensation models are making it easy for small businesses to take advantage of this marketing tool. In the popular An Hour a Day format, this guide features a detailed, real-world, task-based approach to developing, launching, and managing a successful affiliate marketing program. It explores market research, determining payment models and reporting guidelines, recruiting affiliates, crafting appropriate communications, and much more. Affiliate marketing programs help boost marketing efforts without incurring excessive costs; this Hour a Day guide provides everything merchants, business owners, and those charged with managing an affiliate program need to know Offers a modern, real-world, step-by-step guide to researching, launching, managing, and optimizing a successful affiliate marketing program Covers social media; creating policies; working with feeds, coupons, widgets, and video; creating compelling content; handling partners who are not meeting goals; and much more Affiliate Program Management: An Hour a Day is the do-it-yourself guide to planning and maintaining a successful affiliate program.

FROM USA TODAY AND #1 WALL STREET JOURNAL BESTSELLING AUTHOR OF *ELEVATE* Wake up. Get inspired. Change the world. Repeat. Global business leader and national bestselling author, Robert Glazer, believes we all have a responsibility to each other: to give one another the inspiration and support we need to be our best. What started as a weekly note known as Friday Forward to his team of forty has turned into a global movement reaching over 200,000 leaders across sixty countries and continually forwarded to friends and family. In *FRIDAY FORWARD*, Robert shares fifty-two of his favorite stories with real life examples that will motivate you to grow and push you to be your best self. He encourages you to use this book as part of a positive and intentional Friday morning routine to get the weekend started on a forward-looking note that will carry you through the week. At once uplifting and deeply thought-provoking, these stories will challenge you to propel yourself outside your comfort zone to unlock your innate potential. By making small, intentional changes, you have the power to create lasting impact, not only in your own life, but also to inspire those around you to do the same. Today is the perfect day to start. Glazer's collection of inspiring, thought-provoking stories gives the motivation and mentorship you need to build a more fulfilling life and career. —Daniel H. Pink, Author of *When and Drive*

In this tale of high-spirited and terrifying adventure, set against the background of the West that Lar-

ry McMurtry has made his own, *By Sorrow's River* is an epic in its own right, with an extraordinary young woman as its leading figure. At the heart of this third volume of his Western saga remains the beautiful and determined Tasmin Berrybender, now married to the "Sin Killer" and mother to their young son, Monty. *By Sorrow's River* continues the Berrybender party's trail across the endless Great Plains of the West toward Santa Fe, where they intend, those who are lucky enough to survive the journey, to spend the winter. They meet up with a vast array of characters from the history of the West: Kit Carson, the famous scout; Le Partezon, the fearsome Sioux war chief; two aristocratic Frenchmen whose eccentric aim is to cross the Great Plains by hot air balloon; a party of slavers; a band of raiding Pawnee; and many other astonishing characters who prove, once again, that the rolling, grassy plains are not, in fact, nearly as empty of life as they look. Most of what is there is dangerous and hostile, even when faced with Tasmin's remarkable, frosty sangfroid. She is one of the strongest and most interesting of Larry McMurtry's women characters, and is at the center of this powerful and ambitious novel of the West.

Tasmin and her family find themselves under arrest in Mexican Santa Fe, from which they are led on the terrifying "Dead Man's Walk" to Vera Cruz, while Jim Snow, accompanied by Kit Carson, journeys to New Orleans.

Introduction to Business covers the scope and sequence of most introductory business courses. The book provides detailed explanations in the context of core themes such as customer satisfaction, ethics, entrepreneurship, global business, and managing change. *Introduction to Business* includes hundreds of current business examples from a range of industries and geographic locations, which feature a variety of individuals. The outcome is a balanced approach to the theory and application of business concepts, with attention to the knowledge and skills necessary for student success in this course and beyond.

This Handbook provides a comprehensive ten-step model that will help guide development practitioners through the process of designing and building a results-based monitoring and evaluation system. Young divorcee Reese MacKay gets more than she bargained for when a former college football star—and the man whom she had a hot one-night stand with in Cancun—begins working at the very company where she is employed. Original.

Now a limited Netflix series starring Zoe Saldana! This Reese Witherspoon Book Club Pick and New York Times bestseller is "a captivating story of love lost and found" (*Kirkus Reviews*) set in the lush Sicilian countryside, where one woman discovers the healing powers of food, family, and unexpected grace in her darkest hours. It was love at first sight when actress Tembi met professional chef, Saro, on a street in Florence. There was just one problem: Saro's traditional Sicilian family did not approve of his marrying a black American woman. However, the couple, heartbroken but undeterred, forged on. They built a happy life in Los Angeles, with fulfilling careers, deep friendships, and the love of their lives: a baby girl they adopted at birth. Eventually, they reconciled with Saro's family just as he faced a formidable cancer that would consume all their dreams. From Scratch chronicles three summers Tembi spends in Sicily with her daughter, Zoela, as she begins to piece together a life without her husband in his tiny hometown hamlet of farmers. Where once Tembi was estranged from Saro's family, now she finds solace and nourishment—literally and spiritually—at her mother-in-law's table. In the Sicilian countryside, she discovers the healing gifts of simple fresh food, the embrace of a close knit community, and timeless traditions and wisdom that light a path forward. All along the way she reflects on her and Saro's romance—an incredible love story that leaps off the pages. In Sicily, it is said that every story begins with a marriage or a death—in Tembi Locke's case, it is both. "Locke's raw and heartfelt memoir will uplift readers suffering from the loss of their own loved ones" (*Publishers Weekly*), but her story is also about love, finding a home, and chasing flavor as an act of remembrance. From Scratch is for anyone who has dared to reach for big love, fought for what mattered most, and those who needed a powerful reminder that life is...delicious.

Essential Soccer Skills progresses from beginner basics to advanced techniques, featuring illustrated sequences on how to learn and master key skills, and tips on how to improve your overall form. *Essential Soccer Skills* covers everything from the basics and rules of the game to the types of players--goalkeepers, defenders, midfielders, attackers--to skills and team tactics like stepovers, heading, and volleying. *Essential Soccer Skills* is the go-to guide for anyone interested in learning more about soccer and becoming a better player.

Regarded as one of the most influential management books of all time, this fourth edition of *Leadership and Organizational Culture* transforms the abstract concept of culture into a tool that can be used to better shape the dynamics of organization and change. This updated edition focuses on today's business realities. Edgar Schein draws on a wide range of contemporary research to redefine culture and demonstrate the crucial role leaders play in successfully applying the principles of culture to achieve their organizational goals.

The approach used on a given spend item should largely depend on the balance between supply power and demand power. That is the logic behind the bestselling *Purchasing Chessboard*®, used by hundreds of corporations worldwide to reduce costs and increase value with suppliers. The 64 squares in the *Purchasing Chessboard* provide a rich reservoir of methods that can be applied either individually or combined. And because many of these methods are not customarily used by procurement, the *Purchasing Chessboard* is also the perfect tool for helping buyers to think and act outside the box and find new solutions. A well-proven concept that works across all industries and all categories in any given situation, it is little wonder that business leaders and procurement professionals alike are excited by, and enjoy strategizing around, the *Purchasing Chessboard*. This second edition of *The Purchasing Chessboard* addresses the new realities of a highly volatile economic environment and describes the many—sometimes surprising—ways in which the *Purchasing Chessboard* is being used in today's business world. Yet despite all of the great achievements of procurement executives and their teams, they do not always receive the recognition they deserve. In response, the authors have developed and outlined within the book an unequivocal approach to measure procurement's impact on a company's performance—Return on Supply Management Assets (ROSMA®).