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13C - MARSHALL HARTMAN

“Bruce Schneier’s amazing book is the best overview of privacy and security ever written.”—Clay Shirky “Bruce Schneier’s amazing book is the best overview of privacy and security ever written.”—Clay Shirky Your cell phone provider tracks your location and knows who’s with you. Your online and in-store purchasing patterns are recorded, and reveal if you’re unemployed, sick, or pregnant. Your e-mails and texts expose your intimate and casual friends. Google knows what you’re thinking because it saves your private searches. Facebook can determine your sexual

orientation without you ever mentioning it. The powers that surveil us do more than simply store this information. Corporations use surveillance to manipulate not only the news articles and advertisements we each see, but also the prices we’re offered. Governments use surveillance to discriminate, censor, chill free speech, and put people in danger worldwide. And both sides share this information with each other or, even worse, lose it to cybercriminals in huge data breaches. Much of this is voluntary: we cooperate with corporate surveillance because it promises us convenience, and we submit to government

surveillance because it promises us protection. The result is a mass surveillance society of our own making. But have we given up more than we’ve gained? In *Data and Goliath*, security expert Bruce Schneier offers another path, one that values both security and privacy. He brings his best-seller up-to-date with a new preface covering the latest developments, and then shows us exactly what we can do to reform government surveillance programs, shake up surveillance-based business models, and protect our individual privacy. You’ll never look at your phone, your computer, your credit cards, or even your car

in the same way again.

Located at the geographical center of Europe, Berlin is the gateway between East and West and the fourthmost-visited city in Europe. Here, find reliable and thorough information on both the finest as well as budget-priced accommodations.

Explore the power of the underdog in Malcolm Gladwell's dazzling examination of success, motivation, and the role of adversity in shaping our lives, from the best-selling author of *The Bomber Mafia*. Three thousand years ago on a battlefield in ancient Palestine, a shepherd boy felled a mighty warrior with nothing more than a stone and a sling, and ever since then the names of David and Goliath have stood for battles between underdogs and giants. David's victory was improbable and miraculous. He shouldn't have won. Or should he have? In *David and Goliath*, Malcolm Gladwell challenges how we think about obstacles and disadvantages, offering a new interpretation of what it means to be discriminated against, or cope with a disability, or lose a parent, or attend a mediocre school, or suffer from any number of other apparent setbacks. Gladwell begins with the real story of what happened between the giant

and the shepherd boy those many years ago. From there, David and Goliath examines Northern Ireland's Troubles, the minds of cancer researchers and civil rights leaders, murder and the high costs of revenge, and the dynamics of successful and unsuccessful classrooms—all to demonstrate how much of what is beautiful and important in the world arises from what looks like suffering and adversity. In the tradition of Gladwell's previous best-sellers—*The Tipping Point*, *Blink*, *Outliers* and *What the Dog Saw*—David and Goliath draws upon history, psychology, and powerful storytelling to reshape the way we think of the world around us.

THE EXCITING THIRD BOOK IN THE AWARD-WINNING GOLIATH CODE SERIES! Two-time IndieBRAG Medallion Honoree Two-time Readers' Favorite Gold Medal Winner for Best Christian Thriller 2020 & 2021 Audie finalist for Best Christian Audio Book for The Goliath Code Fascinating Christian themes set in a dangerous post-apocalyptic world." -Readers' Favorite Five Star Review AN ANCIENT EVIL IS RISING Sera Donner has lost everything, maybe even her own humanity. She's been denied her chance for vengeance against the

praetor and her brother, and her own horrific crimes have chased her far from home. Descending into an abyss of isolation and doubt, she fears that Heaven has abandoned her. But Yahweh still has plans for the fledgling believer, plans that will thrust her to the forefront of an ancient prophecy overlooked for more than two millennia. From the devastated forests of the Pacific Northwest to the lush tropical jungles of Guam, Sera's unflagging determination to survive the seven-year Tribulation will gain her allies, rally captives, and unite her with a powerful company of resolute warriors that will lead her to the brink of victory. But she's harboring a terrible secret, one that could turn the tide in the fight against Ellensburg—one that could lose her the love of Micah Abrams. As a follower of Yeshua the King and one of the prophesied Sealed of Revelation, Micah is commanded to forgive others as he has been forgiven. But is it even possible to forgive the unforgivable?

How do the experts solve difficult problems in software development? In this unique and insightful book, leading computer scientists offer case studies that re-

veal how they found unusual, carefully designed solutions to high-profile projects. You will be able to look over the shoulder of major coding and design experts to see problems through their eyes. This is not simply another design patterns book, or another software engineering treatise on the right and wrong way to do things. The authors think aloud as they work through their project's architecture, the tradeoffs made in its construction, and when it was important to break rules. This book contains 33 chapters contributed by Brian Kernighan, Karl Fogel, Jon Bentley, Tim Bray, Elliotte Rusty Harold, Michael Feathers, Alberto Savoia, Charles Petzold, Douglas Crockford, Henry S. Warren, Jr., Ashish Gulhati, Lincoln Stein, Jim Kent, Jack Dongarra and Piotr Luszczek, Adam Kolawa, Greg Kroah-Hartman, Diomidis Spinellis, Andrew Kuchling, Travis E. Oliphant, Ronald Mak, Rogerio Atem de Carvalho and Rafael Monnerat, Bryan Cantrill, Jeff Dean and Sanjay Ghemawat, Simon Peyton Jones, Kent Dybvig, William Otte and Douglas C. Schmidt, Andrew Patzner, Andreas Zeller, Yukihiro Matsumoto, Arun Mehta, TV Raman, Laura Wingerd and Christopher Seiwald, and Brian Hayes.

Beautiful Code is an opportunity for master coders to tell their story. All author royalties will be donated to Amnesty International.

Everyone thought Eric Ryan and Adam Lowry were crazy to start Method, a new cleaning products company. The category had long been dominated by P&G, Unilever, and Colgate-Palmolive. Those giants had so much clout with the retail chains that their soaps had barely needed updating for decades. But by taking advantage of its underdog position, Method carved out a very profitable niche: environmentally sound products in stylish, innovative packaging. Despite having a far smaller marketing budget than their competitors, Method connected with a substantial minority of people who wanted to "buy green" but who also wanted high-quality products. Marketing expert Stephen Denny argues that, like Method, any brand can directly challenge the giant of its category and not only survive, but thrive. While it's inconvenient to be the little guy, it can also be a blessing in disguise. Giant-killers can afford to shake things up and take bold steps. They can be faster and nimbler than giants who are too slow and hide-

bound to make the painful but necessary changes to stay competitive. By the time they notice that slingshot, they're already keeling over. During his two decades in the trenches, Denny has taken on quite a few giants. And he has interviewed more than seventy other giant-killers across industries- from software to cosmetics to aviation- for their most powerful techniques. Our need to work smarter, with fewer resources, isn't dependent on the state of the economy or on any sense of stability you think you have in your industry. Denny's ten powerful strategies will help you overcome stale business thinking and bureaucracy. They include: ?Win in the last three feet. Leverage someone else's investment- just be there the moment the customer grabs their wallet. ?Create "thin ice" arguments. Shift the conversation to places where the competition can't-or won't-go. ?Fight unfairly. Learn how the underdog can turn the tables. From the hypercompetitive world of social media to high-stakes business-to-business sales to the trenches of retail, Killing Giants is The Art of War for a new era. It proves that size does matter- the size of the fight in the dog.

A New York Times Editors' Choice Pick! A Most Anticipated Pick for USA Today | Bustle | BuzzFeed | Goodreads | Nerdist | io9 | WBUR | Polygon | The New Scientist Connecticut Book Award for Fiction winner! Dragon Award Finalist! "In this ambitious novel, dense with perspectives and social commentary, Onyebuchi dreams up disparate lives in a crumbling future America—with gentrifiers returning to Earth from space colonies and laborers trying to make a precarious living—while leaving room for moments of beauty and humor."—The New York Times, Editors' Choice In his adult novel debut, Hugo, Nebula, Locus, and NAACP Image Award finalist and ALA Alex and New England Book Award winner Tochi Onyebuchi delivers a sweeping science fiction epic in the vein of Samuel R. Delany and Station Eleven. In the 2050s, Earth has begun to empty. Those with the means and the privilege have departed the great cities of the United States for the more comfortable confines of space colonies. Those left behind salvage what they can from the collapsing infrastructure. As they eke out an existence, their neighborhoods are being cannibalized. Brick by brick, their houses

are sent to the colonies, what was once a home now a quaint reminder for the colonists of the world that they wrecked. A primal biblical epic flung into the future, Goliath weaves together disparate narratives—a space-dweller looking at New Haven, Connecticut as a chance to reconnect with his spiraling lover; a group of laborers attempting to renew the promises of Earth's crumbling cities; a journalist attempting to capture the violence of the streets; a marshal trying to solve a kidnapping—into a richly urgent mosaic about race, class, gentrification, and who is allowed to be the hero of any history. At the Publisher's request, this title is being sold without Digital Rights Management Software (DRM) applied.

One of New York Magazine's best books on Silicon Valley! The true, behind-the-scenes history of the people who built Silicon Valley and shaped Big Tech in America Long before Margaret O'Mara became one of our most consequential historians of the American-led digital revolution, she worked in the White House of Bill Clinton and Al Gore in the earliest days of the commercial Internet. There she saw firsthand how deeply intertwined Silicon Valley was

with the federal government--and always had been--and how shallow the common understanding of the secrets of the Valley's success actually was. Now, after almost five years of pioneering research, O'Mara has produced the definitive history of Silicon Valley for our time, the story of mavericks and visionaries, but also of powerful institutions creating the framework for innovation, from the Pentagon to Stanford University. It is also a story of a community that started off remarkably homogeneous and tight-knit and stayed that way, and whose belief in its own mythology has deepened into a collective hubris that has led to astonishing triumphs as well as devastating second-order effects. Deploying a wonderfully rich and diverse cast of protagonists, from the justly famous to the unjustly obscure, across four generations of explosive growth in the Valley, from the forties to the present, O'Mara has wrestled one of the most fateful developments in modern American history into magnificent narrative form. She is on the ground with all of the key tech companies, chronicling the evolution in their offerings through each successive era, and she has a profound fingertip feel for the politics of

the sector and its relation to the larger cultural narrative about tech as it has evolved over the years. Perhaps most impressive, O'Mara has penetrated the inner kingdom of tech venture capital firms, the insular and still remarkably old-boy world that became the cockpit of American capitalism and the crucible for bringing technological innovation to market, or not. The transformation of big tech into the engine room of the American economy and the nexus of so many of our hopes and dreams--and, increasingly, our nightmares--can be understood, in Margaret O'Mara's masterful hands, as the story of one California valley. As her majestic history makes clear, its fate is the fate of us all.

After preventing the violent robbery of two college sweethearts who stumbled onto a priceless archaeological find, P.I. Mike Hammer takes on Islamic terrorists and Israeli extremists out to seize the relic for their own purposes.

From one of the foremost authorities on education in the United States, *Slaying Goliath* is an impassioned, inspiring look at the ways in which parents, teachers, and activists are successfully fighting back to

defeat the forces that are trying to privatize America's public schools. Diane Ravitch writes of a true grassroots movement sweeping the country, from cities and towns across America, a movement dedicated to protecting public schools from those who are funding privatization and who believe that America's schools should be run like businesses and that children should be treated like customers or products. *Slaying Goliath* is about the power of democracy, about the dangers of plutocracy, and about the potential of ordinary people—armed like David with only a slingshot of ideas, energy, and dedication—to prevail against those who are trying to divert funding away from our historic system of democratically governed, nonsectarian public schools. Among the lessons learned from the global pandemic of 2020 is the importance of our public schools and their teachers and the fact that distance learning can never replace human interaction, the personal connection between teachers and students.

Waiting to be rediscovered in the British Library is an ancient manuscript of the early Church, copied by an anonymous monk. The manuscript is at least 1,450 years old,

possibly dating to the first century. And now, *The Lost Gospel* provides the first ever translation from Syriac into English of this unique document that tells the inside story of Jesus' social, family, and political life. *The Lost Gospel* takes the reader on an unparalleled historical adventure through a paradigm shifting manuscript. What the authors eventually discover is as astounding as it is surprising: the confirmation of Jesus' marriage to Mary Magdalene; the names of their two children; the towering presence of Mary Magdalene; a previously unknown plot on Jesus' life (thirteen years prior to the crucifixion); an assassination attempt against Mary Magdalene and their children; Jesus' connection to political figures at the highest level of the Roman Empire; and a religious movement that antedates that of Paul—the Church of Mary Magdalene. Part historical detective story, part modern adventure, *The Lost Gospel* reveals secrets that have been hiding in plain sight for millennia.

"Every thinking American must read" (*The Washington Book Review*) this startling and "insightful" (*The New York Times*) look at how concentrated financial power and consumerism has transformed American

politics, and business. Going back to our country's founding, Americans once had a coherent and clear understanding of political tyranny, one crafted by Thomas Jefferson and updated for the industrial age by Louis Brandeis. A concentration of power—whether by government or banks—was understood as autocratic and dangerous to individual liberty and democracy. In the 1930s, people observed that the Great Depression was caused by financial concentration in the hands of a few whose misuse of their power induced a financial collapse. They drew on this tradition to craft the New Deal. In *Goliath*, Matt Stoller explains how authoritarianism and populism have returned to American politics for the first time in eighty years, as the outcome of the 2016 election shook our faith in democratic institutions. It has brought to the fore dangerous forces that many modern Americans never even knew existed. Today's bitter recriminations and panic represent more than just fear of the future, they reflect a basic confusion about what is happening and the historical backstory that brought us to this moment. The true effects of populism, a shrinking middle class, and concentrated financial

wealth are only just beginning to manifest themselves under the current administrations. The lessons of Stoller's study will only grow more relevant as time passes. "An engaging call to arms," (Kirkus Reviews) Stoller illustrates here in rich detail how we arrived at this tenuous moment, and the steps we must take to create a new democracy.

Fred Ross, a living legend among those who work to empower the underdog and effect social change by means of grassroots activism, tells the story of Cesar Chavez's first organizing effort. This is a fast-moving chronicle of a little-known battle pitting Chavez and a handful of farm workers against two hundred growers and powerful government agencies in 1958, which led, four years later, to the launching of the United Farm Workers of America. *Conquering Goliath* illustrates Chavez's skill in calling attention to the plight of farm workers and in drawing people together in order to end discrimination and economic exploitation. In an against-all-odds triumph, he worked within the system, cultivating honest government officials, documenting abuses, conducting cit-

izenship classes, registering voters, and ultimately, restoring human dignity by defeating a grossly unjust practice.

A sixteen-year-old girl struggles to survive in her tiny American town after a cataclysmic Yellowstone eruption and the mysterious disappearance of millions of people leaves the world in chaos.

The open source saga has many fascinating chapters. It is partly the story of Linus Torvalds, the master hacker who would become chief architect of the Linux operating system. It is also the story of thousands of devoted programmers around the world who spontaneously worked in tandem to complete the race to shape Linux into the ultimate killer app. *Rebel Code* traces the remarkable roots of this unplanned revolution. It echoes the twists and turns of Linux's improbable development, as it grew through an almost biological process of accretion and finally took its place at the heart of a jigsaw puzzle that would become the centerpiece of open source. With unprecedented access to the principal players, Moody has written a powerful tale of individual innovation versus big business. *Rebel Code* provides a from-the-trenches perspective and looks ahead to how open

source is challenging long-held conceptions of technology, commerce, and culture.

Book Two in the award-winning Goliath Code Series! *IN THE SHADOW OF THE SERPENT* Micah Abrams has been transformed. No longer the bully who tormented David Donner, he faithfully follows a divine mission to spread hope and healing across the ashy wastelands of the Pacific Northwest. But when Sera Donner is taken from him once again, he makes a shocking choice that changes everything. Running from an enemy he once believed couldn't destroy him, adrift in a lawless land where people will do anything to survive, Micah must come to grips with a God whose power is perfected in weakness. Can the fledgling prophet's faith endure? Or will the darkest time in human history drag this chosen one of Yahweh down to destruction?

In 1904 the city of Baltimore was almost destroyed by fire. Hundreds of firemen, policemen, soldiers, and citizens battled the blaze for three days. The disaster brings out the best in man and the bravest of deeds, but one hero stands head and

shoulders above all...literally. Goliath is a fire horse assigned to Engine Company 15. He is massive in size and mighty in heart and steadfastness. To the men of Engine Company 15, Goliath is the ultimate fire horse. He is the lead horse for the team assigned to pulling the mammoth Hale Water Tower No. 1. When the fire alarm sounds, calling them to action, Goliath leads his team into the blaze. Soon his life-saving actions will lead him into the pages of history. Masterful artwork from acclaimed illustrator Troy Howell brings this true story to pulse-pounding life. Educator Claudia Friddell says of her work researching Goliath, "It was a privilege to meet and interview firefighters and fire historians about the Baltimore Fire of 1904." Goliath is her first children's book. Claudia lives in Baltimore, Maryland. Artist Troy Howell has had a prolific career as a children's book illustrator with countless books to his credit, including *The Secret Garden*, *The Ugly Duckling*, and *Favorite Greek Myths*. He received his formal art education from the Art Center in Los Angeles and the Illustrators' Workshops in New York. Troy lives in Falmouth, Virginia.

Translated literally as "War Speak,"

Kriegsprache is a glossary of WWII German military and period specific words, phrases, abbreviations, and Landser slang. Over 7,000 abbreviations and more than 17,500 words and phrases have been collected to aid the student, historian, and researcher in translating and understanding German documents, letters, and reports from WWII.

"A masterpiece of contemporary Bible translation and commentary."—Los Angeles Times Book Review, Best Books of 1999 Acclaimed for its masterful new translation and insightful commentary, *The David Story* is a fresh, vivid rendition of one of the great works in Western literature. Robert Alter's brilliant translation gives us David, the beautiful, musical hero who slays Goliath and, through his struggles with Saul, advances to the kingship of Israel. But this David is also fully human: an ambitious, calculating man who navigates his life's course with a flawed moral vision. The consequences for him, his family, and his nation are tragic and bloody. Historical personage and full-blooded imagining, David is the creation of a literary artist comparable to the Shakespeare of the history plays.

"To earn a degree, every doctoral candidate should go out to Harvard Square, find an audience, and explain his [or her] dissertation". Everett Mendelsohn's worldly advice to successive generations of students, whether apocryphal or real, has for over forty years spoken both to the essence of his scholarship, and to the role of the scholar. Possibly no one has done more to establish the history of the life sciences as a recognized university discipline in the United States, and to inspire a critical concern for the ways in which science and technology operate as central features of Western society. This book is both an act of homage and of commemoration to Professor Mendelsohn on his 70th birthday. As befits its subject, the work it presents is original, comparative, wide-ranging, and new. Since 1960, Everett Mendelsohn has been identified with Harvard University, and with its Department of the History of Science. Those that know him as a teacher, will also know him as a scholar. In 1968, he began—and after 30 years, has just bequeathed to others - the editorship of the *Journal of the History of Biology*, among the earliest and one of the most important publications in its field. At the

same time, he has been a pioneer in the social history and sociology of science. He has formed particularly close working relationships with colleagues in Sweden and Germany - as witnessed by his editorial presence in the *Sociology of Science Yearbook*.

A vital instrument of power, telecommunications is and has always been a political technology. In this book, Headrick examines the political history of telecommunications from the mid-nineteenth century to the end of World War II. He argues that this technology gave society new options. In times of peace, the telegraph and radio were, as many predicted, instruments of peace; in times of tension, they became instruments of politics, tools for rival interests, and weapons of war. Writing in a lively, accessible style, Headrick illuminates the political aspects of information technology, showing how in both World Wars, the use of radio led to a shadowy war of disinformation, cryptography, and communications intelligence, with decisive consequences.

This book provides an introduction to 24 iconic figures, real and fictional, that have

shaped the detective/mystery genre of popular literature. • Parallel chronologies placing each of the book's 24 subjects in their historical/cultural context • Individual selected bibliographies for each of the 24 figures plus a selected general bibliography of critical sources treating the genre

If you've ever made a secure purchase with your credit card over the Internet, then you have seen cryptography, or "crypto", in action. From Stephen Levy—the author who made "hackers" a household word—comes this account of a revolution that is already affecting every citizen in the twenty-first century. *Crypto* tells the inside story of how a group of "crypto rebels"—nerds and visionaries turned freedom fighters—teamed up with corporate interests to beat Big Brother and ensure our privacy on the Internet. Levy's history of one of the most controversial and important topics of the digital age reads like the best futuristic fiction.

"Abbey's latter-day Luddites, introduced in his novel *The Monkey Wrench Gang*, are back—and not a moment too soon" (*The New York Times*). George Washington Hayduke, ex-Green Beret, was last seen clinging to a rock face in the wilds of Utah as

an armed posse hunted him down for his eco-radical crimes. Now he's back, with a fiery need for vengeance . . . This sequel to Edward Abbey's cult classic brings back the old gang of environmental warriors, as they battle a fundamentalist preacher intent on turning the Grand Canyon into a uranium mine—in "a fine novel, combative and comic, anarchistic and ultimately redemptive" (Albuquerque Journal). "I laughed out loud reading this book." —Los Angeles Times Book Review

How championing consumers led to ING Direct's revolutionary rise in the banking industry In an industry dominated by big banks with little patience for their customers, ING Direct has always strived to be different—a rebel with a cause, if you will—and in doing so, they've become the most successful online banking venture in history. The Orange Code recounts ING Direct's intriguing story, explaining the philosophy of its founder Arkadi Kuhlmann—who believes in the power of individuals to control their financial destiny—and his long-running partnership with Bruce Philp, the branding consultant who helped him make ING Direct a cause to its own people and a

household name across North America. Discusses the unconventional approach to business strategy, leadership, and management that built ING Direct Written by the company's CEO, Arkadi Kuhlmann, the driving force behind this unique company and its approach and Bruce Philp, the branding expert who has worked with some of the world's most well-known and valuable brands Reveals how the cause of personal financial empowerment has made everyone a winner in the ING Direct story The level of success achieved by ING Direct holds some important lessons and offers some much-needed inspiration to a business world that could use a little of both right now.

What is the secret of talent? How do we unlock it? This groundbreaking work provides readers with tools they can use to maximize potential in themselves and others. Whether you're coaching soccer or teaching a child to play the piano, writing a novel or trying to improve your golf swing, this revolutionary book shows you how to grow talent by tapping into a newly discovered brain mechanism. Drawing on cutting-edge neurology and firsthand research gathered on journeys to nine of the

world's talent hotbeds—from the baseball fields of the Caribbean to a classical-music academy in upstate New York—Coyle identifies the three key elements that will allow you to develop your gifts and optimize your performance in sports, art, music, math, or just about anything. • Deep Practice Everyone knows that practice is a key to success. What everyone doesn't know is that specific kinds of practice can increase skill up to ten times faster than conventional practice. • Ignition We all need a little motivation to get started. But what separates truly high achievers from the rest of the pack? A higher level of commitment—call it passion—born out of our deepest unconscious desires and triggered by certain primal cues. Understanding how these signals work can help you ignite passion and catalyze skill development. • Master Coaching What are the secrets of the world's most effective teachers, trainers, and coaches? Discover the four virtues that enable these "talent whisperers" to fuel passion, inspire deep practice, and bring out the best in their students. These three elements work together within your brain to form myelin, a microscopic neural substance that adds vast amounts of speed

and accuracy to your movements and thoughts. Scientists have discovered that myelin might just be the holy grail: the foundation of all forms of greatness, from Michelangelo's to Michael Jordan's. The good news about myelin is that it isn't fixed at birth; to the contrary, it grows, and like anything that grows, it can be cultivated and nourished. Combining revelatory analysis with illuminating examples of regular people who have achieved greatness, this book will not only change the way you think about talent, but equip you to reach your own highest potential.

As seen on Fox & Friends! Rebecca Friedrichs tells real-life stories that expose state and national teachers' unions as the money and muscle behind the degradation of America's schools and culture. In a book that's both accessible and enlightening, Rebecca Friedrichs recounts her thirty-year odyssey as an elementary school teacher who comes face-to-face with the forces dividing and corrupting our schools and culture—state and national teachers' unions. An exciting true story that features real life testimonies of teachers, parents, and kids, as well as political and social commentary, Rebecca's journey leads her

to the realization that the only hope for America's schools and families is returning authority to parents and teachers while lessening the grip of state and national unions that:

- Promote a culture of fear and bully teachers and parents into silence.
- Undermine parents' authority by sexually, socially, and politically indoctrinating kids.
- Use the apple-pie image of the PTA as a "front" to promote a partisan agenda.

These insights and more led Rebecca and nine other teachers to the US Supreme Court where their case, *Friedrichs v California Teachers Association*, et al., sought to restore the First Amendment rights of all teachers and government employees. They argued no one should be forced to pay fees to abusive, politically driven unions, and were poised to change the very landscape of American education—until tragedy struck. Saddened but unbowed, Rebecca started a national movement, *For Kids and Country*, leading the charge of servant leaders who believe Judeo-Christian values (including kindness) and restoration of the teaching profession—possible only by rejecting state and national unions and forming "local only" associations—are the answers to America's

woes. She invites you to join them. "America's teachers, parents, and kids deserve better," Rebecca writes. "If we want freedom, we're going to have to fight for it."

NEW YORK TIMES BESTSELLER • The instant classic about why some ideas thrive, why others die, and how to make your ideas stick. "Anyone interested in influencing others—to buy, to vote, to learn, to diet, to give to charity or to start a revolution—can learn from this book."—The Washington Post Mark Twain once observed, "A lie can get halfway around the world before the truth can even get its boots on." His observation rings true: Urban legends, conspiracy theories, and bogus news stories circulate effortlessly. Meanwhile, people with important ideas—entrepreneurs, teachers, politicians, and journalists—struggle to make them "stick." In *Made to Stick*, Chip and Dan Heath reveal the anatomy of ideas that stick and explain ways to make ideas stickier, such as applying the human scale principle, using the Velcro Theory of Memory, and creating curiosity gaps. Along the way, we discover that sticky messages of all kinds—from the infamous "kidney theft ring" hoax to a coach's lessons on sports-

manship to a vision for a new product at Sony—draw their power from the same six traits. *Made to Stick* will transform the way you communicate. It's a fast-paced tour of success stories (and failures): the Nobel Prize-winning scientist who drank a glass of bacteria to prove a point about stomach ulcers; the charities who make use of the Mother Teresa Effect; the elementary-school teacher whose simulation actually prevented racial prejudice. Provocative, eye-opening, and often surprisingly funny, *Made to Stick* shows us the vital principles of winning ideas—and tells us how we can apply these rules to making our own messages stick.

Shows Web developers how to use two popular open source technologies, the PHP scripting language and MySQL database, to build Web database applications This updated edition covers changes in PHP 5 and the latest version of MySQL, including programming techniques for the new PHP default setting, methods for handling MySQL security problems, and extended information about Apache Web Server and Mac OS X versions of PHP and MySQL Explains how to install Windows, Linux, and Mac OS X

versions of PHP and MySQL Includes two complete sample applications: an online catalog and a members-only Web site Features a companion Web site with code examples from the book and links to the author's successful site Kevin Beaver has more than fifteen years of experience in security and information technology, specializing in security assessments and incident response Features a companion Web site with links to various utilities discussed throughout the book and practical security checklists

Utilizing declassified information, Michael Smith sheds light on the brilliant, eccentric group of code breakers who turned the tide of World War II.

The Harvard Law Review is offered in a digital edition for ereaders, featuring active Contents, linked notes, and proper ebook formatting. The contents of Issue 2, December 2012, include: ARTICLES • Historical Gloss and the Separation of Powers by Curtis A. Bradley and Trevor W. Morrison • Aggregate Litigation Goes Public: Representative Suits by State Attorneys General by Margaret H. Lemos BOOK REVIEW • Fixing Washington by Richard L. Hasen NOTE • Ending Student Loan Exceptionalism:

The Case for Risk-Based Pricing and Dischargeability In addition, several case commentaries by students explore recent cases on Equal Protection as to gay marriage, application of Miranda to Somali pirates, OSHA statutes of limitation, Fourth Amendment applications to DNA searches, environmental law and greenhouse gas rules, and willful blindness as "knowledge" in digital copyright law. Finally, the issue includes a student study of a recent regulation regarding health care reform.

The Origin of Evil A group of well-intentioned geneticists in charge of the first designer baby project at a fertility clinic in Southern California were on the brink of an incredible discovery. Their arrogance ultimately led to a critical error in judgment. The dire consequences of that blunder wouldn't be evident for years to come. Unfortunately, by then, it was too late. Vatican City twenty years later Pope Peter II, the first American pontiff, began having nightmares so vivid and realistic that on the last night of each month, he was unable to sleep. The night frights were always the same. Horrific evil was spreading through population centers like an aggressive cancer. Worse yet, these nightmares

had escaped the boundaries of the popes dreams and invaded reality. Father Kevin McCarthy, a noted American geneticist, was urgently summoned to Vatican City to investigate these strange happenings. What he and his colleague, Meighan Cole, found would join science and religion at the hip and then turn each discipline on its respective ear. They discovered that pure evil had its ancestral roots in human DNA

and those individuals missing a prime gene, and their names were replete in the annals of history. But what Kevin found while drilling even deeper into this matter was more alarming. This new and burgeoning generation of evil, led by Daman Leonard and his master plan, was not the product of classical evolution, but one created in a laboratory using a computer and a petri dish. This evil, if not confronted

quickly, was destined to change the nature of man and turn the human race into an advanced species with no genetic soul.

Describes the winter 1864-1865 assault of Union forces on the confederate stronghold of Fort Fisher, which guarded the port of Wilmington, North Carolina, detailing the men involved on both sides, the campaign, and the final union victory