

# **/product Category/gift Cards/**

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## *How We Love, Expanded Edition*

Milan Yerkovich 2017-07-11 Did you know the last fight you had with your spouse began long before you even met? Are you tired of falling into frustrating relational patterns in your marriage? Do you and your spouse fight about the same things again and again? Relationship experts Milan and Kay Yerkovich explain why the ways you and your spouse relate to each other go back to before you even met. Drawing on the powerful tool of attachment theory, Milan and Kay explore how your childhood created an "intimacy imprint" that affects your marriage today. Their stories and practical ideas help you: \* identify

your personal love style \* understand how your early life impacts you and your spouse \* break free from painful patterns that keep you stuck \* find healing for the source of conflict, not just the symptoms \* create the close, nourishing relationship you dream about Revised throughout with all-new material and additional visual diagrams, this expanded edition of How We Love will bring vibrant life to your marriage. Are you ready for a new journey of love? Note: The revised and expanded How We Love Workbook is available separately.

## *In the Sky at Nighttime*

Laura Deal 2019-05-21 A tender bedtime tale set in a too-seldom-seen

northern world.--Kirkus Reviews In the sky at nighttime, the northern lights dance, a mother's song sways on the breeze, and a raven roosts atop a tall building, bathed in the light of the moon. This lyrical poem sends readers sailing through the Arctic night sky to see and hear the unique beauty of a Northern night.

### My Ideal Bookshelf

Thessaly La Force 2012-11-13 The books that we choose to keep -- let alone read -- can say a lot about who we are and how we see ourselves. In My Ideal Bookshelf, dozens of leading cultural figures share the books that matter to them most; books that define their dreams and ambitions and in many cases helped them find their way in the world. Contributors include Malcolm Gladwell, Thomas Keller, Michael Chabon, Alice Waters, James Patterson, Maira Kalman, Judd Apatow, Chuck Klosterman, Miranda July, Alex Ross, Nancy Pearl, David

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Chang, Patti Smith, Jennifer Egan, and Dave Eggers, among many others. With colorful and endearingly hand-rendered images of book spines by Jane Mount, and first-person commentary from all the contributors, this is a perfect gift for avid readers, writers, and all who have known the influence of a great book.

### Family Photography

Christie Mumm 2011-07-01 Going beyond how to capture memorable family photos, this examination spotlights the special touches and relationship-building skills that turn subjects from clients into friends. The author's signature techniques for generating repeat business are shared, revealing how to remain a family's constant photographer for years--from maternity portraits and baby photos to wedding images and senior snapshots. Specific suggestions are featured, including reaching out through social networking sites, blogging, and

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hosting special parties and events. Offering a comprehensive approach to building a successful portrait business, this handbook demonstrates how relationships with subjects are just as important as the pictures created for them.

*Practical Fraud Prevention*

Gilit Saporta 2022-03-16 Over the past two decades, the booming ecommerce and fintech industries have become a breeding ground for fraud. Organizations that conduct business online are constantly engaged in a cat-and-mouse game with these invaders. In this practical book, Gilit Saporta and Shoshana Maraney draw on their fraud-fighting experience to provide best practices, methodologies, and tools to help you detect and prevent fraud and other malicious activities. Data scientists, data analysts, and fraud analysts will learn how to identify and quickly respond to attacks.

You'll get a comprehensive view of

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typical incursions as well as recommended detection methods. Online fraud is constantly evolving. This book helps experienced researchers safely guide and protect their organizations in this ever-changing fraud landscape. With this book, you will: Examine current fraud attacks and learn how to mitigate them Find the right balance between preventing fraud and providing a smooth customer experience Share insights across multiple business areas, including ecommerce, banking, cryptocurrency, anti-money laundering, and ad tech Evaluate potential risks for a new vertical, market, or product Train and mentor teams by boosting collaboration and kickstarting brainstorming sessions Get a framework of fraud methods, fraud-fighting analytics, and data science methodologies

**Graphic Artists Guild Handbook, 16th Edition**

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The Graphic Artists Guild 2023-10-03

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The industry bible for communication design and illustration professionals, with updated information, listings, and pricing guidelines. Graphic Artists Guild Handbook is the industry bible for communication design and illustration professionals. A comprehensive reference guide, the Handbook helps graphic artists navigate the world of pricing, collecting payment, and protecting their creative work, with essential advice for growing a freelance business to create a sustainable and rewarding livelihood. This sixteenth edition provides excellent, up-to-date guidance, incorporating new information, listings, and pricing guidelines. It offers graphic artists practical tips on how to negotiate the best deals, price their services accurately, and create contracts that protect their rights. Sample contracts and other documents are included. For the sixteenth edition, the content has

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been reorganized, topics have been expanded, and new chapters have been added to create a resource that is more relevant to how graphic artists work today. Features include: More in-depth information for the self-employed on how to price work to make a sustainable living and plan for times of economic uncertainty. A new chapter on using skills and talents to maximize income with multiple revenue streams—workshops, videos, niche markets, passion projects, selling art, and much more. Current U.S. salary information and freelance rates by discipline. Pricing guidelines for buyers and sellers. Up-to-date copyright registration information. Model contracts and forms to adapt to your specific needs. Interviews with eleven self-employed graphic artists who have created successful careers, using many of the practices found in this Handbook.

Chain Store Age

2009-07

From Suir to Jarama

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Liam Cahill 2021-09-10

*Emerging Business Issues*

Erolye P. Loeffton 2008 This book presents an array of carefully selected current important business issues which have been carefully selected for this book.

Services Marketing in a Changing Environment

Thomas M. Bloch 1985

**Plunkett's Retail Industry Almanac 2006**

Jack W. Plunkett 2005-12 No other guide covers the complete retail picture like this exciting new volume. America's retail industry is in the midst of vast changes - superstores and giant discounters are popping up on major corners. Malls are lagging while "power centers" are surging ahead. Savvy firms are combining bricks, clicks and catalogs into multi-channel retail powerhouses. Which are the hottest retailers? What lies ahead? Our market research section shows you the trends and a thorough

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analysis of retail technologies, chain stores, shopping centers, mergers, finances and future growth within the industry. Included are major statistical tables showing everything from monthly U.S. retail sales, by sector, to mall sales per square foot, to the 10 largest malls in the US. Meanwhile, the corporate profiles section gives you complete profiles of the leading, fastest growing retail chains across the nation. From Wal-Mart and Costco to Barnes & Noble and Amazon, we profile the major companies that marketing executives, investors and job seekers most want to know about. These profiles include corporate name, address, phone, fax, web site, growth plans, competitive advantage, financial histories and up to 27 executive contacts by title. Purchasers of the printed book or PDF version may receive a free CD-ROM database of the corporate profiles, enabling export of vital corporate data for mail merge and other uses.

*Earth Day*

Melissa Ferguson 2021-10-28 Earth Day celebrates our beautiful planet and calls us to act on its behalf. Some people spend the day planting flowers or trees. Others organize neighborhood clean-ups, go on nature walks or make recycled crafts. Readers will discover how a shared holiday can have multiple traditions and be celebrated in all sorts of ways.

### **E-commerce User Experience**

Jakob Nielsen 2001 Lien

### **Creating Wealth Through Strategic Hr And Entrepreneurship**

Editors: Nina Muncherji 2009 In Indian context.

**E-commerce Business Marketing**

**\$30.000/Month**

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Jake Fox 2022-11-02 Have you always wanted to start an online business that didn't require you to store anything or handle any shipping yourself? Have you always wished that you could make money selling items on your own website, but didn't know how? If so, then dropshipping is

exactly what you've been looking for. These days, a lot of emphasis is placed on the value of working from home and earning money through your computer. For many, online marketing and e-commerce is a powerful opportunity to step out of financial ruin and into a state of financial freedom, with the added benefit of time freedom as well. With the way the economy seems to be going, I suspect that one day everyone will have some form of involvement in e-commerce as a way to subsidize or supplement their income, if not replace their income altogether. This book will teach you how to sell a product from your own website that is shipped from halfway across the world without ever leaving your home. It will also show you how to leverage social media and incorporating affiliate marketing in your business to make big money. If you are interested in learning more about e-commerce business marketing, grab this book now and learn how you can take advantage of the boom in e-commerce business opportunities today!

## **Data Science on AWS**

Chris Fregly 2021-04-07 With this practical book, AI and machine learning practitioners will learn how to successfully build and deploy data science projects on Amazon Web Services. The Amazon AI and machine learning stack unifies data science, data engineering, and application development to help level up your skills. This guide shows you how to build and run pipelines in the cloud, then integrate the results into applications in minutes instead of days.

Throughout the book, authors Chris Fregly and Antje Barth demonstrate how to reduce cost and improve performance. Apply the Amazon AI and ML stack to real-world use cases for natural language processing, computer vision, fraud detection, conversational devices, and more Use automated machine learning to implement a specific subset of use cases with SageMaker Autopilot Dive deep into the complete model development lifecycle for a BERT-based NLP use case including data ingestion, analysis, model

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training, and deployment Tie everything together into a repeatable machine learning operations pipeline Explore real-time ML, anomaly detection, and streaming analytics on data streams with Amazon Kinesis and Managed Streaming for Apache Kafka Learn security best practices for data science projects and workflows including identity and access management, authentication, authorization, and more

### **Strangeling**

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Jasmine Becket-Griffith 2014-07-08 Shares reproductions of the artist's fantasy-themed paintings along with personal insights and a discussion of her characters' histories.

### **Retail Supply Chain Management**

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James B. Ayers 2017-10-02 Retail supply chain consists of multiple segments from sales to distribution to finance. Retail manufacturers rely on a complicated web of suppliers. Customer

demand and market competition today requires extreme efficiency from end to end. This book offers the retail supply chain executive with the tools needed for full strategic advantage. The new edition gives special attention to recent challenges, such as vast technological change, higher levels of customer personalization, and more global supply chains.

### Bouchon Bakery

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Thomas Keller 2016-10-25 Winner, IACP Cookbook Award for Food Photography & Styling (2013) #1 New York Times Bestseller Baked goods that are marvels of ingenuity and simplicity from the famed Bouchon Bakery The tastes of childhood have always been a touchstone for Thomas Keller, and in this dazzling amalgam of American and French baked goods, you'll find recipes for the beloved TKOs and Oh Ohs (Keller's takes on Oreos and Hostess's Ho Hos) and all the French classics he fell in love with as a young chef apprenticing in

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Paris: the baguettes, the macarons, the mille-feuilles, the tartes aux fruits. Co-author Sebastien Rouxel, executive pastry chef for the Thomas Keller Restaurant Group, has spent years refining techniques through trial and error, and every page offers a new lesson: a trick that assures uniformity, a subtlety that makes for a professional finish, a flash of brilliance that heightens flavor and enhances texture. The deft twists, perfectly written recipes, and dazzling photographs make perfection inevitable.

### **RUC's Retail Store Guide Book**

Roxana Chikezie 2014-08-06 RUC's Retail Store Guide Book has everything you need for a smooth shopping experience—from groceries to clothing to high-end luxury items. Fifty of the nation's top retailers are listed for your convenience. Included under each store are: Store Hours Merchandise/Services Offered Gift Cards/Store Cards/Store Credit Cards Email & Mobile Sign-Ups for Exclusive Deals Mobile Apps Social Media Links to Stay Connected



Contact Information for Each Company Key Tips for Your Shopping Experience Helpful Websites to Save You Money and Keep You Informed. So take the guesswork out of shopping and avoid the common stressors—from price comparison to out-of-stock items to returns—by using this handy guide. With RUC's Retail Store Guide Book, you can arm yourself with all the information you need to save money, save time, and turn shopping into a more pleasant experience. Happy shopping!

Internet Companion

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Vanessa Waller 2000 It is written for anyone who needs to learn about computers right from the basics and offers Australian-oriented, common sense explanations that don't rely on any assumed knowledge about computers. Every explanation is accompanied by practical step-by-step exercises and screen illustrations.

**Magento 2 Cookbook**

Ray Bogman 2016-03-28 Over 50 practical

recipes that will help you realize the full potential of Magento in order to build a professional online store About This Book Take advantage of the latest features in Magento 2 to set up an e-commerce store that fits your business needs Packed with several advanced recipes, not just to manage your online store, but to extend and design it as well Written in a cookbook style, you can pick and choose your recipe to carry out your day- to- day Magento store tasks Who This Book Is For The book is for existing Magento users who want to gain further expertise and insights into managing, designing, and extending their online store in Magento to fit their business needs. Working knowledge of Magento and basic familiarity with programming is expected. What You Will Learn Set up a Magento 2 project on Apache or Nginx. Transfer your Magento 1 database to Magento 2 using the Magento 2 system tools. Boost the performance of Magento 2 by enabling different types of caching. Build a Magento 2 multi-store

by creating a root catalog, subdirectories, and products. Create and manage pages, blocks, and front-end apps. Manage your Magento store by setting up the correct TAX rules. Design custom themes within the Magento 2 framework. Create basic and advanced extensions using Magento 2. In Detail Magento 2 is an open source e-commerce platform that has all the functionality to function from small to large online stores. It is preferred by developers and merchants due to its new architecture, which makes it possible to extend the functionalities with plugins, a lot of which are now created by the community. This merchant and developer guide is packed with recipes that cover all aspects of Magento 2. The recipes start with simple how-to's then delve into more advanced topics as the book progresses. We start with the basics of setting up a Magento 2 project on Apache or Nginx. Next, you will learn about basics including system tools and caching to get your Magento 2 system ready for the real work. We move on to simple tasks such

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as managing your store and catalog configuration. When you are familiar with this, we cover more complex features such as module and extension development. Then we will jump to the final part: advanced Magento 2 extensions. By the end of this book, you'll be competent with all the development phases of Magento 2 and its most common elements. Style and approach Step by step guide for real world tasks for Magento users to gain a more advanced insight on managing, extending and designing their e-commerce store to fit their business needs.

*Gift-Giving Phenomenon and Its Implications for Consumer Behavior*

Ksenia Feil 2019 This paper scrutinizes past theories and empirical findings on the gift-giving phenomenon in order to delineate the most important aspects and offer a better understanding of contemporary consumer behavior, primarily within marketing and consumer behavior disciplines. Gift-giving is a

universal phenomenon in most modern societies that is why the topic has been a researchers' target during decades. Nowadays consumers face multiple occasions which require to give gifts almost to everyone from their gift-giving networks. Gifting is also beneficial to many companies, but it is a very competitive market, as many products can become gifts, resulting in a wide variety of products for consumers to select from. Therefore, it is important to design targeted marketing campaigns to differentiate products and ease consumers' choice. However, consumer behavior of purchasing products that are to be presented as gifts differs from their behavior when purchasing products for personal use. Understanding this difference in consumer behavior is important to tailoring marketing strategies to the gift purchasing behavior of consumers. The paper argues that the gift exchange process steps and surrounding context are fundamental to understanding consumer behavior. Using gift-giving literature, the five

steps of the gifting process - occasion, acquisition, presentation, post-giving behavior, and storing - are investigated and related to the contextual differences that influence the process. The gift-giving process model encapsulates the behavior of givers and receivers which is moderated by their social closeness, personal motivation, level of involvement, gift types, culture and gender. Findings suggest consumers differ in their choice of product types for different recipient groups. They also indicate that the symbolic value of a gift outweighs the economic value, and that people are mostly guided by voluntary motives to give. Several gift types - gift cards, branded items and experience gifts - are presented as alternative differentiation options for companies and consumers. Finally, findings suggest that the surrounding contexts of gifting such as culture and gender, exhibits the strongest influences on gifting behavior. Culture is seen as a prerequisite that outlines future

trends, as gift-giving is culturally-bound and, therefore, transforms accordingly. The paper argues that gift-giving is a multidimensional phenomenon and suggests that companies should design marketing strategies considering both macro and micro-perspectives of the gift-giving phenomenon.

**OFBiz Ecommerce Out-Of-The-Box**

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Ruth Hoffman 2009-10-01

Michigan Out-of-doors

2007

**Superdoom: Selected Poems**

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Melissa Broder 2021-08-10 Named a Best Book of August by NYLON “Each line is a little heartbeat hurling down the abyss.” —Patricia Lockwood Featuring a new introduction from the author, Superdoom: Selected Poems brings together the best of Broder’s three cult out-of-print poetry collections—When You Say One Thing but Mean Your Mother, Meat Heart, and

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Scarecrone—as well as the best of her fourth collection, Last Sext. Embracing the sacred and the profane, often simultaneously, Broder gazes into the abyss and at the human body, with humor and heartbreak, lust and terror. Broder’s language is entirely her own, marked both by brutal strangeness and raw intimacy. At turns essayistic and surreal, bouncing between the grotesque and the transcendent, Superdoom is a must-have for longtime fans and the perfect introduction to one of our most brilliant and original poets.

### **The Most Dazzling Girl in Berlin**

Kip Wilson 2022-03-29 A fascinating historical novel about Hilde, an orphan who experiences Berlin on the cusp of World War II as she discovers her own voice and sexuality, ultimately finding a family when she gets a job at a gay cabaret, by award-winning author Kip Wilson. On her eighteenth birthday, Hilde leaves her orphanage in 1930s Berlin, and heads out into the world to discover her place in it. But finding

a job is hard, at least until she stumbles into Café Lila, a vibrant cabaret full of expressive customers. Rosa, one of the club's waitresses and performers, immediately takes Hilde under her wing. As the café denizens slowly embrace Hilde, and she embraces them in turn, she discovers her voice and her own blossoming feelings for Rosa. But Berlin is in turmoil. Between the elections, protests in the streets, worsening antisemitism and anti-homosexual sentiment, and the beginning seeds of unrest in Café Lila itself, Hilde will have to decide what's best for her future . . . and what it means to love a place on the cusp of war.

### **Happy Birthday to You!**

Dr. Seuss 2013-10-22 Celebrate your unique self with Dr. Seuss and the Great Birthday Bird in the ultimate birthday book! A perfect gift for Seuss fans or anyone blowing out the candles for another year! Today you are you! That is truer than true! There is no one alive who is you-er than you! In the picture book Happy Birthday to

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You!, Dr. Seuss has crafted the perfect celebration of the person you were born to be. When the Great Birthday Bird arrives to usher in your "Day of all Days," you can expect a colorful romp full of fantastical fun that is all about YOU! With birthday festivities on every page, readers go on a journey that teaches them to celebrate being themselves—every single day of the year! This joyful classic rejoices about the things that make you unique! It's the essential birthday gift for ages one to 101—from the one and only Dr. Seuss!

*50 Hikes in Eastern Massachusetts (fifth)  
(Explorer's 50 Hikes)*

Madeline Bilis 2019-08-20 50 beautiful trails around Boston and the Cape In this first-edition guide, Madeline Bilis shares her years of outdoors experience in the Boston area, providing 50 hikes for people of all skill and experience levels. While the Berkshires tend to get all recognition when it comes to hiking in

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Massachusetts, the eastern part of the state is packed with treasures for lovers of the outdoors. From the rocky ledges of the Blue Hills Reservation to the sandy stretches of the Cape Cod National Seashore, incredible trails and vistas abound in this varied region. In addition to stunning natural views, you'll delight in discovering dozens of small towns, cultural attractions, and historical sites during your adventures around Boston and the Cape. Hikes include: Noanet Woodlands Myles Standish State Forest Great Island Trail Middlesex Fells Reservation

### INSPIRED

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Marty Cagan 2017-11-17 How do today's most successful tech companies—Amazon, Google, Facebook, Netflix, Tesla—design, develop, and deploy the products that have earned the love of literally billions of people around the world? Perhaps surprisingly, they do it very differently than the vast majority of tech companies. In

INSPIRED, technology product management thought leader Marty Cagan provides readers with a master class in how to structure and staff a vibrant and successful product organization, and how to discover and deliver technology products that your customers will love—and that will work for your business. With sections on assembling the right people and skillsets, discovering the right product, embracing an effective yet lightweight process, and creating a strong product culture, readers can take the information they learn and immediately leverage it within their own organizations—dramatically improving their own product efforts. Whether you're an early stage startup working to get to product/market fit, or a growth-stage company working to scale your product organization, or a large, long-established company trying to regain your ability to consistently deliver new value for your customers, INSPIRED will take you and your product organization to a new level of customer engagement, consistent innovation,

and business success. Filled with the author's own personal stories—and profiles of some of today's most-successful product managers and technology-powered product companies, including Adobe, Apple, BBC, Google, Microsoft, and Netflix—INSPIRED will show you how to turn up the dial of your own product efforts, creating technology products your customers love. The first edition of INSPIRED, published ten years ago, established itself as the primary reference for technology product managers, and can be found on the shelves of nearly every successful technology product company worldwide. This thoroughly updated second edition shares the same objective of being the most valuable resource for technology product managers, yet it is completely new—sharing the latest practices and techniques of today's most-successful tech product companies, and the men and women behind every great product.

**60 Things to Do When You Turn 60 Years Old**

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Elaine Benton 2021-07-22 Celebrate the Extravagance of Turning 60: The Magical Age to Enjoy Every Little Thing That Makes You Happy Without Worrying About What People Will Think Why stress when you can be your powerful self when turning 60? Finally, it's time to take complete control of your life and learn to love everything about yourself. Amidst the chaos of life and hectic schedules, when was the last time you prioritized your dreams over your duties without worrying about the consequences it brings? If nothing rings a bell, now is the time to rejuvenate yourself by doing things that makes you feel happy. But here's the problem you face: With years of constant responsibilities, regulations, and routines, your brain resists following the path of change and stays ingrained in its existing habits. As a result, you are afraid to take the leap towards your freedom and ecstasy, which will eventually haunt a part of your heart for not making the most out of your precious life. But luckily for you, there's now a

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solution. Let me introduce you to this book with the thoughtful assortment of 60 simple but impactful things to do when you turn 60. A sneak peek of the ideas emphasized in this book: Travel to places you have never been to and let yourself be exposed to different cultures while engaging with strangers and experiencing new activities to start life anew. Revive an old hobby or start a new one, for it's never too late to read a new book, start a new blog, teach a class, or throw a grand party. Be practical and make preparations for the greater good. Make a will, enroll in a medicare plan, pay off debt, and start working out to get even more fit! Feed your spiritual side, and do something for others while expressing your thanks to all the people who made your life easier with their presence. And much, much more. Age is number only a number if you are determined to kickstart a new pursuit and enjoy your life to the fullest. If you're willing to embrace change and hit milestones on your 60th birthday, this book will get you started to

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your golden years. Scroll up, click on "Buy Now", and Get Your Copy Now!

### As You Were

Elaine Feeney 2021-10-05 Shortlisted for the Rathbones Folio Prize • Winner of the 2021 Kate O'Brien Award • Winner of the 2021 Dalkey Emerging Writer Award Sinéad Hynes is a tough, driven, funny young property developer with a terrifying secret. No-one knows it: not her fellow patients in a failing hospital, and certainly not her family. She has confided only in Google and a shiny magpie. But she can't go on like this, tirelessly trying to outstrip her past and in mortal fear of her future. Across the ward, Margaret Rose is running her chaotic family from her rose-gold Nokia. In the neighbouring bed, Jane, rarely but piercingly lucid, is searching for a decent bra and for someone to listen. And Sinéad needs them both. As You Were is about intimate histories, institutional failures, the kindness of strangers, and the darkly present past of modern Ireland; about



women's stories and women's struggles; about seizing the moment to be free. Wildly funny, desperately tragic, inventive and irrepressible, *As You Were* introduces a brilliant voice in Irish fiction with a book that is absolutely of our times.

### *Printing and Publishing*

United States. Business and Defense Services Administration. Printing and Publishing Industries Division 1980

### The Personal Web

Mark Chignell 2013-07-15 This book grew out of the First Symposium on the Personal Web, co-located with CASCON 2010 in Markham, Ontario, Canada. The purpose of the symposium was to bring together prominent researchers and practitioners from a diverse range of research areas relevant to the advancement of science and practice relating to the Personal Web. Research on the Personal Web is an outgrowth of the Smart Internet initiative, which

seeks to extend and transform the web to be centred on the user, with the web as a calm platform ubiquitously providing cognitive support to its user and his or her tasks. As with the preceding SITCON workshop (held at CASCON 2009), this symposium involved a multi-disciplinary effort that brought together researchers and practitioners in data integration; web services modelling and architecture; human-computer interaction; predictive analytics; cloud infrastructure; semantics and ontology; and industrial application domains such as health care and finance. The discussions during the symposium dealt with different aspects of the architecture and functionality needed to make the Personal Web a reality. After the symposium the authors reworked their presentations into draft chapters that were submitted for peer evaluation and review. Every chapter went through two rounds of reviewing by at least two independent expert reviewers, and accepted chapters were then

revised and are presented in this book.

### Sour

Mark Diacono 2019-09-05 SUNDAY TIMES  
FOOD BOOK OF THE YEAR 2019 DAILY MAIL  
FOOD BOOK OF THE YEAR 2019 A THE TIMES  
FOOD BOOK OF THE YEAR 2019 A FINANCIAL  
TIMES FOOD BOOK OF THE YEAR 2019 A  
GUARDIAN FOOD BOOK OF THE YEAR 2019 A  
BBC RADIO 4 FOOD PROGRAMME BOOK OF  
THE YEAR 2019 From cheese to vinegar,  
throughout the centuries we have deliberately  
let - and even encouraged - food to go sour to  
enhance its flavour. Now, sour foods have never  
been more fashionable, with the spotlight falling  
on foodstuffs as disparate as Belgian sour beer  
and Korean kimchi. But what is it that makes  
sourness such an enticing, complex element of  
the eating experience? And what are the best  
ways to harness sour flavours in your own  
kitchen? Sour offers a series of invitations to the  
modern cook, to learn the life-enhancing skills  
behind the everyday transformations that hold

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the key to this most enduring taste. Award-  
winning food writer Mark Diacono sets out to  
demystify the sour world, and explore why  
everyone's extolling the virtues of kombucha and  
fermenting for their digestive health. By  
grappling with gooseberries and turning his  
hand to sourdough, experimenting with ultra-  
cool shrub cocktails, and making his own  
yoghurt, kefir and pickles, Mark tells the story of  
what makes things sour, and offers recipes that  
maximise the transformative power of this  
amazing taste. From sumac-roasted duck and  
kombucha mayonnaise to roasted plums with  
labneh and cherry sour cream clafoutis, it is time  
to let a little (or a lot) of sour into your life.

### The Lean Product Playbook

Dan Olsen 2015-06-02 The missing manual on  
how to apply Lean Startup to build products that  
customers love The Lean Product Playbook is a  
practical guide to building products that  
customers love. Whether you work at a startup  
or a large, established company, we all know

that building great products is hard. Most new products fail. This book helps improve your chances of building successful products through clear, step-by-step guidance and advice. The Lean Startup movement has contributed new and valuable ideas about product development and has generated lots of excitement. However, many companies have yet to successfully adopt Lean thinking. Despite their enthusiasm and familiarity with the high-level concepts, many teams run into challenges trying to adopt Lean because they feel like they lack specific guidance on what exactly they should be doing. If you are interested in Lean Startup principles and want to apply them to develop winning products, this book is for you. This book describes the Lean Product Process: a repeatable, easy-to-follow methodology for iterating your way to product-market fit. It walks you through how to: Determine your target customers Identify underserved customer needs Create a winning product strategy Decide on

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your Minimum Viable Product (MVP) Design your MVP prototype Test your MVP with customers Iterate rapidly to achieve product-market fit This book was written by entrepreneur and Lean product expert Dan Olsen whose experience spans product management, UX design, coding, analytics, and marketing across a variety of products. As a hands-on consultant, he refined and applied the advice in this book as he helped many companies improve their product process and build great products. His clients include Facebook, Box, Hightail, Epocrates, and Medallia. Entrepreneurs, executives, product managers, designers, developers, marketers, analysts and anyone who is passionate about building great products will find The Lean Product Playbook an indispensable, hands-on resource.

**Virtues and Fallacies of VAT: An Evaluation after 50 Years**

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Robert F. van Brederode 2021-08-09 Value-

added tax (VAT) is a mainstay of revenue systems in more than 160 countries. Because consumption is a more stable revenue base than other tax bases, VAT is less distorting and hence more likely to encourage investment, savings, optimum labor supply decisions, and growth. VAT is not without criticism however, and faces its own specific technical and policy challenges. This book, the first to thoroughly evaluate VAT from a global policy perspective after over 50 years of experience with its intricacies, offers authoritative perspectives on VAT's full spectrum—from its signal successes to the subtle ways its application can undermine revenue performance and economic neutrality. The contributors—leading tax practitioners and academics—examine the key policy issues and topics that are crucially relevant for measuring the success of the tax in the first part of the book, including: revenue generation and revenue efficiency; single rate versus multiple rates; susceptibility to fraud; exemptions and

exceptions; compliance cost for businesses; policy and compliance gaps in revenue collection; adjustment rules caused by the transactional nature of the tax; transfer pricing issues; treatment of vouchers; permanent establishments and holding companies; payment of refunds; cross-border digital transactions; and supplies for free or below cost price. The second part offers six country reports—on New Zealand, Japan, China, Colombia, Ethiopia, and India—to demonstrate the different ways in which VAT operates in a variety of national economies. Whether a government is contemplating the imposition of a general consumption tax for the first time or new rules for applying an existing one, it is important for policymakers to keep central the aim to design a tax that realizes optimal efficiency and causes minimal distortions. This invaluable book serves as an expert guide to VAT policy development in this area. It will be welcomed not only by concerned government officials but also by tax

professionals (both lawyers and accountants) and academics in tax law.

**Wiley International Encyclopedia of Marketing, 6 Volume Set**

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2011-02-07 With over 300 entries from hundreds of global experts, this is one of the premier marketing reference resources available worldwide. The 6-volume WIEM provides scholars and professionals with an international guide to marketing concepts and applications. The far-reaching new developments, challenges and opportunities that have arisen in recent years are fully reflected in the entries. Scholars and professionals will enjoy the flexible, multi-level structure, with entries ranging from topics summaries to short essays reviewing areas of development and debate. Entries are further extended by sophisticated cross-referencing both among volumes and between encyclopedia entries and external sources. The encyclopedia is also available online. For ease of reference, the

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entries are arranged alphabetically within each of the subject volumes. Designed to encompass the scope of modern marketing, the volumes cover: Volume 1: Marketing Strategy Volume 2: Marketing Research Volume 3: Consumer Behavior Volume 4: Advertising and Integrated Communication Volume 5: Product Innovation and Management Volume 6: International Marketing

**Cultured Food Life**

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Donna Schwenk 2011 Dramatically improve your health by eating foods filled with dynamic probiotics that supercharge your body! Ordinary foods become powerful health agents in a few easy steps using ancient wisdom and time-tested techniques such as natural fermentation. Author and educator Donna Schwenk tells her compelling story of how she transformed her family's health by creating foods that conquer sicknesses, including diabetes, high blood pressure and IBS. Hundreds of families have

attended Donna's seminars and renewed their health, changing their lives forever! After numerous requests from her seminar participants, Donna has provided this compilation of over sixty delicious recipes that were the key to her own success. With her simple step-by-step instructions, you too can

learn to make delicious probiotic foods that will create wellness and restore your health. You can enjoy a preview at: [www.culturedfoodlife.com](http://www.culturedfoodlife.com) or follow Donna on her blog at [www.blog.culturedfoodlife.com](http://www.blog.culturedfoodlife.com)

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