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American Sherlock Twelve Bordered by the Delaware River and dotted by dozens of delightful 18th-century towns and villages, Bucks County retains a wistful air of long ago. Covered bridges, colonial homes, classic farmsteads, and a breathtaking countryside are only part of this beautiful county's story. In 1683, Pennsylvania's founder, William Penn, established his manor here and helped build a nation by inviting industrious immigrants to its fertile soil. In 1776, Gen. George Washington launched one of the most important battles of the Revolutionary War from its shores. Farmers harnessed the land for centuries, followed by writers, artists, and innovators who weaved its charms into their work for the world. Bucks County features photographs from area historical societies and collectors that capture the spirit of the everyday life, as well as the extraordinary people and events, that helped shape one of the most distinctive places in America.

Rome CarTech Inc

Robert M. Grant combines a highly accessible writing style with a concentration on the fundamentals of value creation and an emphasis on practicality in this leading strategy text. In this new edition, he includes an even greater focus on strategy implementation that reflects the needs of firms to reconcile scale economies with entrepreneurial flexibility, innovation with cost efficiency, and

globalization with local responsiveness. This edition also incorporates some of the key strategic issues of today including: post-financial crisis adjustment, the continuing rise of China, India and Brazil, and the increased emphasis on ethics and sustainability. Coverage is also provided on strategy in not-for-profit organizations. An interactive e-Book is included with every new copy of this text, including case and author clips, quizzes and glossary flashcards. Resources for instructors include an instructor's manual, case teaching notes, test bank, teaching slides, case video clips and extra cases.

Brandweek Oxford University Press

A gripping historical true crime narrative that "reads like the best of Conan Doyle himself" (Karen Abbott, author of *The Ghosts of Eden Park*), *American Sherlock* recounts the riveting true story of the birth of modern criminal investigation. Berkeley, California, 1933. In a lab filled with curiosities--beakers, microscopes, Bunsen burners, and hundreds upon hundreds of books--sat an investigator who would go on to crack at least two thousand cases in his forty-year career. Known as the "American Sherlock Holmes," Edward Oscar Heinrich was one of America's greatest--and first--forensic scientists, with an uncanny knack for finding clues, establishing evidence, and deducing answers with a skill that seemed almost supernatural. Heinrich was one of the nation's first expert witnesses, working in a time when the turmoil of Prohibition led to sensationalized crime reporting and only a small, systematic study of evidence. However with his brilliance, and commanding presence in both the courtroom and at crime scenes, Heinrich spearheaded the invention of a myriad of new forensic tools that police still use today, including blood spatter analysis, ballistics, lie-detector tests, and the use of fingerprints as courtroom evidence. His work, though not without its serious--some would say fatal--flaws, changed the course of American criminal investigation. Based on years of research and thousands of never-before-published primary source materials, *American Sherlock* captures the life of the man who pioneered the science our legal system now relies upon--as well as the limits of those techniques and the very human experts who wield them.

Access HPN Books

Examines the total cost of salt and calcium magnesium acetate (CMA), including the indirect cost of application and indirect costs to the environment, infrastructure, and motor vehicles. This

report focuses on defining the true cost of salt, which is the most popular deicer and the standard of comparison for most other deicing products.

Human Factors of Visual and Cognitive Performance in Driving Wiley

Walt Thurn shows you how to upgrade your Corvette's engine, from basic bolt-ons to serious engine modifications. There are also chapters on tweaking your suspension, drivetrain, brakes, wheels, and tires. This book features tables, charts, photos, and build sequences to explain how to correctly modify your C5 for drag racing, road racing, autocross, or simply to turn heads on cruise nights. Additionally, the book provides readers with a detailed model guide and horsepower rating of all Corvettes built from 1997 to 2004.

Hank Greenberg Springer Science & Business Media

Metal matrix composites are making tangible inroads into the "real" world of engineering. They are used in engineering components such as brake rotors, aircraft parts, combustion engines, and heat sinks for electronic systems. Yet, outside a relatively limited circle of specialists, these materials are mostly unknown. Designers do not as a rule think of using these materials, in part because access to information is difficult as these materials have not really entered engineering handbooks. *Metal Matrix Composites in Industry* is thus useful to engineers who wish to gain introductory knowledge of these materials and who want to know where "to find" them. Additionally, it provides researchers and academics with a survey of current industrial activity in this area of technology.

Something Good Pebble

Launch! Advertising and Promotion is written for advertising and promotion courses taught to students in the business school and journalism & mass communication students. This textbook is the first of its kind to teach advertising concepts by reverse engineering a real advertising campaign from beginning to end. In April 2007, SS+K, an innovative New York City communications agency, launched the first ever branding campaign for msnbc.com with the tag "A Fuller Spectrum of News." Launch! follows that campaign from initial agency pitch through roll-out of print and media assets to post-campaign analysis. Throughout, it exposes readers to the theory and concepts of advertising and promotion, and the personalities and decisions that drove this campaign. The book takes a rare look

"behind the curtain" - even letting you see some of the paths not chosen by the agency and client. Students get a realistic sense of how theory plays out in practice, and get a flavor for the exciting field of advertising and promotion. And, they consistently learn the perspectives of both the advertising agency (where many journalism and communications students will work) and the client (where many marketing majors will work). This is a unique book, with a unique perspective, by a unique author team, and you won't find this kind of insight in any other text on the market. We think you're going to love it! This textbook has been used in classes at: Ball State University, Emerson College, Florida Institute of Technology, Grand Valley State University, Johnson County Community College, Manchester Business School, McLennan Community College, Michigan State University, North Hennepin Community College, Pierce College, Rochester Institute of Technology, Saint Louis University, Salem State College, South Dakota State University, Texas State University, Texas Tech University, University of New Hampshire, University of North Carolina, University of Notre Dame, University of South Florida, Virginia Tech, Western Kentucky University.

Boating Penguin

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.

Auto Upkeep Kensington Books

Acclaimed crime historian, podcaster, and author of *American Sherlock* Kate Winkler Dawson tells the thrilling story of Edward Ruloff—a serial murderer who was called “too intelligent to be killed”—and the array of 19th century investigators who were convinced his brain held the key to finally understanding the criminal mind. Edward Ruloff was a brilliant yet utterly amoral murderer—some have called him a “Victorian-era Hannibal Lecter”—whose crimes spanned decades and whose victims were chosen out of revenge, out of envy, and sometimes out of necessity. From his humble beginnings in upstate New York to the dazzling salons and social life he established in New York City, at every turn Ruloff used his intelligence and regal bearing to evade detection and avoid punishment. He could talk his way out of any crime...until one day, Ruloff's luck ran out. By 1871 Ruloff sat chained in his cell—a psychopath holding court while curious 19th-century “mindhunters” tried to understand what made him tick. From alienists (early psychiatrists who tried to analyze the source of his madness) to neurologists (who wanted to dissect his brain) to phrenologists (who analyzed the bumps on his head to determine his character), each one thought he held the key to understanding the essential question: is evil born or made? Eventually, Ruloff's brain would be placed in a jar at Cornell University as the prize specimen of their anatomy collection...where it still sits today, slowly moldering in a dusty jar. But his story—and its

implications for the emerging field of criminal psychology—were just beginning. Expanded from season one of her hit podcast on the Exactly Right network (7 million downloads and growing), in *All That Is Wicked* Kate Winkler Dawson draws on hundreds of source materials and never-before-shared historical documents to present one of the first glimpses into the mind of a serial killer—a century before the term was coined—through the scientists whose work would come to influence criminal justice for decades to come.

Haben No Starch Press

Draws conclusions for the future of the industry in the USA.

Flying Magazine Transportation Research Board Human error is involved in more than 90 percent of traffic accidents, and of those accidents, most are associated with visual distractions, or looking-but-failing-to-see errors. *Human Factors of Visual and Cognitive Performance in Driving* gathers knowledge from a human factors psychology standpoint and provides deeper insight into traffic -user beh

Boating Macmillan

How do the rich get rich? An updated edition of the “remarkable” New York Times bestseller, based on two decades of research (*The Washington Post*). Most of the truly wealthy in the United States don't live in Beverly Hills or on Park Avenue. They live next door. America's wealthy seldom get that way through an inheritance or an advanced degree. They bargain-shop for used cars, raise children who don't realize how rich their families are, and reject a lifestyle of flashy exhibitionism and competitive spending. In fact, the glamorous people many of us think of as “rich” are actually a tiny minority of America's truly wealthy citizens—and behave quite differently than the majority. At the time of its first publication, *The Millionaire Next Door* was a groundbreaking examination of America's rich—exposing for the first time the seven common qualities that appear over and over among this exclusive demographic. This edition includes a new foreword by Dr. Thomas J.

Stanley—updating the original content in the context of the financial crash and the twenty-first century. “Their surprising results reveal fundamental qualities of this group that are diametrically opposed to today's earn-and-consume culture.” —Library Journal

The Most Fearful Ordeal Penguin

Students are upset and begin acting mean after something bad is written on a school bathroom wall, but talking, listening, and an art project help them remember who they are.

Consumer Behavior McGraw-Hill/Irwin Modern cars are more computerized than ever. Infotainment and navigation systems, Wi-Fi, automatic software updates, and

other innovations aim to make driving more convenient. But vehicle technologies haven't kept pace with today's more hostile security environment, leaving millions vulnerable to attack. *The Car Hacker's Handbook* will give you a deeper understanding of the computer systems and embedded software in modern vehicles. It begins by examining vulnerabilities and providing detailed explanations of communications over the CAN bus and between devices and systems. Then, once you have an understanding of a vehicle's communication network, you'll learn how to intercept data and perform specific hacks to track vehicles, unlock doors, glitch engines, flood communication, and more. With a focus on low-cost, open source hacking tools such as Metasploit, Wireshark, Kayak, can-utils, and ChipWhisperer, *The Car Hacker's Handbook* will show you how to: – Build an accurate threat model for your vehicle – Reverse engineer the CAN bus to fake engine signals – Exploit vulnerabilities in diagnostic and data-logging systems – Hack the ECU and other firmware and embedded systems – Feed exploits through infotainment and vehicle-to-vehicle communication systems – Override factory settings with performance-tuning techniques – Build physical and virtual test benches to try out exploits safely If you're curious about automotive security and have the urge to hack a two-ton computer, make *The Car Hacker's Handbook* your first stop. Highway Deicing Arcadia Publishing This third and last volume of the 2004 Revision of *World Population Prospects* presents the analytical report of the official United Nations world population estimates and projections. It provides detailed analysis of the results and also documents data sources used and methods applied in the preparation of the 2006 Revision. The report is accompanied by an executive summary. Publishing Agency: United Nations (UN).

Cond é Nast's Traveler United Nations Publications

A must-have for Civil War buffs, this book features the original “New York Times” coverage of the most tumultuous, bloody, and defining period in America's history. 50 photos. 6 maps.

Business Marketing Management Flat World Knowledge

Consumer Behavior, 9/e, by Hawkins, Best, & Coney offers balanced coverage of consumer behavior including the psychological, social, and managerial implications. The new edition features

current and exciting examples that are tied into global and technology consumer behavior issues and trends, a solid foundation in marketing strategy, integrated coverage of ethical/social issues and outlines the consumer decision process. This text is known for its ability to link topics back to marketing decision-making and strategic planning which gives students the foundation to understanding consumer behavior which will make them better consumers and better marketers.

Launch! Advertising and Promotion in Real Time
CRC Press

An illustrated history of Beaumont, Texas, paired with histories of the local companies.

Earth Day Dale Seymour Publications

Baseball during the Great Depression of the 1930s galvanized communities and provided a struggling country with heroes.

Jewish player Hank Greenberg gave the people of Detroit—and America—a reason to be proud. But America was facing more than economic hardship. Hitler's agenda heightened the persecution of Jews abroad while anti-Semitism intensified political and social tensions in the U.S. The six-foot-four-inch Greenberg, the nation's most prominent Jew, became not only an iconic ball player, but also an important and sometimes controversial symbol of Jewish identity and the American immigrant experience. Throughout his twelve-year baseball career and four years of military service, he heard cheers wherever he went along with anti-Semitic taunts. The abuse drove him to legendary feats that put him in the company of the greatest sluggers of the day, including Babe Ruth, Jimmie Foxx, and Lou Gehrig. Hank's iconic status made his personal dilemmas with religion versus team and ambition versus duty national debates. Hank Greenberg is an intimate account of his life—a story of integrity and triumph over adversity and a portrait of one of the greatest baseball players and most important Jews of the twentieth century. **INCLUDES PHOTOS**

Bucks County Ingram

The very idea of empire was created in ancient Rome and even today traces of its monuments, literature, and institutions can be found across Europe, the Near East, and North Africa--and sometimes even further afield. In Rome, historian Greg Woolf expertly recounts how this mammoth empire was created, how it was sustained in crisis, and how it shaped the world of its rulers and subjects--a story spanning a millennium and a half of history. The personalities and events of Roman history have become part of the West's cultural lexicon, and Woolf provides brilliant retellings of each of these, from the war with Carthage to Octavian's victory over Cleopatra, from the

height of territorial expansion under the emperors Trajan and Hadrian to the founding of Constantinople and the barbarian invasions which resulted in Rome's ultimate collapse.

Throughout, Woolf carefully considers the conditions that made Rome's success possible and so durable, covering topics as diverse as ecology, slavery, and religion. Woolf also compares Rome to other ancient empires and to its many later imitators, bringing into vivid relief the Empire's most distinctive and enduring features. As Woolf demonstrates, nobody ever planned to create a state that would last more than a millennium and a half, yet Rome was able, in the end, to survive barbarian migrations, economic collapse and even the conflicts between a series of world religions that had grown up within its borders, in the process generating an image and a myth of empire that is apparently indestructible.

Based on new research and compellingly told, this sweeping account promises to eclipse all previously published histories of the empire.