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[Liar's Poker](#) Random House

Provides an account, from the point of view of the U.S. Army forces employed, of the 1990-91 Persian Gulf War, from the Iraqi invasion of Kuwait to the withdrawal of coalition forces from southeastern Iraq. It focuses on the Army's part in this war, particularly the activities of the Headquarters, Third Army, and the Army Forces Central Command (ARCENT). It looks especially at the activities of the VII Corps, which executed ARCENT's main effort in the theater ground force Schwerpunkt -- General Schwarzkopf's "Great Wheel." This is not an official history; the author speaks in his own voice and makes his own judgments. Maps.

Made to Break John Wiley and Sons

This book explains how an organization can measure and manage performance with the Balanced Scorecard methodology. It provides extensive background on performance management and the Balanced Scorecard, and focuses on guiding a team through the step-by-step development and ongoing implementation of a Balanced Scorecard system. Corporations, public sector agencies, and not for profit organizations have all reaped success from the Balanced Scorecard. This book supplies detailed implementation advice that is readily applied to any and all of these organization types. Additionally, it will benefit organizations at any stage of Balanced Scorecard development. Regardless of whether you are just contemplating a Balanced Scorecard, require assistance in linking their current Scorecard to management processes, or need a review of their past measurement efforts, *Balanced Scorecard Step by Step* provides detailed advice and proven solutions.

[Eternal Youths](#) Harvard University Press

Good Strategy/Bad Strategy clarifies the muddled thinking underlying too many strategies and provides a clear way to create and implement a powerful action-oriented strategy for the real world. Developing and implementing a strategy is the central task of a leader. A good strategy is a specific and coherent response to—and approach for—overcoming the obstacles to progress. A good strategy works by harnessing and applying power where it will have the greatest effect. Yet, Rumelt shows that there has been a growing and unfortunate tendency to equate Mom-and-apple-pie values, fluffy packages of buzzwords, motivational slogans, and financial goals with “strategy.” In *Good Strategy/Bad Strategy*, he debunks these elements of “bad strategy” and awakens an understanding of the power of a “good strategy.” He introduces nine sources of power—ranging from using leverage to effectively focusing on growth—that are eye-opening yet pragmatic tools that can easily be put to work on Monday morning, and uses fascinating examples from business, nonprofit, and military affairs to bring its original and pragmatic ideas to life. The detailed examples range from Apple to General Motors, from the two Iraq wars to Afghanistan, from a small local market to Wal-Mart, from Nvidia to Silicon Graphics, from the Getty Trust to the Los Angeles Unified School District, from Cisco Systems to Paccar, and from Global Crossing to the 2007–08 financial crisis. Reflecting an astonishing grasp and integration of economics, finance, technology, history, and the brilliance and foibles of the human character, *Good Strategy/Bad Strategy* stems from Rumelt's decades of digging beyond the superficial to address hard questions with honesty and integrity.

[The Onion Book of Known Knowledge](#) Department of the Air Force

This book puts the reader in the pilot's seat for a "day at the office" unlike any other. The Smell of Kerosene tells the dramatic story of a NASA research pilot who logged over 11,000 flight hours in more than 125 types of aircraft. Donald Mallick gives the reader fascinating first-hand description of his early naval flight training, carrier operations, and his research flying career with NASA. After transferring to the NASA Flight Research Center, Mallick became involved with projects that further pushed the boundaries of aerospace technology. These included the giant delta-winged XB-70 supersonic airplane, the wingless M2-F1 lifting body vehicle, and triple-sonic YF-12 Blackbird. Mallick also test flew the Lunar Landing Research Vehicle and helped develop techniques used in training astronauts to land on the Moon.

Good Strategy Bad Strategy WWW.Militarybookshop.CompanyUK

Introduction to Business covers the scope and sequence of most introductory business courses. The book provides detailed explanations in the context of core themes such as customer satisfaction, ethics, entrepreneurship, global business, and managing change. *Introduction to Business* includes hundreds of current business examples from a range of industries and geographic locations, which feature a variety of individuals. The outcome is a balanced approach to the theory and application of business concepts, with attention to the knowledge and skills necessary for student success in this course and beyond. This is an adaptation of *Introduction to Business* by OpenStax. You can access the textbook as pdf for free at openstax.org. Minor editorial changes were made to ensure a better ebook reading experience. Textbook content produced by OpenStax is licensed under a Creative Commons Attribution 4.0 International License.

[Dressing for Altitude](#) RosettaBooks

Black & white print. Principles of Management is designed to meet the scope and sequence requirements of the introductory course on management. This is a traditional approach to management using the leading, planning, organizing, and controlling approach. Management is a broad business discipline, and the Principles of Management course covers many management areas such as human

resource management and strategic management, as well as behavioral areas such as motivation. No one individual can be an expert in all areas of management, so an additional benefit of this text is that specialists in a variety of areas have authored individual chapters.

[Popular Science](#) Harvard University Press

This text shows the reader how to plan and develop a restaurant or foodservice space. Topics covered include concept design, equipment identification and procurement, design principles, space allocation, electricity and energy management, environmental concerns, safety and sanitation, and considerations for purchasing small equipment, tableware, and table linens. This book is comprehensive in nature and focuses on the whole facility—with more attention to the equipment—rather than emphasizing either front of the house or back of the house.

[Managing the Millennials](#) DIANE Publishing

In this “little gem” (*Washington Independent Review of Books*), Pulitzer Prize-winning columnist and New York Times bestselling author Dave Barry learns how to age happily from his old but joyful dog, Lucy. As Dave Barry turns seventy—not happily—he realizes that his dog, Lucy, is dealing with old age far better than he is. She has more friends, fewer worries, and way more fun. So Dave decides to figure out how Lucy manages to stay so happy, to see if he can make his own life happier by doing the things she does (except for drinking from the toilet). He reconnects with old friends and tries to make new ones—which turns out to be a struggle, because Lucy likes people a lot more than he does. And he gets back in touch with two ridiculous but fun groups from his past: the Lawn Rangers, a group of guys who march in parades pushing lawnmowers and twirling brooms (alcohol is involved), and the Rock Bottom Remainers, the world's oldest and least-talented all-author band. With each new lesson, Dave riffs hilariously on dogs, people, and life in general, while also pondering Deep Questions, such as when it's okay to lie. (Answer: when scallops are involved.) *Lessons From Lucy* shows readers a new side to Dave Barry that's “touching and sentimental, but there's still a laugh on every page” (*The Sacramento Bee*). The master humorist has written a witty and affable guide to joyous living at any age.

[Balanced Scorecard Step-by-Step](#) Society for Mining Metallurgy

Made to Break is a history of twentieth-century technology as seen through the prism of obsolescence. Giles Slade explains how disposability was a necessary condition for America's rejection of tradition and our acceptance of change and impermanence. This book gives us a detailed and harrowing picture of how, by choosing to support ever-shorter product lives, we may well be shortening the future of our way of life as well.

[Lucrative Targets](#) DigiCat

General Adams reflects on his experiences in the cold war, during which he served in both manned bombers and missile silos. He tells stories of famous and not-so-famous cold warriors, including some from the US Navy. Some stories are humorous; some stories are tragic. Having traveled extensively in Russia and some former Soviet Union states after retirement, General Adams tells us about his former adversaries, the Soviet cold warriors. In the process, he leaves no doubt about his respect for all who served so valiantly in the “strategic triad”—the strategic command, the ICBM force, and the submarine Navy.

[Model Railroad Craftsman](#) Houghton Mifflin Harcourt

Doctrine provides a military organization with unity of effort and a common philosophy, language, and purpose. This manual, “Theater Army Operations” (FM3-93), discusses the organization and operations of the theater army headquarters, including its role as the Army Service component command (ASCC) to the geographic combatant commander (GCC) and the relationships between the theater army headquarters and the theater enabling commands. The manual also discusses theater army responsibilities for setting the theater, Title 10 functions and responsibilities, generally referred to as the combatant commander's daily operations requirements, as well as the operational employment of the theater army's contingency command post (CCP) to directly mission command limited types of operations.

[How I Became a Quant](#) Demos

Underground Mining Methods presents the latest principles and techniques in use today. Reflecting the international and diverse nature of the industry, a series of mining case studies is presented covering the commodity range from iron ore to diamonds extracted by operations located in all corners of the world. Industry experts have contributed 77 chapters. This book is certain to become a standard for every practicing mining engineer and student alike. Sections include: General Mine Design Considerations, Room-and-Pillar Mining of Hard Rock/Soft Rock, Longwall Mining of Hard Rock, Shrinkage Stoping, Sublevel Stoping, Cut-and-Fill Mining, Sublevel Caving, Panel Caving, Foundations for Design, and Underground Mining Looks to the Future.

[Theater Army Operations](#) W. W. Norton & Company

The relative roles of U.S. ground and air power have shifted since the end of the Cold War. At the level of major operations and campaigns, the Air Force has proved capable of and committed to performing deep strike operations, which the Army long had believed the Air Force could not reliably accomplish. If air power can largely supplant Army systems in deep operations, the implications for both joint doctrine and service capabilities would be significant. To assess the shift of these roles, the author of this report analyzed post-Cold War conflicts in Iraq (1991), Bosnia (1995), Kosovo (1999), Afghanistan (2001), and Iraq (2003).

Because joint doctrine frequently reflects a consensus view rather than a truly integrated joint perspective, the author recommends that joint doctrine—and the processes by which it is derived and promulgated—be overhauled. The author also recommends reform for the services beyond major operations and campaigns to ensure that the United States attains its strategic objectives. This revised edition includes updates and an index.

The Smell of Kerosene John Wiley & Sons

"Since its earliest days, flight has been about pushing the limits of technology and, in many cases, pushing the limits of human endurance. The human body can be the limiting factor in the design of aircraft and spacecraft. Humans cannot survive unaided at high altitudes. There have been a number of books written on the subject of spacesuits, but the literature on the high-altitude pressure suits is lacking. This volume provides a high-level summary of the technological development and operational use of partial- and full-pressure suits, from the earliest models to the current high altitude, full-pressure suits used for modern aviation, as well as those that were used for launch and entry on the Space Shuttle. The goal of this work is to provide a resource on the technology for suits designed to keep humans alive at the edge of space."--NTRS Web site.

U.S. Government Printing Office Style Manual Business Plus

In a new approach to philosophical anthropology, Bruno Latour offers answers to questions raised in *We Have Never Been Modern*: If not modern, what have we been, and what values should we inherit? An *Inquiry into Modes of Existence* offers a new basis for diplomatic encounters with other societies at a time of ecological crisis.

Introduction to Business Routledge

United States Air Force in the Persian Gulf War. Part of a series of five works dealing with various aspects of the Air Force's participation in Desert Shield and Storm. This volume focuses on the Air Force's role in the opposing Iraqi forces in the "Kuwaiti theater of operations," a relatively small region in southern Iraq and Kuwait, where Iraqi Republican Guard were concentrated.

MONEY Master the Game Rand Corporation

A valuable tool for anyone who wants to effectively manage and motivate twenty-something workers. Many books are being published on how to manage employees of the "millennial" generation, but the solutions offered are anecdotal at best. Backed by years of serious research, *Managing the Millennials* provides managers of all ages with specific recommendations and tools for engaging this burgeoning demographic—some 78 million strong. Each chapter shares relevant interviews, case studies, and offers research-backed ideas and best practices to help any organization and their leaders address the challenges generational diversity presents. Answering the perplexing question of how does one lead and manage younger employees, this book offers research-based guidance on getting the most from twenty-something employees. Answers common questions and outlines practical solutions for building better relationships between the younger workers and the people who manage them. Includes a Special Offer with immediate benefit to readers: access to the authors' Generational Rapport Inventory (GRI), a tool that measures a manager's competencies and identifies strengths and weaknesses in dealing with Millennials. Accompanied by an associated web site, leadingthemillennials.com, offering a weekly blog addressing generational diversity issues in the workplace. Insightful and practical, *Managing the Millennials* is a valuable tool for millions of managers globally whose job it is to manage and motivate their twenty-something workers.

No Logo Little, Brown

Rich Dad's Guide to Investing is a guide to understanding the real earning power of money by learning some of the investing secrets of the wealthy.

Jayhawk! Macmillan

The essays in this book, written by researchers from both humanities and science, describe various theoretical and experimental approaches to adding medical ethics to a machine, what design features are necessary in order to achieve this, philosophical and practical questions concerning justice, rights, decision-making and responsibility in medical contexts, and accurately modeling essential physician-machine-patient relationships. In medical settings, machines are in close proximity with human beings: with patients who are in vulnerable states of health, who have disabilities of various kinds, with the very young or very old and with medical professionals. Machines in these contexts are undertaking important medical tasks that require emotional sensitivity, knowledge of medical codes, human dignity and privacy. As machine technology advances, ethical concerns become more urgent: should medical machines be programmed to follow a code of medical ethics? What theory or theories should constrain medical machine conduct? What design features are required? Should machines share responsibility with humans for the ethical consequences of medical actions? How ought clinical relationships involving machines to be modeled? Is a capacity for empathy and emotion detection necessary? What about consciousness? This collection is the first book that addresses these 21st-century concerns.

How to Change Your Mind Macmillan

The classic thriller about a hostile foreign power infiltrating American politics: "Brilliant . . . wild and exhilarating." —*The New Yorker* A war hero and the recipient of the Congressional Medal of Honor, Sgt. Raymond Shaw is keeping a deadly secret—even from himself. During his time as a prisoner of war in North Korea, he was brainwashed by his Communist captors and transformed into a deadly weapon—a sleeper assassin, programmed to kill without question or mercy at his captors' signal. Now he's been returned to the United States with a covert mission: to kill a candidate running for US president . . . This "shocking, tense" and sharply satirical novel has become a modern classic, and was the basis for two film adaptations (*San Francisco Chronicle*). "Crammed with suspense." —*Chicago Tribune* "Condon is wickedly skillful." —*Time*