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### Flying Magazine DigiCat

Written by two highly regarded scholars and teachers, "The Media in Your Life" helps students develop a system-wide view of the interacting social, historical, economic, and technological forces at work in today's rapidly evolving mass media. The 3rd Edition explores the social, historical, economic, and technological implications of the media in our culture and how to use the media effectively in our lives. The Writers Directory Pearson Educaci ó n

An analysis of the invasion of our personal lives by logo-promoting, powerful corporations combines muckraking journalism with contemporary memoir to discuss current consumer culture

### **The Perfect Vision** CRC Press

OFFSHORE will guarantee you a decisive investing edge over the average MBA by showing how to spot common & uncommon money traps and lies. Glorious investment success relies less on being smart than it does on not being stupid. This comic book contains over two decades of financial wisdom from a seasoned money management professional distilled in a clever & funny way.

### Radio & Television News SAGE

Describes how patterns of information, knowledge, and cultural production are changing. The author shows that the way information and knowledge are made available can either limit or enlarge the ways people create and express themselves. He describes the range of legal and policy choices that confront.

### **How To Win Friends And Influence People** Macmillan

Have you ever seen inventors on TV or in the newspaper and thought, "That could be me!" Well, it certainly could—and this book shows you how. Kids Inventing! gives you easy-to-follow, step-by-step instructions for turning your ideas into realities for fun, competition, and even profit. From finding an idea and creating a working model to patenting, manufacturing, and selling your invention, you get expert guidance in all the different stages of inventing. You'll see how to keep an inventor's log, present your ideas, and work as part of a team or with a mentor. You'll meet inspiring kids just like you who designed their own award-winning inventions. And you'll see how to prepare for the various state and national invention contests held each year, as well as international competitions and science fairs.

### *Time Capsules* Ig Publishing

Time capsules have been used for thousands of years to store for posterity a selection of objects thought to be representative of life at a particular time. Such vessels have the dual purpose of causing participants to ponder their own cultural era and think about those to come. This work is a cultural history of five thousand years of time capsules and other related time-information transfer experiences. It examines both the formal and the popular culture aspects of the time capsule, from its roots in ancient Mesopotamian and Egyptian building foundation deposits to the present utilization of spacecraft probes and other extreme locations. The deposits of 3000 BCE deliberately had no definite date and time to be opened; in 1876 CE came the idea of target-dated deposits. Also discussed are how "real" time capsules work, notional and archaeological time capsules, the height of the time capsule's popularity from 1935 to 1982, the preservation of writings in time capsules, keeping time in a perpetual futurescape, and turn of the century hype surrounding millennium time capsules.

### **The Advertising Red Books: Business classifications** Crown

The hard-to-find information, sources, and addresses that collectors need for repairing, caring for, and finding buyers for antiques and collectibles are all in this book. To gather the information for this book, Ralph and Terry Kovel contacted more than 3,000 suppliers, clubs, auctions, services, and other industry sources around the country, making this the most up-to-date and complete reference of its kind.

### Kids Inventing! McFarland

"For undergraduate/graduate Principles of Management and Management Skills courses." Whetten/Cameron teaches students the ten essential skills all managers should possess in order to be successful. "Developing Management Skills", " 7/e, " begin each chapter, starting with the PAMS assessment in the introduction, allowing students to see which skills they need to focus on more. It shows students with little work experience that most managers struggle with one or more skills presented in the book.

### Kovel's Guide to Selling, Buying, and Fixing Your Antiques and Collectibles Reclamation Bureau

Alfred P. Sloan, Jr. led the General Motors Corporation to international business success by virtue of his brilliant managerial practices and his insights into the new consumer economy he and General Motors helped to produce. Sloan's business biography, My Years With General Motors, was an instant best seller when it was first published in 1964 and is still considered indispensable reading by modern business giants.

### **Radio-electronics** Prentice Hall

Mergent Industrial ManualPerpetual Trouble Shooter's ManualRadio-

electronicsTransmission Line Design ManualRadio & Television News

### **Propaganda** CreateSpace

"One of the greatest inspirational and motivational books ever written." – Norman Vincent Peale In this bestselling self-help book, a successful businessman reveals the secrets behind harnessing the unlimited energies of the subconscious. Millions of readers have benefited from these visualization techniques, which show you how to turn your thoughts and dreams into actions that can lead to enhanced income, happier relationships, increased effectiveness, heightened influence, and improved peace of mind. World War I veteran Claude M. Bristol (1891-1951) wrote The Magic of Believing to help former soldiers adjust to civilian life. A pioneer of the New Thought movement and a popular motivational speaker, Bristol addressed those in all walks of life, from politicians and leaders to performers and salespeople. His timeless message of the powers of focused thinking and self-affirmation remains a vital source of inspiration and a practical path to achievement.

The New York Times Manual of Style and Usage, 5th Edition eNet Press Describes the design and control of traffic in vertical transportation systems, covering design methods, traffic calculations, traffic control, and traffic patterns.

### *Perpetual Trouble Shooter's Manual* Courier Dover Publications

Reprint of a seminal 1928 work from the father of public relations and modern political spin

### The Laws of Simplicity Independently Published

The HVDC Light[trademark] method of transmitting electric power. Introduces students to an important new way of carrying power to remote locations. Revised, reformatted Instructor's Manual. Provides instructors with a tool that is much easier to read. Clear, practical approach.

### *American Cinematographer* Macmillan

Ten laws of simplicity for business, technology, and design that teach us how to need less but get more. Finally, we are learning that simplicity equals sanity. We're rebelling against technology that's too complicated, DVD players with too many menus, and software accompanied by 75-megabyte "read me" manuals. The iPod's clean gadgetry has made simplicity hip. But sometimes we find ourselves caught up in the simplicity paradox: we want something that's simple and easy to use, but also does all the complex things we might ever want it to do. In The Laws of Simplicity, John Maeda offers ten laws for balancing simplicity and complexity in business, technology, and design—guidelines for needing less and actually getting more. Maeda—a professor in MIT's Media Lab and a world-renowned graphic designer—explores the question of how we can redefine the notion of "improved" so that it doesn't always mean something more, something added on. Maeda's first law of simplicity is "Reduce." It's not necessarily beneficial to add technology features just because we can. And the features that we do have must be organized (Law 2) in a sensible hierarchy so users aren't distracted by features and functions they don't need. But simplicity is not less just for the sake of less. Skip ahead to Law 9: "Failure: Accept the fact that some things can never be made simple." Maeda's concise guide to simplicity in the digital age shows us how this idea can be a cornerstone of organizations and their products—how it can drive both business and technology. We can learn to simplify without sacrificing comfort and meaning, and we can achieve the balance described in Law 10. This law, which Maeda calls "The One," tells us: "Simplicity is about subtracting the obvious, and adding the meaningful."

### NUREG/CR. Crown Pub

On cover: Reclamation, Managing Water in the West. Describes how transformers work, how they are maintained, and how to test and evaluate their condition.

### El-Hi Textbooks in Print Houghton Mifflin Harcourt

'Today's Public Relations' works to redefine the teaching of public relations by discussing it's connection to mass communication, but also linking it to it's rhetorical heritage.

### *The Art and Science of Protective Relaying* Taylor & Francis

The premier source for journalists, now revised and updated for 2015. Does the White House tweet? Or does the White House post on Twitter? Can "text" be a verb and also a noun? When should you link? For anyone who writes--short stories or business plans, book reports or news articles--knotty choices of spelling, grammar, punctuation and meaning lurk in every line: Lay or lie? Who or whom? That or which? Is Band-Aid still a trademark? It's enough to send you in search of a Martini. (Or is that a martini?) Now everyone can find answers to these and thousands of other questions in the handy alphabetical guide used by the writers and editors of the world's most authoritative news organization. The guidelines to hyphenation, punctuation, capitalization and spelling are crisp and compact, created for instant reference in the rush of daily deadlines. The 2015 edition is a revised and condensed version of the classic guide, updated with solutions to problems that plague writers in the Internet age: · How to cite links and blogs · How to handle tweets, hashtags and other social-media content · How to use current terms like "transgender," or to choose thoughtfully between "same-sex marriage" and "gay marriage" With wry wit, the authors have created an essential and entertaining reference tool.

### *Bulletin of the Atomic Scientists* MIT Press

Explores the homogenization of American culture and the impact of

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the fast food industry on modern-day health, economy, politics, popular culture, entertainment, and food production.

*Bang For Your Buck* Mergent Industrial Manual Perpetual Trouble Shooter's Manual Radio-electronics Transmission Line Design Manual Radio & Television News Some issues, Aug. 1948-1954 are called: Radio-electronic engineering edition, and include a separately numbered and paged section: Radio-electronic engineering (issued separately Aug. 1954-May 1955). Time Capsules "How to Win Friends and Influence People" is one of the first best-selling self-help books ever published. It can enable you to make friends quickly and easily, help you to win people to your way of thinking, increase your influence, your prestige, your ability to get things done, as well as enable you to win new clients, new customers.   
\_x000D\_ Twelve Things This Book Will Do For You:   
\_x000D\_ Get you out of a mental rut, give you new thoughts, new visions, new ambitions.   
\_x000D\_ Enable you to make friends quickly and easily.   
\_x000D\_ Increase your popularity.   
\_x000D\_ Help you to win people to your way of thinking.   
\_x000D\_ Increase your influence, your prestige, your ability to get things done.   
\_x000D\_ Enable you to win new clients, new customers.   
\_x000D\_ Increase your earning power.   
\_x000D\_ Make you a better salesman, a better executive.   
\_x000D\_ Help you to handle complaints, avoid arguments, keep your human contacts smooth and pleasant.   
\_x000D\_ Make you a better speaker, a more entertaining conversationalist.   
\_x000D\_ Make the principles of psychology easy for you to apply in your daily contacts.   
\_x000D\_ Help you to arouse enthusiasm among your associates.   
\_x000D\_ Dale Carnegie (1888-1955) was an American writer and lecturer and the developer of famous courses in self-improvement, salesmanship, corporate training, public speaking, and interpersonal skills. Born into poverty on a farm in Missouri, he was the author of *How to Win Friends and Influence People* (1936), a massive bestseller that remains popular today.   
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