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March 2014

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Includes articles about advertising campaigns, agency appointments, and government actions affecting advertising and marketing.

"In this sequel to the classic Caps for Sale, the cap peddler returns and is faced with a band of mischievous monkeys who mimic his every move"--

Includes sections "Review of business literature" and "Book notices."

Hearing Before the Committee on Small Business and Entrepreneurship, United States Senate, One Hundred Ninth Congress, First Session,

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March 2014
February 17, 2005

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Another Tale of Mischievous Monkeys

The American Hatter

Profit First

Business Capital 101

From Mike Michalowicz,
bestselling author of
Profit First, Clockwork,
and Fix This Next, a
practical and proven guide
to standing out in a
crowded market. Many
business owners are
frustrated because they
feel invisible in a
crowded marketplace. They
know they are better than
their competitors, but
when they focus on that
fact, they get little in

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return. That's because, to customers, better is not actually better. Different is better. And those who market differently, win. In his new marketing book, Mike Michalowicz offers a proven, no-bullsh*t method to position your business, service, or brand to get noticed, attract the best prospects, and convert those opportunities into sales. Told with the same humor and straight-talk that's gained Michalowicz an army of ardent followers, with actionable insights drawn from stories of real life

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entrepreneurs, this book lays out a simple, doable system based on three critical questions every entrepreneur and business owner must ask about their marketing: 1. Does it differentiate? 2. Does it attract? 3. Does it direct? Get Different is a game-changer for everyone who struggles to grow because their brand, message, product or service doesn't stand out and connect with customers--the long-anticipated answer to the defining business challenge of our time.

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By showing how Super Bowl winning teams construct their rosters, CAPONOMICS provides insight into how data and analytics are used to create sustainable, competitive teams that compete for championships. Moore proposes theories and a blueprint for how teams should consider spending their cap dollars based on analysis of 23 cap-era Super Bowl champion teams (1994 through 2016). A comprehensive compendium of historical data illustrating successful construction of cap-era

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championships teams supports discussion. "Moneyball" for the NFL, CAPONOMICS... * Offers greater understanding of salary cap principles behind free agency and draft moves a team makes- or should make. * Provides insight into equating cap value with on-field production to properly assess a player's production value. * Shows how to evaluate quarterback value to avoid overspending and, instead, elevate talent level on the rest of the roster. * Discusses how to combine

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analytics with traditional stats, strategy, coaching philosophy, and more to provide better understanding of how teams can more effectively spend cap dollars. * Examines how Belichick's focus on the objective of the sport and value across his roster makes the Patriots a consistent force and offers insight into how other teams can replicate his roster construction strategy to use the salary cap as a strategic tool. Annotated Table of Contents: From the front office and head coach to

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the draft and free agency, Moore suggests strategies for making roster and salary cap decisions... 1. Percentages, Process, Quality 2. The NFL Hiring Process 3. NFL Draft Process 4. How to Acquire Veterans Analyzes how to break down each position, how to spend at each position, and how to maximize return on investment from a salary cap perspective... 5. Quarterback Spending 6. Offensive Skill Spending: Understanding Objectives and Finding Value 7. Spending on the Offensive

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Line 8. Defensive Spending
9. Special Teams Spending
and the Battle for Field
Position Discusses how
current rookie structure
is paying many players far
below their value through
analysis of Jason
Fitzgerald's work in
quantifying a draft pick's
value over the course of
their rookie contract...
10. Projecting the Salary
Cap, Big Cap Hits and the
Need for a Wage Increase
in Rookie Contracts Under
the Next CBA APPENDICES:
Data supporting Chapters
3, 5, 6, and 10. Super
Bowl Top 30 Cap Hits.

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Super Bowl Top Positional
Cap Hits. Stats for Super
Bowl Winners.

The practical guide to
finding value and
opportunity in large-cap
stocks using investor
behavior Large-Cap is an
abbreviation of the term
"large
market capitalization" and
refers to the stock of
publicly traded companies
with market capitalization
values of roughly more
than \$10 billion, like
Walmart, Microsoft, and
Ford. Because of
their size, the
conventional view is that

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these companies do not present investors with an ability to be opportunistic. The Large-Cap Portfolio + Website argues that, contrary to popular perceptions, significant opportunities exist in these stocks. Written with a fluency that both the savvy amateur and professional investor will understand, the book fills a void in the market by offering the practitioner a methodology to identify and approach the major assumptions that underlie valuation, with an emphasis on issues that

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are more relevant to the analysis of large-cap stocks. Full of useful information on how to reap the rewards of stocks that most investors avoid. Presents essential insights into understanding stock valuation. Includes an actionable chapter devoted to portfolio management. Packed with timely instruction, *Large-Cap Portfolio* gives readers invaluable insights and examples of how to build portfolios that will outperform broad market benchmarks.

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Time-To-Failure Modeling
How Larry Fleisher and
David Stern Built the
Modern NBA

Cap-Com the Economics of
Balance

The Business of Personal
Training

The Ice Cap and the Rift
Role of the Federal
Government in Small

Business Disaster Recovery

Thomas B. Pepinsky examines how
coalitions and capital mobility in
Indonesia and Malaysia shape the
links between financial crises and
regime change.

Caps for Sale A Tale of a Peddler,
Some Monkeys, and Their Monkey
Business Harper Collins

Contains a comprehensive summary

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of the entire course, activities, glossary of terms, comprehensive coverage of the course, and a list of websites.

The Large-Cap Portfolio, + Web Site

Lessons for a Congress in Crisis

THE CAP- TRAGEDY OF ERRORS

Business Review Weekly

Hearings Before the Subcommittee on

Telecommunications and Finance of

the Committee on Energy and

Commerce, House of Representatives,

One Hundredth Congress, November

10, 1987, July 13 and 27, 1988

The TASASS™ - Objective Due

Diligence Defining the Processes and

Protocols Required for the Acquisition

of Capital

John Henry Morgan, ex-Marine

and director of the United

Nation's Institute for the Study

of Unusual Phenomena, returns

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from the devastating attack on ISUP's Mountain project in Belize only to be cast into the aftermath of a Comboquake and the dangers of a rift that reveals a cave filled with mysterious, ancient technology.

From marketing and sales to budgets, staffing, and clientele issues, The Business of Personal Training walks you through the business-based side of personal training while teaching you the valuable skills you'll need to start, build, and grow your business.

This study is the story of the local Civil Rights Movement and race relations in Atlanta, Georgia from 1946 to 1981. Most

examinations of the Civil Rights Movement have been written from a national perspective. These studies have presented local African American protest movements as part of a national campaign for civil rights that lasted approximately from 1955, the Montgomery Bus Boycott, to 1968, the assassination of Dr. Martin Luther King, Jr. In this context, demonstrations in Montgomery, Greensboro, Albany, Birmingham, Selma, and Memphis have been viewed as prototypical African American protest, movements and milestones in this national campaign for civil rights. First published in 1996. Routledge is

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an imprint of Taylor & Francis,
an informa company.

**A Tale of a Peddler, Some
Monkeys, and Their Monkey
Business**

**Harvard Business Review
Maximum Travel Per Diem
Allowances for Foreign Areas
The Comprehensive Guide to
Careers in Sports
Indonesia and Malaysia in
Comparative Perspective
Hearing Before the
Subcommittee on Economic
Development, Public Buildings,
and Emergency Management of
the Committee on
Transportation and
Infrastructure, House of
Representatives, One Hundred**

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Tenth Congress, Second Session, September 12, 2008

The purpose of this book is to define the process and protocols of the TASASS™ score. It also serves as the textbook for the USCGA™ TASASS™ certification course. It was written as a manual for students, entrepreneurs, finance professionals, advisors, and consultants. It defines the types of capital available and documentation requirements to achieve "success" in the capital marketplace. "Success" is defined as a trifecta of: 1) the enterprise acquiring capital; 2) the business becoming successful and 3) the capital source(s) receiving a positive outcome. Business Capital 101 provides clarity in an otherwise complicated environment of gaining access to capital for qualified enterprises. Our mission is to provide a compliant, professional, time-sensitive,

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cost-conscious, and realistic approach to the business finance process. We accomplish this mission by the implementation of a due diligence process known as the TASASS™ score. The TASASS™ score was developed as a result of a study of more than 300 enterprises engaged by me since 2008 wherein, I was able to determine the more than 300 common attributes amongst successful and failed ventures. The TASASS™ score is a combination of a Transaction Analysis™ (TA), a Situation Analysis™ (SA) implemented in a Software (S) that results in a Score (S). The TASASS™ score is a standardized objective due diligence process that serves capital markets during the enterprise vetting phase of capitalization. The software was created based on a 10-year study of 300 applicants. The goal of the proprietary

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Software as a Service (SaaS) is to identify opportunities that achieve a TASASS™ score in excess of 92.5%, known as "TASASS Prime™."

TASASS™ is an acronym for:

Transaction Analysis Situation Analysis Scoring Software™. The TASASS™ score was developed by Tony Drexel Smith through the financial and human capital resources of: TASASS, Inc, The Association of Blue Moon Advisors, Blue Moon Advisors, Inc., Blue Moon Consortium, Inc., US Capital Global, SUMATICI, Inc., and TD Smith & Associates. Enterprises that have raised capital successfully have the following commonalities: they sought the right type of capital for their stage of development and ability to repay; they created documentation that speaks to the correct capital; and they earned a minimum of 925 out of the 1,000 points

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possible in our TASASS™ score. Tony Drexel Smith Dr. Roberta Pellant Provides information about careers in the sports industry, including educational requirements, salary, and prospects for each profession. Caps for Sale is a timeless classic beloved by millions...one of the most popular picture books ever published! This picture book is an excellent choice to share at home or in the classroom, as children love chanting along with the naughty monkeys. Children will delight in following the peddler's efforts to outwit the monkeys and will ask to read it again and again. Caps for Sale is an excellent easy-to-read book that includes repetition, patterns, and colors, perfect for early readers. This tale of a peddler and a band of mischievous monkeys is filled with warmth, humor, and simplicity and also teaches children

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about problem and resolution. This classic picture book will be appreciated as a birthday, baby shower, or graduation gift! It never fails to get preschoolers chanting along and giggling.

Beneath the Image of the Civil Rights Movement and Race Relations

The Inland Printer

StockMarketGuide

Atlanta, GA 1946-1981

Who the Cap Fits

The Cap

All engineers could benefit from at least one course in reliability physics and engineering. It is very likely that, starting with your very first

engineering position, you will be asked — how long is your newly developed device expected to last?

This text was designed to help you to answer this fundamentally important

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question. All materials and devices are expected to degrade with time, so it is very natural to ask — how long will the product last? The evidence for material/device degradation is apparently everywhere in nature. A fresh coating of paint on a house will eventually crack and peel. Doors in a new home can become stuck due to the shifting of the foundation. The new finish on an automobile will oxidize with time. The tight tolerances associated with finely meshed gears will deteriorate with time. Critical parameters associated with high-precision semiconductor devices (threshold voltages, drive currents, interconnect resistances, capacitor leakages, etc.) will degrade with time. In order to understand the lifetime of the material/device, it is important to understand the

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reliability physics (kinetics) for each of the potential failure mechanisms and then be able to develop the required reliability engineering methods that can be used to prevent, or at least minimize the occurrence of, device failure.

Email is one of the most active forms of communication in business. Yet, employers are asking that employees learn to use proper communication skills when emailing customers or internal personnel. Using abbreviations or all caps when writing emails breaks down communication effectiveness. This video lesson has a step-by-step illustration of how to write a proper business email.

Who the Cap Fits follows the trials and tribulations of Khrawbor, a young man lured into the life of a militant. Set in the Khasi Hills of Meghalaya in

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the North-Eastern region of India, the story follows the pattern familiar to many who live in militancy infected areas. His ideology is symptomatic of the frustrations experienced by many youth, living in similar circumstances, who do not see a future for themselves within the existing system. This story is told from the eyes of the father, who however, stays anonymous throughout the story. The book captures in a capsule, the ethos that prevailed during the short, but volatile, period in the history of the Khasi people of Meghalaya

Value Investing and the Hidden
Opportunity in Big Company Stocks
Caps for Sale

The Tariff Review

Transform Your Business from a Cash-
Eating Monster to a Money-Making

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Machine

Get Different

More Caps for Sale

Today the salary cap is an NBA institution, something fans take for granted as part of the fabric of the league or an obstacle to their favorite team's chances to win a championship. In the early 1980s, however, a salary cap was not only novel but nonexistent. The Cap tells the fascinating, behind-the-scenes story of the deal between the NBA and the National Basketball Players Association that created the salary cap in 1983, the first in all of sports, against the backdrop of a looming players' strike on one side and threatened economic collapse on the other. Joshua Mendelsohn illustrates how the salary cap was more than just professional

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basketball's economic foundation—it was a grand bargain, a compromise meant to end the chaos that had gripped the sport since the early 1960s. The NBA had spent decades in a vulnerable position financially and legally, unique in professional sports. It entered the 1980s badly battered, something no one knew better than a few legendary NBA figures: Larry Fleisher, general counsel and negotiator for the National Basketball Players Association; Larry O'Brien, the commissioner; and David Stern, who led negotiations for the NBA and would be named the commissioner a few months after the salary cap deal was reached. As a result, in 1983 the NBA and its players made a novel settlement. The players gave

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up infinite pay increases, but they gained a guaranteed piece of the league's revenue and free agency to play where they wished—a combination that did not exist before in professional sports but as a result became standard for the NBA, NFL, and NHL as well. The Cap explores in detail not only the high-stakes negotiations in the early 1980s but all the twists and turns through the decades that led the parties to reach a salary cap compromise. It is a compelling story that involves notable players, colorful owners, visionary league and union officials, and a sport trying to solidify a bright future despite a turbulent past and present. This is a story missing from the landscape of basketball history.

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Author of cult classics *The Pumpkin Plan* and *The Toilet Paper Entrepreneur* offers a simple, counterintuitive cash management solution that will help small businesses break out of the doom spiral and achieve instant profitability. Conventional accounting uses the logical (albeit, flawed) formula: $\text{Sales} - \text{Expenses} = \text{Profit}$. The problem is, businesses are run by humans, and humans aren't always logical. Serial entrepreneur Mike Michalowicz has developed a behavioral approach to accounting to flip the formula: $\text{Sales} - \text{Profit} = \text{Expenses}$. Just as the most effective weight loss strategy is to limit portions by using smaller plates, Michalowicz shows that by taking profit first and apportioning only what remains for

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expenses, entrepreneurs will transform their businesses from cash-eating monsters to profitable cash cows. Using Michalowicz's Profit First system, readers will learn that:

- Following 4 simple principles can simplify accounting and make it easier to manage a profitable business by looking at bank account balances.**
- A small, profitable business can be worth much more than a large business surviving on its top line.**
- Businesses that attain early and sustained profitability have a better shot at achieving long-term growth. With dozens of case studies, practical, step-by-step advice, and his signature sense of humor, Michalowicz has the game-changing roadmap for any entrepreneur to make money they**

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always dreamed of.

The practical guide to finding value and opportunity in large-cap stocks using investor behavior **Large-Cap** is an abbreviation of the term "large market capitalization" and refers to the stock of publicly traded companies with market capitalization values of roughly more than \$10 billion, like Walmart, Microsoft, and Ford. Because of their size, the conventional view is that these companies do not present investors with an ability to be opportunistic. The **Large-Cap Portfolio + Website** argues that, contrary to popular perceptions, significant opportunities exist in these stocks. Written with a fluency that both the savvy amateur and professional investor will understand, the book fills a void in

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the market by offering the practitioner a methodology to identify and approach the major assumptions that underlie valuation, with an emphasis on issues that are more relevant to the analysis of large-cap stocks. Full of useful information on how to reap the rewards of stocks that most investors avoid Presents essential insights into understanding stock valuation Includes an actionable chapter devoted to portfolio management Packed with timely instruction, Large-Cap Portfolio gives readers invaluable insights and examples of how to build portfolios that will out-perform broad market benchmarks.

Breakdown

Marketing That Can't Be Ignored!

Advertising Age

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The Cap and Gown

A Glossary

In his thirty-year career representing the citizens of New Mexico in the US Senate, Jeff Bingaman witnessed great things accomplished through the legislative process. He also had a front-row seat for the breakdown of governing norms and the radical increases in polarization and partisanship that now plague what was once called the world's greatest deliberative body. *Breakdown: Lessons for a Congress in Crisis* traces the development of congressional dysfunction over more than three decades and provides eight case studies that

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examine how the crisis affects our government's ability to meet major policy challenges. We didn't always have a Senate that failed in its basic public obligations, including catalyzing a robust economy, confronting climate change, improving health care, fixing education, preserving public lands, and avoiding unnecessary wars. We do now. Presenting insightful analysis of the causes and consequences of the dysfunction in Congress, Breakdown shows how Congress fails at the tasks Americans expect it to perform and, more importantly, how it might begin again to succeed.

Or, Collection of Words, Phrases,

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Names, and Allusions to Customs,
Proverbs,&c., which Have Been
Thought to Require Illustration, in
the Works of English Authors,
Particularly Shakespeare, and His
Contemporaries

Economic Crises and the
Breakdown of Authoritarian
Regimes

Email Essentials

Reliability Physics and Engineering
Caponomics

BRW