

Dunkin Donut Six Flags Coupons 2014

Explores the homogenization of American culture and the impact of the fast food industry on modern-day health, economy, politics, popular culture, entertainment, and food production.

The Internet revolution has come. Some say it has gone. In *The Future of Ideas*, Lawrence Lessig explains how the revolution has produced a counterrevolution of potentially devastating power and effect. Creativity once flourished because the Net protected a commons on which widest range of innovators could experiment. But now, manipulating the law for their own purposes, corporations have established themselves as virtual gatekeepers of the Net while Congress, in the pockets of media magnates, has rewritten copyright and patent laws to stifle creativity and progress. Lessig weaves the history of technology and its relevant laws to make a lucid and accessible case to protect the sanctity of intellectual freedom. He shows how the door to a future of ideas is being shut just as technology is creating extraordinary possibilities that have implications for all of us. Vital, eloquent, judicious and forthright, *The Future of Ideas* is a call to arms that we can ill afford to ignore.

The United States is a nation in crisis. While Washington's ability to address our most pressing challenges has been rendered nearly impotent by ongoing partisan warfare, we face an array of foreign-policy crises for which we seem increasingly unprepared. Among these, none is more formidable than the unprecedented partnership developing between Russia and China, suspicious neighbors for centuries and fellow Communist antagonists during the Cold War. The two longtime foes have drawn increasingly close together because of a confluence of geostrategic, political, and economic interests—all of which have a common theme of diminishing, subverting, or displacing American power. While America's influence around the world recedes—in its military and diplomatic power, in its political leverage, in its economic might, and, perhaps most dangerously, in the power and appeal of its ideas—Russia and China have seen their influence increase. From their support for rogue regimes such as those in Iran, North Korea, and Syria to their military and nuclear buildups to their aggressive use of cyber warfare and intelligence theft, Moscow and Beijing are playing the game for keeps. Meanwhile America, pledged to “leading from behind,” no longer does much leading at all. In *The Russia-China Axis*, Douglas E. Schoen and Melik Kaylan systematically chronicle the growing threat from the Russian-Chinese Axis, and they argue that only a rebirth of American global leadership can counter the corrosive impact of this antidemocratic alliance, which may soon threaten the peace and security of the world.

Chelsea Barrett finally has her life under control. She recently moved back home to Chilton Crosse, finished her first year of teaching, and completed the renovations on her Nightingale Cottage. But the sudden appearance of Luka McKane stops her in her tracks. Luka is the vicar's rebellious son and Chelsea's first love from sixteen years ago—the one she never got out of her system, the one who still occasionally haunts her dreams. When Luka decides to stay in the village indefinitely, Chelsea makes the best of it by choosing to ignore their rocky past and start fresh with him, as friends. But when Chelsea and Luka begin inching closer together, the lines of their friendship blur, and they're forced to face their troubled past. Chelsea must decide whether loving Luka is worth the risk, a second time around.

An American Story

Ask a Manager

How to Navigate Clueless Colleagues, Lunch-Stealing Bosses, and the Rest of Your Life at Work

Econoguide to Disney World

The Power of Co-Creation

501 Writing Prompts

Food Marketing to Children and Youth

An introduction to marketing concepts, strategies and practices with a balance of depth of coverage and ease of learning. *Principles of Marketing* keeps pace with a rapidly changing field, focuss and capture consumer value. Practical content and linkage are at the heart of this edition. Real local and international examples bring ideas to life and new feature 'linking the concepts' helps stu understanding as they go. The latest edition enhances understanding with a unique learning design including revised, integrative concept maps at the start of each chapter, end-of-chapter featur a mix of mini and major case studies to illuminate concepts, and critical thinking exercises for applying skills.

Four years after a gruesome murder, a teenage girl discovers that some secrets refuse to stay buried, in this riveting mystery from a “thriller master” (Publishers Weekly). Rose was thrilled when spend the weekend at her family's beautiful lake house. It had everything a girl could want: delicious treats, gorgeous horses, and an exquisite pool. But instead of a weekend of fun in the sun, so later, the police have reopened the case. This time they have Rose's diary—her private, personal diary—and Rose will do anything to get it back, even if it means stealing a police car. But now the police are convinced she saw something. And the longer Rose keeps her secrets, the more she risks losing everything . . . From the bestselling author of *The Face on the Milk Carton* comes a grip tell and the consequences they can't escape. This ebook features an illustrated biography of Caroline B. Cooney including rare images and never-before-seen documents from the author's persona

#1 Wall Street Journal Bestseller Instant New York Times Bestseller A game-changing approach to marketing, sales, and advertising. Seth Godin has taught and inspired millions of entrepreneurs, r

from all walks of life, via his blog, online courses, lectures, and bestselling books. He is the inventor of countless ideas that have made their way into mainstream business language, from Permission Tribes to The Dip. Now, for the first time, Godin offers the core of his marketing wisdom in one compact, accessible, timeless package. This is Marketing shows you how to do work you're proud of as a founder, a small business owner, or part of a large corporation. Great marketers don't use consumers to solve their company's problem; they use marketing to solve other people's problems. Their connection, and emotional labor instead of attention-stealing ads and spammy email funnels. No matter what your product or service, this book will help you reframe how it's presented to the world to connect with people who want it. Seth employs his signature blend of insight, observation, and memorable examples to teach you: * How to build trust and permission with your target market. * How to know not only who it's for, but who it's not for. * Why the best way to achieve your goals is to help others become who they want to be. * Why the old approaches to advertising and branding no longer work. * How to reduce tension in any decision to buy (or not). * How marketing is at its core about the stories we tell ourselves about our social status. You can do work that matters for people who care. This book shows you how. When film producer Kathy Walker suspects her husband of being unfaithful, she must decide whether to follow her suspicions at the risk of destroying everything, or trust the man she's been married to for 15 years. This is her first novel.

Fundamentals of Franchising

Principles of Marketing

The Future of Ideas

The Art of In-Depth Research

The Whites

The Russia-China Axis

Predicting Market Success

Written by an experienced school psychologist, this unique resource gives classroom teachers and specialists at all levels the key information and practical strategies they need to recognize and respond effectively to 30 of the most common problems encountered in today's classrooms, including: academic problems, behavioral problems, and physical problems.

An upbeat cultural evaluation of the sources of illogical decisions explores the reasons why irrational thought often overcomes level-headed practices, offering insight into the structural patterns that cause people to make the same mistakes repeatedly. 150,000 first printing.

Creating an environment in which children in the United States grow up healthy should be a high priority for the nation. Yet the prevailing pattern of food and beverage marketing to children in America represents, at best, a missed opportunity, and at worst, a direct threat to the health prospects of the next generation. Children's dietary and related health patterns are shaped by the interplay of many factors—their biologic affinities, their culture and values, their economic status, their physical and social environments, and their commercial media environments—all of which, apart from their genetic predispositions, have undergone significant transformations during the past three decades. Among these environments, none have more rapidly assumed central socializing roles among children and youth than the media. With the growth in the variety and the penetration of the media have come a parallel growth with their use for marketing, including the marketing of food and beverage products. What impact has food and beverage marketing had on the dietary patterns and health status of American children? The answer to this question has the potential to shape a generation and is the focus of Food Marketing to Children and Youth. This book will be of interest to parents, federal and state government agencies, educators and schools, health care professionals, industry companies, industry trade groups, media, and those involved in community and consumer advocacy.

(Black & White version) Fundamentals of Business was created for Virginia Tech's MGT 1104 Foundations of Business through a collaboration between the Pamplin College of Business and Virginia Tech Libraries. This book is freely available at: <http://hdl.handle.net/10919/70961> It is licensed with a Creative Commons-NonCommercial ShareAlike 3.0 license.

Topgun

You Can't Be Seen Until You Learn to See

Home Town

Threat or Opportunity?

Resource Manual for Airport In-terminal Concessions

The Simpsons and Economics

A Brief History of the Twenty-first Century

NEW YORK TIMES BESTSELLER • “A brilliantly funny tribute to the simple pleasures of eating” (Parade) from the author of Dad Is Fat Have you ever finished a meal that tasted horrible but not no longer the last bite? Eaten in your car so you wouldn't have to share with your children? Gotten hungry while watching a dog food commercial? Does the presence of green vegetables make you angry? If you answered yes to any of the following questions, you are pretty pathetic, but you are not alone. Feast along with America's favorite food comedian, bestselling author, and male supermodel Jim Gaffigan as he digs into his specialty: stuffing his face. Food: A Love Story is an in-depth, thoroughly uninformed look at everything from health food to things that people actually enjoy eating.

From the creator of the popular website Ask a Manager and New York's work-advice columnist comes a witty, practical guide to 200 difficult professional conversations—featuring all-new advice! Reason Alison Green has been called “the Dear Abby of the work world.” Ten years as a workplace-advice columnist have taught her that people avoid awkward conversations in the office because they simply don't know what to say. Thankfully, Green does—and in this incredibly helpful book, she tackles the tough discussions you may need to have during your career. You'll learn what to say when your coworkers push their work on you—then take credit for it • you accidentally trash-talk someone in an email then hit “reply all” • you're being micromanaged—or not being managed at all • you can't get a colleague in a lie • your boss seems unhappy with your work • your cubemate's loud speakerphone is making you homicidal • you got drunk at the holiday party Praise for Ask a Manager “A must-read for anyone who works in an office.”

anyone who works . . . [Alison Green's] advice boils down to the idea that you should be professional (even when others are not) and that communicating in a straightforward manner with candor and kindness will get you far, no matter where you work."—Booklist (starred review) "The author's friendly, warm, no-nonsense writing is a pleasure to read, and her advice can be widely applied to readers in all areas of readers' lives. Ideal for anyone new to the job market or new to management, or anyone hoping to improve their work experience."—Library Journal (starred review) "I am a huge fan of Alison Green's Ask a Manager column. This book is even better. It teaches us how to deal with many of the most vexing big and little problems in our workplaces—and to do so with grace, confidence, and a touch of humor."—Robert Sutton, Stanford professor and author of *The No Asshole Rule* and *The Asshole Survival Guide* "Ask a Manager is the ultimate playbook for navigating the traditional workforce in a diplomatic but firm way."—Erin Lowry, author of *Broke Millennial: Stop Scraping By and Get Your Financial Life Together*

After college, Rick Lax moved back into his parents' house. The closest thing he had to a job was eating his parents' food, sitting on his parents' couch, and watching *The Price is Right*. An amateur magician, he spent the rest of his time practicing card tricks and rope tricks. And though he could tie four different slipknots, the necktie posed some difficulties. Rick's father, a successful Michigan attorney, decided it was time to move out and enter the real world. Rick certainly wasn't going to get a job, so he went to law school instead. This is the story of Rick's journey from childhood to lawyerhood. In *Lawyer Boy*, Rick uses the skills he developed as a magician to succeed in class, and learns how to become a lawyer without becoming his father. His journey through law school was exhausting, exciting, and infused with humor. The way he tells it, so funny it's criminal.

A thought-provoking exposé that shows why the tech leaders' vision and their Ayn Rand brand of libertarianism is a dead end for U.S. workers, the middle class, and the national economy
Build It with Them to Boost Growth, Productivity, and Profits

Nancy Clark's Sports Nutrition Guidebook, 5E

Ethics for the Information Age

Disaster On Green Ramp: The Army's Response

The Dollhouse Family (2019-) #1

Lawyer Boy

The New Cold War and America's Crisis of Leadership

Features the electronic book "Disaster on Green Ramp: The Army's Response" by Mary Ellen Condon-Rall of the Center of Military History in Washington, D.C. Discusses a plane crash and massive fire at Pope Air Force Base, North Carolina, that killed or injured more than 100 paratroopers in 1994.

The basis for the movie starring Kathy Bates, *Ambulance Girl* is an inspiring story by a woman who found, somewhat late in life, that "in helping others I learned to help myself." Jane Stern was a walking encyclopedia of panic attacks, depression, and hypochondria. Her marriage of more than thirty years was suffering, and she was virtually immobilized by fear and anxiety. As the daughter of parents who both died before she was thirty, Stern was terrified of illness and death, and despite the fact that her acclaimed career as a food and travel writer required her to spend a great deal of time on airplanes, she suffered from a persistent fear of flying and severe claustrophobia. Yet, this fifty-two-year-old writer decided to become an emergency medical technician. Stern tells her story with great humor and poignancy, creating a wonderful portrait of a middle-aged, Woody Allen-ish woman who was "deeply and neurotically terrified of sick and dead people," but who went out into the world to save other people's lives as a way of saving her own. Her story begins with the boot camp of EMT training: 140 hours at the hands of a dour ex-marine who took delight in presenting a veritable parade of amputations, hideous deformities, and gross disasters. Jane—overweight and badly out of shape—had to surmount physical challenges like carrying a 250-pound man seated in a chair down a dark flight of stairs. After class she did rounds in the emergency room of a local hospital. Each call Stern describes is a vignette of human nature, often with a life in the balance. From an AIDS hospice to town drunks, yuppie wife beaters to psychopaths, Jane comes to see the true nature and underlying mysteries of a town she had called home for twenty years. Throughout the book we follow her as she gets her sea legs, bonds with the firefighters who become her colleagues, and eventually, comes to be known as *Ambulance Girl*. Written specifically to help lawyers and non-lawyers brush up on franchise law, this respected publication – now in its fourth edition – is charged with useful definitions, practical tips, and expert advice from experienced franchise law practitioners. This practical guide examines franchise law from a wide-range of experiences and viewpoints. Each chapter is written by two experienced practitioners to provide a well-rounded guide to the fundamentals of franchise law and key issues in the practice, including trademark law; structuring the franchise relationship; disclosure issues; registration; franchise relationship laws; antitrust law; counseling franchisees; and more.

A life-changing guide to achieving your goals, by the 2013 NCAA champion college basketball coach and #1 New York Times bestselling author. Rick Pitino is famous as one of the most dynamic and successful basketball coaches of our time, leading the

University of Louisville Cardinals to the NCAA basketball championship in 2013, and is renowned for writing the #1 New York Times bestselling success and leadership book, *Success is a Choice*. In his new book, *The One-Day Contract*, Pitino details his key to success, on the court and in life: to focus on making the most of each day, by creating a contract with yourself. Coach Pitino was able to turn Louisville into NCAA champions by applying this idea to everything he and the team did—every practice, every recruiting visit, every game preparation, every scouting report, every instruction that he gave players and coaches, and everything he did himself. Each day became just as important as reaching the national championship, and so, by honoring the one-day contract, he and Louisville moved through adversity toward their goal. In this inspiring and practical guide, Coach Rick Pitino illustrates how to set your own one-day contract, and follow through to honor it for each day, each goal, and each interaction with another person. Pitino shows how to: – Establish focus as a discipline in everything you do: planning, strategy, priorities, and career advancement. – Discover the true key to success: not ambition, not wealth, not power, but humility. – Use technology wisely—but don't let it replace personal connection with the people you work and live with. – Own up to your problems, tell the truth and they will become part of your past. Lie and they become part of your future. – Make small changes and add value to every minute of your life. *The One-Day Contract* will reshape the way you approach your job, your goals, and your life.

Writers Celebrate the City They Love

A Case Study on Growing Up

Fundamentals of Business (black and White)

Homer Economicus

Fatality

The Investment Checklist

Widely praised for its balanced treatment of computer ethics, *Ethics for the Information Age* offers a modern presentation of the moral controversies surrounding information technology. Topics such as privacy and intellectual property are explored through multiple ethical theories, encouraging readers to think critically about these issues and to make their own ethical decisions.

By the co-writer of the HBO miniseries *The Night Of* Richard Price's New York Times bestseller, *The Whites*, is an electrifying tale of a New York City police detective under siege—by an unsolved murder, by his own dark past, and by a violent stalker seeking revenge. Back in the run-and-gun days of the mid-1990s, when a young Billy Graves worked in the South Bronx as part of an aggressive anti-crime unit known as the Wild Geese, he made headlines by accidentally shooting a ten-year-old boy while struggling with an angel-dusted berserker on a crowded street. Branded as a loose cannon by his higher-ups, Billy spent years enduring one dead-end posting after another. Now in his early forties, he has somehow survived and become a sergeant in Manhattan Night Watch, a small team of detectives charged with responding to all post-midnight felonies from Wall Street to Harlem. Mostly, his unit acts as little more than a set-up crew for the incoming shift, but after years in police purgatory, Billy is content simply to do his job. Then comes a call that changes everything: Night Watch is summoned to the four a.m. fatal slashing of a man in Penn Station, and this time Billy's investigation moves beyond the usual handoff to the day tour. And when he discovers that the victim was once a suspect in the unsolved murder of a twelve-year-old boy—a savage case with connections to the former members of the Wild Geese—the bad old days are back in Billy's life with a vengeance, tearing apart enduring friendships forged in the urban trenches and even threatening the safety of his family. Razor-sharp and propulsively written, *The Whites* introduces Harry Brandt—a new master of American crime fiction.

On Alice's sixth birthday, her dying great-aunt sent her the birthday gift she didn't know she always wanted: a big, beautiful 19th-century dollhouse, complete with a family of antique dolls. In no time at all, the dollhouse isn't just Alice's favorite toy...it's her whole world. And soon, young Alice learns she can enter the house to visit a new group of friends, straight out of a heartwarming children's novel: the Dollhouse family. But while the Dollhouse family welcome her with open arms, in the real world, her family life is becoming much more complicated...and deep within the Dollhouse's twisting halls, the black room waits, with an offer to Alice. The house can fix all this, the black room says. All she has to do is say the words...

A wheel turns because of its encounter with the surface of the road; spinning in the air it goes nowhere. Rubbing two sticks together produces heat and light; one stick alone is just a stick. In both cases, it is friction that produces movement, action, effect. Challenging the widespread view that globalization invariably signifies a "clash" of cultures, anthropologist Anna Tsing here develops friction in its place as a metaphor for the diverse and conflicting social interactions that make up our contemporary world. She focuses on one particular "zone of awkward engagement"—the rainforests of Indonesia—where in the 1980s and the 1990s capitalist interests increasingly reshaped the landscape not so much through corporate design as through awkward chains of legal and illegal entrepreneurs that wrested the land from previous claimants, creating resources for distant markets. In response, environmental movements arose to defend the rainforests and the communities of people who live in them. Not confined to a village, a province, or a nation, the social drama of the Indonesian rainforest includes local and national environmentalists, international science, North American investors, advocates for Brazilian rubber tappers, UN funding agencies, mountaineers, village elders, and urban students, among others—all combining in unpredictable, messy misunderstandings, but misunderstandings that sometimes work out. Providing a portfolio of methods to study global interconnections, Tsing shows how curious and creative cultural differences are in the grip of worldly encounter, and how much is overlooked in contemporary theories of the global.

The Hidden Forces That Shape Our Decisions

Food: A Love Story

Reinvestigating the MacDonald Murders

Ready-to-Use Interventions for Helping All Students with Academic, Behavioral, and Physical Problems

What's Your Digital Business Model?

How the "Uber Economy" and Runaway Capitalism Are Screwing American Workers

The One-Day Contract

Boost your energy, build muscle, lose fat, and improve your performance with the best-selling sports nutrition guide! The fifth edition includes the latest research on hydration, vitamins, supplements, foods, and balancing carbohydrate and protein intake for exercise and competition.

"This eBook features 501 sample writing prompts that are designed to help you improve your writing and gain the necessary writing skills needed to ace essay exams. Build your essay-writing confidence with Writing Prompts!" --

In Homer Economicus a cast of lively contributors takes a field trip to Springfield, where the Simpsons reveal that economics is everywhere. By exploring the hometown of television's first family with the economic tools and insights to guide them at work, at home, and at the ballot box. Since The Simpsons centers on the daily lives of the Simpson family and its colorful neighbors, three individual behavior and decision-making, introducing readers to the economic way of thinking about the world. Part II guides readers through six chapters on money, markets, and government. A text discusses timely topics in applied microeconomics, including immigration, gambling, and health care as seen in The Simpsons. Reinforcing the nuts and bolts laid out in any principles text in an entertaining and relevant way, this book is an excellent teaching resource that will also be at home on the bookshelf of an avid reader of pop economics.

Food: A Love StoryCrown

Convenience Store News

Raw Deal

Fast Food Nation

The World Is Flat [Further Updated and Expanded; Release 3.0]

An Ethnography of Global Connection

Friction

New Ways to Measure Customer Loyalty and Engage Consumers With Your Brand

This new edition of Friedman's landmark book explains the flattening of the world better than ever- and takes a new measure of the effects of this change on each of us.

A discussion of the 1970 murder case reveals why evidence and testimony that could have freed MacDonald were withheld from the jury

Praise for Predicting Market Success "Predicting Market Success has come at the right time for major companies. The value of understanding the dimensions of your brand's unique appeal and strength of preference is indispensable for brand strategy today. This book is well worth your time." —Joseph T. Plummer, Chief Research OfficerThe Advertising Research Foundation "In the competitive world of branding, understanding what drives consumer loyalty is the cornerstone of a brand's continued success. Passikoff's market-driven insights on how to obtain, analyze, and utilize loyalty metrics will help you make strategic, brand-enhancing decisions."

—Seth M. Siegel, Cochairman, The Beanstalk Group "Passikoff is the guy who can explain to me why people buy certain things from certain companies, even though other things by other companies seem just as good. With his great feel for pop culture and almost philosophical outlook, he understands what makes consumers tick-and stick." —Lenore Skenazy, syndicated columnist "Loyalty is a key component of the strength of a brand and brand equity, and Passikoff understands loyalty like few others. In this book, he captures the essence of loyalty and branding in a practical way-showing how loyalty drives profitability." —Erich Joachimsthaler, Chairman, Vivaldi Partners "If you want a business book that will make you feel justified, complimented, and comfortable, don't read this. If you want a book to challenge your beliefs about brand marketing right down to the core, you can't afford not to." —John Gaffney, Executive Editor, Peppers & Rogers Group

Presents a collection of essays celebrating the city of Boston by such writers as Leslie Epstein, Dennis Lahane, Robert Pinsky, John Updike, and Madeleine Blais.

The Affair

Fatal Justice

The Dark Side of the All-American Meal

Forbes

Ambulance Girl

Discovering the Nightingale

The Fate of the Commons in a Connected World

NATIONAL BESTSELLER "If you loved the movie, you will love the real story in the book." -- Fox & Friends On the 50th anniversary of the creation of the "Topgun" Navy Fighter School, its founder shares the remarkable inside story of how he and eight other risk-takers revolutionized the art of aerial combat. When American fighter jets were being downed at an unprecedented rate during the Vietnam War, the U.S. Navy turned to a young lieutenant commander, Dan Pedersen, to figure out a way to reverse their dark fortune. On a shoestring budget and with little support, Pedersen picked eight of the finest pilots to help train a new generation to bend jets like the F-4 Phantom to their will and learn how to dogfight all over again. What resulted was nothing short of a revolution -- one that took young American pilots from the crucible of combat training in the California desert to the blistering skies of Vietnam, in the process raising America's Navy combat kill ratio from two enemy planes downed for every American plane lost to more than 22 to 1. Topgun

emerged not only as an icon of America's military dominance immortalized by Hollywood but as a vital institution that would shape the nation's military strategy for generations to come. Pedersen takes readers on a colorful and thrilling ride -- from Miramar to Area 51 to the decks of aircraft carriers in war and peace-through a historic moment in air warfare. He helped establish a legacy that was built by him and his "Original Eight" -- the best of the best -- and carried on for six decades by some of America's greatest leaders. Topgun is a heartfelt and personal testimony to patriotism, sacrifice, and American innovation and daring.

Apple embraced co-creation to enhance the speed and scope of its innovation, generating over \$1 billion for its App-Store partner-developers in two years, even as it overtook Microsoft in market value. Starbucks launched its online platform MyStarbucksIdea.com to tap into ideas from customers and turbocharged a turnaround. Unilever turned to co-creation for redesigning product lines such as Sunsilk shampoo and revitalized growth. Nike achieved remarkable success with its Nike+ co-creation initiative, which enables a community of over a million runners to interact with one another and the company, increasing its market share by 10 percent in the first year. Co-creation involves redefining the way organizations engage individuals—customers, employees, suppliers, partners, and other stakeholders—bringing them into the process of value creation and engaging them in enriched experiences, in order to —formulate new breakthrough strategies —design compelling new products and services —transform management processes —lower risks and costs —increase market share, loyalty, and returns In this pathbreaking book, Venkat Ramaswamy (who coined the term co-creation with C. K. Prahalad) and Francis Gouillart, pioneers in working with companies to develop co-creation practices, show how every organization—from large corporation to small firm, and government agency to not-for-profit—can achieve “win more-win more” results with these methods. Based on extraordinary research and the authors’ hands-on experiences with successful projects in co-creation at dozens of the world’s most exciting organizations, The Power of Co-Creation illustrates with detailed examples from leading firms such as those above, as well as from Cisco, GlaxoSmithKline, Amazon, Jabil, Predica, Wacoal, Caja Navarra, and many others, how enterprises have used a wide range of “engagement platforms”—and how they have even restructured internal management processes—in order to harness the power of co-creation. As the authors’ wealth of examples make vividly clear, enterprises can no longer afford to view customers and other stakeholders as passive recipients of their products and services but must learn to engage them in defining and delivering enhanced value. Co-creation goes beyond the conventional “process view” of quality, re-engineering, and lean thinking, and is the essential new mind-set and practice for boosting sustainable growth, productivity, and profits in the future.

Digital transformation is not about technology--it's about change. In the rapidly changing digital economy, you can't succeed by merely tweaking management practices that led to past success. And yet, while many leaders and managers recognize the threat from digital--and the potential opportunity--they lack a common language and compelling framework to help them assess it and guide them in responding. They don't know how to think about their digital business model. In this concise, practical book, MIT digital research leaders Peter Weill and Stephanie Woerner provide a powerful yet straightforward framework that has been field-tested globally with dozens of senior management teams. Based on years of study at the MIT Center for Information Systems Research (CISR), the authors find that digitization is moving companies' business models on two dimensions: from value chains to digital ecosystems, and from a fuzzy understanding of the needs of end customers to a sharper one. Looking at these dimensions in combination results in four distinct business models, each with different capabilities. The book then sets out six driving questions, in separate chapters, that help managers and executives clarify where they are currently in an increasingly digital business landscape and highlight what's needed to move toward a higher-value digital business model. Filled with straightforward self-assessments, motivating examples, and sharp financial analyses of where profits are made, this smart book will help you tackle the threats, leverage the opportunities, and create winning digital strategies.

In this splendid book, one of America's masters of nonfiction takes us home--into Hometown, U.S.A., the town of Northampton, Massachusetts, and into the extraordinary, and the ordinary, lives that people live there. As Tracy Kidder reveals how, beneath its amiable surface, a small town is a place of startling complexity, he also explores what it takes to make a modern small city a success story. Weaving together compelling stories of individual lives, delving into a rich and varied past, moving among all the levels of Northampton's social hierarchy, Kidder reveals the sheer abundance of life contained within a town's narrow boundaries. Does the kind of small town that many Americans came from, and long for, still exist? Kidder says yes, although not quite in the form we may imagine. A book about civilization in microcosm, Home Town makes us marvel afresh at the wonder of individuality, creativity, and civic order--how a disparate group of individuals can find common cause and a code of values that transforms a place into a home. And this book makes you feel you live there.

Special Kids Problem Solver

How to Add Value to Every Minute of Your Life

A Novel

Our Boston

Predictably Irrational

How I Saved Myself By Becoming an EMT

Six Questions to Help You Build the Next-Generation Enterprise

A practical guide to making more informed investment decisions Investors often buy or sell stocks too quickly. When you base your purchase decisions on isolated facts and don't take the time to thoroughly understand the businesses you are buying, stock-price swings and third-party opinion can lead to costly investment mistakes. Your decision making at this point becomes dangerous because it is dominated by emotions. The Investment Checklist has been designed to help you develop an in-depth research process, from generating and researching investment ideas to assessing the quality of a business and its management team. The purpose of The Investment Checklist is to help you implement a principled investing strategy through a series of checklists. In it, a thorough and comprehensive research process is made simpler through the use of straightforward checklists that will allow you to identify quality investment opportunities. Each chapter contains detailed demonstrations of how and where to find the information necessary to answer fundamental questions about investment opportunities. Real-world examples of how investment managers and CEOs apply these universal principles are also included and help bring the concepts to life. These checklists will help you consider a fuller range of possibilities in your investment strategy, enhance your ability to value your investments by giving you a holistic view of the business and each of its moving parts, identify the risks you are taking, and much more. Offers valuable insights into one of the most important aspects of successful investing, in-depth research Written in an accessible style that allows aspiring investors to easily understand and apply the concepts covered Discusses how to think through your investment decisions more carefully With The Investment Checklist, you'll quickly be able to ascertain how well you understand your investments by the questions you are able to answer, or not answer, without making the costly mistakes that usually hinder other investors. This Is Marketing