

Wall Street Journal Promotion Code

For one hundred years, retail was designed for the car—buildings and malls to travel to. Now it is designed for the mobile smart device—for consumers to travel with. In a world with an overabundance of material goods, consumer values and the drivers of retail success are being radically redefined. The smartphone has created a world of limitless expectation and logistical possibility: What will the retail experience look like in ten, twenty, or even fifty years—and how should all companies be preparing? Industry experts Michael Dart and Robin Lewis identify the determine who wins. Imagine a world where entertainment, experience, or values matter more than the product. We are approaching the time in which distribution begins and ends with the consumer, mass markets give way to fragmented markets, and the necessity of entirely new business models is paramount. Amazon, Uber, and Airbnb are just the beginning new technologies will continue to grow and uproot existing business models. And now, with the emergence of the technology-empowered young consumer culture, retailers will be forced to transform or perish. Lewis predicts nearly every defining characteristic of today's marketplace. Here, they do the same for the next era, in which retailers will have to be ready for anything.

"This memoir tells the story of a man's deterioration from Alzheimer disease from two perspectives. His daughter, an English professor at Caltech, describes her father's dementia, using her expertise in language and literature as a way to frame his loss of words, spatial orientation, identity, behavioral decorum, and memory. The physician, an academic neurologist at the University of California at San Francisco, explains the science behind Alzheimer disease using his expertise in neurology, articulating to a general audience how dementia assaults the brain." —Marjorie Perloff writes: "Among the great modernist poets, Mina Loy was surely the greatest wit, the most sophisticated commentator on the vagaries of love, the one whose brittle and sardonic laughter continues. . . . to pursue us." Stories and Essays of Mina Loy is the first book-length volume of Mina Loy's narrative writings and critical work ever published. This volume brings together her short fiction, as well as hybrid works that include modernized fairy tales, a Socratic dialogue, and a ballet. Loy's narratives address issues such as abortion and poverty, and Essays of Mina Loy also contains dramatic works that parody the bravado and misogyny of Futurism and demonstrate Loy's early, effective use of absurdist technique. Essays and commentaries on aesthetics, historical events, and religion complete this beguiling collection, cementing Mina Loy's place as one of the great writers of the twentieth century.

A black bird explores other colors, in a book that identifies such objects as orange leaves, purple grapes, and pink flowers.

Stories and Essays of Mina Loy (British Literature Series)

The Code

From Blood Transfusions to Mass Vaccination, the Long and Risky History of Medical Innovation

Technological Innovation, Institutional Change, and Economic Development Under the Commune

Psychobook

Hollywood and the Ivy League

The Life of Millicent Rogers, the American Heiress Who Taught the World About Style

For the author of the New York Times bestseller *The Invention of Solitude*, the act of living for as a living force that can expand our individual potential In this provocative book, one of today's most respected thinkers turns the conversation about technology on its head by viewing technology as a natural system, an extension of biological evolution. By mapping the behavior of life, we paradoxically get a glimpse at where technology is headed—or "what it wants." Kevin Kelly offers a dozen trajectories in the coming decades for this near-living system. And as we align ourselves with technology's agenda, we can capture its colossal potential. This visionary and optimistic book explores how technology gives our lives greater meaning and is a must-read for anyone curious about the future.

Back by popular demand, this stunning new Evergreen Edition of the worldwide best-seller delivers a pictorial celebration of the look and attitude of 'Ivy'. From the button-down life of Steve McQueen, Paul Newman and Anthony Perkins to the preppy sensibilities of Woody Allen and Dustin Hoffman; the understated but carefully selected components of The Ivy Look didn't shout 'look at me' but instead gave off an image of approachable correctness and laid back confidence. Exhaustively compiled, this coffee table volume takes an in-depth look at how 'Ivy' established itself.

"[The Ukrainian American heroine of this sweet-bitter debut is a wisecracking fatalist who can be counted on to say the inappropriate thing, a tendency that becomes more pronounced as doomed crushes and family crises pile up on the road to adulthood."]—O: The Oprah Magazine When Oksana and her family move from the Ukraine to Florida to begin a new American life, her physicist father delivers pizza at night to make ends meet, her cranky mother sits at home all day worrying, and her flamboyant grandmother relishes the attention she gets from men. All Oksana wants is to be as far away from her family as possible, to have friends, and to be normal—and though she constantly tries to do the right thing, she keeps getting in trouble. As she grows up, she continues to misbehave, from somewhat accidentally maiming the school-bus bully, to stealing the much-coveted key to New York City's Gramercy Park, to falling in love with a married man. After her grandmother moves back to Ukraine, Oksana longs for the motherland that looms large in her imagination but is a country she never really knew. When she visits her grandmother in Yalta and learns about her romantic past, Oksana comes to a new understanding of how to live without causing harm to the people she loves. But will Oksana ever quite learn to behave? Praise for *Oksana, Behave!* "Fragomic and bittersweet . . . an immigrant's coming-of-age tale done with brio."—Kirkus Reviews "What luck for readers that Oksana can't behave! Little devil, infinite imbecile, poor futureless child—all the names her displaced, loving family give to her as she crashes and burns and wanders the wilderness of her inheritance, fit perfectly. As outrageous as she is, as funny and as awful as she can be, though, in *Oksana*, Maria Kuznetsova has also created a character of great passion and depth—of tragedy, even, too—the very sort that popular the stories of Tolstov and Tolstoy, the poems of Anna Akhmatova, and all the other Russian writers Oksana looks to for comfort and company and some sort of bearing in this absurd world. This novel is a stark, hilarious delight."—Paul Harding, Pulitzer Prize–winning author of *Inkers*

Newbery Medalist Laura Amy Schlitz brings her sorcery to a Victorian gothic thriller—an enthralling, darkly comic tale that would do Dickens proud. The master puppeteer, Gaspare Grisini, is so expert at manipulating his stringed puppets that they appear alive. Clara Wintermute, the only child of a wealthy doctor, is spellbound by Grisini's act and invites him to entertain at her birthday party. Seeing his chance to make a fortune, Grisini accepts and makes a splendidly gayu entrance with caravan, puppets, and his two orphaned assistants, Lizzie Rose and Parsellaf. He is dazzled by the Wintermute home. Clara seems to have everything they lack—adoring parents, warmth, and plenty to eat. In fact, Clara's life is shadowed by grief, guilt, and secrets. When she must, suspicion of kidnapping falls upon the puppeteer and, by association, Lizzie Rose and Parsellaf. As they seek to puzzle out Clara's whereabouts, Lizzie and Parsec uncover Grisini's criminal past and wake up to his evil intentions. Fleeing London, they find themselves caught in a trap set by Grisini's ancient rival, a witch with a deadly inheritance to shed before it's too late. Newbery Medal winner Laura Amy Schlitz's Victorian gothic is a rich banquet of dark comedy, sorcery magic, and the brilliant and bewitching storytelling that is her trademark.

Buster Keaton

The True Story of the Woman Who Became WWII's Most Highly Decorated Spy

Red China's Green Revolution

Olivia and the Fairy Princesses

Everything and Less

The True Adventures of the Globe-Trotting Botanist Who Transformed What America Eats

The Wall Street Journal's Guide to the Business of Life

Explores how humans' view of whales changed from the nineteenth to the twentieth century, looking at how the sea mammals were once viewed as monsters but evolved into something much gentler and more beautiful.

Discusses the advertising establishment, revealing what advertisers know about human nature and how they exploit it to make a profit.

What does it take to reinvent a language? After a meteoric rise, China today is one of the world's most powerful nations. Just a century ago, it was a crumbling empire with literacy reserved for the elite few, as the world underwent a massive technological transformation that threatened to leave them behind. In *Kingdom of Characters*, Jing Tsu argues that China's most daunting challenge was a linguistic one: the century-long fight to make the formidable Chinese language accessible to the modern world of global trade and digital technology. *Kingdom of Characters* follows the bold innovators who reinvented the Chinese language, among them an exiled reformer who risked a death sentence to advocate for Mandarin as a national language, a Chinese-Muslim poet who laid the groundwork for Chairman Mao's phonetic writing system, and a computer engineer who devised input codes for Chinese characters on the lid of a teacup from the floor of a jail cell. Without their advances, China might never have become the dominating force we know today. With larger-than-life characters and an unexpected perspective on the major events of China's tumultuous twentieth century, Tsu reveals how language is both a technology to be perfected and a subtle, yet potent, power to be exercised and expanded.

From the prize-winning biographer—the fascinating, little-known story of a Victorian-era murder that rocked literary London, leading Charles Dickens, William Thackeray, and Queen Victoria herself to wonder: can a novel kill? In May 1840, Lord William Russell, well known in London's highest social circles, was found with his throat cut. The brutal murder had the whole city talking. The police suspected Russell's valet, Courvoisier, but the evidence was weak. And the missing clue lay in the unlikelyst place: what Courvoisier had been reading. In the years just before the murder, new printing methods had made books cheap and abundant, the novel form was on the rise, and suddenly everyone was reading. The best-selling titles were the most sensational true-crime stories. Even Dickens and Thackeray, both at the beginning of their careers, fell under the spell of these tales—Dickens publicly admitting them, Thackeray rejecting them. One such phenomenon was William Harrison Ainsworth's *Jack Sheppard*, the story of an unrepentant criminal who escaped the gallows time and again. When Courvoisier finally confessed his guilt, he would cite this novel in his defense. Murder by the Book combines the thrilling true-crime story with a illuminating account of the rise of the novel form and the battle for its early soul between the most famous writers of the time. It is a superbly researched, vividly written, fascinating read from first to last.

An Insider's Account of the Obama Administration's Emergency Rescue of the Auto Industry

Science and Cetaceans in the Twentieth Century

Code Name: Lise

Raising Kids to Thrive in a Connected World

The Antisocial Network

You Bet Your Life

The Passion of Anne Hutchinson

The ABA Journal serves the legal profession. Qualified recipients are lawyers and judges, law students, law librarians and associate members of the American Bar Association.

Best Book of Fall (Esquire) and a Most Anticipated Book of 2021 (Lit Hub) What Has Happened to Fiction in the Age of Platform Capitalism? Since it was first launched in 1994, Amazon has changed the world of literature. The “Everything Store” has not just transformed how we buy books: it has affected what we buy, and even what we read. In *Everything and Less*, acclaimed critic Mark McGurl explores this new world where writing is no longer categorized as high or lowbrow, literature or popular fiction. Charting a course spanning from Henry James to E. L. James, McGurl argues that contemporary writing has less to do with writing per se than with the manner of its distribution. This consumerist logic—if you like this, you might also like . . .—has reorganized the fiction universe so that literary prize-winners sit alongside fantasy, romance, fan fiction, and the infinite list of hybrid genres and self-published works. This is an innovation to be cautiously celebrated. Amazon's platform is not just a retail juggernaut but an aesthetic experiment driven by an unseen algorithm rivaling in the depths of its effects any major cultural or political history. Here all fiction is genre fiction, and the riches range from the categories of crime and science fiction to the more refined interests of Adult Baby Diaper Lover erotica. *Everything and Less* is a hilarious and insightful map of both the commanding heights and sordid depths of fiction, past and present, that opens up an arresting conversation about why it is we read and write fiction in the first place.

A fascinating portrait of the Standard Oil heiress and legendary American trendsetter Millicent Rogers Nobody knew how to live the high life like Millicent Rogers. Born into luxury, she lived in a whirl of beautiful homes, European vacations, exquisite clothing and handsome men. In Searching for Beauty, Charie Burns chronicles Rogers's glittering life from her days as a young girl afflicted with rheumatic fever to her debutante debut and her Taos finale. A rebellious icon of the age, she eloped with a penniless baron, danced tangos in European nightclubs, divorced, remarried and romanced, among others, Clark Gable. Her romantic conquests, though, paled in comparison to her triumph in the fashion world where she electrified the fashionistas by becoming the muse to designer Charles James, appearing in Vogue and Harper's Bazaar and - at the end of her life - retreating to Taos, New Mexico where she popularized Southwestern style. With Searching for Beauty, Millicent Rogers enters the pantheon of great American women who, like Diana Vreeland and Babe Paley, put their distinctive stamp on American Style.

A provocative look at the new, digital landscape of childhood and how to navigate it. In the New Childhood, Jordan Shapiro provides a hopeful counterpart to the fearful hand-wringing that has come to define our narrative around children and technology. Drawing on groundbreaking research in economics, psychology, philosophy, and education, The New Childhood shows how technology is guiding humanity toward a bright future in which our children will be able to create new, better models of global citizenship, connection, and community. Shapiro offers conc

practical advice on how to parent and educate children effectively in a connected world, and provides tools and techniques for using technology to engage with kids and help them learn and grow. He compares this moment in time to other great technological revolutions in humanity's past and presents entertaining micro-histories of cultural fixtures: the sandbox, finger painting, the family dinner, and more. But most importantly, The New Childhood paints a timely, inspiring and positive picture of today's children, recognizing that they are poised to create a pro

diverse, meaningful, and hyper-connected world that today's adults can only barely imagine.

An Extraordinary Woman, the Puritan Patriarchs, and the World They Made and Lost

Murder by the Book

Black Bird Yellow Sun

The Homesick Texan Cookbook

The 2nd Big Big Book of Tashi

Finding the Right Words

The Catalogue of Shipwrecked Books

One of New York Magazine's best books on Silicon Valley! The true, behind-the-scenes history of the people who built Silicon Valley and shaped Big Tech in America Long before Margaret O'Mara became one of our most consequential historians of the American-led digital revolution, she worked in the White House of Bill Clinton and Al Gore in the earliest days of the commercial Internet. There she saw firsthand how deeply intertwined Silicon Valley was with the federal government—and always had been—and how shallow the common understanding of the secrets of the Valley's success actually was. Now, after almost five years of pioneering research, O'Mara has produced the definitive history of Silicon Valley for our time, the story of mavericks and visionaries, but also of powerful institutions creating the framework for innovation, from the Pentagon to Stanford University. It is also a story of a community that started off remarkably homogeneous and tight-knit and stayed that way, and whose belief in its own mythology has deepened into a collective hubris that has led to astonishing triumphs as well as devastating second-order effects. Deploying a wonderfully rich and diverse cast of protagonists, from the justly famous to the unjustly obscure, across four generations of explosive growth in the Valley, from the forties to the present, O'Mara has wrestled one of the most fateful developments in modern American history into magnificent narrative form. She is on the ground with all of the key tech companies, chronicling the evolution in their offerings through each successive era, and she has a profound fingertip feel for the politics of the sector and its relation to the larger cultural narrative about tech as it has evolved over the years. Perhaps most impressive, O'Mara has penetrated the inner kingdom of tech venture capital firms, the insular and still remarkably old-boy world that became the cockpit of American capitalism and the crucible for bringing technological innovation to market, or not. The transformation of big tech into the engine room of the American economy and the nexus of so many of our world's dreams—can be understood, in Margaret O'Mara's masterful hands, as the story of one California valley. As her majestic history makes clear, its fate is the fate of us all.

Market-leading ADVERTISING, PROMOTION, AND OTHER ASPECTS OF INTEGRATED MARKETING COMMUNICATIONS, 9th Edition discusses all aspects of marketing communications, from time-honored methods to the newest developments in the field. Comprehensive treatment of the fundamentals focuses on advertising and promotion, including planning, branding, media buying, sales, public relations, and much more. Emerging topics get special attention in this edition, such as the enormous popularity of social media outlets, online and digital practices, viral communications, and personal selling, along with all of their effects on traditional marketing. Revised to make ADVERTISING, PROMOTION, AND OTHER ASPECTS OF INTEGRATED MARKETING COMMUNICATIONS, 9th Edition the most current I.M.C. text on the market, chapters address must-know changes to environmental, regulatory, and ethical issues, as well as Marcom insights, place-based applications, privacy, global marketing, and of course, memorable advertising campaigns.

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Named a Best Book of the Year by New York Post! From one of our most innovative and celebrated authors, the definitive take on the wildest story of the year—the David-vs.-Goliath GameStop short squeeze, a tale of fortunes won and lost overnight that may end up changing Wall Street forever. Bestselling author Ben Mezrich offers a gripping, beat-by-beat account of how a loosely affiliate group of private investors and internet trolls on a subreddit called WallStreetBets took down one of the biggest hedge funds on Wall Street, firing the first shot in a revolution that threatens to upend the establishment. It's the story of financial titans like Gabe Plotkin of hedge fund Melvin Capital, one of the most respected and staid funds on the Street, billionaires like Elon Musk, Steve Cohen, Steve Cohen, Robinhood co-CEOs Vlad Tenev and Baiju Bhatt, and Ken Griffin of Citadel Securities. Over the course of four incredible days, each in their own way must reckon with a formidable force they barely understand, let alone saw coming: everyday men and women on the internet, like trader Kim Campbell, college student Jeremy Peo, and the enigmatic Keith "RoaringKitty" Gill, whose unfettered livestream videos captivated a new generation of stock market enthusiasts. The unlikely focus of the battle: GameStop, a failing brick-and-mortar dinosaur catering to teenagers and outsiders that had somehow held on as the world rapidly moved online. At first, WallStreetBets was a joke—a meme-filled, free-wheeling place to share shoot-the-moon investment tips, laugh about big losses, and post diamond hand emojis. Until some members noticed an opportunity in GameStop—and rode a rocket ship to tens of millions of dollars in earnings overnight. In thrilling, pulse-pounding prose, THE ANTISOCIAL NETWORK offers a fascinating, never-before-seen glimpse at the outsize personalities, dizzying swings, corporate drama, and underestimated American heroes and heroines who captivated the nation during one of the most volatile weeks in financial history. It's the amazing story of what just happened—and where we go from here.

Explores the idea of big data, which refers to our new found ability to crunch vast amounts of information, analyze it instantly, and draw profound and surprising conclusions from it.

Oksana, Behave!

The Novel in the Age of Amazon

How Advertising Changes the Way We Think and Feel

Kingdom of Characters

Continued Examination of the Postal Service Plan for a Nine-digit Zip Code

The Sounding of the Whale

ABA Journal

This impeccably researched and "adventure-packed" (The Washington Post) account of the obsessive quest by Christopher Columbus's son to create the greatest library in the world is "the stuff of Hollywood blockbusters" (NPR) and offers a vivid picture of Europe on the verge of becoming modern. At the peak of the Age of Exploration, Hernando Colon sailed with his father Christopher Columbus on his final voyage to the New World, a journey that ended in disaster, bloody mutiny, and shipwreck. After Columbus's death, his son began to explore the boundaries of the known world by building a library that would collect everything ever printed: a vast holding organized by summaries and catalogues; really, the first ever database for the exploding diversity of written matter as the printing press proliferated across Europe. Hernando traveled extensively and obsessively amassed his collection based on the groundbreaking conviction that a library of universal knowledge should include "all books, in all languages and on all subjects," even material normally "faint of the loss of part of his collection to another maritime disaster in 1522, set off the final scramble to complete this sublime project, a race against time to realize a vision of near-impossible perfection. "Magnificent... a thrill on almost every page." (The New York Times Book Review). The Catalogue of Shipwrecked Books is a window into sixteenth-century Europe's information revolution, and a reflection of the passion and intrigues that lie beneath our own insatiable desires to bring order to the world. NATIONAL BESTSELLER A Goodreads Choice Awards semifinalist Florida Book Awards Silver Medalist Featured in The New York Times, The Atlantic, Time, New York Newsday, and on Today! Best Nonfiction Books to Read in 2019—Woman's Day The Best Nonfiction Books Coming Out This Year—BookBub "A nonfiction thriller."—The Wall Street Journal From New York Times and international bestselling author of the "gripping" (Michael Connelly, #1 New York Times bestselling author) Into the Lions' Mouth comes the extraor

occupied France and fell in love with her commanding officer during World War II—perfect for fans of Unbroken, The Nightingale, and Code Girls. The year is 1942, and World War II is in full swing. Odette Sansom decides to follow in her war hero father's footsteps by becoming an SOE agent to aid Britain and her beloved homeland, France. Five failed attempts and one plane crash later, she finally lands in occupied France to begin her mission. It is here that she meets her commanding officer Captain Peter Churchill. As the while, they are being hunted by the cunning German secret police sergeant, Hugo Bleicher, who finally succeeds in capturing them. They are sent to Paris's Fresnes prison, and from there to concentration camps in Germany where they are starved, beaten, and tortured. But in the face of despair, they never give up hope, their love for each other, or the whereabouts of their colleagues. In Code Name: Lise, Larry Loftis paints a portrait of true courage, patriotism, and love—of two incredibly heroic people who endure romance between Odette and Peter and the thrilling cat and mouse game between them and Sergeant Bleicher. With this amazing testament to the human spirit, Loftis proves once again that he is adept at writing "nonfiction that reads like a page-turning novel" (Parade).

Another five fabulous Tashi books all together in one big, fat volume. Ten terrific Tashi stories!

Provides lessons on the art of cartooning along with information on terminology, tools, techniques, and theory.

Christopher Columbus, His Son, and the Quest to Build the World's Greatest Library

Can't Buy My Love

Big Data

The New Childhood

You Talkin' To Me?

Advertising, Promotion, and other aspects of Integrated Marketing Communications

A Filmmaker's Life

One of America's top physicians traces the history of risk in medicine—with powerful lessons for today Every medical decision—whether to have chemotherapy, an X-ray, or surgery—is a risk, no matter which way you choose. In You Bet Your Life, physician Paul A. Offit argues that, from the first blood transfusions four hundred years ago to the hunt for a COVID-19 vaccine, risk has been essential to the discovery of new treatments. More importantly, understanding the risks is crucial to whether, as a society or as individuals, we accept them. Told in Offit's vigorous and rigorous style, You Bet Your Life is an entertaining history of medicine. But it also lays bare the tortured relationships between intellectual breakthroughs, political realities, and human foibles. Our pandemic year has shown us, with its debates over lockdowns, masks, and vaccines, how easy it is to get everything wrong. You

Bet Your Life is an essential read for getting the future a bit more right.

Olivia and the Fairy PrincessesSimon and Schuster

A uniquely informed investigative account of one of the biggest financial crises of President Obama's early administration During his first year in office, President Obama faced the possibility of more than a million lost jobs as GM and Chrysler headed for financial ruin. He joined forces with Treasury Secretary Tim Geithner and economic advisor Larry Summers in a historic government intervention to keep these two auto-industry giants afloat, working against a ticking clock and fielding vocal opposition from free market champions along the way. It's from this vantage point that former New York Times financial journalist Steven Rattner witnesses a new administration's grace under pressure in the face of gross corporate mismanagement—a scenario rich in hard-earned lessons for managers and executives in any industry.

An exquisitely original collection of darkly funny stories that explore the panorama of Jewish experience in contemporary Poland, from a world-class contemporary writer "These small, searing prose pieces are moving and unsettling at the same time. If the diagnosis they present is right, then we have a great problem in Poland." —Olga Tokarczuk, Nobel Prize laureate and author of Flights Miko?aj Grynbreg is a psychologist and photographer who has spent years collecting and publishing oral histories of Polish Jews. In his first work of fiction—a book that has been widely praised by critics and was shortlisted for Poland's top literary prize—Grynbreg crafts those histories into little jewels, fictionalized short stories with the ring of truth. Both biting and knowing, I'd Like to Say Sorry, but There's No One to Say Sorry To takes the form of first-person vignettes, through which Grynbreg explores the daily lives and tensions within Poland between Jews and gentiles haunted by the Holocaust and its continuing presence. In "Unnecessary Trouble," a grandmother discloses on her deathbed that she is Jewish; she does not want to die without her family knowing. What is passed on to the family is fear and the struggle of what to do with this information. In "Cacophony," Jewish identity is explored through names, as Miron and his son Jurek demonstrate how heritage is both accepted and denied. In "My Five Jews," a non-Jewish narrator remembers five interactions with her Jewish countrymen, and her own anti-Semitism, ruefully noting that perhaps she was wrong and should apologize, but no one is left to say "I'm sorry." To each of the thirty-one stories is a dazzling and haunting mini-monologue that highlights a different facet of modern Poland's complex and difficult relationship with its Jewish past.

Splendors and Glensoms

Stories

The Unruly History of New York English

Searching for Beauty

Hearings Before a Subcommittee of the Committee on Government Operations, House of Representatives, Ninety-seventh Congress, First Session, March 26 and September 10, 1981

Silicon Valley and the Remaking of America

Retail's Seismic Shift

From paddy wagon to rush hour, New York City has given us a number of our popular words and phrases, along the way fashioning a recognizable dialect all its own. Often imitated and just as often ridiculed, New York English has its own identity, imbued with the rich cultural history of (as New Yorkers tell it) the greatest city in the world. How did this unique language community develop, and how has it shaped the city as we know it today? In You Talkin' to Me?, E.J. White explores the hidden history of English in New York City—a history that encompasses social class, immigration, culture, economics, and, of course, real estate. She tells entertaining stories of New York's most famous characters, streets, and cultural institutions, from Broadway to the newspaper office to the department store, illuminating a new dimension of the city's landscape. Full of little-known facts – C-3PO was originally written to have a New York accent; West Side Story was originally going to be East Side Story, about Jewish and Christian New Yorkers; and "confidence man" started in reference to a specific New York City criminal—the book will delight lovers of language and history alike. The history of English in New York is deeply intertwined with the story of a famous city trying to develop its own identity. White's account engages issues of class and social difference; the invisible barriers that separate insiders from outsiders; the war between children who fit in and their parents who do not; and the struggle of being both an immigrant to the city and a New Yorker.

Following language from The Bowery to The Bronx, You Talkin' to Me? offers a fascinating account of how language moves and changes—and a new way of understanding the language history, not only of New York, but of the United States.

Prologue: Anne Hutchinson and the Controversy -- The Puritan Experiment: Errors and Trials -- Helmepts, Mothers, and Midwives among the Patriarchs -- Sectarian Mysticism and Spiritual Power -- Propheysing Women and the Gifts of the Spirit -- Gracious Disciples and Frightened Magistrates -- A Froward Woman Beloved of God.

In her new hilarious endeavour, Olivia embarks upon a quest for identity and individuality. It seems there are far too many pink and sparkly princesses around these days and Olivia has had quite enough! She needs to stand out. And so, in typical 'Olivia' style, she sets about creating a whole array of fantastically dressed princesses... and shows us that everyone can be individual and special.

Readers explore all aspects of marketing communications, from time-honored methods to the newest developments in the field with the market-leading ADVERTISING, PROMOTION, AND OTHER ASPECTS OF INTEGRATED MARKETING COMMUNICATIONS, 10E. Comprehensive treatment of the fundamentals focuses on advertising and promotion, including planning, branding, consumer behavior, media buying, public relations, packaging, POP communications, and personal selling. Emerging topics get special attention as readers study today's popularity of apps, social media outlets, online and digital practices, viral communications, as well as their impact on traditional marketing. Revisions to this most current IMC book on the market address must-know changes to environmental, regulatory, and ethical issues; marcom insights; place-based applications; privacy; global marketing; and, of course, memorable advertising campaigns. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Cartooning

How to Shift Faster, Respond Better, and Win Customer Loyalty

Metro Maps of the World

The Essential Guide to Work, Life and Learning in the Age of Insight

I'd Like to Say Sorry, but There's No One to Say Sorry To

Advertising Promotion and Other Aspects of Integrated Marketing Communications

Want to be like the therapist could be so much fun, even aesthetically rewarding? Beyond sharing feelings or complaining about your mother. Psychobook reveals the rich history of psychological testing in a fascinating sideways look at classic testing methods, from word-association games to inkblots to personality tests. Psychobook includes never-before-seen content from long-hidden archives, as well as reimaged tests from contemporary artists and writers, to try out yourself, at home or at parties. A great ebook for the therapist in your life and the therapist in you, for anyone interested in the history of psychology and psychological paraphernalia, or for anyone who enjoys games and quizzes. Psychobook will brighten your day and outlook.

Articles look at new products, advertising styles and campaigns, packaging, promotion, distribution, the world market, corporate strategies, and changes in consumers

Almost everything You Need to Know About Leading the Good Life Too many decisions. Too many choices. What today " " smart consumer must have is a money-and-time-saving guide for conducting the " business of life " —both the big challenges, such as getting top-notch health care for the family and the best education for the kids, and the pleasurable ones, like plotting the family summer vacation. Nancy Keates and her expert colleagues at The Wall Street Journal provide all-new material that gives the lowdown on: The Savvy Traveler: How to cut to the chase and not only avoid the indignity of cramped plane seats and overpriced tickets, but also get the best and safest seats at the same time. The Fine Art of Dining and Drinking: Lusting the hottest table in town—and at a discount; picking wine without becoming a wine snob; and learning about " barley matters " —the newest, hottest beers. How to Speak Geek: Demystifying tech trends, with smart advice on not only what high-tech gadgets to buy but how to shop for them. Everything You Need to Know About Buying, Selling and Financing a Car: How to get the best and safest vehicle at the best price. Real Estate: Will the bubble burst? Here " s how to be an informed buyer and seller along with the basics of remodeling and designing your home. How to Be an Informed Patient: Choosing a hospital, picking a private investigator with your M.D., and learning about the tests you're about to have (even if you have to pay for them yourself). Getting Real Bang for Your Education Bucks: What you need to know from preschool through college and graduate school. The Great Balancing Act: Managing work and family, and finding out how to avoid the overstretched child and parent syndromes. Financing Your Life: It was easy in the 1990s.

How the world has changed and how you can deal with the new world of saving, investing and borrowing money. Shopping: The New Sex! Throw away your Kama Sutra. The number one thrill in shopping is getting a good deal—here " s how to play the game and get the best stuff at the best price. The Wall Street Journal Guide to the Business of Life is both an instruction manual for living life to the fullest and a fun read about what really matters in the day-to-day. It has all the basic insight and information you need to navigate through life along with hilarious side trips such as " The Three-Decorators Experience " and " Cruises: Sailing New Waters. "

The true adventures of David Fairchild, a turn-of-the-century food explorer who traveled the globe and introduced diverse crops like avocados, mangoes, seedless grapes—and thousands more—to the American plate. " Fascinating. " —The New York Times Book Review " Fast-paced adventure writing. " —The Wall Street Journal " Richly descriptive. " —Kirkus " A must-read for foodies. " —HeloGiggles In the nineteenth century, American meals were about subsistence, not enjoyment. But as a new century approached, appetites broadened, and David Fairchild, an island botanist with an insatiable lust to explore and experience the world, set out in search of foods that would enrich the American eater. Kale from Croatia, mangoes from India, and hops from Bavaria. Peaches from China, avocados from Chile, and pomegranates from Malta. Fairchild " s finds weren " t just limited to food: From Egypt he sent back a variety of cotton that revolutionized an industry, and via Japan he introduced the cherry blossom tree, forever bringing us the " capital. Along the way, he was arrested, caught diseases, and bargained with angry tribes. But his culinary ambition came during a formative era, and through him, America transformed into the most diverse food system ever created. " Daniel Stone draws the reader into an intriguing, seductive world, rich with stories and surprises. The Food Explorer shows you the history and drama hidden in your fruit bowl. It " s a delicious piece of writing. " —Susan Orlean, New York Times bestselling author of The Orchid Thief and The Library Book

The GameStop Short Squeeze and the Ragtag Group of Amateur Traders That Brought Wall Street to Its Knees

The Crime That Shocked Dickens's London

A Story of Literature, Grief, and the Brain

A Novel

What Technology Wants

Overhaul

Games, Tests, Questionnaires, Histories

China ’ s dismantling of the Mao-era rural commune system and return to individual household farming under Deng Xiaoping has been seen as a successful turn away from a misguided social experiment and a rejection of the disastrous policies that produced widespread famine. In this revisionist study, Joshua Eisenman marshals previously inaccessible data to overturn this narrative, showing that the commune modernized agriculture, increased productivity, and spurred an agricultural green revolution that laid the foundation for China ’ s future rapid growth. Red China ’ s Green Revolution tells the story of the commune ’ s origins, evolution, and downfall, demonstrating its role in China ’ s economic ascendance. After 1970, the commune emerged as a hybrid institution, including both collective and private elements, with a high degree of local control over economic decision but almost no say over political ones. It had an integrated agricultural research and extension system that promoted agricultural modernization and collectively owned local enterprises and small factories that spread rural industrialization. The commune transmitted Mao ’ s collectivist ideology and enforced collective isolation so it could overwork and underpay its households. Eisenman argues that the commune was eliminated not because it was unproductive, but because it was politically undesirable: it was the post-Mao leadership led by Deng Xiaoping—not rural residents—who chose to abandon the commune in order to consolidate their control over China. Based on detailed and systematic national, provincial, and county-level data, as well as interviews with agricultural experts and former commune members, Red China ’ s Green Revolution is a comprehensive historical and social scientific analysis that fundamentally challenges our understanding of recent Chinese economic history.

From acclaimed cultural and film historian James Curtis—a major biography, the first in more than two decades, of the legendary comedian and filmmaker who elevated physical comedy to the highest of arts and whose ingenious films remain as startling, innovative, modern—and irresistible—today as they were when they beguiled audiences almost a century ago. "It is brilliant—I was totally absorbed, couldn't stop reading it and was very sorry when it ended."—Kevin Brownlow It was James Agee who christened Buster Keaton " The Great Stone Face. " Keaton ’ s face, Agee wrote, "ranked almost with Lincoln ’ s as an early American archetype; it was haunting, handsome, almost beautiful, yet it was also irreducibly funny. Keaton was the only major comedian who kept sentiment almost entirely out of his work and . . . he brought pure physical comedy to its greatest heights. " Mel Brooks: " A lot of my daring came from Keaton. " Martin Scorsese, influenced by Keaton ’ s pictures in the making of Raging Bull: " The only person who had the right attitude about boxing in the movies for me. " Scorsese said, " was Buster Keaton. " Keaton ’ s deadpan stare in a porkpie hat was as recognizable as Charlie Chaplin ’ s tramp and Harold Lloyd ’ s straw boater and spectacles, and, with W. C. Fields, the four were each considered a comedy king—but Keaton was, and still is, considered to be the greatest of them all. His iconic look and acrobatic brilliance obscured the fact that behind the camera Keaton was one of our most gifted filmmakers. Through nineteen short comedies and twelve magnificent features, he distinguished himself with such seminal works as Sherlock Jr., The Navigator, Steamboat Bill, Jr., The Cameraman, and his masterpiece, The General. Now James Curtis, admired biographer of Preston Sturges (" definitive " —Variety), W. C. Fields (" by far the fullest, fairest and most touching account we have yet had. Or are likely to have " —Richard Schickel, front page of The New York Times Book Review), and Spencer Tracy (" monumental; definitive " —Kirkus Reviews), gives us the richest, most comprehensive life to date of the legendary actor, stunt artist, screenwriter, director—master.

When Lisa Fain, a seventh-generation Texan, moved to New York City, she missed the big sky, the bluebonnets in spring, Friday night football, and her family's farm. But most of all, she missed the foods she'd grown up with. After a fruitless search for tastes of Texas in New York City, Fain took matters into her own hands. She headed into the kitchen to cook for her friends the Tex-Mex, the chilli, and the country comfort dishes that reminded her of home. From cheese enchiladas drowning in chilli gravy to chicken-fried steak served with cream gravy on the side, from warm bowls of chile con queso to big pots of fiery chilli made without beans, Fain re-created the wonderful tastes of Texas she'd always enjoyed at potlucks, church suppers, and backyard barbecues back home. In 2006, Fain started the blog Homesick Texan to share Texan food with fellow expatriates, and the site immediately connected with readers worldwide, Texan and non-Texan alike. Now, in her long-awaited first cookbook, Fain brings the comfort of Texan home cooking to you. Like Texas itself, the recipes in this book are varied and diverse, all filled with Fain's signature twists. There's Salpicón, a cool shredded beef salad found along the sunny border in El Paso; Soft Cheese Tacos, a creamy plate unique to Dallas; and Houston-Style Green Salsa, an avocado and tomatillo salsa that is smooth, refreshing, and bright. There are also nibbles, such as Chipotle Pimento Cheese and Tomatillo Jalapeno Jam; sweet endings, such as Coconut Tres Leches Cake and Mexican Chocolate Chewies; and fresh takes on Texan classics, such as Coffee-Chipotle Oven Brisket, Ancho Cream Corn, and Guajillo-Chile Fish Tacos. With more than 125 recipes, The Homesick Texan offers a true taste of the Lone Star State. So pull up a chair—everyone's welcome at the Texas table!

The Language Revolution That Made China Modern

Philosophy and Practice

The Food Explorer

The Wall Street Journal on Marketing