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The Martha Manual Martha Stewart 2019 From America's best known and most trusted authority on all things domestic, a fully illustrated guide on how to do everything: including organizing and decorating, cleaning and caring for your home and garden, celebrating, hosting, achieving career goals, and managing finances--and much more

Employee Training & Development Raymond Noe 2014-08-19

Martha's Flowers Martha Stewart 2018-02-27 The essential resource from Martha Stewart, with expert advice and lessons on gardening and making the most of your spectacular blooms Martha Stewart's lifelong love of flowers began at a young age, as she dug in and planted alongside her father in their family garden, growing healthy, beautiful blooms, every year. The indispensable lessons she learned then--and those she has since picked up from master gardeners--form the best practices she applies to her voluminous flower gardens today. For the first time, she compiles the wisdom of a lifetime spent gardening into a practical yet inspired book. Learn how and when to plant, nurture, and at the perfect time, cut from your garden. With lush blooms in hand, discover how to build stunning arrangements. Accompanied by beautiful photographs of displays in Martha's home, bursting with ideas, and covering every step from seed to vase, Martha's Flowers is a must-have handbook for flower gardeners and enthusiasts of all skill levels.

Wildland Fire Incident Management Field Guide NWCG 2014-06-06 The Wildland Fire Incident Management Field Guide is a revision of what used to be called the Fireline Handbook, PMS 410-1. This guide has been renamed because, over time, the original purpose of the Fireline Handbook had been replaced by the Incident Response Pocket Guide, PMS 461. As a result, this new guide is aimed at a different audience, and it was felt a new name was in order.

The Code of Hammurabi Hammurabi 2016-10-08 The Code of Hammurabi (Codex Hammurabi) is a well-preserved ancient law code, created ca. 1790 BC (middle chronology) in ancient Babylon. It was enacted by the sixth Babylonian king, Hammurabi. One nearly complete example of the Code survives today, inscribed on a seven foot, four inch tall basalt stele in the Akkadian language in the cuneiform script. One of the first written codes of law in recorded history. These laws were written on a stone tablet standing over eight feet tall (2.4 meters) that was found in 1901.

Built from Scratch Bernie Marcus 2019-08-20 One of the greatest entrepreneurial success stories of the past twenty years When a friend told Bernie Marcus and Arthur Blank that “you’ve just been hit in the ass by a golden horseshoe,” they thought he was crazy. After all, both had just been fired. What the friend, Ken Langone, meant was that they now had the opportunity to create the kind of wide-open warehouse store that would help spark a consumer revolution through low prices, excellent customer service, and wide availability of products. Built from Scratch is the story of how two incredibly determined and creative people—and their associates—built a business from nothing to 761 stores and \$30 billion in sales in a mere twenty years. Built from Scratch tells many colorful stories associated with The Home Depot’s founding and meteoric rise; shows that a company can be a tough, growth-oriented competitor and still maintain a high sense of responsibility to the community; and provides great lessons useful to people in any business, from start-ups to the Fortune 500.

ECEL 2021 20th European Conference on e-Learning Prof. Dr.-Ing. Carsten Busch 2021-10-28

Operations Research Michael Carter 2018-08-06 Operations Research: A Practical Introduction is just that: a hands-on approach to the field of operations research (OR) and a useful guide for using OR techniques in scientific decision making, design, analysis and management. The text accomplishes two goals. First, it provides readers with an introduction to standard mathematical models and algorithms. Second, it is a thorough examination of practical issues relevant to the development and use of computational methods for problem solving. Highlights: All chapters contain up-to-date topics and summaries A succinct presentation to fit a one-term course Each chapter has references, readings, and list of key terms Includes illustrative and current applications New exercises are added throughout the text Software tools have been updated with the newest and most popular software Many students of various disciplines such as mathematics, economics, industrial engineering and computer science often take one course in operations research. This book is written to provide a succinct and efficient introduction to the subject for these students, while offering a sound and fundamental preparation for more advanced courses in linear and nonlinear optimization, and many stochastic models and analyses. It provides relevant analytical tools for this varied audience and will also serve professionals, corporate managers, and technical consultants.

Auto Repair For Dummies Deanna Sclar 2019-01-07 Auto Repair For Dummies, 2nd Edition (9781119543619) was previously published as Auto Repair For Dummies, 2nd Edition (9780764599026). While this version features a new Dummies cover and design, the content is the same as the prior release and should not be considered a new or updated product. The top-selling auto repair guide--400,000 copies sold--now extensively reorganized and updated Forty-eight percent of U.S. households perform at least some automobile maintenance on their own, with women now accounting for one third of this \$34 billion automotive do-it-yourself market. For new or would-be do-it-yourself mechanics, this illustrated how-to guide has long been a must and now it's even better. A complete reorganization now puts relevant repair and maintenance information directly after each automotive system overview, making it much easier to find hands-on fix-it instructions. Author Deanna Sclar has updated systems and repair information throughout, eliminating discussions of carburetors and adding coverage of hybrid and alternative fuel vehicles. She's also revised schedules for tune-ups and oil changes, included driving tips that can save on maintenance and repair costs, and added new advice on troubleshooting problems and determining when to call in a professional mechanic. For anyone who wants to save money on car repairs and maintenance, this book is the place to start. Deanna Sclar (Long Beach, CA), an acclaimed auto repair expert and consumer advocate, has contributed to the Los Angeles Times and has been interviewed on the Today show, NBC Nightly News, and other television programs.

Chainsaws David Lee 2020-02-22 First published in 2006 and now with over 10,000 copies sold, this award-winning book on the worldwide history of the chainsaw will captivate all gadget fanciers, even if they've never had a chainsaw in their

hands.

The Rise of the Japanese Specialist Manufacturer Ferguson Evans 2008-09-30 Manufacturing forms the base of the Japanese economy and will continue to do so. It is supported by a host of specialists both in end-user products and intermediary components. Many of these specialists are not behemoths; they can be described as leading medium-sized enterprises, or LMEs. This book traces the rise of these LMEs. It shows how they forged their own course - often at variance with the ideas of the central authorities - honing their art of monozukuri, or making things. At each point in the historical narrative actual entrepreneurs and the LMEs they created are cited. Having contributed handsomely to Japan's industrial evolution from industrialization to the information age, these LMEs are now globalizing, and in so doing assuming a role as East Asian regional specialists.

Homeowner's Complete Guide to the Chainsaw Brian J. Ruth 2009 With color step-by-step color photos throughout, 12 of the most common household chainsaw operations--such as cutting firewood, taking down small trees and grooming hedges--are tackled with expert advice and an emphasis on safety, in a book that also includes a buyer's guide to chainsaw types and an appendix that identifies and explains the parts of a chainsaw. Original.

The Customer Centricity Playbook Peter Fader 2018-10-30 2019 AXIOM BUSINESS BOOK AWARD WINNER Featured in Forbes, NPR's Marketplace, and a Google Talk, The Customer Centricity Playbook offers "actionable insights to drive immediate value," according to Neil Hoyne, Head of Customer Analytics and Chief Analytics Evangelist, Google. How did global gaming company Electronic Arts go from being named "Worst Company in America" to clearing a billion dollars in profit? They discovered a simple truth--and acted on it: Not all customers are the same, regardless of how they appear on the surface. In The Customer Centricity Playbook, Wharton School professor Peter Fader and Wharton Interactive's executive director Sarah Toms help you see your customers as individuals rather than a monolith, so you can stop wasting resources by chasing down product sales to each and every consumer. Fader and Toms offer a 360-degree analysis of all the elements that support customer centricity within an organization. In this book, you will learn how to: Develop a customer-centric strategy for your organization Understand the right way to think about customer lifetime value (CLV) Finetune investments in customer acquisition, retention, and development tactics based on customer heterogeneity Foster a culture that sustains customer centricity, and also understand the link between CLV and market valuation Understand customer relationship management (CRM) systems, as they are a vital underpinning for all these areas through the valuable insights they provide Fader's first book, Customer Centricity, quickly became a go-to for readers interested in focusing on the right customers for strategic advantage. In this new book, Fader and Toms offer a true playbook for companies of all sizes that want to create and implement a winning strategy to acquire, develop, and retain customers for the greatest value. "A must-read."--Aimee Johnson, Chief Marketing Officer, Zillow "The Customer Centricity Playbook offers fundamental insights to point organizations of any size in the right direction."--Rob Markey, Partner, Bain & Company, Inc., and coauthor, The Ultimate Question 2.0"Peter Fader and Sarah Toms offer transformative insights that light the path for business leaders."--Susan Johnson, Chief Marketing Officer, SunTrust Banks

Ecology and Recovery of Eastern Old-Growth Forests Andrew M. Barton 2018-11-08 The landscapes of North America, including eastern forests, have been shaped by humans for millennia, through fire, agriculture, hunting, and other means. But the arrival of Europeans on America's eastern shores several centuries ago ushered in the rapid conversion of forests and woodlands to other land uses. By the twentieth century, it appeared that old-growth forests in the eastern United States were gone, replaced by cities, farms, transportation networks, and second-growth forests. Since that time, however, numerous remnants of eastern old growth have been discovered, meticulously mapped, and studied. Many of these ancient stands retain surprisingly robust complexity and vigor, and forest ecologists are eager to develop strategies for their restoration and for nurturing additional stands of old growth that will foster biological diversity, reduce impacts of climate change, and serve as benchmarks for how natural systems operate. Forest ecologists William Keeton and Andrew Barton bring together a volume that breaks new ground in our understanding of ecological systems and their importance for forest resilience in an age of rapid environmental change. This edited volume covers a broad geographic canvas, from eastern Canada and the Upper Great Lakes states to the deep South. It looks at a wide diversity of ecosystems, including spruce-fir, northern deciduous, southern Appalachian deciduous, southern swamp hardwoods, and longleaf pine. Chapters authored by leading old-growth experts examine topics of contemporary forest ecology including forest structure and dynamics, below-ground soil processes, biological diversity, differences between historical and modern forests, carbon and climate change mitigation, management of old growth, and more. This thoughtful treatise broadly communicates important new discoveries to scientists, land managers, and students and breathes fresh life into the hope for sensible, effective management of old-growth stands in eastern forests.

The Protection of Non-Traditional Trademarks Irene Calboli 2019-01-11 This volume offers a detailed analysis of the issues related to the protection of non-traditional marks. In recent years, the domain of trademark law and the scope of trademark protection has grown exponentially. Today, a wide variety of non-traditional marks, including colour, sound, smell, and shape marks, can be registered in many jurisdictions. However, this expansion of trademark protection has led to heated discussions and controversies about the impact of the protection of non-traditional marks on freedom of competition and, more generally, on socially valuable use of these or similar signs in unrelated non-commercial contexts. These tensions have also led to increasing litigation in this area across several jurisdictions. This book provides an overview of the debate and state of the law surrounding non-traditional marks at the international, regional, and national level. In particular, this book addresses relevant international treaties administered by the World Intellectual Property Organization (WIPO) and the Agreement on Trade-Related Aspects to Intellectual Property Rights (TRIPS) as well as several regional and national legislations and leading judicial decisions in order to examine current law and practice culminating in critical reflections and suggestions on the topic. This is an open access title available under the terms of a CC BY-NC-ND 3.0 licence. It is free to read at Oxford Scholarship Online and offered as

a free PDF download from OUP and selected open access locations.

Masterpieces of Swiss Entrepreneurship Jean-Pierre Jeannet 2021-04-21 This open access book focuses on Switzerland-based medium-sized companies with a longstanding export tradition and a proven dominance in global niche markets. Based upon in-depth documentation and analysis of 36 Swiss companies over their entire history, an expert team of authors presents several parallels in the pathways and success factors which allowed these firms to become dominant and operate from a high-cost location such as Switzerland. The book enhances these insights by providing detailed company profiles documenting the company history, development, and how their relevant global niche positions were reached. Readers will benefit from these profiles as they compile a diverse selection of industries, mainly active within the B2B sector, with mostly mature companies (60 years to older than 100 years since founding) and different types of ownership structures including family firms. 'Masterpieces of Swiss Entrepreneurship' brings unique learning opportunities to owners and leaders of SMEs in Switzerland and elsewhere. Findings are based on detailed bottom-up research of 36 companies -- without any preconceived notions. The book is both conceptual and practical. It fosters understanding for different choices in development pathways and management practices. Matti Alahuhta, Chairman DevCo Partners, ex-CEO Kone, Board member of several global listed companies, Helsinki, Finland Start-up entrepreneurs need proven models from industry which demonstrate the various paths to success. "Masterpieces of Swiss Entrepreneurship" provides deep insights highlighting these models and the important trade-offs entrepreneurial teams must consider when choosing the path of high growth or of maximum control, as they are often mutually exclusive. Gina Domanig, Managing Partner, Emerald Technology Ventures, Zurich

Understanding Virtual Reality William R. Sherman 2018-11-08 Understanding Virtual Reality: Interface, Application, and Design, Second Edition, arrives at a time when the technologies behind virtual reality have advanced dramatically in their development and deployment, providing meaningful and productive virtual reality applications. The aim of this book is to help users take advantage of ways they can identify and prepare for the applications of VR in their field, whatever it may be. The included information counters both exaggerated claims for VR, citing dozens of real-world examples. By approaching VR as a communications medium, the authors have created a resource that will remain relevant even as the underlying technologies evolve. You get a history of VR, along with a good look at systems currently in use. However, the focus remains squarely on the application of VR and the many issues that arise in application design and implementation, including hardware requirements, system integration, interaction techniques and usability. Features substantive, illuminating coverage designed for technical or business readers and the classroom Examines VR's constituent technologies, drawn from visualization, representation, graphics, human-computer interaction and other fields Provides (via a companion website) additional case studies, tutorials, instructional materials and a link to an open-source VR programming system Includes updated perception material and new sections on game engines, optical tracking, VR visual interface software and a new glossary with pictures

No More Rules Rick Poyner 2003 With the international take-up of new technology in the 1990s, designers and typographers reassessed their roles and jettisoned existing rules in an explosion of creativity in graphic design. This book tells that story in detail, defining and illustrating key developments and themes from 1980-2000.

Marine Nitrogen Fixation Jonathan P. Zehr 2021-04-02 This book aims to serve as a centralized reference document for students and researchers interested in aspects of marine nitrogen fixation. Although nitrogen is a critical element in both terrestrial and aquatic productivity, and nitrogen fixation is a key process that balances losses due to denitrification in both environments, most resources on the subject focus on the biochemistry and microbiology of such processes and the organisms involved in the terrestrial environment on symbiosis in terrestrial systems, or on largely ecological aspects in the marine environment. This book is intended to provide an overview of N₂ fixation research for marine researchers, while providing a reference on marine research for researchers in other fields, including terrestrial N₂ fixation. This book bridges this knowledge gap for both specialists and non-experts, and provides an in-depth overview of the important aspects of nitrogen fixation as it relates to the marine environment. This resource will be useful for researchers in the specialized field, but also useful for scientists in other disciplines who are interested in the topic. It would provide a possible text for upper division classes or graduate seminars.

The Long Run Daniel Keys Moran 2016-02-28 Few of the telepaths survived the massacre by the United Nations Peaceforce. Seven years later, the last telepaths, Denice and Trent, are marked by the Peaceforce, and will die unless Trent can carry out his plan to avenge the deaths of his friends

Small Engines and Outdoor Power Equipment, Updated 2nd Edition Editors of Cool Springs Press 2020-09-28 This newly up-to-date edition of the best-selling DIY reference Small Engines and Outdoor Power Equipment offers them same great comprehensive and illustrated instruction but with new and improved content for today's motorized equipment.

Noise and Vibration Data 1976*

Digital Marketing Excellence Dave Chaffey 2017-03-31 Now in its fifth edition, the hugely popular Digital Marketing Excellence: Planning, Optimizing and Integrating Online Marketing is fully updated, keeping you in line with the changes in this dynamic and exciting field and helping you create effective and up-to-date customer-centric digital marketing plans. A practical guide to creating and executing digital marketing plans, it combines established approaches to marketing planning with the creative use of new digital models and digital tools. It is designed to support both marketers and digital marketers, and students of business or marketing who want a thorough yet practical grounding in digital marketing. Written by two highly experienced digital marketing consultants, the book shows you how to: Draw up an outline digital marketing plan Evaluate and apply digital marketing principles and models Integrate online and offline communications Implement customer-driven digital marketing Reduce costly trial and error Measure and enhance your digital marketing Learn best practices for reaching and engaging your audiences using the key digital marketing platforms like Apple, Facebook, Google and Twitter. This new edition seamlessly integrates the latest changes in social media technology, including expanded coverage of mobile technology, demonstrating how these new ways to reach customers can be integrated into your marketing plans. It also includes new sections on data analytics, clearly demonstrating how marketers can leverage data to their advantage. Offering a highly structured and accessible guide to a critical and far-reaching subject, Digital Marketing Excellence, Fifth Edition, provides a vital reference point for all students and managers involved in marketing strategy and implementation.

Saws that Sing David E. Michael 2004

U.S. News & World Report 1977

Things Come Apart 2.0 Todd McLellan 2019-02-14 This design-savvy paperback uses beautiful photography of exploded and deconstructed objects to conjure the childlike joy of taking something apart to see how it works.

Disrupt Yourself Whitney Johnson 2016-11-03 Thinkers50 Management Thinker of 2015 Whitney Johnson wants you to consider

this simple, yet powerful, idea: disruptive companies and ideas upend markets by doing something truly different--they see a need, an empty space waiting to be filled, and they dare to create something for which a market may not yet exist. As president and cofounder of Rose Park Advisors' Disruptive Innovation Fund with Clayton Christensen, Johnson used the theory of disruptive innovation to invest in publicly traded stocks and private early-stage companies. In Disrupt Yourself, she helps you understand how the frameworks of disruptive innovation can apply to your particular path, whether you are: a self-starter ready to make a disruptive pivot in your business a high-potential individual charting your career trajectory a manager looking to instill innovative thinking amongst your team a leader facing industry changes that make for an uncertain future We are living in an era of accelerating disruption; no one is immune. Johnson makes the compelling case that managing the S-curve waves of learning and mastery is a requisite skill for the future. If you want to be successful in unexpected ways, follow your own disruptive path. Dare to innovate. Do something astonishing. Disrupt yourself.

Martha Stewart's Organizing Martha Stewart 2020 How to organize everything, from America's most trusted lifestyle authority, with color photographs throughout and hundreds of ideas, projects, and tips

Reno Air Racing Michael O'Leary 1996 Flying at up to 450mph, wingtip-to-wingtip, just feet above the ground, the Mustangs, Bearcats, Corsairs, and other Unlimited Class air racers are the fastest, loudest, and most powerful piston-engined aircraft in the world. Witness these amazing aircraft, their daring pilots and the dedicated crews as they compete head-to-head at Renos annual pylon air races in Nevada.

Inside a champion : an analysis of the Brazilian development model Dawid Danilo Bartelt 2012

Competitive Strategy Michael E. Porter 2017-07-17 Porter's five forces analysis is a framework for analyzing the level of competition within an industry and business strategy development. It draws upon industrial organization (IO) economics to derive five forces that determine the competitive intensity and therefore the attractiveness of an industry. Attractiveness in this context refers to the overall industry profitability. An "unattractive" industry is one in which the combination of these five forces acts to drive down overall profitability. A very unattractive industry would be one approaching "pure competition," in which available profits for all firms are driven to normal profit. This analysis is associated with its principal innovator Michael E. Porter of Harvard University. This updated and expanded second edition of Book provides a user-friendly introduction to the subject, Taking a clear structural framework, it guides the reader through the subject's core elements. A flowing writing style combines with the use of illustrations and diagrams throughout the text to ensure the reader understands even the most complex of concepts. This succinct and enlightening overview is a required reading for all those interested in the subject . We hope you find this book useful in shaping your future career & Business.

Harley-Davidson XL Sportster 2014-2017 Clymer Publications 2018-05-01 Each Clymer manual provides specific and detailed instructions for performing everything from basic maintenance and troubleshooting to a complete overhaul of the machine. This manual covers the Harley-Davidson XL Sportster built from 2014 to 2017. Do-it-yourselfers will find this service and repair manual more comprehensive than the factory manual, making it an indispensable part of their tool box. Specific models covered include: XL883L SuperLow (2014-2017), XL883N Iron 883 (2014-2017), XL883R Roadster (2014-2015), XL1200C 1200 Custom (2014-2017), XL1200CA Custom Limited A (2014-2016), XL1200CB 1200 Custom Limited B (2014-2017), XL1200CP 1200 Custom (factory custom) (2014-2016), XL1200CX Roadster (2016-2017), XL1200T SuperLow (2014-2017), XL1200V Seventy-Two (2014-2016), and XL1200X Forty-Eight (2014-2017).

Classical and Quantum Dynamics in Condensed Phase Simulations Bruce J Berne 1998-06-17 The school held at Villa Marigola, Lerici, Italy, in July 1997 was very much an educational experiment aimed not just at teaching a new generation of students the latest developments in computer simulation methods and theory, but also at bringing together researchers from the condensed matter computer simulation community, the biophysical chemistry community and the quantum dynamics community to confront the shared problem: the development of methods to treat the dynamics of quantum condensed phase systems. This volume collects the lectures delivered there. Due to the focus of the school, the contributions divide along natural lines into two broad groups: (1) the most sophisticated forms of the art of computer simulation, including biased phase space sampling schemes, methods which address the multiplicity of time scales in condensed phase problems, and static equilibrium methods for treating quantum systems; (2) the contributions on quantum dynamics, including methods for mixing quantum and classical dynamics in condensed phase simulations and methods capable of treating all degrees of freedom quantum-mechanically. Contents:Barrier Crossing: Classical Theory of Rare but Important Events (D Chandler)Monte Carlo Simulations (D Frenkel)Molecular Dynamics Methods for the Enhanced Sampling of Phase Space (B J Berne)Constrained and Nonequilibrium Molecular Dynamics (G Ciccotti & M Ferrario)From Eyring to Kramers: Computation of Diffusive Barrier Crossing Rates (M J Ruiz-Montero)Monte Carlo Methods for Sampling of Rare Event States (W Janke)Proton Transfer in Ice (D Marx)Nudged Elastic Band Method for Finding Minimum Energy Paths of Transitions (H Jónsson et al.)RAW Quantum Transition State Theory (G Mills et al.)Dynamics of Peptide Folding (R Elber et al.)Theoretical Studies of Activated Processes in Biological Ion Channels (B Roux & S Crouzy)The Semiclassical Initial Value Representation for Including Quantum Effects in Molecular Dynamics Simulations (W H Miller)Tunneling in the Condensed Phase: Barrier Crossing and Dynamical Control (N Makri)Feynman Path Centroid Methods for Condensed Phase Quantum Dynamics (G A Voth)Quantum Molecular Dynamics Using Wigner Representation (V S Filinov et al.)Nonadiabatic Molecular Dynamics Methods for Diffusion (D Laria et al.)and other papers Readership: Computational and statistical physicists. Keywords:Quantum;Molecular Dynamics;DynamicsReviews: "... this volume is a useful introduction to currently popular, and widely-used techniques in chemical and statistical physics. The authors are well-respected researchers in the field and the level is appropriate to graduate students and researchers." Journal of Statistical Physics

Advances in Production Management Systems E. Eloranta 2012-12-02 This book is divided into four sections: invited papers, principles, systems and techniques. The invited papers form an extensive overview of the state-of-the-art of production management. The themes range from the everlasting hunt for better productivity to the implications of CIM architectures (particularly CIM-OSA) for production management. The other three sections of the book look at the various problems affecting production management. One of the characteristics of modern production management is the need for better principles, systems and techniques for interorganizational production management. Another topic of crucial relevance is the necessity to master not only repetitive manufacturing but also one-of-a-kind product manufacturing. From the managerial point of view, the forecast-based make-to-stock principles have proven insufficient, with market forces demanding fast and reliable deliveries of customer-oriented products. The goals of production management have been re-evaluated as a result.

Customer Centricity Peter Fader 2012 A powerful call to action, Customer Centricity upends some of our most fundamental beliefs about customer service, customer relationship management, and customer lifetime value NOT ALL CUSTOMERS ARE

CREATED EQUAL Despite what the tired old adage says, the customer is not always right. Not all customers deserve your best efforts: In the world of customer centrality, there are good customers...and then there is pretty much everybody else. In Customer Centrality, Wharton professor Peter Fader, coauthor of the follow-up book The Customer Centrality Playbook, helps businesses radically rethink how they relate to customers. He provides insights to help you understand: Why customer centrality is the new model for success and product centrality must be ushered out How the ideas of brand equity and customer equity help us understand what kinds of companies naturally lend themselves to the customer-centric model and which ones don't Why the traditional models for determining the value of individual customers are flawed How executives can use customer lifetime value (CLV) and other customer-centric data to make smarter decisions about their companies How the well-intended idea of customer relationship management (CRM) lost its way-and how your company can properly put CRM to use Customer Centrality will help you realign your performance metrics, product development, customer relationship management and organization in order to make sure you focus directly on the needs of your most valuable customers and increase profits for the long term. ALSO AVAILABLE: Once Fader convinces you of the value of customer centrality in this book, The Customer Centrality Playbook, with Sarah Toms, will show you where to get started. "Reveals how to increase profits from your best customers, find more like them, and avoid over-investing in the rest....Decidedly accessible and absolutely necessary." -Jim Sterne, Founding President and Chairman, Digital Analytics Association "Perfect read...It's short (60-90 minutes), clear, and the best summary I've read of why companies should rethink their approach to customers." -Andrew McFarland, SVP, Chief Customer Officer, Black Box "Knowing what your customers are worth is the secret to focusing your time and money where it makes the most difference. You can't be all things to all people, so you need to learn to find out who really matters to your success. Fader makes it clear with great ideas and a readable style." -Andy Sernovitz, author, Word of Mouth Marketing THE WHARTON EXECUTIVE ESSENTIALS SERIES The Wharton Executive Essentials series from Wharton Digital Press brings the ideas of the Wharton School's thought leaders to you wherever you are. Inspired by Wharton's Executive Education program, each book is authored by globally renowned faculty and filled with real-life business examples and actionable advice. Wharton Executive Essentials guides offer a quick-reading, penetrating, and comprehensive summary of the knowledge leaders need to excel in today's competitive business environment and capture tomorrow's opportunities. **Dark Towers** David Enrich 2020-02-18 #1 WALL STREET JOURNAL BESTSELLER * NEW YORK TIMES BESTSELLER New York Times finance editor David Enrich's explosive exposé of the most scandalous bank in the world, revealing its shadowy ties to Donald Trump, Putin's Russia, and Nazi Germany "A jaw-dropping financial thriller" -Philadelphia Inquirer On a rainy Sunday in 2014, a senior executive at Deutsche Bank was found hanging in his London apartment. Bill Broeksmit had helped build the 150-year-old financial institution into a global colossus, and his sudden death was a mystery, made more so by the bank's efforts to deter investigation. Broeksmit, it turned out, was a man who knew too much. In Dark Towers, award-winning journalist David Enrich reveals the truth about Deutsche Bank and its epic path of devastation. Tracing the bank's history back to its propping up of a default-prone American developer in the 1880s, helping the Nazis build Auschwitz, and wooing Eastern Bloc authoritarians, he shows how in the 1990s, via a succession of hard-charging executives, Deutsche made a fateful decision to pursue Wall Street riches, often at the expense of ethics and the law. Soon, the bank was manipulating markets, violating international sanctions to aid terrorist regimes, scamming investors, defrauding regulators, and laundering money for Russian oligarchs. Ever desperate for an American foothold, Deutsche also started doing business with a self-promoting real estate magnate nearly every other bank in the world deemed too dangerous to touch: Donald Trump. Over the next twenty years, Deutsche executives loaned billions to Trump, the Kushner family, and an array of scandal-tarred clients, including convicted sex offender Jeffrey Epstein. Dark Towers is the never-before-told saga of how Deutsche Bank became the global face of financial recklessness and

criminality—the corporate equivalent of a weapon of mass destruction. It is also the story of a man who was consumed by fear of what he'd seen at the bank—and his son's obsessive search for the secrets he kept.

Two-Stroke Engine Repair and Maintenance Paul Dempsey 2009-12-01 Get Peak Performance from Two-Stroke Engines Do you spend more time trying to start your weed trimmer than you do enjoying your backyard? With this how-to guide, you can win the battle with the temperamental two-stroke engine. Written by long-time mechanic and bestselling author Paul Dempsey, Two-Stroke Engine Repair & Maintenance shows you how to fix the engines that power garden equipment, construction tools, portable pumps, mopeds, generators, trolling motors, and more. Detailed drawings, schematics, and photographs along with step-by-step instructions make it easy to get the job done quickly. Save time and money when you learn how to: Troubleshoot the engine to determine the source of the problem Repair magnetos and solid-state systems-- both analog and digital ignition modules Adjust and repair float-type, diaphragm, and variable venturi carburetors Fabricate a crankcase pressure tester Fix rewind starters of all types Overhaul engines--replace crankshaft seals, main bearings, pistons, and rings Work with centrifugal clutches, V-belts, chains, and torque converters **Chain Saw Service Manual** Penton Staff 2000-05-24 Covers models manufactured through 1998.

Power Foods The Editors of Whole Living Magazine 2011-05-04 Many of our favorite ingredients—such as berries, tomatoes, and nuts—are among the healthiest foods on earth, and by simply incorporating more of them into our everyday meals, we can all lead healthier lives. Here are 150 fantastic ways to help you do just that. Organized into chapters on breakfast, snacks, sandwiches, soups, salads, main dishes, side dishes, and desserts, the recipes are accompanied by simple instructions and beautiful photographs to keep you inspired to eat well at any time of the day. Stay motivated with tempting recipes such as: Breakfast: Pecan Pancakes with Mixed Berry Compote; Mushroom and Scallion Frittata Starters and Snacks: Sweet Potato Hummus; Beet Chips Sandwiches and Wraps: Salmon Salad and Curried Egg on Multigrain Bread; Kiwifruit Summer Roll Soups and Stews: Golden Pepper Soup; Chili with Chicken and Beans Salads: Quinoa and Corn Salad with Pumpkin Seeds; Endive, Avocado, and Grapefruit Salad. Main Dishes: Citrus-Roasted Salmon with Spring Pea Sauce; Soba Noodle, Tofu, and Vegetable Stir-fry; Turkey Cutlets with Tomatoes and Capers Side Dishes: Cauliflower and Barley Salad with Toasted Almonds; Edamame Succotash Desserts: Lemon Cream with Blackberries; Double Dark Chocolate and Ginger Biscotti. Beyond these wonderful recipes, the editors of Whole Living magazine include research-backed information about the health benefits and disease-fighting properties of 38 power foods, along with nutritional data and helpful tips on storing, preparing, and cooking them. In this one-stop resource, you'll learn all about stocking a healthy pantry, eating seasonally, understanding food labels, and when it's best to splurge for organic ingredients. These 38 Power Foods are: Asparagus, Artichokes, Avocados, Beets, Bell Peppers, Broccoli, Brussels Sprouts, Carrots, Kale, Mushrooms, Spinach, Sweet Potatoes, Swiss Char, Tomatoes, Winter Squash, Apricots, Berries, Citrus, Kiwifruits, Papayas, Pears, Brown Rice, Oats, Quinoa, Dried Beans, Green Peas, Soybeans/Edamame, Almonds, Pecans, Pistachios, Walnuts, Flaxseed, Pumpkin Seeds, Eggs, Yogurt, Sablefish, Rainbow Trout, Wild Alaskan Salmon With 150 quick, flavor-packed recipes using the 38 healthiest foods nature has to offer, Power Foods makes eating well simple—and more delicious than ever before.

Max Bill's View of Things Claude Lichtenstein 2014-09 The international touring exhibition "Die gute Form" was conceived by Max Bill on behalf of the Swiss Werkbund and was shown for the first time in 1949 at the Basel Mustermesse trade fair. The exhibition consisted of 80 display panels, designed by Bill, presenting a selection of consumer goods from all over the world, chosen by Bill as examples of good design. The show caused some upset in Switzerland and fuelled heated debates abroad. But it also exerted a wide-reaching influence - for example, upon the way in which consumer goods were perceived. This publication documents Bill's initiative in reproductions of the original display panels and layout plans for the venues visited by the exhibition, and places Die gute Form in a theoretical context that considers its reception and impact within the history of design.