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Discovering Statistics Using R

SAGE Lecturers - request an e-inspection copy of this text or contact your local SAGE representative to discuss your course needs. Watch Andy Field's introductory video to Discovering Statistics Using R Keeping the uniquely humorous and self-deprecating style that has made students across the world fall in love with Andy Field's books, Discovering Statistics Using R takes students on a journey of statistical discovery using R, a free, flexible and dynamically changing software tool for data analysis that is becoming increasingly popular across the social and behavioural sciences throughout the world. The journey begins by explaining basic statistical and research concepts before a guided tour of the R software environment. Next you discover the importance of exploring and graphing data, before moving onto statistical tests that are the foundations of the rest of the book (for example correlation and regression). You will then stride confidently into intermediate level analyses such as ANOVA, before ending your journey with advanced techniques such as MANOVA and multilevel models. Although there is enough theory to help you gain the necessary conceptual understanding of what you're doing, the emphasis is on applying what you learn to playful and real-world examples that should make the experience more fun than you might expect. Like its sister textbooks, Discovering Statistics Using R is written in an irreverent style and follows the same ground-breaking structure and pedagogical approach. The core material is augmented by a cast of characters to help the reader on their way, together with hundreds of examples, self-assessment tests to consolidate knowledge, and additional website material for those wanting to learn more. Given this book's accessibility, fun spirit, and use of bizarre real-world research it should be essential for anyone wanting to learn about statistics using the freely-available R software.

From Poverty to Power

How Active Citizens and Effective States Can Change the World

Oxfam Offers a look at the causes and effects of poverty and inequality, as well as the possible solutions. This title features research, human stories, statistics, and compelling arguments. It discusses about the world we live in and how we can make it a better place.

Samsung Galaxy 386 Success Secrets - 386 Most Asked Questions on Samsung Galaxy - What You Need to Know

Emerreo Publishing There has never been a Samsung Galaxy Guide like this. It contains 386 answers, much more than you can imagine; comprehensive answers and extensive details and references, with insights that have never before been offered in print. Get the information you need--fast! This all-embracing guide offers a thorough view of key knowledge and detailed insight. This Guide introduces what you want to know about Samsung Galaxy. A quick look inside of some of the subjects covered: Samsung Galaxy S II Plus - China Mobile - Model GT-I9108, Samsung Galaxy Gear - Hardware, Dell Streak - Reception, Samsung Galaxy Pocket - Selling, Samsung Galaxy S Plus, Samsung Galaxy Duos, Samsung Galaxy - Smart watches, Apple Inc. v. Samsung Electronics Co., Ltd. - Origin, Samsung Galaxy R - After-market development - Android Jelly Bean 4.1, 4.2 and 4.3, Samsung Galaxy Tab series, Samsung Rugby, Samsung Galaxy Y, 2160p - History, Samsung Galaxy (electronic sports), Samsung Galaxy S Relay 4G - Processor and memory, Samsung Galaxy Tab 3, Samsung Electronics - Litigations, Samsung Galaxy S Duos, Samsung Galaxy Tab 7.0, Samsung Galaxy S Duos 2, Near field communication - Uses, Samsung Galaxy Tab 7.7 - Banned in Europe, TouchWiz - Smartphones, Samsung Galaxy (original) - Availability, Google Wallet - Availability, Samsung Galaxy Nexus - Reception, AMOLED - Super AMOLED, Samsung Galaxy 3, Samsung Galaxy Note 10.1 2014 Edition, Google Bouncer - Device compatibility, Samsung Galaxy Note (original) - Size and construction, Samsung Electronics - Sports clubs, Samsung Galaxy - Samsung Galaxy Tab, Android Open Source Project - Reception, Samsung Galaxy Pocket Duos, iPhone 4S - Critical reception, Samsung Galaxy Tab 7.0 - Pakistan, Samsung Galaxy - Samsung Galaxy Music, Samsung Galaxy S 4G LTE - Screen, and much more...

Risk

A User's Guide

Penguin From the bestselling author of Team of Teams and My Share of the Task, an entirely new way to understand risk and master the unknown. Retired four-star general Stan McChrystal has lived a life associated with the deadly risks of combat. From his first day at West Point, to his years in Afghanistan, to his efforts helping business leaders navigate a global pandemic, McChrystal has seen how individuals and organizations fail to mitigate risk. Why? Because they focus on the probability of something happening instead of the interface by which it can be managed. In this new book, General McChrystal offers a battle-tested system for detecting and responding to risk. Instead of defining risk as a force to predict, McChrystal and coauthor Anna Butrico show that there are in fact ten dimensions of control we can adjust at any given time. By closely monitoring these controls, we can maintain a healthy Risk Immune System that allows us to effectively anticipate, identify, analyze, and act upon the ever-present possibility that things will not go as planned. Drawing on examples ranging from military history to the business world, and offering practical exercises to improve preparedness, McChrystal illustrates how these ten factors are always in effect, and how by considering them, individuals and organizations can exert mastery over every conceivable sort of risk that they might face. We may not be able to see the future, but with McChrystal's hard-won guidance, we can improve our resistance and build a strong defense against what we know—and what we don't.

Excel 2013: The Missing Manual

"O'Reilly Media, Inc." The world's most popular spreadsheet program is now more powerful than ever, but it's also more complex. That's where this Missing Manual comes in. With crystal-clear explanations and hands-on examples, Excel 2013: The Missing Manual shows you how to master Excel so you can easily track, analyze, and chart your data. You'll be using new features like PowerPivot and Flash Fill in no time. The important stuff you need to know: Go from novice to ace. Learn how to analyze your data, from writing your first formula to charting your results. Illustrate trends. Discover the clearest way to present your data using Excel's new Quick Analysis feature. Broaden your analysis. Use pivot tables, slicers, and timelines to examine your data from different perspectives. Import data. Pull data from a variety of sources, including website data feeds and corporate databases. Work from the Web. Launch and manage your workbooks on the road, using the new Excel Web App. Share your worksheets. Store Excel files on SkyDrive and collaborate with colleagues on Facebook, Twitter, and LinkedIn. Master the new data model. Use PowerPivot to work with millions of rows of data. Make calculations. Review financial data, use math and scientific formulas, and perform statistical analyses.

Big Data in Practice

How 45 Successful Companies Used Big Data Analytics to Deliver Extraordinary Results

[John Wiley & Sons](#) The best-selling author of **Big Data** is back, this time with a unique and in-depth insight into how specific companies use big data. Big data is on the tip of everyone's tongue. Everyone understands its power and importance, but many fail to grasp the actionable steps and resources required to utilise it effectively. This book fills the knowledge gap by showing how major companies are using big data every day, from an up-close, on-the-ground perspective. From technology, media and retail, to sport teams, government agencies and financial institutions, learn the actual strategies and processes being used to learn about customers, improve manufacturing, spur innovation, improve safety and so much more. Organised for easy dip-in navigation, each chapter follows the same structure to give you the information you need quickly. For each company profiled, learn what data was used, what problem it solved and the processes put it place to make it practical, as well as the technical details, challenges and lessons learned from each unique scenario. Learn how predictive analytics helps Amazon, Target, John Deere and Apple understand their customers Discover how big data is behind the success of Walmart, LinkedIn, Microsoft and more Learn how big data is changing medicine, law enforcement, hospitality, fashion, science and banking Develop your own big data strategy by accessing additional reading materials at the end of each chapter

The Essential Guide to Doing Your Research Project

[SAGE](#) The **Essential Guide to Doing Your Research Project 2e** is the ultimate companion to successfully completing your research project. Warm and pragmatic, it gives you the skills and the confidence needed to succeed no matter what happens along the way. The book guides you through every step of your research project, from getting started to analysing data and writing up. Each stage is clearly set out, highlighting best practice and providing practical tips and down-to-earth advice for actually doing research. Key features include: Fully developed companion website including podcasts, worksheets, examples of real projects and links to journal articles Chapter summaries Boxed definitions of key terms Full glossary Suggestions for further reading Bursting with real world examples and multidisciplinary case studies, this book addresses the key questions posed by anyone hoping to complete a research project. It is the must-have textbook every student needs. Available with Perusall—an eBook that makes it easier to prepare for class Perusall is an award-winning eBook platform featuring social annotation tools that allow students and instructors to collaboratively mark up and discuss their SAGE textbook. Backed by research and supported by technological innovations developed at Harvard University, this process of learning through collaborative annotation keeps your students engaged and makes teaching easier and more effective. Learn more.

Strategic Sport Marketing

[Routledge](#) Sport now has to compete for the consumer dollar with a vast array of leisure activities online as well as offline. Successful sport marketing is the result of carefully structured planning, creativity and perseverance. Integrating the unique characteristics of sport with traditional marketing theory, **Strategic Sport Marketing** presents a framework of strategic decision-making. The authors outline the diverse markets for sport: participants, sponsors, spectators and fans. International case studies and 'sportviews' selected from a wide range of sports and media illustrate the unique features of sport marketing. **Strategic Sport Marketing** is a practical tool and theoretical guide to sport marketing internationally. The fourth edition of this widely used text is fully revised and updated. It includes new material on sports promotion, customer service and social media, as well as new case studies. 'A sport marketing text at the undergraduate level needs to engage both student and teacher. . . I believe **Strategic Sport Marketing** does this rather well.' - *Sport Management Review* ' . . . a comprehensive illustration of the integration of sport marketing theory with sport marketing practice.' - *Journal of Sport Management*

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Black Like Me

The Definitive Griffin Estate Edition

[Wings Press](#) This American classic has been corrected from the original manuscripts and indexed, featuring historic photographs and an extensive biographical afterword.

Diversity and Leadership

[SAGE Publications](#) Although leadership theories have evolved to reflect changing social contexts, many remain silent on issues of equity, diversity, and social justice. **Diversity and Leadership**, by Jean Lau Chin and Joseph E. Trimble, offers a new paradigm for examining leadership by bringing together two domains—research on leadership and research on diversity—to challenge existing notions of leadership and move toward a diverse and global view of society and its institutions. This compelling book delivers an approach to leadership that is inclusive, promotes access for diverse leaders, and addresses barriers that narrowly confine our perceptions and expectations of leaders. Redefining leadership as global and diverse, the authors impart new understanding of who our leaders are, the process of communication, exchange between leaders and their members, criteria for selecting, training, and evaluating leaders in the 21st century, and the organizational and societal contexts in which leadership is exercised.

The Book of Five Rings (Annotated)

The **Book of Five Rings** is a text on kenjutsu and the martial arts in general, written by the Japanese swordsman Miyamoto Musashi around 1643. Written over three centuries ago by a Samurai warrior, the book has been hailed as a limitless source of psychological insight for businessmen-or anyone who relies on strategy and tactics for outwitting the competition.

The Official Guide of the Railways and Steam Navigation Lines of the United States, Puerto Rico, Canada, Mexico and Cuba Logistics and Supply Chain Management ePub eBook

[Pearson UK](#) **Effective development and management of a supply chain network is an invaluable source of sustainable advantage in today's turbulent global marketplace, where demand is difficult to predict and supply chains need to be more flexible as a result. This updated 4th edition of the bestselling Logistics and Supply Chain Management is a clear-headed guide to all the key topics in an integrated approach to supply chains, including:** • The link between logistics and customer value. • Logistics and the bottom line measuring costs and performance. • Creating a responsive supply chain. • Managing the global pipeline. • Managing supply chain relationships. • Managing risk in the supply chain. • Matching supply and demand. • Creating a sustainable supply chain. • Product design in the supply chain.

The Media Student's Book

[Routledge](#) **The Media Student's Book is a comprehensive introduction for students of media studies. It covers all the key topics and provides a detailed, lively and accessible guide to concepts and debates. Now in its fifth edition, this bestselling textbook has been thoroughly revised, re-ordered and updated, with many very recent examples and expanded coverage of the most important issues currently facing media studies. It is structured in three main parts, addressing key concepts, debates, and research skills, methods and resources. Individual chapters include: approaching media texts narrative genres and other classifications representations globalisation ideologies and discourses the business of media new media in a new world? the future of television regulation now debating advertising, branding and celebrity news and its futures documentary and 'reality' debates from 'audience' to 'users' research: skills and methods. Each chapter includes a range of examples to work with, sometimes as short case studies. They are also supported by separate, longer case studies which include: Slumdog Millionaire online access for film and music CSI and detective fictions Let the Right One In and The Orphanage PBS, BBC and HBO images of migration The Age of Stupid and climate change politics. The authors are experienced in writing, researching and teaching across different levels of undergraduate study, with an awareness of the needs of students. The book is specially designed to be easy and stimulating to use, with: a Companion Website with popular chapters from previous editions, extra case studies and further resources for teaching and learning, at: www.mediastudentsbook.com margin terms, definitions, photos, references (and even jokes), allied to a comprehensive glossary follow-up activities in 'Explore' boxes suggestions for further reading and online research references and examples from a rich range of media and media forms, including advertising, cinema, games, the internet, magazines, newspapers, photography, radio, and television.**

The Boston Rob Rulebook

Strategies for Life

Robert C. Mariano, known to most as Boston Rob, has compiled a list of personal life lessons. Mariano shares some of the wisdom he has gained over the years, both while growing up in Boston and through his experiences and adventures as a reality TV personality.

A Fine Balance

[McClelland & Stewart](#) **A Fine Balance, Rohinton Mistry's stunning internationally acclaimed bestseller, is set in mid-1970s India. It tells the story of four unlikely people whose lives come together during a time of political turmoil soon after the government declares a "State of Internal Emergency." Through days of bleakness and hope, their circumstances - and their fates - become inextricably linked in ways no one could have foreseen. Mistry's prose is alive with enduring images and a cast of unforgettable characters. Written with compassion, humour, and insight, A Fine Balance is a vivid, richly textured, and powerful novel written by one of the most gifted writers of our time.**

The Gospel According to Mark

[Canongate Books](#) **The earliest of the four Gospels, the book portrays Jesus as an enigmatic figure, struggling with enemies, his inner and external demons, and with his devoted but disconcerted disciples. Unlike other gospels, his parables are obscure, to be explained secretly to his followers. With an introduction by Nick Cave**

And the Hippos Were Boiled in Their Tanks

[Grove/Atlantic, Inc.](#) **In the summer of 1944, a shocking murder rocked the fledgling Beats. William S. Burroughs and Jack Kerouac, both still unknown, were inspired by the crime to collaborate on a novel, a hard-boiled tale of bohemian New York during World War II, full of drugs and art, obsession and brutality, with scenes and characters drawn from their own lives. Finally published after more than sixty years, this is a captivating read, and incomparable literary artifact, and a window into the lives and art of two of the twentieth century's most influential writers.**

Sensor Technologies

Healthcare, Wellness and Environmental Applications

[Apress](#) **Sensor Technologies: Healthcare, Wellness and Environmental Applications explores the key aspects of sensor technologies, covering wired, wireless, and discrete sensors for the specific application domains of healthcare, wellness and environmental sensing. It discusses the social, regulatory, and design considerations specific to these domains. The book provides an application-based approach using real-world examples to illustrate the application of sensor technologies in a practical and experiential manner. The book guides the reader from the formulation of the research question, through the design and validation process, to the deployment and management phase of sensor applications. The processes and examples used in the book are primarily based on research carried out by Intel or joint academic research programs. "Sensor Technologies: Healthcare, Wellness and Environmental Applications provides an extensive overview of sensing technologies and their applications in healthcare, wellness, and environmental monitoring. From sensor hardware to system applications and case studies, this book gives readers an in-depth understanding of the technologies and how they can be applied. I would highly recommend it to students or researchers who are interested in wireless sensing technologies and the associated applications." Dr. Benny Lo Lecturer, The Hamlyn Centre, Imperial College of London "This timely addition to the literature on sensors covers the broad complexity of sensing, sensor types, and the vast range of existing and emerging applications in a very clearly written and accessible manner. It is particularly good at capturing the exciting possibilities that will occur as sensor networks merge with cloud-based 'big data' analytics to provide a host of new applications that will impact directly on the individual in ways we cannot fully predict at present. It really brings this home through the use of carefully chosen case studies that bring the overwhelming concept of 'big data' down to the personal level of individual life and health." Dermot Diamond Director, National Centre for Sensor Research, Principal Investigator, CLARITY Centre for Sensor Web Technologies, Dublin City University "Sensor Technologies: Healthcare, Wellness and Environmental Applications takes the reader on an end-to-end journey of sensor technologies, covering the**

fundamentals from an engineering perspective, introducing how the data gleaned can be both processed and visualized, in addition to offering exemplar case studies in a number of application domains. It is a must-read for those studying any undergraduate course that involves sensor technologies. It also provides a thorough foundation for those involved in the research and development of applied sensor systems. I highly recommend it to any engineer who wishes to broaden their knowledge in this area!" Chris Nugent Professor of Biomedical Engineering, University of Ulster

Mindstorms

Children, Computers, And Powerful Ideas

Basic Books In this revolutionary book, a renowned computer scientist explains the importance of teaching children the basics of computing and how it can prepare them to succeed in the ever-evolving tech world. Computers have completely changed the way we teach children. We have Mindstorms to thank for that. In this book, pioneering computer scientist Seymour Papert uses the invention of LOGO, the first child-friendly programming language, to make the case for the value of teaching children with computers. Papert argues that children are more than capable of mastering computers, and that teaching computational processes like de-bugging in the classroom can change the way we learn everything else. He also shows that schools saturated with technology can actually improve socialization and interaction among students and between students and teachers. Technology changes every day, but the basic ways that computers can help us learn remain. For thousands of teachers and parents who have sought creative ways to help children learn with computers, Mindstorms is their bible.

Little, Big

Harper Collins John Crowley's masterful Little, Big is the epic story of Smoky Barnable, an anonymous young man who travels by foot from the City to a place called Edgewood—not found on any map—to marry Daily Alice Drinkwater, as was prophesied. It is the story of four generations of a singular family, living in a house that is many houses on the magical border of an otherworld. It is a story of fantastic love and heartrending loss; of impossible things and unshakable destinies; and of the great Tale that envelops us all. It is a wonder.

Cinder

Book One of the Lunar Chronicles

Macmillan As plague ravages the overcrowded Earth, observed by a ruthless lunar people, Cinder, a gifted mechanic and cyborg, becomes involved with handsome Prince Kai and must uncover secrets about her past in order to protect the world in this futuristic take on the Cinderella story.

Bank Probationary Officers' Exam

Sura Books

Introduction to Nanotechnology

John Wiley & Sons This self-confessed introduction provides technical administrators and managers with a broad, practical overview of the subject and gives researchers working in different areas an appreciation of developments in nanotechnology outside their own fields of expertise.

Brittle Power

Energy Strategy for National Security

Points out how vulnerable America's energy system is to sabotage, technical failures, and natural disasters, and discusses the advantages of decentralization

Rules

OCR GCSE (9-1) Business, Third Edition

Hodder Education Exam Board: OCR Level: GCSE Subject: Business First Teaching: September 2017 First Exam: June 2019 An OCR endorsed textbook Build strong knowledge and skills with this market-leading Student Book from OCR's Publishing Partner for GCSE Business; fully updated by subject experts for the 2017 specification, it provides comprehensive content coverage, engaging case studies and assessment activities. - Develops understanding of business concepts and theories through clear explanations, illustrated by diagrams and cartoons that help all learners access the content - Cements and extends subject knowledge with case studies that encourage students to think commercially about contemporary issues and contexts - Enables students to apply their learning and strengthen their investigative, analytical and evaluation skills as they progress through a range of activities - Prepares students for assessment with a variety of practice questions and handy tips for successfully answering different question types - Supports revision by summarising the learning outcomes, key terms and facts for each unit

The Year of Magical Thinking

Vintage NEW YORK TIMES BESTSELLER • NATIONAL BOOK AWARD WINNER • From one of America's iconic writers, a stunning book of electric honesty and passion that explores an intensely personal yet universal experience: a portrait of a marriage—and a life, in good times and bad—that will speak to anyone who has ever loved a husband or wife or child. Several days before Christmas 2003, John Gregory Dunne and Joan Didion saw their only daughter, Quintana, fall ill with what seemed at first flu, then pneumonia, then complete septic shock. She was put into an induced coma and placed on life support. Days later—the night before New Year's Eve—the Dunes were just sitting down to dinner after visiting the hospital when John Gregory Dunne suffered a massive and fatal coronary. In a

second, this close, symbiotic partnership of forty years was over. Four weeks later, their daughter pulled through. Two months after that, arriving at LAX, she collapsed and underwent six hours of brain surgery at UCLA Medical Center to relieve a massive hematoma. This powerful book is Didion's attempt to make sense of the "weeks and then months that cut loose any fixed idea I ever had about death, about illness ... about marriage and children and memory ... about the shallowness of sanity, about life itself.

Ecclesiastes or, The Preacher

[Canongate Books](#) Ancient tradition suggests that this world-weary lament is the work of Solomon in old age. Casting its eye over the transient nature of life, the book questions the striving for wisdom and the truth, choosing instead to espouse the value of living for the moment. The text is introduced by Doris Lessing.

The Historian

[Little, Brown](#) The record-breaking phenomenon from Elizabeth Kostova is a celebrated masterpiece that "refashioned the vampire myth into a compelling contemporary novel, a late-night page-turner" (San Francisco Chronicle). Breathtakingly suspenseful and beautifully written, *The Historian* is the story of a young woman plunged into a labyrinth where the secrets of her family's past connect to an inconceivable evil: the dark fifteenth-century reign of Vlad the Impaler and a time-defying pact that may have kept his awful work alive through the ages. The search for the truth becomes an adventure of monumental proportions, taking us from monasteries and dusty libraries to the capitals of Eastern Europe—in a feat of storytelling so rich, so hypnotic, so exciting that it has enthralled readers around the world. "Part thriller, part history, part romance...Kostova has a keen sense of storytelling and she has a marvelous tale to tell." —Baltimore Sun

Killers of the Flower Moon

The Osage Murders and the Birth of the FBI

[Vintage](#) NATIONAL BOOK AWARD FINALIST • NATIONAL BESTSELLER • A twisting, haunting true-life murder mystery about one of the most monstrous crimes in American history, from the author of *The Lost City of Z*. In the 1920s, the richest people per capita in the world were members of the Osage Nation in Oklahoma. After oil was discovered beneath their land, the Osage rode in chauffeured automobiles, built mansions, and sent their children to study in Europe. Then, one by one, the Osage began to be killed off. The family of an Osage woman, Mollie Burkhart, became a prime target. One of her relatives was shot. Another was poisoned. And it was just the beginning, as more and more Osage were dying under mysterious circumstances, and many of those who dared to investigate the killings were themselves murdered. As the death toll rose, the newly created FBI took up the case, and the young director, J. Edgar Hoover, turned to a former Texas Ranger named Tom White to try to unravel the mystery. White put together an undercover team, including a Native American agent who infiltrated the region, and together with the Osage began to expose one of the most chilling conspiracies in American history.

No Logo

Taking Aim at the Brand Bullies

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

The Product Book: How to Become a Great Product Manager

"Nobody asked you to show up." Every experienced product manager has heard some version of those words at some point in their career. Think about a company. Engineers build the product. Designers make sure it has a great user experience and looks good. Marketing makes sure customers know about the product. Sales get potential customers to open their wallets to buy the product. What more does a company need? What does a product manager do? Based upon Product School's curriculum, which has helped thousands of students become great product managers, *The Product Book* answers that question. Filled with practical advice, best practices, and expert tips, this book is here to help you succeed!

Study and Master Accounting Grade 11 Teacher's Guide

Study & Master Accounting was developed with the help of practising teachers, and covers all the requirements of the National Curriculum Statement for accounting.

Intellectual Property Law

[Oxford University Press](#) This book combines extracts from major cases and secondary materials with critical commentary to provide a complete resource for undergraduate and postgraduate students of intellectual property law. All areas of intellectual property law in the UK are covered: copyright, trademarks and passing off, confidential information, industrial designs, patent, procedure and enforcement. This book also tackles topical areas, such as the application of intellectual property law to new technologies and character merchandising. While the focus of the book is on intellectual property law in a domestic context, it provides international, EU and comparative law perspectives on major issues. It also addresses the wider policy implications of legislative and judicial developments in the area.

Origin

A Novel

[Anchor](#) The #1 New York Times Bestseller (October 2017) from the author of *The Da Vinci Code*. Robert Langdon, Harvard professor of symbology, arrives at the ultramodern Guggenheim Museum Bilbao to attend the unveiling of a discovery that "will change the face of science forever." The evening's host is Edmond Kirsch, a forty-year-old billionaire and futurist, and one of Langdon's first students. But the meticulously orchestrated evening suddenly erupts into chaos, and Kirsch's precious discovery teeters on the brink of being lost forever. Facing an imminent threat, Langdon is forced to flee. With him is Ambra Vidal, the elegant museum director who worked with Kirsch. They travel to Barcelona on a perilous quest to locate a cryptic password that will unlock Kirsch's secret. Navigating the dark corridors of hidden history and extreme religion, Langdon and Vidal must evade an enemy whose all-knowing power seems to emanate from Spain's Royal Palace. They uncover clues that ultimately bring them face-to-face with Kirsch's shocking discovery...and the breathtaking truth that has long eluded us.

Nation Branding

Concepts, Issues, Practice

Routledge Nation Branding: Concepts, Issues, Practice was the ground-breaking first textbook to provide an overview of this recently established but fast-growing practice, in which the principles of brand management are applied to countries rather than companies. Many governments have invested in nation branding in order to strengthen their country's influence, improve its reputation, or boost tourism, trade and investment. This new edition has been comprehensively revised and its influential original framework modified to reflect the very latest changes to this still-developing field. It remains an accessible blend of theory and practice rich with international examples and contributions. Updates to this edition: New international cases of countries as diverse as China, United Arab Emirates, Ghana, Cuba, India, Great Britain and many more; New contributions from distinguished scholars, diplomats and businesspeople providing a range of case studies, practitioner insights and academic perspectives; New Companion Website to support the book featuring instructor aids such as PowerPoint presentations for each chapter and an instructor manual; This much-anticipated update to an influential book is an essential introduction to nation branding for students and policy makers.

NOAA Diving Manual

Diving for Science and Technology

The Sense of Style

The Thinking Person's Guide to Writing in the 21st Century

"Pinker has a lot of ideas and sometimes controversial opinions about writing and in this entertaining and instructive book he rethinks the usage guide for the 21st century. Don't blame the internet, he says, good writing has always been hard. It requires imagination, taking pleasure in reading, overcoming the difficult we all have in imaging what it's like to not know something we do know."--Publisher information.