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*Quantitative marketing has been gaining importance during the last decade. This is indicated by the growing number of model- and method-oriented studies published in leading journals as well as by the many successful applications of quantitative approaches in pricing, advertising, new product planning, and market segmentation decisions. In addition, market research has clearly benefitted from applying advanced quantitative models and methods in practice. Some 60*

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*researchers - among them worldwide leading scholars - offer a broad overview of quantitative approaches in marketing. They not only highlight diverse mathematical and methodological perspectives, but also demonstrate the relevance and practical consequences of applying quantitative approaches to marketing problems.*

*First performed in a hit off-off-Broadway production, and soon to be a film starring Sigourney Weaver and Anthony LaPaglia, The Guys is a timeless drama about the surprising truths people can discover in ordinary lives, and the connections we make with others and ourselves in times of tragedy.*

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*Paralyzed by grief and unable to put his thoughts into words, Nick, a fire captain, seeks out the help of a writer to compose eulogies for the colleagues and friends he lost in the catastrophic events of September 11, 2001. As Joan, an editor by trade, draws Nick out about "the guys," powerful profiles emerge, revealing vivid personalities and the substance and meaning that lie beneath the surface of seemingly unremarkable people. As the individual talents and enthusiasms of the people within the small firehouse community are realized, we come to understand the uniqueness and value of what each person has to contribute. And*

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*Nick and Joan, two people who under normal circumstances never would have met, jump the well-defined tracks of their own lives, and so learn about themselves, about life, and about the healing power of human connection, through talking about the guys. A Sunday Times Book of the Year From the author of the international bestseller How to Teach Quantum Physics to Your Dog Your humble alarm clock, digital cameras, the smell of coffee, the glow of a grill, fibre broadband, smoke detectors... all hold secrets about quantum physics. Beginning at sunrise, Chad Orzel reveals the extraordinary science that*

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*underpins the simplest activities we all do every day, from making toast to shopping online. It's all around us, the wonderful weirdness of quantum - you just have to know where to look.*

*What-the-Dickens*

*Discovering Your Inner Scientist*

*A Guide to 468 Tales from China, Japan and Korea, Listing Subjects and Sources*

*My Surreal Adventures in Ukraine  
Scaling Together*

*The Exotic Physics of Everyday  
Objects*

***The OECD Science, Technology and Innovation Outlook 2018 is the twelfth edition in a series that biennially reviews key trends in science, technology***

***and innovation (STI) policy in OECD countries and a number of major partner economies. The 14 chapters within this edition look at a range of ... Become a “gold bull”—for more profits and less risk! Gold is among the best investments for meeting both long- and short- term goals—and the market has never been easier or cheaper to enter! All About Investing in Gold walks you through the often overlooked intricacies of investing in gold with a clarity and coherence you won’t find in other books. Using real-world examples and simple, jargon-free language, All***

***About Investing in Gold illustrates how gold investing works, why gold deserves a spot in your portfolio, and how to avoid the costly pitfalls many investors fall into when buying gold. Whether you're new to the gold market or seeking to hone your expertise, All About Investing in Gold helps you: Diversify your portfolio using gold as a key asset Know when a gold investment is legitimate—and when it's a scam Choose the best gold exchange-traded fund (ETF) and stock options for your needs Use technical analysis to time your market entries and exits for maximum***

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***profit***

***Who better to wreak havoc with eight beloved fairytales than Gregory Maguire, the brilliantly funny author of the adult novel Wicked: The Life and Times of the Wicked Witch of the West, as well as of the hilarious middle-grade series, The Hamlet Chronicles. Zany animals of all species run through these fractured tales with alarming speed and dexterity. Who would have thought that Sleeping Beauty, that most regal of all fairytales, could be twisted into the story of a frog with a most unusual and promising dance career? Get ready to meet a***



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***gorilla queen and a psycho  
chimp, seven giant giraffes;  
and one very bad walrus.***

***Marketing Models and  
Methods in Theory and  
Practice***

***Spa Finder Magazine***

***The Untold Story of Champ  
Love & Vodka***

***Business Marketing Face to  
Face***

***Fundamentals of Business-to-  
Business Marketing***

***A terrible storm is raging,  
and ten-year-old Dinah is  
huddled by candlelight  
with her brother, sister,  
and cousin Gage, who is  
telling a very unusual  
tale. It's the story of What-***

***the-Dickens, a newly hatched orphan creature who finds he has an attraction to teeth, a crush on a cat named McCavity, and a penchant for getting into trouble. One day he happens upon a feisty girl skibberee who is working as an Agent of Change -- trading coins for teeth -- and learns that there is a dutiful tribe of skibbereen (call them tooth fairies) to which he hopes to belong. As his tale of discovery unfolds, however, both What-the-***

***Dickens and Dinah come to see that the world is both richer and less sure than they ever imagined. The American companion to A History of the World in 100 Objects, a fresh, visual perspective on the Civil War From a soldier's diary with the pencil still attached to John Brown's pike, the Emancipation Proclamation, and the leaves from Abraham Lincoln's bier, here is a unique and surprisingly intimate look at the Civil War. Lincoln scholar Harold Holzer sheds new***

***light on the war by examining fifty objects from the New-York Historical Society's acclaimed collection. A daguerreotype of an elderly, dignified ex-slave; a soldier's footlocker still packed with its contents; Grant's handwritten terms of surrender at Appomattox—the stories these objects tell are rich, poignant, sometimes painful, and always fascinating. They illuminate the conflict from all perspectives—Union and***

***Confederate, military and civilian, black and white, male and female—and give readers a deeply human sense of the war. Winner of the Lincoln Prize Lincoln at Cooper Union explores Lincoln's most influential and widely reported pre-presidential address -- an extraordinary appeal by the western politician to the eastern elite that propelled him toward the Republican nomination for president. Delivered in New York in February 1860, the Cooper Union***

***speech dispelled doubts about Lincoln's suitability for the presidency and reassured conservatives of his moderation while reaffirming his opposition to slavery to Republican progressives. Award-winning Lincoln scholar Harold Holzer places Lincoln and his speech in the context of the times -- an era of racism, politicized journalism, and public oratory as entertainment -- and shows how the candidate framed the speech as an opportunity to continue***

***his famous "debates" with his archrival Democrat Stephen A. Douglas on the question of slavery. Holzer describes the enormous risk Lincoln took by appearing in New York, where he exposed himself to the country's most critical audience and took on Republican Senator William Henry Seward of New York, the front runner, in his own backyard. Then he recounts a brilliant and innovative public relations campaign, as Lincoln took the speech***

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***"on the road" in his  
successful quest for the  
presidency.***

***Abraham Lincoln,  
Gettysburg, and the Civil  
War***

***Breakfast with Einstein***

***A Social History of***

***America's Loch Ness***

***Monster***

***Preservation***

***A Play***

***OECD Science,***

***Technology and***

***Innovation Outlook 2018***

***Adapting to***

***Technological and***

***Societal Disruption***

***Business Marketing is an***



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academic textbook written from a marketing management perspective. It is about the marketing methods, issues and principles associated with the relationships and interactions between organisations.

"Business-to-Business Marketing 2020-2021 presents statistics on B2B spending, comparisons of the effectiveness of marketing tactics, surveys of marketers and end-users, and analyses of trends in the B2B marketplace. Topics include analytics, B2B

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media advertising, B2B e-commerce, behavioral marketing, business directories and databases, content marketing, creating customer awareness, customer relationship management, direct marketing, distribution channels, email marketing, engagement, event marketing, integrated marketing communications, lead generation, lead management, lead nurturing, marketing automation, mobile marketing, networking, online video, organic and

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paid search, sales staff,  
social media marketing,  
sponsorships, sports  
marketing, software tools,  
trade show marketing,  
website traffic, and more.  
Over 1,200 website links -  
directly embedded into the  
electronic edition - will  
direct you to additional  
market research and other  
resources".--Publisher  
Regional RenaissanceHow  
New York's Capital Region  
Became a Nanotechnology  
PowerhouseSpringer Nature  
Education  
Eureka  
The East Asian Story  
Finder

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## **How Abraham Lincoln Ended Slavery in America The City of Cohoes Productivity and Jobs in a Globalised World**

*A reference guide to 468 stories and folktales from China, Japan, and Korea, this book aims to lead storytellers, folklorists, teachers, and librarians to both popular and lesser-known East Asian stories. Selected for their multicultural appeal to listeners and readers, the stories are divided cross-culturally into broad subject categories, from tales of supernatural love*

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*and devotion to stories dealing with Tengu, Tokkaebi, and other mystical creatures.*

*This book examines ways in which formerly prosperous regions can renew their economy during and after a period of industrial and economic recession. Using New York's Capital Region (i.e., Albany, Troy, Schenectady, etc.) as a case study, the authors show how entrepreneurship, innovation, investment in education, research and political collaboration are critical to achieving regional success. In this*

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*way, the book provides other regions and nations with a real-life model for successful economic development. In the past half century, the United States and other nations have seen an economic decline of formerly prosperous regions as a result of new technology and globalization. One of the hardest-hit United States regions is Upstate New York or “the Capital Region”; it experienced a demoralizing hemorrhage of manufacturing companies, jobs and people to other regions and countries. To*

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*combat this, the region, with the help of state leaders, mounted a decades-long effort to renew and restore the region's economy with a particular focus on nanotechnology. As a result, New York's Capital Region successfully added thousands of well-paying, skill-intensive manufacturing jobs. New York's success story serves as a model for economic development for policy makers that includes major public investments in educational institutions and research*

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*infrastructure; partnerships between academia, industry and government; and creation of frameworks for intra-regional collaboration by business, government, and academic actors. Featuring recommendations for best practices in regional development policy, this book is appropriate for scholars, students, researchers and policy makers in regional development, innovation, R&D policy, economic development and economic growth.*

*Although marketing-related*



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*expenses are a significant portion of most organizations' budgets, it is often frustrating for those with budget oversight to get a clear picture of the returns on their marketing investment. This engaging book offers practical ways for non-marketing managers and executives to measure and improve marketing returns. It gives you the tools you need to be able to correctly assess the potential of your marketing and accurately evaluate the returns. You'll learn: Why market*

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leaders achieve significantly greater returns on their marketing than others within their market. The 3 main reasons most marketing plans fail to live up to their potential, and the steps you must take to avoid these pitfalls. How to evaluate your marketing investment's likely ROI before you invest the money. When and how to assess the financial returns of your marketing efforts. How well your own organization is performing in the management of its marketing investments. The

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*book includes: Case studies from companies of various sizes and in a cross-section of industries, including not-for-profits 4 tests to use prior to the approval of a marketing budget A marketing performance evaluation tool to assess and improve your organization's marketing management*

*Leaping Beauty*

*The Watervliet Arsenal*

*Lincoln Seen and Heard*

*The War for Public Opinion*

*Lincoln at Cooper Union*

*Marketing Management For*

*Non-Marketing Managers*

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*How did President Abraham Lincoln come to believe that slavery was "morally wrong," and that Congress needed to pass a law to abolish it once and for all? What did he do in January 1865--three months before he was assassinated--to ensure passage of t*

*The definitive account of a Lake Champlain legend. "The lake surface was glass. My girlfriend and I were fishing from our anchored rowboat in about fifteen feet of water, facing the New York shore. 'Ron, what's that?' I turned. About thirty feet away I saw three dark humps ... protruding about two feet above the surface. The humps were*

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*perhaps two or three feet apart. They didn't move. We didn't either. We watched in disbelief for about ten seconds. The humps slowly sank into the water. There was no wake, no telltale sign of movement. Unexplained. Eerie. Unsettling.” — from the Foreword by Ronald S. Kermani*

*Scotland may have Nessie, the Loch Ness Monster, but we have Champ, the legendary serpent-like monster of Lake Champlain. The first recorded sighting of Champ, in 1609, has been attributed to the lake's namesake, French explorer and cartographer Samuel de Champlain. This is pure myth, but there have been hundreds of sightings since then. Robert E.*

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*Bartholomew embarks on his own search, both of the lake firsthand and through period sources and archives—many never before published. Although he finds the trail obscured by sloppy journalism, local leaders motivated by tourism income, and bickering monster hunters, he weighs the evidence to craft a rich, colorful history of Champ. From the nineteenth century, when Champ was a household name, to 1977, when he appeared in Sandra Mansi's controversial photograph, Bartholomew covers it all. Real or imaginary, Champ and his story will fascinate believers and skeptics alike. Robert E. Bartholomew is a native*

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*New Yorker who teaches history at Botany College in Auckland, New Zealand. His many books include The Martians Have Landed! A History of Media-Driven Panics and Hoaxes (with Benjamin Radford) and Outbreak! The Encyclopedia of Extraordinary Social Behavior (with Hilary Evans).*

*This publication summarises the main findings of a series of high-level expert workshops, organised with support by the European Commission, to deepen the understanding how OECD countries can move towards a broad-based form of innovation policy for regions and cities. Weaknesses in technology and*

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*knowledge diffusion are weighing on productivity growth and innovation in OECD countries, particularly in firms that are distant from the technological frontier (global or national). This in turn weakens their capacity to meet future challenges and undermines inclusive growth.*

*A Street by Street History of New York's Capital City*

*A Tale of Chocolate, from Farm to Family*

*Mastering Business Markets*

*Lincoln and the Power of the Press*

*The Story of a Rogue Tooth Fairy*

**Examines Abraham Lincoln's relationship with the press,**



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arguing that he used such intimidation and manipulation techniques as closing down dissenting newspapers, pampering favoring newspaper men, and physically moving official telegraph lines.

This beautifully illustrated story connects past and present as a girl bakes a chocolate cake with her father and learns about her grandfather harvesting cacao beans in West Africa.

Chocolate is the perfect treat, everywhere! As a little girl and her father bake her birthday cake together, Daddy tells the story of her Grandpa Cacao, a farmer from the Ivory

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Coast in West Africa. In a land where elephants roam and the air is hot and damp, Grandpa Cacao worked in his village to harvest cacao, the most important ingredient in chocolate.

"Chocolate is a gift to you from Grandpa Cacao," Daddy says. "We can only enjoy chocolate treats thanks to farmers like him." Once the cake is baked, it's ready to eat, but this isn't her only birthday present. There's a special surprise waiting at the front door . . .

This report looks at how regional policies can support productivity growth and jobs. While there has been a remarkable decline in

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inequality in OECD countries, inequality among regions within certain countries has increased over the same time period. Regions that narrowed productivity gaps tended to benefit from economically vibrant tradable sectors and integration with well-functioning cities. This report considers in detail the role of the tradable sector as a driver of productivity growth and its relationship with employment. It addresses the possible risks of a growing tradable sector and how diversification is central to strengthening regional economic resilience. It

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considers how regions integrate global value chains and highlights the role of regional and policy links in fostering productivity growth and job creation. It asks what policies can help better anticipate or cushion shocks from trade in specific regions and, more generally, what strategies and framework conditions are conducive for regional productivity and employment growth.

Timeless Stories That Warm  
Your Heart, Lift Your  
Spirit, and Enrich Your  
Life, Classic Edition  
The Mystery of the Albany  
Mummies

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**The Lincoln Forum  
Overcoming Barriers in  
Corporate-Startup  
Collaboration  
Quantitative Marketing and  
Marketing Management  
(How) Can All Regions  
Benefit?**

"If you've ever done something crazy in the name of love, R.J. Fox's adventures in the Ukraine will strike a chord."--Davy Rothbart.

A recent conference on Lincoln at Gettysburg resulted in this remarkable book of essays by distinguished Civil War scholars and Supreme Court justice Sandra Day O'Connor, with an introduction by William C. Davis.

When it comes to science, too often people say "I just don't have

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the brains for it" -- and leave it at that. Why is science so intimidating, and why do people let themselves feel this way? What makes one person a scientist and another disinclined even to learn how to read graphs? The idea that scientists are people who wear lab coats and are somehow smarter than the rest of us is a common, yet dangerous, misconception that puts science on an intimidating pedestal. How did science become so divorced from everyday experience? In Eureka, science popularizer Chad Orzel argues that even the people who are most forthright about hating science are doing science, often without even knowing it. Orzel shows that science is central to the human experience: every human can think

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like a scientist, and regularly does so in the course of everyday activities. The common misconception is that science is a body of (boring, abstract, often mathematical) facts. In truth, science is a process: Looking at the world, Thinking about what makes it work, Testing your mental model by comparing it to reality, and Telling others about your results -- all things that people do daily. By revealing the connection between the everyday activities that people do -- solving crossword puzzles, playing sports, or even watching mystery shows on television -- and the processes used to make great scientific discoveries, Eureka shows that this process is one everybody uses regularly, and something that

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anyone can do.

A Cup of Comfort

Regional Renaissance

Look-alikes

Grandpa Cacao

The Civil War in 50 Objects

All About Investing in Gold

From the Nile to the Hudson,  
the story of how two Egyptian  
mummies joined an American  
museum collection. In 1909, two  
mummies, one dating from the  
21st Dynasty and the other from  
the Ptolemaic Period, arrived in  
Albany, New York. Purchased  
from the Egyptian Museum in  
Cairo by Albany businessman  
Samuel Brown for the Albany  
Institute of History & Art (AIHA),  
they have been on continuous



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exhibition since then and are the most popular, celebrated, and best remembered of the museum ' s collections. The story of their discovery in the tombs at Deir el-Bahri and their subsequent purchase by Brown, transport by steamship from Cairo to New York City, and steamboat travel to Albany was covered extensively by the Albany newspapers, and visitors from school-aged children to senior citizens often recount stories about their first encounter with the Albany mummies. The Mystery of the Albany Mummies tells the fascinating tale of these two

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mummies, from their initial mummification in ancient Egypt, to their acquisition by the AIHA in 1909, and finally to 2013, when the mystery of their identities was uncovered through the intersection of historical scholarship, science, and technology. In the book, which draws on the Institute 's 2013–2014 exhibition “ GE Presents: The Mystery of the Albany Mummies, ” scholars from around the world use new scholarship, scientific methods, and medical technology to determine the ages, sexes, occupations, and lifestyles of these two ancient denizens of

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the AIHA. Peter Lacovara is Director of the Ancient Egyptian Archaeology and Heritage Fund, and was previously Senior Curator of Ancient Egyptian, Nubian, and Near Eastern Art at the Michael C. Carlos Museum and Assistant Curator in the Department of Ancient Egyptian, Nubian and Near Eastern Art at the Museum of Fine Arts, Boston. He is the author of many books, including *The World of Ancient Egypt: A Daily Life Encyclopedia*. Sue H. D' Auria is an Egyptologist who worked for nearly two decades in the Egyptian Department at the Museum of Fine Arts,

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Boston, and was an Associate Curator at the Huntington Museum of Art. She has edited several books, including Offerings to the Discerning Eye: An Egyptological Medley in Honor of Jack A. Josephson. Bullysim and Low QI just to name some. Some of them were the faults of the society in which we live in and can be undone by reforming the school, the rest had unforeseen consequences and need to be changed before society falls into a pit of dim darkness. So my point as a student who doesn ' t want to live into a failing society who has nothing but grief and

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destruction in the upcoming inevitable future is that we need to reform the school here are the things that I want the government to change in my school.

An in-depth look at the presidency of Abraham Lincoln describes the conflicts Lincoln had while he was in office and the criticism he endured, as well as describing him as he was perceived at the time of his presidency.

The Guys

How New York ' s Capital Region Became a Nanotechnology Powerhouse  
The Civil War Era: A house

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divided

Adapting to Technological and  
Societal Disruption

And Other Animal Fairy Tales

Cradle of the Union

This textbook gives a comprehensive overview of the key principles of business marketing. The reader will be introduced into methods and theories in order to understand business markets and marketing better. Not only are the principles of business marketing addressed, but also deep knowledge of organizational buying and market research on business markets. The book sets the stage for developing marketing programs for business markets in their different facets.

Lincoln

The Speech That Made Abraham

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Lincoln President

Business-to-business Marketing  
2020-2021

Improving Returns on Marketing  
Investments

Its History, Growth and Prospects, Its  
Great Manufactories

Broad-based Innovation Policy for All  
Regions and Cities