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indispensable to writers,
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After her mother's
death, Lily Owens and
her African-American
maid seek refuge from

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the racism of their South Carolina hometown with eccentric beekeeping sisters in this coming of age story representing the letter “K” in a new series of twenty-six collectible editions.

Winner of the 2019 Textbook & Academic Authors Association’s The Most Promising New Textbook Award

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How can public relations play a more active role in the betterment of society?

Introduction to Strategic Public Relations: Digital, Global, and Socially Responsible Communication prepares you for success in today's fast-changing PR environment.

Recognizing that developments in

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technology, business, and culture require a fresh approach, Janis T. Page and Lawrence Parnell have written a practical introductory text that aligns these shifts with the body of knowledge from which the discipline of public relations was built.

Because the practice of public relations is rooted in credibility, the

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authors believe that you must become ethical and socially responsible communicators more concerned with building trust and respect with diverse communities than with creating throwaway content. The authors balance this approach with a focus on communication theory, history, process, and practice and on

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understanding how these apply to strategic public relations planning, as well as on learning how to create a believable and persuasive message.

Key Features Chapter-opening Scenarios capture your attention by discussing current PR challenges—such as the Wells Fargo cross-selling, VW emissions

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cover-up, and P&G's
“Like a Girl”
campaign—and thus
frame the chapter
content and encourage
active reading. At the
end of the chapter, you
explore various aspects
of socially responsible
communication to
“solve” the PR
challenge. Socially
Responsible Case
Studies in each chapter

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illustrate the key responsibilities of a modern public relations professional such as media relations, crisis communications, employee communications, applied communications research, and corporate and government-specific communications. Each case features problem-solving questions to

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encourage critical thinking. Social Responsibility in Action boxes feature short, specific social responsibility cases—such as Universals’ #NoFoodWasted, Nespresso in South Sudan, and Merck’s collaboration with AIDS activists—to highlight best practices and

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effective tactics, showing the link between sound public relations strategy and meaningful social responsibility programs. Insight boxes spark classroom discussion on particularly important or unique topics in each chapter. Personality Profile boxes will inspire you with stories from PR veterans and

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rising stars such as the U.S. CEO of Burson-Marsteller, the Chief Communication Officer of the United Nations Foundation, and the Executive VP at HavasPR.

The world's most trusted guide for leaders in transition Transitions are a critical time for leaders. In fact, most agree that moving into a

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new role is the biggest challenge a manager will face. While transitions offer a chance to start fresh and make needed changes in an organization, they also place leaders in a position of acute vulnerability. Missteps made during the crucial first three months in a new role can jeopardize or even derail your

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success. In this updated and expanded version of the international bestseller *The First 90 Days*, Michael D. Watkins offers proven strategies for conquering the challenges of transitions—no matter where you are in your career. Watkins, a noted expert on leadership transitions and adviser

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to senior leaders in all types of organizations, also addresses today's increasingly demanding professional landscape, where managers face not only more frequent transitions but also steeper expectations once they step into their new jobs. By walking you through every aspect of the transition scenario, Watkins

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identifies the most common pitfalls new leaders encounter and provides the tools and strategies you need to avoid them. You'll learn how to secure critical early wins, an important first step in establishing yourself in your new role. Each chapter also includes checklists, practical tools, and self-

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assessments to help you assimilate key lessons and apply them to your own situation. Whether you're starting a new job, being promoted from within, embarking on an overseas assignment, or being tapped as CEO, how you manage your transition will determine whether you succeed or fail. Use this book as

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your trusted guide.

The Best Punctuation
Book, Period

The Associated Press
Stylebook 2015

The Blue Book of
Grammar and
Punctuation

The Reluctant Writer's
Guide to Confident
Communication and
Self-Assured Style

Introduction to Public
Relations

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10 Principles to Harness
the Power of PR

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guide used by the
writers and editors of
the world's most
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and abroad For
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rules and subtle
guidelines of English
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that camera phones

just cannot match, and

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how to take advantage

of these features to

take stunning photos

in any situation. First,

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you'll take a tour of the controls to learn what everything does, where to find it, and how to use it. Next, you'll walk through the automatic, scene, and manual modes to learn the strengths and weaknesses of each, and how to choose a mode based on your goals for that

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particular photo.

You'll learn how to capture action shots, take beautiful portraits, and get as artsy as you want to get as you adjust for color, lighting, and focus, and control exposure for different effects. Taking great photos doesn't have to be difficult! Your

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camera offers everything you need to perfectly capture any scene, and this book provides clear, easy-to-follow instruction to help you take full advantage of these professional tools. Get acquainted with your camera's controls Shoot in automatic, scene, or

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manual mode

Compose shots and
work with lighting
like a pro Adjust for
focus, color, depth of
field, and more

Whether you're taking
pictures at a party,
shooting scenery on
vacation, catching
action at a ball game,
or just wandering
around capturing

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spontaneous moments of beauty, awesome photos are just a few simple steps away.

Your Canon EOS Rebel T7i/800D is equipped with the tools to make any scene share-worthy, and Canon EOS Rebel T7i/800D For Dummies equips you to start snapping

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photos today!

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The Student

Newspaper Survival
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The Official Style
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Writers and Editors of
the World's Most
Authoritative News
Organization
Suggestions to
Medical Authors and
A.M.A. Style Book
6 Practice Tests +
Complete Content
Review + Strategies &
Techniques
Strategic Public
Relations

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Maximize the impact and precision of your message! Now in its fourth edition, the Microsoft Manual of Style provides essential guidance to content creators, journalists, technical writers, editors, and everyone else who

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*writes about
computer
technology. Direct
from the Editorial
Style Board at
Microsoft—you get
a comprehensive
glossary of both
general technology
terms and those
specific to
Microsoft; clear,
concise usage and
style guidelines*

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with helpful examples and alternatives; guidance on grammar, tone, and voice; and best practices for writing content for the web, optimizing for accessibility, and communicating to a worldwide audience. Fully

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updated and optimized for ease of use, the Microsoft Manual of Style is designed to help you communicate clearly, consistently, and accurately about technical topics—across a range of audiences and media.

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From newspapers to TwitterRG, the media's ability to deliver news and interact with audiences is constantly changing. In Copycrafting, author Kenneth Rosenauer provides aspiring journalists and copyeditors with

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*the essential tools
for delivering
content effectively
and correctly,
regardless of the
media platform
used. Flexible
enough to work
either in
conjunction with
any editing text or
on its own, this
workbook offers
brief, consolidated*

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*lessons on
copyediting basics
- including the
copyeditor's role,
editing practices,
ethics and diversity
issues - and AP
style, punctuation,
grammar, spelling
and usage rules.
Rosenauer covers a
specific rule in
each chapter,
providing*

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numerous examples and exercises for practice. This allows students to actively learn the editing skills that they will need to flourish in the constantly evolving media landscape.

*Introduction to
Public Relations:
Strategic, Digital,*

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*and Socially
Responsible
Communication
presents a
comprehensive
introduction to the
field of public
relations (PR) with
a focus on new
media and social
responsibility.
Recognizing that
the shifts in
technology,*

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business, and culture require a fresh approach, authors Janis Teruggi Page and Lawrence J. Parnell show students how today's PR professionals create persuasive messages with modern technologies while working in line with

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the industry's foundations. The authors balance this approach with a focus on understanding communication theory, history, process, and practice, and how all these concepts can be applied to strategic PR planning. The

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Second Edition features new and refreshed content throughout, including cases, chapter-opening scenarios, and profiles of both young and senior practitioners with tips and career guidance for student success. Included with this

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title: The password-protected Instructor Resource Site (formally known as SAGE Edge) offers access to all text-specific resources, including a test bank and editable, chapter-specific PowerPoint® slides. Learn more.

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PRACTICE ON THE
MARKET! Ace the
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Princeton Review's
comprehensive
study guide.
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exams, thorough*

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- *Essential tactics to*

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tells the story of
four outsiders in
the world of
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housing bubble
collapse before
anyone else. The
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by Adam McKay

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**(Anchorman I
and II, The
Other Guys)**

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nominees Steve Carell and Ryan Gosling. When the crash of the U.S. stock market became public knowledge in the fall of 2008, it was already old news. The real crash, the

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**silent crash, had
taken place over
the previous
year, in bizarre
feeder markets
where the sun
doesn't shine
and the SEC
doesn't dare, or
bother, to tread.
Who understood
the risk**

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**inherent in the
assumption of
ever-rising real
estate prices, a
risk
compounded
daily by the
creation of
those arcane,
artificial
securities
loosely based on**

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piles of doubtful mortgages? In this fitting sequel to Liar's Poker, Michael Lewis answers that question in a narrative brimming with indignation and dark humor. The style of the

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Z entries—inclu
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200 new
ones—detailing
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spelling,
punctuation,
capitalization,
abbreviation,
and word and
numeral usage.
You'll find
answers to such
wide-ranging
questions as: •
When should**

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**the names of
government
bodies be
spelled out and
when should
they be
abbreviated? •
What are the
general
definitions of
the major
religious**

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Which

companies do

the big media

conglomerates

own? • Who are

all the members

of the British

Commonwealth?

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sports reporting
and on how you
can guard
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copyright
infringement,
The AP
Stylebook is the
one reference
that all writers,
editors, and**

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students cannot afford to be without.

The easy way to craft, polish, and get your play on stage Getting a play written and produced is a daunting process. From cr

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**ystallizing story
ideas,
formatting the
script,
understanding
theroles of the
director
stagecraft
people, to
marketing and
financingyour
project, and**

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incorporating professional insights on writing, there are plenty of ins and outs that every aspiring playwright needs to know. But where can you turn for guidance?

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Playwriting For Dummies helps any writer at any stage of the process hone their craft and create the most dramatic and effective pieces. Guides you through every process of

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**playwriting?from
soliloquies,
church skits,
and one act
plays to big Bro
adwaymusicals
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moving your
script to the
public stage
Guidance on
navigating**

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**loopholes If
you're an
aspiring
playwright
looking to begin
the process, or
have already
penned a
masterpiece and
need trusted
advice to bring it
into the**

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**spotlight,
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Dummies has
youcovered.
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Newspaper
Survival Guide
has been
extensively
updated to cover
recent
developments in**

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online

**publishing,
social media,
mobile**

**journalism, and
multimedia**

**storytelling; at
the same time,
it continues to
serve as an**

**essential
reference on all**

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**aspects of
producing a
student
publication.
Updated and
expanded to
discuss many of
the changes in
the field of
journalism and
in college
newspapers,**

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**with two new
chapters to
enhance the
focus on online
journalism and
technology
Emphasis on
Web-first
publishing and
covering
breaking news
as it happens,**

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section on
mobile
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through the
intricate, multi-
step process of
producing a
student
newspaper**

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**including the
challenges of
reporting,
writing, editing,
designing, and
publishing
campus
newspapers and
websites
Chapters
include
discussion**

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exercises,
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professionals,
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and writing
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people need
every day. Full
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students, and
home schooling
families, The
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used in
hundreds of
universities,
high schools,*

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*middle schools
and
corporations
through the
United States
as well as in
developing
nations. Take
an online quiz,
get editing
help, order the
book, join the
Q&A club, read*

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*Jane Straus's
articles, or
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her monthly
newsletter.*

*"Demystifies
object-oriented
programming,
and lays out
how to use it
to design truly
secure and
performant*

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applications.”

–Charles

Soetan, Plum.io

Key Features

Dozens of

*techniques for
writing object-
oriented code*

*that’s easy to
read, reuse,
and maintain*

*Write code that
other*

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*programmers
will instantly
understand
Design rules
for
constructing
objects,
changing and
exposing state,
and more
Examples
written in an
instantly*

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*familiar
pseudocode
that's easy to
apply to Java,
Python, C#, and
any object-
oriented
language*

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print book
includes a free
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About The Book
Well-written
object-oriented
code is easy to
read, modify,
and debug.
Elevate your
coding style by
mastering the
universal best*

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*practices for
object design
presented in
this book.*

*These clearly
presented
rules, which
apply to any OO
language,
maximize the
clarity and
durability of
your codebase*

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*and increase
productivity
for you and
your team. In
Object Design
Style Guide,
veteran
developer
Matthias Noback
lays out design
rules for
constructing
objects,*

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*defining
methods, and
much more. All
examples use
instantly
familiar
pseudocode, so
you can follow
along in the
language you
prefer. You'll
go case by case
through*

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scenarios and
challenges for
object design
and then walk
through a
simple web
application
that
demonstrates
how different
types of
objects can*

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effectively.
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Learn Universal
design rules
for a wide
range of
objects Best
practices for
testing objects
A catalog of
common object
types Changing*

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*and exposing
state Test your
object design
skills with
exercises This
Book Is Written
For For readers
familiar with
an object-
oriented
language and
basic
application*

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architecture.

About the

Author Matthias

Noback is a

professional

web developer

with nearly two

decades of

experience. He

runs his own

web

development,

training, and

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*consultancy
company called
“Noback’s
Office.”* Table
of Contents: 1
; *Programming
with objects: A
primer* 2 ;
*Creating
services* 3 ;
*Creating other
objects* 4 ;
Manipulating

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*objects 5 ;
Using objects 6
; Retrieving
information 7 ;
Performing
tasks 8 ;
Dividing respon
sibilities 9 ;
Changing the
behavior of
services 10 ; A
field guide to
objects 11 ;*

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Epilogue

The

communications

world is

undergoing a

seismic shift.

The Web is

colliding with

the old way of

doing things,

shaking and

rolling the

marketing

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*landscape as we
know it. As the
collision
subsides and
the market
forces settle,
PR is rising up
to a new level
of importance.
Why exactly is
this happening?
For one,
fragmentation.*

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A new set of communication mediums ranging from blogs to podcasts to satellite radio are fragmenting the media landscape, making it harder to reach customers than ever before.

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*Second,
saturation.
Advertising,
which once
reigned supreme
in the
marketing mix,
is failing to
have the impact
it once had
thanks to
intense
competition for*

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*consumer
attention and
the rising
popularity of
technologies
like TiVo,
which make it
easy to block
out TV ads.
Third,
reputation.
With an
overabundance*

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*of products
from which to
choose,
consumers
increasingly
want to buy
from companies
they deem
socially
responsible,
and they're
using the
Internet to*

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learn the details. The new world order has created a new set of challenges, and PR is emerging as the marketing discipline best positioned to respond.

Consider this:

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in a recent study by the USC Annenberg Strategic Public Relations Center, CEOs rated PR as one of the top contributors to organizational success. That's right, PR was

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right at the top of a list that included other major corporate functions, including human resources, legal, sales, strategic planning, information systems, and

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security. Just a few years ago, CEOs ranked PR near the bottom of these same corporate functions. PR has come a long way in a short amount of time. Increasingly, companies are

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*backing their
commitment to
PR with their
wallets. PR
salaries are on
the rise, and
companies are
adding staff to
their ranks.
Over the next
five years, PR
spending is
expected to*

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increase 11.8 percent to \$4.26 billion, according to a recent Veronis Suhler Stevenson Communications Industry Forecast. But while companies are starting to see the

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*connection
between PR and
organizational
success, most
continue to
take a tactical
approach to
this medium,
failing to
harness the
full power it
can provide. If
used*

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*strategically,
PR can
dramatically
improve almost
every facet of
a business. It
can expand
customer base,
increase
revenue, boost
reputation,
attract first-
rate talent,*

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and enhance the perceived value of a company, to name just a few. The power of PR is astounding. Yet few companies leverage its fullest potential. In the new marketing

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*landscape,
companies that
fail to treat
PR
strategically
are putting
themselves at
risk. Unlike
most other
books on the
market that
focus on
developing*

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*press releases
and other PR
tactics,
Strategic
Public
Relations
connects the
dots to show
you how you can
more fully
leverage the
power of PR to
achieve your*

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most important business objectives. The initial pages of the book explain why a strategic approach to PR is critical to your success. Specifically, you'll learn what PR can do

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*and what it
can't, and why
harnessing your
PR program to
your broader
business
strategy is
your golden key
to success. The
book then
provides ten
guiding
principles*

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designed to help you take your PR program to the next level. Each of these principles is designed to be straightforward and simple so they can easily be applied to achieve better

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results. The lessons offered in this book are based on a tried-and-true approach to PR the authors have developed and perfected over the course of their careers. Over the last two

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*decades,
Jennifer Gehrt
and Colleen
Moffitt have
worked on the
inside of
worldwide PR
agencies such
as Waggener
Edstrom and
within the
walls of
influential*

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*corporations
such as
Microsoft,
RealNetworks,
AT&T Wireless,
and Tegic Commu
nications/AOL.
They have
worked in the
trenches with
small and
medium-size
businesses and*

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major

*corporations in
a variety of
industries,
helping them to
develop
thoughtful PR
programs that
accr*

*Look who's
making dinner!
Twenty-one of
our favorite*

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writers and
chefs expound
upon the
joys—and
perils—of
feeding their
families. Mario
Batali's kids
gobble up
monkfish liver
and foie gras.
Peter
Kaminsky's

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youngest daughter won't eat anything at all. Mark Bittman reveals the four stages of learning to cook. Stephen King offers tips about what to cook when you don't feel like cooking.

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And Jim

*Harrison shows
how good food
and wine trump
expensive cars
and houses.*

*This book
celebrates
those who toil
behind the
stove, trying
to nourish and
please. Their*

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tales are accompanied by more than sixty family-tested recipes, time-saving tips, and cookbook recommendations, as well as New Yorker cartoons. Plus there are interviews with

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*homestyle
heroes from all
across
America—a
fireman in
Brooklyn, a
football coach
in Atlanta, and
a bond trader
in Los Angeles,
among others.
What emerges is
a book not just*

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*about food but
about our
changing
families. It
offers a
newfound
community for
any man who
proudly dons an
apron and
inspiration for
those who have
yet to pick up*

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Student, and
Businessperson*

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music really
works Whether
you're a
student, a
performer, or
simply a fan,
this book makes
music theory
easy, providing
you with a
friendly guide
to the concepts,
artistry, and*

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*technical
mastery that
underlie the
production of
great music.
You'll quickly
become fluent in
the fundamentals
of knocking out
beats, reading
scores, and
anticipating
where a piece
should go,*

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*giving you a
deeper
perspective on
the works of
others – and
bringing an
extra dimension
to your own.
Tracking to a
typical college-
level course,
Music Theory For
Dummies breaks
difficult*

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*concepts down to
manageable
chunks and takes
into account
every aspect of
musical
production and
appreciation –
from the
fundamentals of
notes and scales
to the
complexities of
expression and*

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*instrument tone
color. It also
examines the
latest teaching
techniques – all
the more
important as the
study of music,
now shown to
provide
cognitive and
learning
benefits for
both children*

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*and adults,
becomes more
prevalent at all
levels. Master
major and minor
scales,
intervals,
itches, and
clefs Understand
basic notation,
time signals,
tempo, dynamics,
and navigation
Employ melodies,*

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*chords,
progressions,
and phrases to
form music*

*Compose
harmonies and
accompanying
melodies for
voice and
instruments*

*Wherever you
want to go
musically – as a
writer or*

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*performer, or
just as someone
who wants to
enjoy music to
its fullest –
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everything you
need to hear!
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is based on the
Economist's own
updated house
style manual,
and is an
invaluable
companion for
everyone who
wants to
communicate with
the clarity,
style and
precision for*

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which the Economist is renowned. As the introduction says, 'clarity of writing usually follows clarity of thought.' The Economist Style Guide gives general advice on writing, points out

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*common errors
and clichés,
offers guidance
on consistent
use of
punctuation,
abbreviations
and capital
letters, and
contains an
exhaustive range
of reference
material -
covering*

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*everything from
accountancy
ratios and stock
market indices
to laws of
nature and
science. Some of
the numerous
useful rules and
common mistakes
pointed out in
the guide
include: *Which
informs, that*

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*defines. This is
the house that
Jack built. But:
This house,
which Jack
built, is now
falling down.
Discreet means
circumspect or
prudent;
discrete means
separate or
distinct.
Remember that*

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*"Questions are
never
indiscreet.*

Answers

*sometimes are"
(Oscar Wilde).*

*Flaunt means
display, flout
means disdain.*

*If you flout
this distinction
you will flaunt
your ignorance*

Forgo means do

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without; forego
means go before.
Fortuitous means
accidental, not
fortunate or
well-timed.
Times: Take
care. Three
times more than
X is four times
as much as X.
Full stops: Use
plenty. They
keep sentences

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*short. This
helps the
reader.*

*A comprehensive
guide to the
Canon EOS Rebel
T5i/700D camera
written by
bestselling For
Dummies author
Julie Adair King
Expert author
and photography
instructor Julie*

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Adair King is exactly who you want to explain Canon's hot new Rebel T5i/700D camera for you. Her friendly, step-by-step style - honed to a fine point from helping over 300,000 readers use their cameras -

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*will have you
snapping great
shots on the new
Rebel in no
time. Find all
the info you
need, backed by
clear images of
camera controls
and menus, so
you know exactly
what she's
explaining, when
she's explaining*

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*it. More than
300 fabulous
full-color
photos help you
see what you and
your DSLR Rebel
T5i/700D can
achieve. Canon's
EOS Rebel
T5i/700D is an
entry-level DSLR
camera from
Canon and
features an 18*

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playback,

organize your

images, and get

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and color Gives
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and offers
plenty of
beautiful full-
color images so
you can see what
you can achieve
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bestselling
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author has
written more
than 15 For
Dummies books on
Nikon and Canon
cameras, and she
helps you really
get a feel for
the camera Canon
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addresses
classroom, virtual,
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learning to open up
your options and
help you design the
program that's right
for your company.
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stretch

assignments, and how to align talent development with the company's needs. You'll learn how to assess employee skills, design and deliver training, and evaluate each step of the process to achieve the goals of both the employee

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and the organization. Most employees have some weaknesses in their skill sets. A robust training program allows you to strengthen those skills, and a development program brings all employees up to the highest possible level of productivity

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and success. This book helps you create consistency in your company by developing and delivering the exact training and development program your people need. Develop a strong training and development program Foster a

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tamed—I too am
untranslatable / I
sound my barbaric
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of the world."—Walt
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Myself," Leaves of
Grass The American
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classroom and
beyond. Long before
Whitman and long
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have sung
something
collectively amid the
deafening roar of
their many
individual voices.
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the dynamism and
conflict inherent in

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the Americas home

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label, and a
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can boldly
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Journalists are more deeply informed about the subjects they cover, they will continue to misinterpret them and to be vulnerable to manipulation by their sources. In this book, derived from a multi-year initiative of the Carnegie Corporation and the Knight Foundation, Patterson

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***reluctant writer,
producing even
the simplest
memo may be a
struggle. Write
Better Right Now
is the
springboard to
get you ahead in
any job, passion
project, or
situation that***

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requires writing skills. No matter what you are called upon to do—blog posts, speeches, web content, press releases, or more—this step-by-step manual gives you the solid techniques

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***you need to get
the task done.***

***Write Better Right
Now works***

because it is:

***Short—It takes a
concise***

***approach, from
first thoughts to
final edits, and its
“mix-and-match”
structure means***

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***you only have to
read the sections
you need.***

***Practical—It is
loaded with
summations,
short cuts, tips,
cheat sheets, and
hands-on
exercises. Soluti
on-
driven—Knowing***

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where you've gone wrong is half the battle. Write Better Right Now offers you the tools to identify your own problem patterns and choose the quickest and most appropriate fixes. You can

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***improve your
writing today.
With
straightforward
guidance, Write
Better Right Now
is the quick read
for productive
people who need
to create clear
and crisp commu
nication—right***

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now.

***The Essential
Guide for Writers,
Editors, and
Publishers***