

## Company Profile Merkle

*Develop the skills and capabilities quickly becoming essential in the new marketing paradigm The Rise of the Platform Marketer helps you leverage the "always-on" consumer to deliver more personalized engagements across media, channels, and devices. By managing these interactions at scale throughout the customer lifecycle, you can optimize the value of your customers and segments through strategic use of Connected CRM (cCRM). This book shows you how to take advantage of the massive growth and proliferation of social and other digital media, with clear strategy for developing the new capabilities, tools, metrics, and processes essential in the age of platform marketing. Coverage includes identity management, audience management, consumer privacy and compliance, media and channel optimization, measurement and attribution, experience design, and integrated technology, plus a discussion on how the company as a whole must evolve to keep pace with marketing's increasingly rapid evolution and capabilities. The expansion of digital platforms has created addressability opportunity through search, video, display, and social media, offering today's foremost opportunity for competitive advantage. This book outlines the capabilities and perspective required to reap the rewards, helping you shift your strategy to align with the demands and expectations of the modern consumer. Develop the tools, metrics, and processes necessary to engage the modern consumer Gain a deep understanding of Connected Customer Relationship Management Leverage trends in technology and analytics to create targeted messages Adjust your company's structure and operations to align with new capabilities The new era of marketing requires thorough understanding of cCRM, along with the knowledge and innovative forethought to thrive in the ever-expanding digital audience platform environment. The Rise of the Platform Marketer gives you an edge, and helps you clear a path to full implementation.*

*Generalized Linear Models for Categorical and Continuous Limited Dependent Variables is designed for graduate students and researchers in the behavioral, social, health, and medical sciences. It incorporates examples of truncated counts, censored continuous variables, and doubly bounded continuous variables, such as percentages. The book provides broad, but unified, coverage, and the authors integrate the concepts and ideas shared across models and types of data, especially regarding conceptual links between discrete and continuous limited dependent variables. The authors argue that these dependent variables are, if anything, more common throughout the human sciences than the kind that suit linear regression. They cover special cases or extensions of models, estimation methods, model diagnostics, and, of course, software. They also discuss bounded continuous variables, boundary-inflated models, and methods for modeling heteroscedasticity. Wherever possible, the authors have illustrated concepts, models, and techniques with real or realistic datasets and demonstrations in R and Stata, and each chapter includes several exercises at the end. The illustrations and exercises help readers build conceptual understanding and fluency in using these techniques. At several points the authors bring together material that has been previously scattered across the literature in journal articles, software package documentation files, and blogs. These features help students learn to choose the appropriate models for their purpose.*

*New York Times and USA Today Bestseller! "Absorbing and arresting." –New York Times "Fascinating and factual." –Los Angeles Times "Chilly, witty, and completely engrossing ... great, good fun." – Kirkus Reviews "An outstanding historical novel of 17th-century France ... based on a real-life scandal known as the Affaire des Poisons, this tale is riveting from start to finish." –Library Journal For a handful of gold, Madame de Morville will read your future in a glass of swirling water. You'll believe her, because you know she's more than 150 years old and a witch, and she has all of Paris in the palm of her hand. But Madame de Morville hides more behind her black robes than you know. Her real age, the mother and uncle who left her for dead, the inner workings of the most secret society of Parisian witches: none of these truths would help her outwit the rich who so desperately want the promise of the future. After all, it's her own future she must control , no matter how much it is painted with uncertainty and clouded by vengeance. "Take a full cup of wit, two teaspoons of brimstone, and a dash of poison, and you have Judith Merkle Riley's mordant, compelling tale of an ambitious young woman who disguises herself as an ancient prophetess in order to gain entry into the dangerous, scheming glamour of the Sun King's court. Based on scandalous true events, The Oracle Glass brims with our human foibles, passions, and eccentricities; it's a classic of the genre and unlike any historical novel you have ever read." –C. W. Gortner, author of The Confessions of Catherine de Medici*

*Learning Greek is one thing. Retaining it and using it in preaching, teaching, and ministry is another. In this volume, two master teachers with nearly forty years of combined teaching experience inspire readers to learn, retain, and use Greek for ministry, setting them on a lifelong journey of reading and loving the Greek New Testament. Designed to accompany a beginning or intermediate Greek grammar, this book offers practical guidance, inspiration, and motivation; presents methods not usually covered in other textbooks; and surveys helpful resources for recovering Greek after a long period of disuse. It also includes devotional thoughts from the Greek New Testament. The book will benefit anyone who is taking (or has taken) a year of New Testament Greek.*

Merck Veterinary Manual

A Biblical and Practical Guide for Church Members

Customer Relationship Management Strategies in the Digital Era

Small Business Sourcebook

Official Gazette of the United States Patent and Trademark Office

The Water Devil

A guide to the information services and sources provided to 100 types of small business by associations, consultants, educational programs, franchisers, government agencies, reference works, statisticians, suppliers, trade shows, and venture capital firms.

In today's global economy, social media and technological advances have changed the way businesses interact with their clientele. With new forms of communication and IT practices, companies seek innovative practices for maintaining their consumer loyalty. Customer Relationship Management Strategies in the Digital Era blends the literature from the fields of marketing and information technology in an effort to examine the effect that technological advances have on the interaction between companies and their customers Through chapters and case studies, this publication discusses the importance of achieving competitive advantage through implementing relationship marketing practices and becoming consumer-centric. This publication is an essential reference source for researchers, professionals, managers, and upper level students interested in understanding customer loyalty in a technology-focused society.

It's time to redefine the CEO success story. Meet eight iconoclastic leaders who helmed firms where returns on average outperformed the S&P 500 by more than 20 times.

The unlikely king who saved England. Down swept the Vikings from the ffrid North. Across the English coastlands and countryside they raided, torched, murdered, and destroyed all in their path. Farmers, monks, and soldiers all fell bloody under the Viking sword, hammer, and axe. Then, when the hour was most desperate, came an unlikely hero. King Alfred rallied the battered and bedraggled kingdoms of Britain and after decades of plotting, praying, and persisting, finally triumphed over the invaders. Alfred's victory reverberates to this day: He sparked a literary renaissance, restructured Britain's roadways, revised the legal codes, and revived Christian learning and worship. It was Alfred's accomplishments that laid the groundwork for Britian's later glories and triumphs in literature, liturgy, and liberty. "Ben Merkle tells the sort of mythic adventure story that stirs the imagination and races the heart?and all the more so knowing that it is altogether true!" ?George Grant, author of The Last Crusader and The Blood of the Moon

Minority Languages, National Languages, and Official Language Policies

Nanomedicine

The White Horse King

Implementing a Data-Driven, Customer-Centric Business Strategy

Going Deeper with New Testament Greek, Revised Edition

The Oracle Glass

From their decades of combined teaching experience, Andreas J. Köstenberger, Benjamin L. Merkle, and Robert L. Plummer have produced an ideal resource enabling students to improve their skills so they may properly read, exegete, and apply the Greek New Testament. Designed for those with a basic knowledge of Greek, Going Deeper with New Testament Greek is a user-friendly textbook for intermediate Greek courses at the college or seminary level. In fifteen chapters, students learn Greek grammar and how to interpret the New Testament in a way that is accessible—and even fun. Also included are chapters on the Greek language and textual criticism, verbal aspect, sentence diagramming and discourse analysis, word studies, and continuing with Greek. Unique features include: Practical examples illustrating how knowing the content of a given chapter can guide proper interpretation of Scripture. Practice sentences and vocabulary lists, including all the words that occur fifteen times or more in the New Testament. Selected texts from every New Testament author for students to translate along with detailed reading notes to guide interpretation of each text. Summary charts to help students review material, serving as a handy study guide and quick reference tool. Additional resources for students and instructors available at deepergreek.com

From their decades of combined teaching experience, Benjamin L. Merkle and Robert L. Plummer have produced an ideal resource for novice Greek students to not only learn the language but also kindle a passion for reading the Greek New Testament. Designed for those new to Greek, Beginning with New Testament Greek is a user-friendly textbook for elementary Greek courses at the college or seminary level.

The Rise of the Platform MarketerPerformance Marketing with Google, Facebook, and Twitter, Plus the Latest High-Growth Digital Advertising PlatformsJohn Wiley & Sons

☑At once playful, smart, easy to implement and, dare I say, punk rock, the pages of this book will wake you up to your personal power and remind you just how enjoyable your life, and work, can be. I highly recommend you let Katan trespass all over your sitch and get yourself this fabulous book.☑Ben Sincero, #1 New York Times bestselling author of You are a Badass and You are a Badass at Making Money SHORTLISTED FOR THE PORCHLIGHT BUSINESS BOOK AWARD Creative disruptor, inspirational speaker, and co-creator of the internationally viral campaign #ItWasNeverADress shows you how to put the spark back into your work and life. ☑You don't have to turn into a corporate drone to kick ass in the working world,☑ says Tania Katan. After more than ten years of smuggling creativity into the business sector without getting busted, Katan is here to tell you that any task or pursuit can be a creative one. You just need to be willing to defy conformity and be ready to conjure imagination anywhere, at any time. If you're feeling stuck in a dullsville job, a windowless cubicle, or an ill-fitting polyester work shirt, chin up! Katan has been there, too, and she's lived to tell the story. How? By choosing to stand out rather than fit in, to find her light, and to bask in it with all of her quirks and flaws. ☑The moment you choose to let the world see the real you!messy, imperfect, warts and all,☑ she says, ☑is the moment you choose to shine too.☑ Whether you're an entrepreneur seeking new ways to innovate, a newbie trying to spice up routine entry-level work, a free spirit with a rich creative life outside the office looking to bring more of that magic into your job, or just someone who occasionally feels the urge to scream ☑Why does it say paper jam when there is no paper jam?!☑ Katan will show you how to transform monotony into novelty and become more energized in your work and in the world. Pepered with stories of her own shenanigans!from organizing a wrestling match in the middle of an art museum to staging a corporate culture intervention via post-its!and lessons from the rule-breaking exploits of artists, change-makers, and totally legit business leaders alike, this book is a rollicking, uninhibited guide to using creativity as fuel for a freer and more joyful life.

Creative Trespassing

Blockchain for Business

Bitcoin and Cryptocurrency Technologies

The Chancellor

The Outsiders

A Vision of Light

For more than forty years, animal health professionals have turned to the Merck Veterinary Manualfor integrated, concise and reliable veterinary information. Now this manual covering the diagnosis, treatment, and prevention of diseases of companion, food and zoo animals.is available on an easy-to-use, fully searchable CD-ROM. The CD includes the full text of The Merck Veterinary Manual 8/e and has been enhanced with picture links featuring original anatomical artwork and numerous clinical and diagnostic illustrations, table links and quick search links that provide quick access to cross referenced text.

Key biblical and practical issues for the church considering elders

This collection of essays written by current historians discusses the components of great leadership and reflects upon why FDR was a more successful Depression-era leader than Hoover and why Grant was one of the best presidents in American history. Reprint.

The unforgettable Margaret of Ashbury returns in the second book of the trilogy that began with A Vision of Light. Margaret, a resourceful midwife, is living with the insufferable relatives of her third husband, Gilbert de Vilers, known as Gregory. She is carving out a life for herself and her daughters despite the hostility and greed of her in-laws. But when Gregory is captured in France and held for ransom, Margaret knows she must take action—her in-laws are too tight with money to be of any use—so she teams up with her old friends Mother Hilde, the herbalist, and Brother Malachi, an alchemist on a quest for the secret of changing base metals into gold. Together, the trio plan to rescue Gregory and bring him back to London, where he and Margaret can start a new life away from his meddling family. And thus begins a wild romp across fourteenth-century Europe. Murderous noblemen, scheming ladies, truculent ghosts, and a steady stream of challenges plague the journey. Margaret will need not only her special gift of healing, her quick mind, and her independent spirit but the loyalty of her friends and the love of her new husband to carry them all safely home.

Ant Colony Optimization

An Introductory Study of the Grammar and Syntax of the New Testament

Technologies and Applications

Happy Hour Stories

In Pursuit of the Green Lion

A Margaret of Ashbury Novel

*INSTANT INTERNATIONAL BESTSELLER \* NEW YORK TIMES BESTSELLER \* #1 SUNDAY TIMES BESTSELLER The first, epic and true story of the Duke and Duchess of Sussex's life together, finally revealing why they chose to pursue a more independent path and the reasons behind their unprecedented decision to step away from their royal lives, from two top royal reporters who have been behind the scenes since the couple first met. Finding Freedom is complete with full color photographs from Harry and Meghan's courtship, wedding, Archie's milestones, and many more unforgettable moments. When news of the budding romance between a beloved English prince and an American actress broke, it captured the world's attention and sparked an international media frenzy. But while the Duke and Duchess of Sussex have continued to make headlines—from their engagement, wedding, and birth of their son Archie to their unprecedented decision to step back from their royal lives—few know the true story of Harry and Meghan. For the very first time, Finding Freedom goes beyond the headlines to reveal unknown details of Harry and Meghan's life together, dispelling the many rumors and misconceptions that plague the couple on both sides of the pond. As members of the select group of reporters that cover the British Royal Family and their engagements, Omid Scobie and Carolyn Durand have witnessed the young couple's lives as few outsiders can. With unique access and written with the participation of those closest to the couple, Finding Freedom is an honest, up-close, and disarming portrait of a confident, influential, and forward-thinking couple who are unafraid to break with tradition, determined to create a new path away from the spotlight, and dedicated to building a humanitarian legacy that will make a profound difference in the world.*

*"Everyone is so busy giving the classical education to the students that I'm not sure people have taken the time to actually tell them why it matters..." Rebekah Merkle knows which high school classes you like and which you roll your eyes at, which books you enjoy and which you kinda skim. That's because she went through this whole thing called classical education, too: She was a guinea pig in one of the very first classical Christian schools in the country. Written for students by a (former) student, Classical Me, Classical Thee is lighthearted and--most importantly for you busy high-schoolers--very short. It has a simple goal: to explain why you students are doing what you do in class. (SPOILER: Grades aren't the point--you won't use your knowledge of the Iliad Book 5 every year until you die.) What you do in class is a drill -- and nobody drills for the sake of the drill. You do drills so that you can win the game. The real tragedy, though, would be if you didn't know you were doing drills... or didn't know there was a game at all. Grades aren't the point. So drill to win.*

*The final adventure in the beloved and bestselling Margaret of Ashbury trilogy, which began with A Vision of Light and In Pursuit of the Green Lion. Margaret of Ashbury is ready to settle down; the medieval healer is looking forward to an eventful life in the country. And, indeed, life with her true love and a brood of rambunctious children is nearly perfect—except for her husband Gregory's ever-meddling family. Finding himself deep in debt once again, Gregory's father has plotted to sell Margaret's daughter off in marriage to save his woodlands from a greedy abbot. In a panic, Margaret turns to her old friend Brother Malachi to help save her daughter by whatever means necessary. The tension within the feuding family rouses an ancient being that dwells in a spring at the center of the disputed woodland. The watery creature has its own plans, and its eye is on Margaret's infant son. Favorite characters return, the stakes are high, and the air is thick with intrigue and danger. Written with the historical accuracy, supernatural plot twists, and humor that Riley's readers have grown to love, The Water Devil is a high-spirited adventure that brings Margaret's odyssey to a satisfying conclusion.*

*The author looks back to 1908 as the most thrilling year in baseball, recreating this seminal season in flashy, lifelike detail for readers.*

Maryland Technology Resource Guide

More Than Merkle

A History of the Best and Most Exciting Baseball Season in Human History

Thomas' Register of American Manufacturers

Inside Supply Management

The Life of Alfred the Great

The Pragmatic Guide to Driving Value and Disrupting Markets with Blockchain "Blockchain's potential to transform businesses has generated a tremendous amount of excitement across industries. However, it can be difficult for decision makers to develop a practical approach to blockchain for their specific business requirements. By identifying and clearly describing the value of blockchain for enterprises, as well as the processes required to harness blockchain to achieve business objectives, Blockchain for Business presents a startlingly concise yet comprehensive roadmap for business leaders. This book is an excellent resource for anyone looking to leverage blockchain to transform their business." — Dr. Won-Pyo Hong, President & CEO of Samsung SDS “Much has been written about blockchain in the past few years: what it is and what it is not (at various levels of detail), as well as the technology's long-term strategic value for companies, industries, and economies. However, what we've been missing is a practical, operational, 'how to' set of steps for creating, implementing, and operating a blockchain-based solution. This book aims to fill that gap. It's an invaluable tool for anyone ready to take the plunge and start taking advantage of this remarkable technology.” —Irving Wladawsky-Berger, research affiliate, MIT; columnist, WSJ CIO Journal; VP Emeritus, IBM "I will never be able to adequately express how useful this book will be to my class. In addition the great chapters on cybersecurity, I loved the Integration Models, especially 'Coexistence with Systems of Record.' Legacy integration with Blockchain is a critical barrier, and you nailed it!" —Thomas Doty, JD, LLM - Adjunct Professor, University of New Hampshire Law Blockchain enables enterprises to reinvent processes and business models and to pursue radically disruptive applications. Blockchain for Business is a concise, accessible, and pragmatic guide to both the technology and the opportunities it creates. Authored by three experts from IBM's Enterprise Blockchain practice, it introduces industry-specific and cross-industry use cases, and reviews best-practice approaches to planning and delivering blockchain projects. With a relentless focus on real-world business outcomes, the authors reveal what blockchain can do, what it can't do yet, and where it's headed. Understand five elements that make blockchain so disruptive: transparency, immutability, security, consensus, and smart contracts Explore key use cases: cross-border payments, food and drug safety, provenance, trade finance, clinical trials, land registries, and more See how trusted blockchain networks are facilitating entirely new business models Compare blockchain types: permissioned, permissionless, private, public, federated, and hybrid Anticipate key technical, business, regulatory, and governance challenges Build blockchain financial models, investment rubrics, and risk frameworks Organize and manage teams to transform blockchain plans into reality Whether you're a senior decision maker, technical professional, customer, or investor, Blockchain for Business will help you cut through the hype and objectively assess blockchain's potential in your business. Register your product for convenient access to downloads, updates, and/or corrections as they become available.

The first book in the series, this bestselling novel introduces Margaret of Ashbury, a fourteenth-century Englishwoman with mystical abilities Margaret of Ashbury wants to write her life story. However, like most women in fourteenth-century England, she is illiterate. Three clerics contemptuously decline to be Margaret's scribe, and only the threat of starvation persuades Brother Gregory, a Carthusian friar with a mysterious past, to take on the task. As she narrates her life, we discover a woman of startling resourcefulness. Married off at the age of fourteen to a merchant reputed to be the Devil himself, Margaret was left for dead during the Black Plague. Incredibly, she survived, was apprenticed to an herbalist, and became a midwife. But most astonishing of all, Margaret has experienced a Mystic Union—a Vision of Light that endows her with the miraculous gift of healing. Because of this ability, Margaret has become suddenly different—to her tradition-bound parents, to the bishop's court that tries her for heresy, and ultimately to the man who falls in love with her.

An overview of the rapidly growing field of ant colony optimization that describes theoretical findings, the major algorithms, and current applications. The complex social behaviors of ants have been much studied by science, and computer scientists are now finding that these behavior patterns can provide models for solving difficult combinatorial optimization problems. The attempt to develop algorithms inspired by one aspect of ant behavior, the ability to find what computer scientists would call shortest paths, has become the field of ant colony optimization (ACO), the most successful and widely recognized algorithmic technique based on ant behavior. This book presents an overview of this rapidly growing field, from its theoretical inception to practical applications, including descriptions of many available ACO algorithms and their uses. The book first describes the translation of observed ant behavior into working optimization algorithms. The ant colony metaheuristic is then introduced and viewed in the general context of combinatorial optimization. This is followed by a detailed description and guide to all major ACO algorithms and a report on current theoretical findings. The book surveys ACO applications now in use, including routing, assignment, scheduling, subset, machine learning, and bioinformatics problems. AntNet, an ACO algorithm designed for the network routing problem, is described in detail. The authors conclude by summarizing the progress in the field and outlining future research directions. Each chapter ends with bibliographic material, bullet points setting out important ideas covered in the chapter, and exercises. Ant Colony Optimization will be of interest to academic and industry researchers, graduate students, and practitioners who wish to learn how to implement ACO algorithms.

Nanotechnology is at the forefront of advances in medicine. Nanomedicine: Technologies and applications provides an important review of this exciting technology and its growing range of applications. After an introduction to nanomedicine, part one discusses key materials and their properties, including nanocrystalline metals and alloys, nanoporous gold and hydroxyapatite coatings. Part two goes on to review nanomedicine for therapeutics and imaging, before nanomedicine for soft tissue engineering is discussed in part three, including organ regeneration, skin grafts, nanotubes and self-assembled nanomaterials. Finally, nanomedicine for bone and cartilage tissue engineering is the focus of part four, with electrically active biocomposites as smart scaffolds investigated, as is cartilage and bone tissue engineering, regeneration and replacement. With its distinguished editor and international team of expert contributors, Nanomedicine: Technologies and applications is an indispensable guide for all those involved in the research, development and

application of this exciting technology, whilst providing a comprehensive introduction for students and academics interested in this field. Provides an important review of nanomedicine technology and its growing range of applications Discusses key nanomedicine materials and their properties, including nanocrystalline metals and alloys, nanoporous gold and hydroxyapatite coatings Reviews nanomedicine for therapeutics and imaging and nanomedicine for soft tissue engineering

An Intermediate Study of the Grammar and Syntax of the New Testament

Discontinuity to Continuity

The Bench

A Survey of Dispensational and Covenantal Theologies

Greek for Life

**With the help of liquid courage, Chelsea Ashe has braved the world of online dating and takes you through her epic dating misadventures while sharing advice in Happy Hour Stories: The Dating Misadventures of a Girl Between Her Cocktails. In this entertaining volume of intoxicating awkwardness, Chelsea mixes two of her favorite loves – alcohol and romance. Follow Chelsea as she pops a cork, takes a shot, and chugs a beer in a search for Mr. Right gone wrong. Ever the lady, the names of her online dating partners have been changed to the alcoholic beverage that best sums up the date. While her dating life isn’t exactly foolproof, the alcohol that helps her along the way tends to be above 80 proof. Grab your favorite cocktail, sit back and enjoy reading Chelsea’s misadventures. Life’s short, so why limit happy to one hour? Cheers!**

**The Pastor's Daughter -- Against the Tide -- Leipzig -- Berlin -- 1989 -- The Apprentice -- To the Chancellery at Last -- Her First American President -- Dictators -- The Private Chancellor -- Limited Partners -- Europe is Speaking German Now -- "Get me Angela on the Phone" -- The Summer of Reem -- The Worst of Times -- Enter Trump -- Something Has Changed in Our Country... -- A Partner at Last? -- Toward the End.**

**When Henry VIII arranges a marriage between his sister and the aging French king, widowed painter Susanna Dallet joins the entourage, unwittingly carrying a perilous secret that will embroil her in the dark intrigues of the French court.**

**#1 NEW YORK TIMES BESTSELLER • Meghan, The Duchess of Sussex’s first children’s book, The Bench, beautifully captures the special relationship between father and son, as seen through a mother’s eyes. The book’s storytelling and illustration give us snapshots of shared moments that evoke a deep sense of warmth, connection, and compassion. This is your bench Where you’ll witness great joy. From here you will rest See the growth of our boy. In The Bench, Meghan, The Duchess of Sussex, touchingly captures the evolving and expanding relationship between father and son and reminds us of the many ways that love can take shape and be expressed in a modern family. Evoking a deep sense of warmth, connection, and compassion, The Bench gives readers a window into shared and enduring moments between a diverse group of fathers and sons—moments of peace and reflection, trust and belief, discovery and learning, and lasting comfort. Working in watercolor for the first time, Caldecott-winning, bestselling illustrator Christian Robinson expands on his signature style to bring joy and softness to the pages, reflecting the beauty of a father’s love through a mother’s eyes. With a universal message, this thoughtful and heartwarming read-aloud is destined to be treasured by families for generations to come.**

**Active Measures**

**Glass**

**Worldscope Industrial Company Profiles**

**The Dating Misadventures of a Girl between Her Cocktails**

**Generalized Linear Models for Categorical and Continuous Limited Dependent Variables**

**Why Elders?**

An authoritative introduction to the exciting new technologies of digital money Bitcoin and Cryptocurrency Technologies provides a comprehensive introduction to the revolutionary yet often misunderstood new technologies of digital currency. Whether you are a student, software developer, tech entrepreneur, or researcher in computer science, this authoritative and self-contained book tells you everything you need to know about the new global money for the Internet age. How do Bitcoin and its block chain actually work? How secure are your bitcoins? How anonymous are their users? Can cryptocurrencies be regulated? These are some of the many questions this book answers. It begins by tracing the history and development of Bitcoin and cryptocurrencies, and then gives the conceptual and practical foundations you need to engineer secure software that interacts with the Bitcoin network as well as to integrate ideas from Bitcoin into your own projects. Topics include decentralization, mining, the politics of Bitcoin, altcoins and the cryptocurrency ecosystem, the future of Bitcoin, and more. An essential introduction to the new technologies of digital currency Covers the history and mechanics of Bitcoin and the block chain, security, decentralization, anonymity, politics and regulation, altcoins, and much more Features an accompanying website that includes instructional videos for each chapter, homework problems, programming assignments, and lecture slides Also suitable for use with the authors’ Coursera online course Electronic solutions manual (available only to professors)

In a context where linguistic and cultural diversity is characterized by ever-increasing complexity, adopting official multilingual policies to correct a country’s ethno-linguistic, socio-economic, and symbolic imbalances presents many obstacles, but the greatest challenge is implementing them effectively. To what degree and in what ways have official multilingualism and multiculturalism policies actually succeeded in attaining their goals? Questioning and challenging foundational concepts, Minority Languages, National Languages, and Official Language Policies highlights the extent to which governments and international bodies are unable to manage complex linguistic and cultural diversity on an effective and sustained basis. This volume examines the principles, theory, intentions, and outcomes of official policies of multilingualism at the city, regional, and national levels through a series of international case studies. The eleven chapters – most focusing on lesser-known geopolitical contexts and languages – bring to the fore the many paradoxes that underlie the concept of diversity, lived experiences of and attitudes toward linguistic and cultural diversity, and the official multilingual policies designed to legally enhance, protect, or constrain otherness. An authoritative source of new and updated information, offering fresh interpretations and analyses of evolving sociolinguistic and political phenomena in today’s global world, Minority Languages, National Languages, and Official Language Policies demonstrates how language policies often fail to deal appropriately or adequately with the issues they are designed to solve.

In 1556, the prophet Nostradamus stumbles upon a plot by the queen, Catherine de Medicis, to rid herself of the king’s mistress and races against time to stop the queen from acquiring a magical but cursed artifact before it is too late.

Vois. for 1970-71 includes manufacturers’ catalogs.

Finding Freedom

The Serpent Garden

Beginning with New Testament Greek

Performance Marketing with Google, Facebook, and Twitter, Plus the Latest High-Growth Digital Advertising Platforms

Strategies for Learning, Retaining, and Reviving New Testament Greek

Patents

Praise for Connected CRM “Many books explore the subject of CRM. In this book the ‘m’ is for Marketing and David’s seasonedperspective indeed makes it a capital ‘M.’ Taking coredirect response marketing techniques and moving beyond the simpleuse of data and analytics, he explores how today’s marketerscan leverage advances in technology to create successfulcustomer-centric business strategies.” —Ted Ward, VP of Marketing, GEICO “A must-read for CMOs, and more importantly CEOs, to simplify all the buzzwords around ‘big data’ anddimensionalize the organizational change necessary to become trulycustomer centric.” —Theresa McLaughlin, Chief Marketing andCommunications Officer, Citizens Financial Group “Big Data, Social, and Cloud have become overusedbuzzwords with ambiguous meaning, but David brings to bear hisyears of industry leadership and experiences to break downtoday’s trends and opportunities in a practical, actionablefashion. A must-read for anyone who prefers profit overPowerPoint.” —Manish Bhatt, SVP and Chief Digital Officer, MetLife “In a data-rich world, consumers demand that marketersturn data into highly relevant and personalexperiences—‘Don’t talk with me as a member of asegment, talk with me about how you will meet my uniqueexpectations and solve my unique problems.’ For those of uswho grew up in the marketing world of mass and broadcast, this is atall order. Connected CRM helps marketers unpack customercentricity for their organizations, providing real insight into thedevelopment of a framework for enterprise customer centricity; aframework that promises true sustainable advantage.” —Tom Lamb, CMO, Lowe’s “Never before has customer data been more available, morenecessary to build sales and loyalty, and more confusing to act on.David shows exactly what needs to be done. It’s about time.And we should all thank him. A lot!” —Steve Cone, EVP of Integrated Value and Strategy, AARP “The marketers who truly learn to harness the power ofcustomer analytics and big data will take the spoils in anincreasingly digital age. Those who don’t will quickly findthemselves on a growing heap of failed marketingplans.” —Paul Guyardo, Chief Revenue and Marketing Officer, DIRECTV

This revelatory and dramatic history of disinformation traces the rise of secret organized deception operations from the interwar period to contemporary internet troll farms We live in the age of disinformation—of organized deception. Spy agencies pour vast resources into hacking, leaking, and forging data, often with the goal of weakening the very foundation of liberal democracy: trust in facts. Thomas Rid, a renowned expert on technology and national security, was one of the first to sound the alarm. More than four months before the 2016 election, he warned that Russian military intelligence was “carefully planning and timing a high-stakes political campaign” to disrupt the democratic process. But as crafty as such so-called active measures have become, they are not new. The story of modern disinformation begins with the post-Russian Revolution clash between communism and capitalism, which would come to define the Cold War. In Active Measures, Rid reveals startling intelligence and security secrets from materials written in more than ten languages across several nations, and from interviews with current and former operatives. He exposes the disturbing yet colorful history of professional, organized lying, revealing for the first time some of the century’s most significant operations—many of them nearly beyond belief. A White Russian ploy backfires and brings down a New York police commissioner; a KGB-engineered, anti-Semitic hate campaign creeps back across the Iron Curtain; the CIA backs a fake publishing empire, run by a former Wehrmacht U-boat commander, that produces Germany’s best jazz magazine. Rid tracks the rise of leaking, and shows how spies began to exploit emerging internet culture many years before WikiLeaks. Finally, he sheds new light on the 2016 election, especially the role of the infamous “troll farm” in St. Petersburg as well as a much more harmful attack that unfolded in the shadows. Active Measures takes the reader on a guided tour deep into a vast hall of mirrors old and new, pointing to a future of engineered polarization, more active and less measured—but also offering the tools to cut through the deception.

What is the best framework for reading the Bible? The question of how to relate the Old and New Testaments is as old as the Bible itself. While most Protestants are unified on the foundations, there are major disagreements on particular issues. Who should be baptized? Is the Christian obligated to obey the Law of Moses? Does the church supplant Israel? Who are the proper recipients of God's promises to Israel? In Discontinuity to Continuity, Benjamin Merkle brings light to the debates between dispensational and covenantal theological systems. Merkle identifies how Christians have attempted to relate the Testaments, placing viewpoints along a spectrum of discontinuity to continuity. Each system's concerns are sympathetically summarized and critically evaluated. Through his careful exposition of these frameworks, Merkle helps the reader understand the key issues in the debate. Providing more light than heat, Merkle's book will help all readers better appreciate other perspectives and articulate their own.

Thomas Register of American Manufacturers and Thomas Register Catalog File

Classical Me, Classical Thee: Squander Not Thine Education

The Rise of the Platform Marketer

How to Put the Spark and Joy Back into Your Work and Life

A Comprehensive Introduction

Eight Unconventional CEOs and Their Radically Rational Blueprint for Success