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Much economic advice is bogus quantification, warn two leading experts in this essential book, now with a preface on COVID-19. Invented numbers offer a false sense of security; we need instead robust narratives that give us the confidence to manage uncertainty. "An elegant and careful guide to thinking about personal and social economics, especially in a time of uncertainty. The timing is impeccable." –

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Christine Kenneally, New York Times Book Review Some uncertainties are resolvable. The insurance industry's actuarial tables and the gambler's roulette wheel both yield to the tools of probability theory. Most situations in life, however, involve a deeper kind of uncertainty, a radical uncertainty for which historical data provide no useful guidance to future outcomes. Radical uncertainty concerns events whose determinants are insufficiently understood for probabilities to be known or forecasting possible. Before President Barack Obama made the

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fateful decision to send in the Navy Seals, his advisers offered him wildly divergent estimates of the odds that Osama bin Laden would be in the Abbottabad compound. In 2000, no one—not least Steve Jobs—knew what a smartphone was; how could anyone have predicted how many would be sold in 2020? And financial advisers who confidently provide the information required in the standard retirement planning package—what will interest rates, the cost of living, and your state of health be in 2050?—demonstrate only that their advice is worthless. The limits of certainty demonstrate the

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power of human judgment over artificial intelligence. In most critical decisions there can be no forecasts or probability distributions on which we might sensibly rely. Instead of inventing numbers to fill the gaps in our knowledge, we should adopt business, political, and personal strategies that will be robust to alternative futures and resilient to unpredictable events. Within the security of such a robust and resilient reference narrative, uncertainty can be embraced, because it is the source of creativity, excitement, and profit. Echoing Frank's voice, in

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particular his emphasis on the commonalities of suffering and the therapeutic power of hope, The Psychotherapy of Hope offers scholarly wisdom and practical advice on how to understand psychotherapy—and apply its principles to the greatest benefit of patients.

In 1936 Keynes published the most provocative book written by any economist of his generation. Arguments about the book continued until his death in 1946 and still continue today. This new edition, published 70 years after the original, features a new introduction by Paul Krugman which

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discusses the significance and continued relevance of The General Theory.

Differentiated Instruction Across the Content Areas Illustrated Catalogue of Books ... 1903-1904 ...

The Psychotherapy of Hope Techniques of Propaganda and Persuasion

The Lives of John Maynard Keynes

Retail Catalogue of Standard and Holiday Books

Persuasion is a novel written by a famous British writer Jane Austen. It is a story about the life of Anne Elliot, a middle daughter of baronet Sir Walter, a spender and bluffer. Due to these features of his

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character, he found himself in a difficult financial position. He has to rent a family estate Kellynch Hall in order to pay his debts. Meanwhile, his most smart and considerate daughter Anne goes to Uppercross to look after a sick sister. In the days of her youth she was mutually in love with Frederick Wentworth, but because of a fear of a poor marriage, “reasons of conscience” and on the insistence of a “family friend” Lady Russel Anne stopped her relationship with him. But now after eight years, some incredible coincidence

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happens. The family that rents Kellynch Hall is related to Frederick Wentworth. Is the old-time love still alive in the hearts of Anne and Frederick? Numerical evidence is everywhere. And libraries are among the most abundant producers and storehouses of such evidence, as well as a key contact to numbers held elsewhere. But not all of this data is collected for the benefit of our users; some are integral to the functioning of the library itself. The papers in this collection run the gamut from library administrators addressing how to make data

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presentations appealing and effective, to an article on applying capital budgeting models to libraries, to a simple way to integrate Excel pivot tables with SQL stored procedures to create an amazingly elegant tool for vendor data analysis and visualization. They also cover specialized scenarios within, for example, the worlds of reference, collection development, serial acquisitions, web site design, and bibliographic instruction This book provides a collection of essays representing the state of the

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art in the research into argumentation in classical antiquity. It contains essays from leading and up and coming scholars on figures as diverse as Parmenides, Gorgias, Seneca, and Classical Chinese "wandering persuaders." The book includes contributions from specialists in the history of philosophy as well as specialists in contemporary argumentation theory, and stimulates the dialogue between scholars studying issues relating to argumentation theory in ancient philosophy and

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contemporary argumentation theorists. Furthermore, the book sets the direction for research into argumentation in antiquity by encouraging an engagement with a broader range of historical figures, and closer collaboration between contemporary concerns and the history of philosophy.

Green Booker Publication

**Photography &
Psychoanalysis**

**The Collected Writings of
John Maynard Keynes: Essays
in biography**

**Essays on Argumentation in
Antiquity**

Jane Austen

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PERSUASION

John Maynard Keynes (1883-1946) was the twentieth century's most influential economist. His ideas inspired Franklin D. Roosevelt to launch the New Deal and instructed Western nations on how to ward off revolutionary unrest, economic instability, high unemployment, and social dissolution. Keynes was nothing less than the Adam Smith of his time: his *The General Theory of Employment, Interest*

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and Money became as important in the twentieth century as Smith's *The Wealth of Nations* was in the eighteenth. Now, in the long wake of the 2008 global economic collapse, Keynesian economics is once again shaping our world. In *Universal Man*, acclaimed historian Richard Davenport-Hines offers the first biography of Keynes that reveals the man in full. Like many Englishmen of his class and era, Keynes

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compartmentalized his life. Accordingly, Davenport-Hines treats Keynes in turn as a youthful prodigy, a powerful government official, an influential public man, a bisexual living in the shadow of Oscar Wilde's persecution, a devotee of the arts, and an international statesman of worldwide renown. Delving into Keynes's experiences and thought, Davenport-Hines shows us a man who was equally at ease socializing with

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the Bloomsbury Group as he was persuading heads of state to adopt his policies. Through Davenport-Hines' nuanced portrait, we come to understand not just the most enduringly influential economist of the modern era, but one of the most gifted and vital men of our times: a disciplined logician with a capacity for glee who persuaded people, seduced them, subverted old ideas, and installed new ones. Engaging, learned, and sparkling

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with wit and insight, Universal Man is the perfect match for its brilliant subject.

This text is about the histories of photography and psychoanalysis. It describes how they came together in the 20th century to revolutionize political propaganda and sales messages. It references the works of several 20th Century and contemporary photographers including: Edward Steichen, Brian Duffy, Helmut Newton, Henri Cartier-Bresson,

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Nan Goldin, Gregory Crewdson, Larry Clark, and Wang Qingsong. It includes a chapter summarizing and critiquing many of the thoughts of the philosopher and activist Susan Sontag, as well as being completely up-to-date with a chapter about photographers Cindy Sherman and Miru Kim. The book demonstrates how images may be understood, and interpreted, using the ideas of Freud, Jung and Lacan. This book helps

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you understand the psychological impact of images. You are introduced to various characters who influenced the development of both photography and psychoanalysis during the 19th and 20th centuries, and you are helped to appreciate the impact they continue to have today.

Psychological and photographic concepts are added into the narrative until it becomes possible to look

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at examples of contemporary advertising images and campaigns using appropriate tools. Learn how to persuade cats—the world's most skeptical and cautious negotiators—with this primer on rhetoric and argument from the New York Times bestselling author of *Thank You for Arguing!* Cats are skilled manipulators who can talk you into just about anything without a single word (or maybe a meow or two). They can get you to drop whatever

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you're doing and play with them. They can make you serve their dinner way ahead of schedule. They can get you to sit down in an instant to provide a lap. On the other hand, try getting a cat to do what you want.... While it's hard, persuading a cat is possible. And after that, persuading humans becomes a breeze, and that is what you will learn in this book. How to Argue with a Cat will teach you how to: · Hold an intelligent

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conversation—one of the few things easier to do with a cat than a human.

- Argue logically, even if your opponent is furry and irrational.
-

- Hack up a fallacy (the hairball of logic).
-

- Make your body do the talking (cats are very good at this).
-

- Master decorum: the art of fitting in with cats,

- venture capitalists, or humans.
-

- Learn the wisdom of predator timing to pounce at the right moment.
-

- Get someone to do something

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or stop doing it. · Earn any creature's respect and loyalty.

Library Data

A Human's Guide to the Art of Persuasion

The Power of Persuasion

The Protestant penny magazine, a collection of original essays and

anecdotes, illustrating the doctrines and spirit of the Church of Rome

The General Theory of Employment, Interest and Money

Essays

* *Beautifully*

illustrated with

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atmospheric paintings by renowned artists, The Economic Consequences of the Peace was critical in establishing a general opinion that the Versailles Treaty was a "Carthaginian peace". It helped to consolidate American public opinion against the treaty and involvement in the League of Nations. Just as accessible and informative for today's readers as it would have been when first published, the work is one of the great pieces*

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of English economic literature and continues to be widely read throughout the world. This meticulous edition from Heritage Illustrated Publishing is a faithful reproduction of the original text and is enhanced with images of classic works of art carefully selected by our team of professional editors.*

In the Middle Ages, liturgies, books, song, architecture and poetry were performed as

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collaborative activities in which performers and audience together realized their work anew. Essays by leading scholars analyse how the medieval arts invited and delighted in collaborative performances designed to persuade. The essays cast fresh light on subjects ranging from pilgrim processions within Chartres Cathedral, to polyphonic song, and the 'rhetoric of silence' perfected by the Cistercians.

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Rhetoric is defined broadly in this book to encompass its relationship to its sister arts of music, architecture, and painting, all of which use materials and media in addition to words, sometimes altogether without words.

Contributors have concentrated on those aspects of formal rhetoric that are performative in nature, the sound, gesture, and facial expressions of persuasive speech in

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action. Delivery (performance) is shown to be at the heart of rhetoric, that aspect of it which is indeed beyond words.

Selections from one of the greatest essayists of the Graeco-Roman world Plutarch used an encyclopedic knowledge of the Roman Empire to produce a compelling and individual voice. In this superb selection from his writings, he offers personal insights into moral subjects that include the virtue of

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listening, the danger of flattery and the avoidance of anger, alongside more speculative essays on themes as diverse as God's slowness to punish man, the use of reason by supposedly "irrational" animals and the death of his own daughter. Brilliantly informed, these essays offer a treasure-trove of ancient wisdom, myth and philosophy, and a powerful insight into a deeply intelligent man. For more than seventy

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years, Penguin has been the leading publisher of classic literature in the English-speaking world. With more than 1,700 titles, Penguin Classics represents a global bookshelf of the best works throughout history and across genres and disciplines. Readers trust the series to provide authoritative texts enhanced by introductions and notes by distinguished scholars and contemporary authors, as well as up-to-date

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translations by award-winning translators.

Bending Opinion

(Penguin Classics Deluxe Edition)

The Bookseller

Critical Essays on Jane Austen

Persuasion

The Legacy of Persuasion and Healing

The General Theory of Employment, Interest and Money was written by the English economist John Maynard Keynes. The book, generally considered to be his magnum opus, is largely

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credited with creating the terminology and shape of modern macroeconomics. Published in February 1936, it sought to bring about a revolution, commonly referred to as the "Keynesian Revolution", in the way economists thought - especially in relation to the proposition that a market economy tends naturally to restore itself to full employment after temporary shocks. Regarded widely as the

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cornerstone of Keynesian thought, the book challenged the established classical economics and introduced important concepts such as the consumption function, the multiplier, the marginal efficiency of capital, the principle of effective demand and liquidity preference. The central argument of The General Theory is that the level of employment is determined, not by the price of labour as in

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neoclassical economics, but by the spending of money (aggregate demand). Keynes argues that it is wrong to assume that competitive markets will in the long run deliver full employment or that full employment is the natural, self-righting, equilibrium state of a monetary economy. On the contrary, under-employment and under-investment are likely to be the natural state unless active measures are taken. One

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implication of The General Theory is that an absence of competition is not the main issue regarding unemployment, and that even reducing wages or benefits have no major effect.

Rhetoric is, from both a practical and a theoretical perspective, essential to the conduct, analysis and evaluation of public debates. After all, the idea of Democracy is closely intertwined with the ideal of transparent

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decision-making on the basis of open high-quality discussions in the public domain. From classical antiquity till the present time, methods of organizing and conducting public debate and decision-making by which public speakers can effectively construe their message to persuade or to bend opinions of others have been hotly contested. "Bending opinion" is a collection of essays by distinguished international scholars

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that presents an overview of the state of interdisciplinary scholarship on the art of rhetoric and the varied approaches and methodologies within it, illustrated with relevant examples and compelling case studies.

Essays in Persuasion
W. Norton & Company
New and Classic Essays
Universal Man
The Economic
Consequences of the
Peace - Classic
Illustrated Edition
How We're Bought and

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Sold

The Publishers' Circular
and Booksellers' Record
Delight and Persuasion
in the Arts of the
Middle Ages

Sonic Persuasion: Reading Sound in the Recorded Age critically analyzes a range of sounds on vocal and musical recordings, on the radio, in film, and in cartoons to show how sounds are used to persuade in subtle ways. Greg Goodale explains how and to what effect sounds can be "read" like an aural text, demonstrating this method by examining important audio cues such as dialect, pausing, and accent in presidential recordings at the turn of the

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twentieth century. Goodale also shows how clocks, locomotives, and machinery are utilized in film and literature to represent frustration and anxiety about modernity, and how race and other forms of identity came to be represented by sound during the interwar period. In highlighting common sounds of industry and war in popular media, Sonic Persuasion also demonstrates how programming producers and governmental agencies employed sound to evoke a sense of fear in listeners. Goodale provides important links to other senses, especially the visual, to give fuller meaning to interpretations of identity, culture, and history in sound.

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The letters Rilke wrote during the war and postwar years are of particular interest not only for whatever they may contain of the wisdom of the poet, the artist, and the humanitarian, but for their analysis of the intellectual and spiritual currents of the time. These letters give the account of Rilke's own state of mind and of his final approach to the threshold of his great works. They show the rapid change he underwent after his reaction to the first excitement of the war; how his dismay at the cruelty and confusion of war helped to render the poet in him speechless for many years; how he nevertheless characteristically held to his own fundamental views

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throughout war and revolution and in spite of everything retained his belief in the capacity of humanity to create for itself a better future.

A brilliant collection of pieces, written between 1942 and his death in 2009, by Irving Kristol, one of the fathers of neoconservatism. This series of essays, many hard to find and reprinted for the first time since their initial appearance, offers a wide ranging survey of the history of neoconservatism in America. Kristol covers a broad range of topics from the neoconservative movement's roots in the 40s at City College through the triumph of Reagan and the muddle of the Iraq war. Along the way, we experience the creative development of one of the most

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important public intellectuals of the modern age, a man who played an extraordinarily influential role in the development of American intellectual and political culture over the past half-century. This illuminating collection features a foreword by Irving's son Bill Kristol and is edited by Irving's widow, Gertrude Himmelfarb (aka Bee Kristol), a notable conservative voice in her own right.

Wartime Letters of Rainer Maria Rilke

Evergreen: A Guide to Writing with Readings

Essays on Persuasion in the Public Domain

Essays in Persuasion

Radical Uncertainty: Decision-

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*Making Beyond the Numbers
The Development of Emotional
Persuasion in Image Making*

Reflecting the remarkable changes in the world of propaganda due to the increasing use of social media, this updated Seventh Edition provides a systematic introduction to the increasingly complex world of propaganda. Viewing propaganda as a form of communication, the authors help you understand information and persuasion so you can understand the characteristics of propaganda and how it

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works as a communication process. Providing provocative case studies and fascinating examples of the use of propaganda from ancient times up through the present day, Propaganda and Persuasion provides an original model that helps you analyze the instances of propaganda and persuasion you encounter in everyday life. New to the Seventh Edition: New coverage of social media as a disseminator of propaganda offers you an up-to-date perspective. The book's four case studies have

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been updated and strengthened to demonstrate their relevance not only to past and contemporary culture, but also to the study of propaganda campaigns. New coverage of how a propaganda case study can be structured to reveal the components of a campaign allows you to compare strengths and weaknesses across different types of campaigns and evaluate the relative success of various propaganda strategies. Updated research on persuasion and

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expanded coverage of collective memory as it appears in new memorials and monuments enhances the presentation. Current examples of propaganda, especially the ways it is disseminated via the Internet, deepen your understanding. New illustrations and photos add a unique visual dimension that helps you conceptualize methods of persuasion and propaganda. With carefully crafted instruction, engaging student models, and plentiful practice exercises, this best-

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selling text continues to provide the most effective paragraph-essay level writing instruction available. EVERGREEN is structured around Susan Fawcett's proven MAP (model-analysis-practice) format -- a guiding pedagogy featuring minimal inductive instruction followed by varied practice designed to improve students' confidence and learning outcomes. Known for its superior essay coverage, EVERGREEN demonstrates each of the nine rhetorical patterns with

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two student sample essays (one in the third person, and one in the first person), and a graphic organizer. The Eleventh Edition includes a new chapter focused on active reading strategies; more explanation of and practice for writing effective thesis statements; updated information about research and citing sources; and nine new high-interest readings in a variety of modes, with new post-reading questions and assignments. Important Notice: Media content

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referenced within the product description or the product text may not be available in the ebook version.

Looks at the power of effective persuasion, describing the mindset and tactics of persuasion professionals and detailing ways to protect oneself from becoming a victim of manipulation.

82 Strategic Exercises for Writing High-scoring Persuasive Essays

Essays on the Apocalypse, with illustrations from English history

The General Theory of

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Employment, Interest and Money (Illustrated)

Rhetoric beyond Words

Empowering Practice and Persuasion

Propaganda & Persuasion

Jane Austen's last completed novel, a brilliantly insightful story of regret, second chances, and the courage to follow our hearts Anne Elliot is twenty-seven and unmarried—by all accounts a spinster in her time—seemingly doomed to spend the rest of her life waiting on her image-obsessed father and extravagant older sister;

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attempting to maintain their once lavish, now dwindling family estate; and occasionally babysitting the children of her married younger sister. It wasn't always this way, though. When Anne was nineteen, she was in love with and engaged to Frederick Wentworth, a man with no money and few prospects. Anne's well-meaning family and friends convinced her that a young heiress like herself could do better, so she broke off the engagement. But when chance brings Wentworth and Anne

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together again eight years later, he is now an accomplished naval captain with an impressive fortune, and Anne must face her feelings for him that remain and consider how different her life could have been if only she hadn't been so easily persuaded by others.

The essays in this volume show Keynes's attempts to influence the course of events by public persuasion over the period of 1919-40. In the light of subsequent history, *Essays in Persuasion* is a remarkably prophetic

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volume covering a wide range of issues in political economy. In articles on the Versailles Treaty. John Maynard Keynes foresaw all too clearly that excessive Allied demands for reparations and indemnities would lead to the economic collapse of Germany. In Keynes's essays on inflation and deflation, the reader can find ideas that were to become the foundations of his most renowned treatise, The General Theory of Employment, Interest and Money (1936).

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With startling accuracy Keynes forecast the economic fluctuations that were to beset the economies of Europe and the United States and even proposed measures which, if heeded at the time, might have warded off an era of world-wide depression. His views on Soviet Russia, on the decline of laissez-faire, and the possibilities of economic growth are as relevant today as when Keynes originally set them forth.

Readings in Propaganda and Persuasion: New and

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Classic Essays is a unique, interdisciplinary collection that brings together contemporary and classic readings to provide significant insights into the practice and theory of propaganda and persuasion. The contents range from seminal essays to articles by well-known writers on propaganda to new essays about responses to contemporary issues and events. This engaging anthology also includes analyses of the relationship between rhetoric, propaganda, and

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persuasion.

The Middle School Writing Toolkit

Persuasion Points

Rhetoric Beyond Words

*Green Reader Publication
Readings in Propaganda and
Persuasion*

"Persuasion Points answers those questions for secondary teachers, helping you seamlessly teach the explicit elements of high-scoring persuasive essays, which are so important for end-of-course writing examinations, state assessments, advanced courses, and national college-entrance tests. These 82 ready-to-go strategic exercises save

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you time and make writing instruction easy to incorporate in your instructional hour. Author Brian Backman includes: -writing exercises for students, with teacher notes and reference sheets; -tools to help students practice drafting, revising, and editing their essays while infusing elements of style; -practice essays for students to score against a rubric; -skill-sharpening games and activities for the whole class; questions for close reading; a glossary of terms; and 101 writing prompts. With Persuasion Points, your students will be able to tackle any persuasive writing task with confidence!"

Marking 50 years since the

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publication of the 'Kinsey Report', this text celebrates the diverse & multifaceted expressions of women's sexuality that have emerged since.

A very special and complete presentation of Jane Austen's works, including over 60 color and 100 black & white illustrations.

Reading Sound in the Recorded Age

How to Argue with a Cat

Feminine Persuasion

The Neoconservative Persuasion

Sonic Persuasion

Selected Essays, 1942-2009

The Middle School Writing Toolkit addresses the 5 major writing genres that middle-school students are expected to master - reports, persuasive essays, how-

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to (procedural) essays, narratives, and literary responses - and provides 57 mini-lessons and more than 200 workstation tasks to start English teachers well on their way to creating a successful writing program in the classroom.

The Illustrated Library

The Publishers' Trade List Annual

Art and Essays on Sexuality