

as Asian labour gets more embedded in global value chains. In trying to identify spaces for progressive action and policies in the current GVC-linked global work environment, the book goes against the grain in searching for an alternative to laissez faire forms of globalisation.

Apples Never Fall
THE STRATEGIC IMPERATIVE
The One Device
Corporate Entrepreneurship and Innovation
Secrets about Guys
Secrets and Lies in a Silicon Valley Startup
Bad Blood

The book presents a comprehensive treatment of Intellectual Property concepts and its applications in Indian industry. Now, in its Third Edition, it includes a new chapter on Valuation of Intellectual Property and numerous cases/caselets in most of the chapters. It provides a strategic framework for IP management, leading to competitive advantage for a business enterprise. Besides explaining the conceptual framework and practices of IP management, the book discusses IP as a strategic tool, its commercial exploitation and strategies for risk management of IP. Web-based material comprising chapter-wise PowerPoint Presentations (PPTs) and multiple choice questions is available at www.phindia.com/sople This book is primarily intended as a text for postgraduate students of management, students of engineering and those who are pursuing certificate, postgraduate diploma or degree courses in IPR. In addition, professionals and corporate decision-makers should find the text very valuable. KEY FEATURES : Discusses IPs such as Patents, Copyrights, Trademarks, Trade Secrets, Designs, Semiconductor Circuit Layouts and Geographical Indications, etc. Treats IPRs and Cyber Space and Pharmaceutical sector in separate chapters. Classifies systems in practice for various IPs. Provides IPRs legal provision in Indian context. Includes a comprehensive glossary of important terms.

Who lives around the apple tree? Shine a light behind the page and see ... Explore a tree up close and you will find a small world filled with great surprises! From worms wriggling among the roots, to birds nesting high in the branches, the hidden wonders of this amazing habitat are revealed when the page is held up to a light.

NATIONAL BESTSELLER • The gripping story of Elizabeth Holmes and Theranos—one of the biggest corporate frauds in history—a tale of ambition and hubris set amid the bold promises of Silicon Valley, rigorously reported by the prize-winning journalist. With a new Afterword. “Chilling ... Reads like a thriller ... Carreyrou tells [the Theranos story] virtually to perfection.” —The New York Times Book Review In 2014, Theranos founder and CEO Elizabeth Holmes was widely seen as the next Steve Jobs: a brilliant Stanford dropout whose startup “unicorn” promised to revolutionize the medical industry with its breakthrough device, which performed the whole range of laboratory tests from a single drop of blood. Backed by investors such as Larry Ellison and Tim Draper, Theranos sold shares in a fundraising round that valued the company at more than \$9 billion, putting Holmes’s worth at an estimated \$4.5 billion. There was just one problem: The technology didn’t work. Erroneous results put patients in danger, leading to misdiagnoses and unnecessary treatments. All the while, Holmes and her partner, Sunny Balwani, worked to silence anyone who voiced misgivings—from journalists to their own employees.

Academic libraries are facing uncertain times. The international higher education environment is very volatile and academic libraries and librarians can play a major role in helping to strategically position their parent institution within it. In doing so, there needs to be clarity as to what the position of the academic library is with regard to the role and function it has within the university and how library leadership can have pan-institutional influence and impact. There are several ways in which the academic library can position itself and this collection demonstrates many of these. Strategic alignment with the university and its mission is a fundamental part of successful positioning, as is being flexible, adaptable and responsive to changing needs, requirements and expectations. Developments in research support and scholarly communications, as well as super-convergences with other academic support departments, are examples of such responsiveness. These topics along with other emerging themes, such as library functions and institutional partnerships and collaborations, are all discussed in the book and provide the reader with a rich variety of reflections and case studies on how academic libraries, from across the globe, have addressed their position within their institution. This book was originally published as a special issue of the journal New Review of Academic Librarianship.

Revolutionary Nostalgia

Apple

The Carter Island Trilogy

A Life in Sermons

Retromania, Neo-Burlesque, and Consumer Culture

Essene Health and Diet Secrets Revealed

Start-up, Growth and Maturity

Molly becomes emotionally isolated because of incest at the hands of her older brother Jeremy, who is the most-favored child of their parents. Through a lifelong friendship with Kate, Molly becomes a Christian and begins a healing journey that transforms her life.

Suicides, excessive overtime, and hostility and violence on the factory floor in China. Drawing on vivid testimonies from rural migrant workers, student interns, managers and trade union staff, Dying for an iPhone is a devastating expose of two of the world’s most powerful companies: Foxconn and Apple. As the leading manufacturer of iPhones, iPads, and Kindles, and employing one million workers in China alone, Taiwanese-invested Foxconn’s drive to dominate global electronics manufacturing has aligned perfectly with China’s goal of becoming the world leader in technology. This book reveals the human cost of that ambition and what our demands for the newest and best technology means for workers. Foxconn workers have repeatedly demonstrated their power to strike at key nodes of transnational production, challenge management and the Chinese state, and confront global tech behemoths. Dying for an iPhone allows us to assess the impact of global capitalism’s deepening crisis on workers.’

To succeed in any form of racing, a driver must be more than fast. In today’s ultra-competitive motorsports scene, where there’s competition for financial support as well as for checkered flags, a racer must have a full complement of on-and off-track skills. To become a champion, a driver must augment his or her racing, testing, and physical skills with traits and skills such as mental toughness, marketing savvy, and career-building abilities. Speed Secrets 5: The Complete Driver is the first handbook for the aspiring professional or ambitious amateur racer. It provides insights that will help aspiring racers reach their full potential in their quest to become well-rounded racers.

***READERS' FAVORITE INTERNATIONAL BOOK AWARDS SILVER MEDALIST** Three Siblings. One Year. Everything Changes. Stained glass artist Callie Davis is in desperate need of a vacation. Burnt out and on the edge of a nervous breakdown, she’s taking refuge on Massachusetts’ tiny Carter Island. Callie yearns for long, lazy days and pretty walks on the beach—blessed solitude and an escape from the pressures of her career and complications of her life. Then she bumps into gorgeous Nate Carter, and everything changes. Sheriff Nathan Carter couldn’t be happier now that the height of the summer season has finally come and gone. After four endless months, tourists have packed their bags and headed for the mainland. The quiet days of autumn are about to befall the town—the way Nate and his fellow Sandersonians like it best. But nothing ends up quite the way Nate expects when he meets the beautiful blond with the big blue eyes. Callie’s pretty smiles hide secrets—deep, dark mysteries that have the potential to rip apart their lives.

Working Backwards

The Secrets Behind the Past and Future Success of Steve Job's Iconic Brand

The Inside Story of Intrigue, Egomania, and Business Blunders

The Innovation Secrets of Steve Jobs: Insanely Different Principles for Breakthrough Success

MANAGING INTELLECTUAL PROPERTY

Science Secrets

Banks Apple Secrets

Essene Health and Diet Secrets challenges and guides readers to examine their lifestyles and diet with that of the Ancient Essenes, known for their longevity and natural health methods. Are you tired of being sick and tired? Get the superior health knowledge the Essenes are famous for in this book.

Inside AppleThe Secrets Behind the Past and Future Success of Steve Jobs's Iconic BrandJohn Murray Publishers

National Bestseller! "Unflinching and unforgettable. Little Secrets has everything you want in a thriller" ïRiley Sager, New York Times bestselling author of Lock Every Door Overwhelmed by tragedy, a woman desperately tries to save her marriage in award-winning author Jennifer Hillier's Little Secrets, a riveting novel of psychological suspense. All it takes to unravel a life is one little secret... Marin had the perfect life. Married to her college sweetheart, she owns a chain of upscale hair salons, and Derek runs his own company. They're admired in their community and are a loving family!until their world falls apart the day their son Sebastian is taken. A year later, Marin is a shadow of herself. The FBI search has gone cold. The publicity has faded. She and her husband rarely speak. She hires a P.I. to pick up where the police left off, but instead of finding Sebastian, she learns that Derek is having an affair with a younger woman. This discovery sparks Marin back to life. She's lost her son; she's not about to lose her husband, too. Kenzie is an enemy with a face, which means this is a problem Marin can fix. Permanently.

This beautifully illustrated book will introduce children to the joys of nature, and show them what wonderful secrets are revealed if you just look a little closer. By holding a light behind each page, children can see the creatures who make a tree their home, from the worms who live among the roots to the birds who nest high up in the branches. The clever 'see-through' reading technique creates an experience of interactive learning, showing both the surface and what is hidden underneath at the same time.

MANAGING INTELLECTUAL PROPERTY : The Strategic Imperative

The Truth about Darwin’s Finches, Einstein’s Wife, and Other Myths

Inside Apple’s Design Process During the Golden Age of Steve Jobs

Speed Secrets 5

Learn the inner-secrets behind Kindle, Netflix, AWS, Apple, Facebook, and Google.

The Complete Driver

Secrets of the Apple Tree

Praise for THE APPLE EXPERIENCE "There are three pillars of enchantment: likability, trustworthiness, and quality. The Apple experience is the best modern-day example of all three pillars. Carmine’s book will help you understand and implement the same kind of world-class experience." --Guy Kawasaki, author of Enchantment and former chief evangelist of Apple "Carmine Gallo explains beautifully and simply just what makes the Apple retail experience so successful. No matter what kind of business you are in, there are insanely valuable lessons in this book!" --Gar Reynolds, author of Presentation Zen and The Naked Presenter "At its core, this book is not about Apple. It’s about delivering the best experience possible." --Tony Hsieh, New York Times bestselling author of Delivering Happiness and CEO of Zappos.com, Inc. "An exciting resource for any business owner in any country who wants to reimagine the customer experience." --Loic Le Meur, CEO, LeWeb "Why can’t other retail experiences be as great as an Apple store’s? Not only does Carmine Gallo answer that question brilliantly, but he shows precisely how to make sure your customers never ask it about your business." --Matthew E. May, author of In Pursuit of Elegance and The Laws of Subtraction "Carmine Gallo gets to the magic of Steve Jobs: Touching people’s lives. This simple, yet delightful vision should be at the heart of every retail interaction in the world today." --Peter Steinlauf, Chairman, Edmunds.com "This magnificent collection of insights illuminates the way for anyone who wants to create a truly great experience, whether in retail, service, or software. "

--Dan Roam, author of The Back of the Napkin and Blah Blah Blah Reinvent your business to deliver Apple-like customer satisfaction and profits In The Apple Experience, internationally bestselling author Carmine Gallo details the principles and practices behind this total commitment to the customer and explains how your brand can achieve outstanding results by delivering this same high standard of service. Carmine Gallo interviewed professionals at all levels who have studied Apple, and he spent hundreds of hours observing the selling floor in Apple’s retail space and learning about Apple’s vision and philosophy. Using insights and data from these sources, he breaks down Apple’s customercentric model to provide an action plan with three distinct areas of focus: Inspire Your Internal Customer with training, support, and communications that create a “feedback loop” for improving performance at every level Serve Your External Customer with irresistible brand stories and dedicated salespeople who embody the APPLE five steps of service-- Approach, Probe, Present, Listen, End with a fond farewell Set the Stage by ensuring that no element is overlooked in creating an immersive retail environment where customers can see, touch, and learn about your products With The Apple Experience, you can improve the return on your investment in retail by adding real value to every customer interaction. Better still, any business that deals with people--employees or customers--can adopt the techniques to achieve Apple-like market dominance by enriching lives, building loyalty, and reimagining the customer experience. -

About Secrets under the Apple Tree is the first in a series of books targeting children ages twelve and up. It is written as a mystery designed to entertain as well as challenge the thinking skills of young readers. This book takes place in a small town in Upstate New York. The area is predominantly a farming community rich in growing fine New York State apples and grapes. Although this book does not discuss much about the farming industry or its growing apples, grapes, or other products, the book sets the foundation for future readings with mystery overtones. The main characters in the book are two boys. Corey spent the majority of his young years in New York City and coming up to the country to spend summers with his grandparents. Bobby was born and raised in a small town and is very curious in nature. The story is centered on the family relocating from big city life, coming back to the family roots, and a friendship between the boys’ fathers that dates back to Tom Albright and the now chief of police’s youth. The boys get involved with a note and map dating back years. Believing it is something their fathers buried years ago, they set out to solve the mysterious game set before them. Instead, what they find is something that involves the whole town dating back decades.

Master the evergreen traffic strategies to fill your website and funnels with your dream customers in this timeless book from the \$100M entrepreneur and co-founder of the software company ClickFunnels. The biggest problem that most entrepreneurs have isn’t creating an amazing product or service; it’s getting their future customers to discover that they even exist. Every year, tens of thousands of businesses start and fail because the entrepreneurs don’t understand this one essential skill: the art and science of getting traffic (or people) to find you. And that is a tragedy. Traffic Secrets was written to help you get your message out to the world about your products and services. I strongly believe that entrepreneurs are the only people on earth who can actually change the world. It won’t happen in government, and I don’t think it will happen in schools. It’ll happen because of entrepreneurs like you, who are crazy enough to build products and services that will actually change the world. It’ll happen because we are crazy enough to risk everything to try and make that dream become a reality.

To all the entrepreneurs who fail in their first year of business, what a tragedy it is when the one thing they risked everything for never fully gets to see the light of day. Waiting for people to come to you is not a strategy. Understanding exactly WHO your dream customer is, discovering where they’re congregating, and throwing out the hooks that will grab their attention to pull them into your funnels (where you can tell them a story and make them an offer) is the strategy. That’s the big secret. Traffic is just people. This book will help you find YOUR people, so you can focus on changing their world with the products and services that you sell.

The new edition of this market-leading textbook provides a holistic introduction to the academic study of entrepreneurship and offers practical guidance for prospective entrepreneurs. Adopting a life-cycle view of a business from start-up to maturity, it explores the many stages and forms of entrepreneurship. With an international outlook and expert synthesis of both theoretical foundations and lessons from real-life business practice, the book offers a complete course guide, fostering entrepreneurial talent, thinking and skills. The author’s engaging style and unrivalled expertise drawn from a long-ranging career (as an academic, accountant and entrepreneur) make the book accessible and authoritative. This is an ideal textbook for those studying Entrepreneurship or Small Business on undergraduate business or management degree courses, as well as on MBA programmes. It will also appeal to those looking to launch their own businesses. New to this Edition: - Updated international case studies from entrepreneurs and small businesses, ranging from Oman to Australia - First-hand, detailed stories from real-life entrepreneurs in brand new video interviews integrated throughout the text - Increased and integrated coverage of social and civic enterprise and hot topics such as effectuation and lean entrepreneurship

Secrets Under the Apple Tree

Apple, Foxconn, and The Lives of China’s Workers

Secrets (Sweet Valley High #2)

Insights, Stories, and Secrets from Inside Amazon

Secrets in the Dark

Labour in Global Value Chains in Asia

(that Shouldn’t be Secret)

What is the cloud? Discover the secrets of the cloud through simple explanatons that use lots of pictures and lots of examples. Why learn about the cloud? It’s the future. The cloud is the future of software, the future of computing, and the future of move on without you. Don’t miss out. Not a geek? Don’t worry. I wrote this book for you! After reading Explain Cloud Like I’m 10, you will understand the cloud. That’s a promise. How do I deliver on that promise? I’ll let you in on a little secret: the cloud nobody has taken the time to explain it properly. take the time. I go slow. You’ll learn step-by-step: one idea at a time. You’ll learn something new no matter if you’re a beginner, someone who knows a little and wants to know more, or someone thinking 10, you’ll discover: •? How the cloud got its name. A more interesting story than you might think.An intuitive picture based definition of the cloud. •? What it means when someone says a service is in the cloud.If stormy weather affects cloud computing don’t know. You will.The real genius of cloud computing. Hint: it’s not the technology. •? The good, the bad, and the ugly of cloud computing. •? How cloud computing changed how software is made—forever. •? Why Amazon AWS became so popular. Hint: you press play on Netflix. •? Why Kindle is the perfect example of a cloud service. •? The radically different approaches Apple and Google take to the cloud. •? How Google Maps and Facebook Messenger excel as cloud applications. •? Cloud providers are you to their ecosystems. •? Key ideas like: VM, serverless, container, IaaS, PaaS, SaaS, virtualization, caching, ISP, OpEx, CapEx, network, AMI, EC2, S3, CDN, elastic computing, datacenter, and cloud-native.And so much more. Sound like gobbledygook? Don’t a programmer and a writer for over 30 years. I’ve been in cloud computing since the beginning, and I’m here to help you on your journey to understand the cloud. Consider me your guide. I’ll be with you every step of the way. Sound fun? Buy Explain Cloud about the cloud today!

Presents a collection of pastry recipes from an award-winning New York baker, covering basic technques, equipment, tools, and ingredients and offering variations on coffee cake, strudel, babka, and breads.

#1 New York Times Bestseller From Liane Moriarty, the #1 New York Times bestselling author of Big Little Lies and Nine Perfect Strangers, comes Apples Never Fall, a novel that looks at marriage, siblings, and how the people we love the most can hurt u another dearly—it’s just that sometimes they want to murder each other . . . If your mother was missing, would you tell the police? Even if the most obvious suspect was your father? This is the dilemma facing the four grown Delaney siblings. The Delaney and Joy, are the envy of all of their friends. They’re killers on the tennis court, and off it their chemistry is palpable. But after fifty years of marriage, they’ve finally sold their famed tennis academy and are ready to start what should be the golden years miserably? The four Delaney children—Amy, Logan, Troy, and Brooke—were tennis stars in their own right, yet as their father will tell you, none of them had what it took to go all the way. But that’s okay, now that theyre all successful grown-ups and t the horizon. One night a stranger named Savannah knocks on Stan and Joy’s door, bleeding after a fight with her boyfriend. The Delaneys are more than happy to give her the small kindness she sorely needs. If only that was all she wanted. Later, when found, the police question the one person who remains: Stan. But for someone who claims to be innocent, he, like many spouses, seems to have a lot to hide. Two of the Delaney children think their father is innocent, two are not so sure—but as the tw biggest match ever, all of the Delaneys will start to reexamine their shared family history in a very new light.