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"A must read for anyone who wants to be successful with their digital marketing." - Greg S. Reid, bestselling author of Three Feet from Gold
The 7 Critical Principles of Effective Digital Marketing is an attempt at establishing a baseline for one of the most tumultuous and change-ridden industries in existence. It takes a step back from the strategies and tactics that most digital marketing approaches start with and, instead, establishes a core and foundational structure from which all digital marketing initiatives can and should operate. The 7 Principles are simple without being simplistic and help to align digital marketers with a set of axiomatic, unchanging and foundational beliefs. In fact, these 7 principles may be the only thing about digital marketing that won't change. A note from the author: Oh, look! You're reading the synopsis. That means I've got another sentence or two before you get bored and jump ship to go roam greener pastures. I get that, I do the same thing all of the time. Here's the problem with my book: That sexy little tidbit that you're looking for...you know, that hint, tip, trick, hack, best practice, "whatever" that'll make you an instant digital marketing demigod...it ain't here. I'm not saying it doesn't exist. I'm not saying Santa doesn't exist either. Here's what I am saying: maybe, just maybe, we're doing this wrong. I said "we" because I'm one of you! I'm a professional digital marketer (10 years and running!) and I do the same stupid thing that all of us are guilty of. I go out hunting for quick-fix content that'll give me some sort of blueprint to success as if digital marketing genius comes in a template. That's exactly why I wrote this book. Yes, strategies, tactics and best practices are important. But more important than any of that, something truly irreplaceable and a prerequisite to any lasting success: Principles. Here's the problem that I face: Principles aren't sexy! They just aren't. Tips and hacks and all of that crap, easy to sell. But principles...' Yawn! So, dear reader, I issue you a warning: if you're looking for that casual read that'll just drop a couple of little nuggets to simply make you sound smart the next time you're at a conference, I invite you to look elsewhere. (You're looking for dessert and I'm offering up that deep-dish beef stew your mom used to make on rainy days.) However, if you want the real deal, feet on the street, decade in the making, principle-centered, value driven, foundational approach to digital marketing: You found it. It's time we put down our plastic spiderman sporks and pick up the fine silver so we can sit at the big boy table with every other industry. It's time for digital marketing to have a principle-centered foundation. I hope you'll join me. Thug life, Kasim

The Scribe Method

Creating Character

The Seven Principles for Making Marriage Work

Duney

The Ninety-five Theses and the Three Primary Works of Dr. Martin Luther

Short Story Writing

Bringing Your Story to Life

This volume aims to analyze validated intervention programs focused on: the teaching and learning of writing as a skill and the use of writing as a learning activity in various school subjects/skills.

Called to Write will inspire you to either pick up the art of writing or will affirm your calling to write for the kingdom of God. Written by two award-winning and widely published authors and writing coaches, the book is filled with wisdom about how to keep your writing in line with the heart of God. Called to Write identifies seven key competencies every author needs to be a writer on mission. Two aspects of each of the seven competencies are included. First, authors will explore the competency through an informational chapter helping them understand the importance of staying grounded in that competency area. The informational chapter is then followed up by an inspiring how-to-implement section, making the book extremely practical. Called to Write is ideal for keeping a Christian writer on track with a gospel focus in their writing.

Based on the assumptions that students expect feedback and want to improve, and that improvement is possible, this book introduces a framework that applies the theory of self-regulated learning to guide second language writing teachers' response to learners at all stages of the writing process. This approach provides teachers with principles and activities for helping students to take more responsibility for their own learning. By using self-regulated learning strategies, students can increase their independence from the teacher, improve their writing skills, and continue to make progress once the course ends, with or without teacher guidance. The book focuses on the six dimensions of self-regulated learning —motive, methods of learning, time, physical environment, social environment, and performance. Each chapter offers practical activities and suggestions for implementing the principles and guidelines, including tools and materials that teachers can immediately use.

Reproduction of the original: The Group Mind by William McDougall

Applied Imagination - Principles and Procedures of Creative Writing

How to Write a Book in a Week

A Guide to the Scientific Career

Connecting Through Yes!

The Elements of Style

First Principles of the Reformation

GMAT Verbal Workbook

Formatting Briefs in Word explains how to create all the elements of a legal brief in Microsoft Word. Written by a lawyer for lawyers, paralegals and law students, readers will find this book invaluable for creating the best formatted briefs possible. While good formatting will not save a terrible brief, it will enhance a good one; and a good brief can be destroyed by poor formatting. Every page of this book is devoted towards solving the problems of formatting briefs. Topics include how to set up Word for legal writing; font selection; page layout; formatting using styles; creating tables of contents and authorities; and creating cover pages. Conformance with court rules is stressed throughout. This is an intermediate to advanced book on Word. The reader is expected to know already Word basics. This book takes the reader to a higher skill level.

#1 New York Times Bestseller "Significant...The book is both instructive and surprisingly moving." —The New York Times Ray Dalio, one of the world's most successful investors and entrepreneurs, shares the unconventional principles that he's developed, refined, and used over the past forty years to create unique results in both life and business—and which any person or organization can adopt to help achieve their goals. In 1975, Ray Dalio founded an investment firm, Bridgewater Associates, out of his two-bedroom apartment in New York City. Forty years later, Bridgewater has made more money for its clients than any other hedge fund in history and grown into the fifth most important private company in the United States, according to Fortune magazine. Dalio himself has been named to Time magazine's list of the 100 most influential people in the world. Along the way, Dalio discovered a set of unique principles that have led to Bridgewater's exceptionally effective culture, which he describes as "an idea meritocracy that strives to achieve meaningful work and meaningful relationships through radical transparency." It is these principles, and not anything special about Dalio—who grew up an ordinary kid in a middle-class Long Island neighborhood—that he believes are the reason behind his success. In Principles, Dalio shares what he's learned over the course of his remarkable career. He argues that life, management, economics, and investing can all be systemized into rules and understood like machines. The book's hundreds of practical lessons, which are built around his cornerstones of "radical truth" and "radical transparency," include Dalio laying out the most effective ways for individuals and organizations to make decisions, approach challenges, and build strong teams. He also describes the innovative tools the firm uses to bring an idea meritocracy to life, such as creating "baseball cards" for all employees that distill their strengths and weaknesses, and employing computerized decision-making systems to make believability-weighted decisions. While the book brims with novel ideas for organizations and institutions, Principles also offers a clear, straightforward approach to decision-making that Dalio believes anyone can apply, no matter what they're seeking to achieve. Here, from a man who has been called both "the Steve Jobs of investing" and "the philosopher king of the financial universe" (CIO magazine), is a rare opportunity to gain proven advice unlike anything you'll find in the conventional business press. The Hidden Principles Behind Best-selling, Award-Winning StoriesGreat books don't happen by accident, but by writers who understand, consciously or unconsciously, principles hidden within the best stories. These common-sense principles are easy to learn, but they drive the success (or failure) of best-selling, award winning novels and films. Now, with The Write Structure, writers can learn these principles and quickly apply them to their own writing projects. Using simple, universal terminology and easy-to-grasp visualizations, The Write Structure uncovers the hidden truths of the best stories, allowing new and advanced writers to better understand their own stories and make them better. If you want to write a bestselling book or a screenplay ready to become a major feature, purchase a copy of The Write Structure and turn your story ideas into finished, published works. Click buy now and start learning these hidden story principles today.

40 Powerful Rules for Clear and Correct Writing

A Writer's Guide to Meeting a Deadline

Composition of Technical Papers

Writing At Work

The Arsonist's Last Words

The Group Mind