

## **Spin Selling: ESpresso Summary**

*In this volume of 15 articles, contributors from a wide range of disciplines present their analyses of Disney movies and Disney music, which are mainstays of popular culture. The power of the Disney brand has heightened the need for academics to question whether Disney's films and music function as a tool of the Western elite that shapes the views of those less empowered. Given its global reach, how the Walt Disney Company handles the role of race, gender, and sexuality in social structural inequality merits serious reflection according to a number of the articles in the volume. On the other hand, other authors argue that Disney productions can help individuals cope with difficult situations or embrace progressive thinking. The different approaches to the assessment of Disney films as cultural artifacts also vary according to the theoretical perspectives guiding the interpretation of both overt and latent symbolic meaning in the movies. The authors of the 15 articles encourage readers to engage with the material, showcasing a variety of views about the good, the bad, and the best way forward.*

*Ten laws of simplicity for business, technology, and design that teach us how to need less but get more. Finally, we are learning that simplicity equals sanity. We're rebelling against technology that's too complicated, DVD players with too many menus, and software accompanied by 75-megabyte "read me" manuals. The iPod's clean gadgetry has made simplicity hip. But sometimes we find ourselves caught up in the simplicity paradox: we want something that's simple and easy to use, but also does all the complex things we might ever want it to do. In *The Laws of Simplicity*, John Maeda offers ten laws for balancing simplicity and complexity in business, technology, and design—guidelines for needing less and actually getting more. Maeda—a professor in MIT's Media Lab and a world-renowned graphic designer—explores the question of how we can redefine the notion of "improved" so that it doesn't always mean something more, something added on. Maeda's first law of simplicity is "Reduce." It's not necessarily beneficial to add technology features just because we can. And the features that we do have must be organized (Law 2) in a sensible hierarchy so users aren't distracted by features and functions they don't need. But simplicity is not less just for the sake of less. Skip ahead to Law 9: "Failure: Accept the fact that some things can never be made simple." Maeda's concise guide to simplicity in the digital age shows us how this idea can be a cornerstone of organizations and their products—how it can drive both business and technology. We can learn to simplify without sacrificing comfort and meaning, and we can achieve the balance described in Law 10. This law, which Maeda calls "The One," tells us: "Simplicity is about subtracting the obvious, and adding the meaningful."*

*Indianapolis Monthly is the Circle City's essential chronicle and guide, an indispensable authority on what's new and what's news. Through coverage of politics, crime, dining, style, business, sports, and arts and entertainment, each issue offers compelling narrative stories and lively, urbane coverage of Indy's cultural landscape.*

*At the Bar Lume, in a small seaside town where everyone knows everyone else, barman Massimo and four old-timers pass the time, between hands of cards and shots of coffee, chatting, arguing and theorising about the murder of a young woman in their town. When her body is found stuffed in a bin, the girl's lifestyle has everyone thinking her death must have something to do with the world of drug trafficking and dangerous sex she inhabited. The group of old friends at the Bar Lume begin to pull the case apart, forcing barman Massimo into the role of amateur sleuth.*

*Enterprising Ideas:*

*Just Kids*

*Masterpieces of Swiss Entrepreneurship*

*Ten Types of Innovation*

*How to Win at the Sport of Business*

*The Power of Selling*

*When Richard Rumelt's *Good Strategy/Bad Strategy* was published in 2011, it immediately struck a chord, calling out as bad strategy the mish-mash of pop culture, motivational slogans and business buzz speak so often and misleadingly masquerading as the real thing. Since then, his original and pragmatic ideas have won fans around the world and continue to help readers to recognise and avoid the elements of bad strategy and adopt good, action-oriented strategies that honestly acknowledge the challenges being faced and offer straightforward approaches to overcoming them. Strategy should not be equated with ambition, leadership, vision or planning; rather, it is coherent action backed by an argument. For Rumelt, the heart of good strategy is insight into the hidden power in any situation, and into an appropriate response - whether launching a new product, fighting a war or putting a man on the moon. Drawing on examples of the good and the bad from across all sectors and all ages, he shows how this insight can be cultivated with a wide variety of tools that lead to better thinking and better strategy, strategy that cuts through the hype and gets results.*

*The authors of the international bestseller *Business Model Generation* explain how to create value propositions customers can't resist. Value Proposition Design helps you tackle the core challenge of every business - creating compelling products and services customers want to buy. This highly practical book, paired with its online companion, will teach you the processes and tools you need to create products that sell. Using the same stunning visual format as the authors' global bestseller, *Business Model Generation*, this sequel explains how to use the "Value Proposition Canvas" to design, test,*

create, and manage products and services customers actually want. Value Proposition Design is for anyone who has been frustrated by new product meetings based on hunches and intuitions; it's for anyone who has watched an expensive new product launch fail in the market. The book will help you understand the patterns of great value propositions, get closer to customers, and avoid wasting time with ideas that won't work. You'll learn the simple process of designing and testing value propositions, that perfectly match customers' needs and desires. In addition the book gives you exclusive access to an online companion on Strategyzer.com. You will be able to assess your work, learn from peers, and download pdfs, checklists, and more. Value Proposition Design is an essential companion to the "Business Model Canvas" from Business Model Generation, a tool embraced globally by startups and large corporations such as MasterCard, 3M, Coca Cola, GE, Fujitsu, LEGO, Colgate-Palmolive, and many more. Value Proposition Design gives you a proven methodology for success, with value propositions that sell, embedded in profitable business models."

Los Angeles magazine is a regional magazine of national stature. Our combination of award-winning feature writing, investigative reporting, service journalism, and design covers the people, lifestyle, culture, entertainment, fashion, art and architecture, and news that define Southern California. Started in the spring of 1961, Los Angeles magazine has been addressing the needs and interests of our region for 48 years. The magazine continues to be the definitive resource for an affluent population that is intensely interested in a lifestyle that is uniquely Southern Californian.

The bestselling book on Windows, now updated for the new 8.1 features Microsoft has fine-tuned Windows 8 with some important new features, and veteran author Andy Rathbone explains every one in this all-new edition of a long-time bestseller. Whether you're using Windows for the first time, upgrading from an older version, or just moving from Windows 8 to 8.1, here's what you need to know. Learn about the dual interfaces, the new Start button, how to customize the interface and boot operations, and how to work with programs and files, use the web and social media, manage music and photos, and much more. You'll even find troubleshooting tips! This edition covers the upgrades in Windows 8.1, including the dual interfaces, basic mechanics, file storage, and how to get the free upgrade to Windows 8.1 Shows how to manipulate app tiles, give Windows the look you choose, set up boot-to-desktop capabilities, connect to a network, and create user accounts Covers working with programs, apps, and files; using the Internet and social media; new apps and capabilities for working with onboard and online media; and how to move files to a new PC Written by Andy Rathbone, author of every edition of the bestselling Windows For Dummies Windows 8.1 For Dummies is exactly what you need to get going and be productive with the newest Windows update.

Bite Me

Everything Is Lies

Turning Every Customer and Employee into a Raving Fan for Your Brand

Thoughtless

How to Create Products and Services Customers Want

12 Rules for Life

*Winner of the 2010 Non-Fiction National Book Award Patti Smith's evocative, honest and moving coming-of-age story of her extraordinary relationship with the artist Robert Mapplethorpe*

*The Advocate is a lesbian, gay, bisexual, transgender (LGBT) monthly newsmagazine. Established in 1967, it is the oldest continuing LGBT publication in the United States.*

*This book presents all the publicly available questions from the PISA surveys. Some of these questions were used in the PISA 2000, 2003 and 2006 surveys and others were used in developing and trying out the assessment.*

*At the heart of Born to Run lies a mysterious tribe of Mexican Indians, the Tarahumara, who live quietly in canyons and are reputed to be the best distance runners in the world; in 1993, one of them, aged 57, came first in a prestigious 100-mile race wearing a toga and sandals. A small group of the world's top ultra-runners (and the awe-inspiring author) make the treacherous journey into the canyons to try to learn the tribe's secrets and then take them on over a course 50 miles long. With incredible energy and smart observation, McDougall tells this story while asking what the secrets are to being an incredible runner. Travelling to labs at Harvard, Nike, and elsewhere, he comes across an incredible cast of characters, including the woman who recently broke the world record for 100 miles and for her encore ran a 2:50 marathon in a bikini, pausing to down a beer at the 20 mile mark.*

*Swiss SMEs Competing in Global Markets*

*Windows 8.1 For Dummies*

*The Advocate*

*Los Angeles Magazine*

*How to talk to customers & learn if your business is a good idea when everyone is lying to you*

*The difference and why it matters*

*We're Going on a Bear Hunt*  
*The Mom Test*  
*How to talk to customers & learn if your business is a good idea when everyone is lying to you*  
Robfitz Ltd

A scrappy maid must outsmart both palace nobles and Low Gods in a new YA fantasy by Margaret Owen, author of the Merciful Crow series. Once upon a time, there was a horrible girl... Vanja Schmidt knows that no gift is freely given, not even a mother's love—and she's on the hook for one hell of a debt. Vanja, the adopted goddaughter of Death and Fortune, was Princess Gisele's dutiful servant up until a year ago. That was when Vanja's otherworldly mothers demanded a terrible price for their care, and Vanja decided to steal her future back... by stealing Gisele's life for herself. The real Gisele is left a penniless nobody while Vanja uses an enchanted string of pearls to take her place. Now, Vanja leads a lonely but lucrative double life as princess and jewel thief, charming nobility while emptying their coffers to fund her great escape. Then, one heist away from freedom, Vanja crosses the wrong god and is cursed to an untimely end: turning into jewels, stone by stone, for her greed. Vanja has just two weeks to figure out how to break her curse and make her

getaway. And with a feral guardian half-god, Gisele's sinister fiancé, and an overeager junior detective on Vanja's tail, she'll have to pull the biggest grift yet to save her own life. Margaret Owen, author of The Merciful Crow series, crafts a delightfully irreverent retelling of "The Goose Girl" about stolen lives, thorny truths, and the wicked girls at the heart of both.

Innovation principles to bring about meaningful and sustainable growth in your organization Using a list of more than 2,000 successful innovations, including Cirque du Soleil, early IBM mainframes, the Ford Model-T, and many more, the authors applied a proprietary algorithm and determined ten meaningful groupings—the Ten Types of Innovation—that provided insight into innovation. The Ten Types of Innovation explores these insights to diagnose patterns of innovation within industries, to identify innovation opportunities, and to evaluate how firms are performing against competitors. The framework has proven to be one of the most enduring and useful ways to start thinking about transformation. Details how you can use these innovation principles to bring about meaningful—and sustainable—growth within your organization Author Larry Keeley is a world renowned speaker, innovation consultant, and president and co-founder of Doblin, the innovation practice of Monitor Group; BusinessWeek named Keeley one of seven Innovation Gurus who are changing the field The Ten Types of Innovation concept has influenced thousands of executives and companies around the world since its discovery in 1998. The Ten Types of Innovation is the first book explaining how to implement it.

Praise for Mastering the Complex Sale "Jeff Thull's process plays a key role in helping companies and their customers cross the chasm with disruptive innovations and succeed with game-changing initiatives." —Geoffrey A. Moore, author of Crossing the Chasm and Dealing with Darwin "This is the first book that lays out a solid method for selling cross-company, cross-border, even cross-culturally where you have multiple decision makers with multiple agendas. This is far more than a 'selling process'—it is a survival guide—a truly outstanding approach to bringing all the pieces of the puzzle together." —Ed Daniels, EVP, Shell Global Solutions Downstream, President, CRI/Criterion, Inc. "Mastering the Complex Sale brilliantly sets up value from the customer's perspective. A must-read for all those who are managing multinational business teams in a complex and highly competitive environment." —Samik Mukherjee, Vice President, Onshore Business, Technip "Customers need to know the value they will receive and how they will receive it. Thull's insights into the complex sale and how to clarify and quantify this value are remarkable—Mastering the Complex Sale will be required reading for years to come!" —Lee Tschanz, Vice President, North American Sales, Rockwell Automation "Jeff Thull is winning the war against commoditization. In his world, value trumps price and commoditization isn't a given, it's a choice. This is a proven alternative to the price-driven sale. We've spoken to his clients. This stuff really works, folks." —Dave Stein, CEO and Founder, ES Research Group, Inc. "Our business depends on delivering breakthrough thinking to our executive clients. Jeff Thull has significantly redefined sales and marketing strategies that clearly connect to our global audience. Read it, act on it, and take your results to exceptional levels." —Sven Kroneberg, President, Seminarium Internacional "Jeff's main thesis—that professional customer guidance is the key to success—rings true in every global market today. Mastering the Complex Sale is the essential read for any organization looking to transform their business for long-term, value-driven growth." —Jon T. Lindekugel, President, 3M Health Information Systems, Inc. "Jeff Thull has re-engineered the conventional sales process to create predictable and profitable growth in today's competitive marketplace. It's no longer about selling; it's about guiding quality decisions and creating collaborative value. This is one of those rare books that will make a difference." —Carol Pudnos, Executive director, Healthcare Industry, Dow Corning Corporation

Girls Made of Snow and Glass

Good Strategy/Bad Strategy

The Failed Promise of Transhumanism

A Guide to Intellectual Property for Startups

Value Proposition Design

Born to Run

**Transhumanists would have humanity's creation of posthumanity be our governing aim. Susan B. Levin challenges their overarching commitments regarding the mind, brain, ethics, liberal democracy, knowledge, and reality. Her critique unmasks their notion of humanity's self-transcendence via science and technology as pure, albeit seductive, fantasy.**

**When justice is for sale, every jury has a price. In Biloxi, Mississippi, a landmark trial against a tobacco company begins. There are hundreds of millions of dollars at stake and soon it swerves mysteriously off course. The jury is behaving strangely, and at least one juror is convinced he's being watched. Soon they have to be sequestered. Then a tip from an anonymous young woman suggests she is able to predict the jurors' increasingly odd behaviour. Someone has a plan. But who? And, more importantly, what do they want?**

**'A master at the art of deft characterisation and the skilful delivery of hair-raising crescendos' - Irish Independent 'John Grisham is the master of legal fiction' - Jodi Picoult 'The best thriller writer alive' - Ken Follett 'John Grisham has perfected the art of cooking up convincing, fast-paced thrillers' - Telegraph 'Grisham is a superb, instinctive storyteller' - The Times 'Grisham's storytelling genius reminds us that when it comes to legal drama, the master is in a league of his own.' - Daily Record 'Masterful - when Grisham gets in the courtroom he lets rip, drawing scenes so real they're not just alive, they're pulsating' - Mirror 'A giant of the thriller genre' - TimeOut **Must-reading for every manager, entrepreneur, corporate executive, and anyone looking to increase customer****

**satisfaction, boost employee engagement, and significantly enhance the bottom line. In order to build a successful company today, you must create an unbreakable bond of loyalty between your customers and employees. Few have done this better than Enterprise Holdings, owner of the Enterprise, National, and Alamo rental car brands. While Enterprise has long been known for offering excellent customer service, it faced a huge challenge after buying National and Alamo in 2007. Among other things, it had to integrate different cultures, manage a varied workforce, and meet the needs of a much larger and highly divergent customer base. In *Driving Loyalty*, you'll get an inside look at how Enterprise began operating these three distinct brands in a way that ultimately led to rising profitability and some of the highest customer and employee satisfaction scores in the industry. You'll also discover how other thriving companies—from JetBlue and Starbucks to Costco and even Chobani Yogurt—use similar techniques to outsmart the competition and turn customers and employees into raving fans. *Driving Loyalty* provides a blueprint that businesses of all types can use to deliver exceptional customer service, create a high-performing work environment, build strong brands, instill loyalty, market effectively online and off, and, in turn, power overall performance. In the pages of *Driving Loyalty*, you'll learn:**

- Specific strategies for offering exceptional service that will help to increase sales and grow your business.
- Principles for developing engaged, high-performing teams
- Why the rules of brand building differ based on your target audience
- How to effectively leverage social media to better connect with your customers and employees
- Why forming strong partnerships can take your company--and your career--to the next level
- And much more

**From the author of the thrilling Sunday Times bestseller *Dear Amy* \_\_\_\_\_ What if your parents had been lying to you since the day you were born? Sophia's parents lived quiet, ordinary lives. At least she thought so, until she came home to discover her mother hanged, and her father in a pool of blood. Sophia is certain her mother didn't try to kill her father - but clearing her name will draw Sophia deep into a past she never imagined. A past that hides a dark and twisted secret . . . Because if everything you've been told is lies, then how dangerous is the truth? \_\_\_\_\_ Praise for Helen's breakout thriller, *Dear Amy* 'Riveting' Sunday**

**Times 'An accomplished psychological twister' Daily Mail 'A brilliant book . . . superb' Rachel Abbott 'The most exciting and terrifying thing I have read in a very long time' Elizabeth Haynes 'A tense plot, imaginative twists and smart writing' Julia Heaberlin 'Thrilling' Sun 'You'll be hooked' Fabulous If you thought *Everything is Lies* was thrilling and want other readers like you to discover this gripping read, then leave a review below . . .**

***We're Going on a Bear Hunt***

***The Mom Test***

***The Runaway Jury***

***Mastering the Complex Sale***

### ***Driving Loyalty***

Mark Cuban shares his wealth of experience and business savvy in his first published book, *HOW TO WIN AT THE SPORT OF BUSINESS*. "It's New Year's resolution time, and Mark Cuban's new book offers the rationale for a good one." —*BUSINESS INSIDER* Using the greatest material from his popular Blog Maverick, Cuban has collected and updated his postings on business and life to provide a catalog of insider knowledge on what it takes to become a thriving entrepreneur. He tells his own rags-to-riches story of how he went from selling powdered milk and sleeping on friends' couches to owning his own company and becoming a multi-billion dollar success story. His unconventional yet highly effective ideas on how to build a successful business offer entrepreneurs at any stage of their careers a huge edge over their competitors. "In short, [*HOW TO WIN AT THE SPORT OF BUSINESS*] exceeded...expectations. Short chapters...got right to the point and were not filled with 'stuffing'." —*HUFFINGTON POST*

While some lovers were born to run, Jody and Tommy were born to bite. Well, reborn, that is, now that they're vampires. Good thing theirs is an undying love, since their Goth Girl Friday, Abby Normal, has imprisoned them in a bronze statue. Abby is keen to be one of the undead, too, but first she and her PhD-candidate boyfriend Steve have to deal with the huge vampire cat, Chet, who is stalking the city - and creating his own minions. And then Jody and Tommy free themselves from the statue and they are NOT happy...

Scholarly Research Paper from the year 2008 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 1,0, University of applied sciences, Munich, language: English, abstract: Starbucks is the world leader in the premium coffee market and has an amazing success story. In this study the key factors for the successes of Starbucks are analyzed. The distribution strategy of Starbucks, e.g. through coffee stores, grocery markets, and new retail channels, is investigated. Additionally, problems of the rapid expansion of Starbucks in national and international markets and their solutions are discussed. Starbucks sells not only its coffee; it sells the "Starbucks' experience." The company is successful to convey its vision to the customers. It can convince customers paying more for high-quality products and a new life style. Starbucks reached its goal to establish and leverage its powerhouse premium brand through rapid expansion of retail operations, introduction of new products and store concepts, as well as development of new distribution channels. Starbucks has revolutionized the coffee business. The main marketing strategy is to represent Starbucks' store as a "third place" between work and home. The company could increase the market share in existing markets and open stores in new markets rapidly. Additionally, Starbucks always tries to expand its products portfolio. The company cooperates and takes alliances with other companies to develop and distribute new products. As the result, Starbucks has developed from a local coffee bean roaster and retailer in the US to a multinational coffee and coffeehouse chain with more than 14,000 stores in 42 countries. The rapid expansion of Starbucks leads unfortunately to some serious problems. The company has to fight

*with the commoditization of Starbucks' brand because of a series of decisions which are necessary for the rapid business growth. Getting back to the score, This publication introduces startups to IP. Through step-by-step guidance, useful case studies and simple checklists, it illustrates how small*

*Little Thieves*

*An Antidote to Chaos*

*Sample Questions from OECD's PISA Assessments*

*How to Compete and Win When the Stakes are High!*

*The Guest List*

*The Discipline of Building Breakthroughs*

The Mom Test is a quick, practical guide that will save you time, money, and heartbreak. They say you shouldn't ask your mom whether your business is a good idea, because she loves you and will lie to you. This is technically true, but it misses the point. You shouldn't ask anyone if your business is a good idea. It's a bad question and everyone will lie to you at least a little. As a matter of fact, it's not their responsibility to tell you the truth. It's your responsibility to find it and it's worth doing right. Talking to customers is one of the foundational skills of both Customer Development and Lean Startup. We all know we're supposed to do it, but nobody seems willing to admit that it's easy to screw up and hard to do right. This book is going to show you how customer conversations go wrong and how you can do better.

The circus arrives without warning. It is simply there, when yesterday it was not. Against the grey sky the towering tents are striped black and white. A sign hanging upon iron gates reads: Opens at Nightfall Closes at Dawn As dusk shifts to twilight, tiny lights begin to flicker all over the tents, as though the whole circus is covered in fireflies. When the tents are aglow, sparkling against the night sky, the sign lights up: Le Cirque des Rêves The Circus of Dreams The gates shudder and unlock, seemingly by their own volition. They swing outward, inviting the crowd inside. Now the circus is open. Now you may enter. Discover this amazing fantasy read with a different kind of magic. The Starless Sea, the second novel from the author of the The Night Circus, is out now. 'The only response to this novel is simply: wow. It is a breathtaking feat of imagination, a flight of fancy that pulls you in and wraps you up in its spell' The Times

For almost two years now, Kiera's boyfriend, Denny, has been everything she's ever wanted: loving, tender, and endlessly devoted to her. When they head off to a new city to start their lives together, Denny at his dream job and Kiera at a top-notch university, everything seems perfect. Then an unforeseen obligation forces the happy couple apart. Feeling lonely, confused, and in need of comfort, Kiera turns to an unexpected source - a local rock star named Kellan Kyle. At first, he's purely a friend that she can lean on, but as her loneliness grows, so does their relationship. And then one night everything changes . . . and one thing's for sure - nothing will ever be the same.

It's one thing to learn to curtsy properly. It's quite another to learn to curtsy and throw a knife at the same time. Welcome to finishing school. Sophronia is a great trial to her poor mother. Sophronia is more interested in dismantling clocks and climbing trees than proper manners-and the family can only hope that company never sees her atrocious curtsy. Mrs. Temminnick is desperate for her daughter to become a proper lady. So she enrolls Sophronia in Mademoiselle Geraldine's Finishing Academy for Young Ladies of Quality. But Sophronia soon realizes the school is not quite what her mother might have hoped. At Mademoiselle Geraldine's young ladies learn to finish . . . everything. Certainly, they learn the fine arts of dance, dress, and etiquette, but they also learn to deal out death, diversion, and espionage - in the politest possible ways, of course. Sophronia and her friends are in for a rousing first year's education.

Customer Engagement Marketing

Etiquette and Espionage

The Hidden World of Fast Fashion and Second-Hand Clothes

Clothing Poverty

Posthuman Bliss?

Rachel's Holiday

Jordan Peterson's work as a clinical psychologist has reshaped the modern understanding of personality, and now he has become one of the world's most popular public thinkers, with his lectures on topics ranging from the Bible to romantic relationships drawing tens of millions of viewers. In an era of polarizing politics, echo chambers and trigger warnings, his startling message about the value of personal responsibility and the dangers of ideology has resonated around the world. In this book, he combines ancient wisdom with decades of experience to provide twelve profound and challenging principles for how to live a meaningful life, from setting your house in order before criticising others to comparing yourself to who you were yesterday, not someone else today. Gripping, thought-provoking and deeply rewarding, 12 Rules for Life offers an antidote to the chaos in our lives: eternal truths applied to our modern problems.

Melissa Bashardoust's acclaimed debut novel *Girls Made of Snow and Glass* is "Snow White as it's never been told before...a feminist fantasy fairy tale not to be missed" (BookPage)! "Utterly superb." —ALA Booklist, starred review "Dark, fantastical, hauntingly evocative." —Kirkus Reviews, starred review "An empowering and progressive original retelling." —SLJ, starred review Sixteen-year-old Mina is motherless, her magician father is vicious, and her silent heart has never beat with love for anyone—has never beat at all, in fact, but she'd always thought that fact normal. She never guessed that her father cut out her heart and replaced it with one of glass. When she moves to Whitespring Castle and sees its king for the first time, Mina forms a plan: win the king's heart with her beauty, become queen, and finally know love. The only catch is that she'll have to become a stepmother. Fifteen-year-old Lynet looks just like her late mother, and one day she discovers why: a magician created her out of snow in the dead queen's image, at her father's order. But despite being the dead queen made flesh, Lynet would rather be like her fierce and regal stepmother, Mina. She gets her wish when her father makes Lynet queen of the southern territories, displacing Mina. Now Mina is starting to look at Lynet with something like hatred, and Lynet must decide what to do—and who to be—to win back the only mother she's ever known...or else defeat her once and for all. Entwining the stories of both Lynet and Mina in the past and present, *Girls Made of Snow and Glass* traces the relationship of two young women doomed to be rivals from the start. Only one can win all, while the other must lose everything—unless both can find a way to reshape themselves and their story.

Fed up of being a grown up? Get away from it all this Christmas with Marian Keyes' latest No. 1 bestseller 'Magnificently messy lives, brilliantly

untangled. Funny, tender and completely absorbing!' GRAHAM NORTON 'SUCH a treat. Like reading the cleverest cream cake of words' CAITLIN MORAN \_\_\_\_\_ MEET JESSIE, CARA AND NELL. Married to brothers Johnny, Ed and Liam Casey. Three very different women tied to three very different men. Every family occasion is a party - until the day the secrets spill out. PLAYTIME IS OVER. BUT WHERE ARE THE GROWN-UPS? \_\_\_\_\_ 'Comic, convincing and true. Grown Ups has an almost Austenesque insight into character. Keyes knows how to make serious issues relatable - and get a few grownup laughs, too' GUARDIAN 'Hilarious, alternately heartwarming and heartbreaking. I loved everything about it' DAILY MAIL 'You may have written the best book of your career' CHRIS EVANS, VIRGIN RADIO 'Superb. Warm-hearted, wise and highly entertaining' OBSERVER 'Keyes at her best: capturing everyday voices with humour and empathy with writing that you'll devour in a weekend. Just pure and simple joy' STYLIST 'I loved every word. I will be missing those gorgeous vibrant characters for many weeks to come' LIANE MORIARTY, bestselling author of Big Little Lies 'Messy, tangled complex humans who reminded me that few of us ever really sort our lives out at all' JOJO MOYES, bestselling author of Me Before You 'Her best yet. Charming, funny and poignant, but also profound, heartbreaking' NINA STIBBE, bestselling author of Reasons to be Cheerful New York Times and USA TODAY bestselling author Alice Clayton brings her trademark blend of funny and sexy to this second contemporary romance in the brand-new Hudson Valley series! Manhattan's It Girl, Natalie Grayson, has it all: she's a hot exec at a leading advertising firm, known industry-wide for her challenging and edgy campaigns. She's got a large circle of friends, a family that loves her dearly, and her dance card is always full with handsome eligible bachelors. What else could a modern gal-about-town wish for? The answer, of course, is...cheese. Natalie's favorite part of each week is spending Saturday morning at the Union Square Farmer's Market, where she indulges her love of all things triple cream. Her favorite booth also indulges her love of all things handsome. Oscar Mendoza, owner of the Bailey Falls Creamery and purveyor of the finest artisanal cheeses the Hudson Valley has to offer, is tall, dark, mysterious, and a bit oblivious. Or so she thinks. But that doesn't stop Natalie from fantasizing about the size of his, ahem, milk can. Romance is churning, passion is burning, and something incredible is rising to the top. Could it be...love?

Game for Five

The Laws of Simplicity

Number 1 in series

Grown Ups

The hidden tribe, the ultra-runners, and the greatest race the world has never seen

Reinvent the Way You Make a Living, Do what You Love, and Create a New Future

*This open access book focuses on Switzerland-based medium-sized companies with a longstanding export tradition and a proven dominance in global niche markets. Based upon in-depth documentation and analysis of 36 Swiss companies over their entire history, an expert team of authors presents several parallels in the pathways and success factors which allowed these firms to become dominant and operate from a high-cost location such as Switzerland. The book enhances these insights by providing detailed company profiles documenting the company history, development, and how their relevant global niche positions were reached. Readers will benefit from these profiles as they compile a diverse selection of industries, mainly active within the B2B sector, with mostly mature companies (60 years to older than 100 years since founding) and different types of ownership structures including family firms. 'Masterpieces of Swiss Entrepreneurship' brings unique learning opportunities to owners and leaders of SMEs in Switzerland and elsewhere. Findings are based on detailed bottom-up research of 36 companies -- without any preconceived notions. The book is both conceptual and practical. It fosters understanding for different choices in development pathways and management practices. Matti Alahuhta, Chairman DevCo Partners, ex-CEO Kone, Board member of several global listed companies, Helsinki, Finland Start-up entrepreneurs need proven models from industry which demonstrate the various paths to success. "Masterpieces of Swiss Entrepreneurship" provides deep insights highlighting these models and the important trade-offs entrepreneurial teams must consider when choosing the path of high growth or of maximum control, as they are often mutually exclusive. Gina Domanig, Managing Partner, Emerald Technology Ventures, Zurich*

*'An interesting and important account.'* Daily Telegraph Have you ever stopped and wondered where your jeans came from? Who made them and where? Ever wondered where they end up after you donate them for recycling? Following a pair of jeans, Clothing Poverty takes the reader on a vivid around-the-world tour to reveal how clothes are manufactured and retailed, bringing to light how fast fashion and clothing recycling are interconnected. Andrew Brooks shows how recycled clothes are traded across continents, uncovers how retailers and international charities are embroiled in commodity chains which perpetuate poverty, and exposes the hidden trade networks which transect the globe. Stitching together rich narratives, from Mozambican markets, Nigerian smugglers and Chinese factories to London's vintage clothing scene, TOMS shoes and Vivienne Westwood's ethical fashion lines, Brooks uncovers the many hidden sides of fashion.

*RACHEL'S HOLIDAY, Marian's classic novel about addiction, is being given a new lease of life with a fantastic new jacket treatment. Here's Rachel Walsh, twenty-seven and the miserable owner of size 8 feet. She has regular congress with Luke Costello, a man who wears his leather trousers tight. And she's fond - some might say too fond - of recreational drugs. Until she finds herself being frogmarched to the Cloisters - Dublin's answer to the Betty Ford Clinic. She's outraged. Surely she's not thin enough to be an addict? Heartsick and Luke-sick, she seeks redemption in the shape of Chris, a Man with a Past. A man who might be more trouble than he's worth.*

*\*The brand new thriller from Lucy Foley – THE PARIS APARTMENT – is available to pre-order now\* The No.1 Sunday Times bestseller \*Over 1 million copies sold worldwide\* \*One of The Times and Sunday Times Crime Books of the Year\* \*Goodreads Choice Awards winner for Crime & Mystery 2020\**

A Novel

From the Sunday Times bestselling author of Dear Amy

Indianapolis Monthly

If I Can Do It, You Can Do It

PISA Take the Test Sample Questions from OECD's PISA Assessments

Marketing Strategy of 'Starbucks Coffe'

Shares advice for transitioning away from unfulfilling jobs to embark on adventurous, meaningful careers, outlining recommendations for starting a personal business with a minimum of time and investment while turning ideas into higher income levels. 60,000 first printing.

After the death of her father, classically trained pianist Mia Kelly gives up a possible career as a musician to run her father's New York City café, but all that changes when she meets a charming guitarist named Will. Original.

This book provides a synthesis of research perspectives on customer engagement through a collection of chapters from thought leaders. It identifies cutting-edge metrics for capturing and measuring customer engagement and highlights best practices in implementing customer engagement marketing strategies. Responding to the rapidly changing business landscape where consumers are more connected, accessible, and informed than ever before, many firms are investing in customer engagement marketing. The book will appeal to academics, practitioners, consultants, and managers looking to improve customer engagement.

The Psychosocial Implications of Disney Movies

The \$100 Startup

The Night Circus

Cream of the Crop  
The Sunday Times No 1 Bestseller 2020  
Sweet Thing