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The ultimate test of marketing investment, and indeed any investment, is whether it creates value for shareholders. But few marketing investments are evaluated from this perspective. Increasingly, boards of directors and city analysts the world over are dissatisfied with this lack of accountability. Cranfield School of Management has been addressing this problem by working with a range of blue-chip companies. They have created a new framework which shows how marketing systematically contributes to shareholder value based on three key questions- • Does the promised market exist? • Will the strategy deliver the market share promised? • Will the market share create shareholder value? This groundbreaking new book explains the principles and practice behind rigorous due diligence in marketing for Marketing and Finance Directors, CEOs, Strategists and MBA students wanting to understand the key drivers of modern business Surely, the time has come for marketing directors to take their rightful place in the boardroom by proving that what they are doing creates shareholder value added? * Top level Cranfield based author team utilising latest Cranfield in-company research * Connects marketing plans and investment to the valuation of the firm and how it can contribute to increasing stakeholder value * Systematic and practical approach so that it can be used by both practitioners and students

From the chef, restaurant owner, and author of the critically lauded A Girl and Her Pig comes a beautiful, full-color cookbook that offers tantalizing seasonal recipes for a wide variety of vegetables, from summer standbys such as zucchini to earthy novelties like sunchokes. A Girl and Her Greens reflects the lighter side of the renowned chef whose name is nearly synonymous with nose-to-tail eating. In recipes such as Pot-Roasted Romanesco Broccoli, Onions with Sage Pesto, and Carrots with Spices, Yogurt, and Orange Blossom Water, April Bloomfield demonstrates the basic principle of her method: that unforgettable food comes out of simple, honest ingredients, an attention to detail, and a love for the sensual pleasures of cooking and eating. Written in her appealing, down-to-earth style, A Girl and Her Greens features beautiful color photography, lively illustrations, and insightful sidebars and tips on her techniques, as well as charming narratives that reveal her sources of inspiration.

Step-by-step instruction in drawing familiar cartoon characters in the Marvel Comics style.

Refurb your living space with budget-friendly upcycling ideas to create a home that is as chic as your wardrobe. Here you'll discover standout interiors and the secrets behind how their inhabitants created their luxurious feel without breaking the bank. The homes featured here range from apartments to small houses, but all reveal the stunning effects of using space creatively and clever storage solutions that can double up as unique displays. Plus, learn how simple upcycling offers affordable furnishing options while avoiding unnecessary waste, making your interiors eco-friendly, too. Whatever your living situation—renting with little freedom to decorate or make alterations, house sharing with only a small space to call your own, a first-time buyer with limited funds for renovation, or even simply time-poor and looking for quick fixes—this book can help. Insta-style for Your Living Space offers both inspiration and practical advice, and shows how a home that not only looks good but which is every bit your personal style is easily within your reach.

Why do some people drive change while others are blindsided by it? Why are some people able to adapt and thrive? How can we make change easier? Truly successful people don't merely tolerate discomfort—they embrace it and seek it out again and again. Business founders and university students, top athletes and couch potatoes, meditation gurus and military leaders all have very different ways of coping with discomfort, but the most successful among them believe that withstanding discomfort is a skill that has helped them in hugely positive ways. Some were forced into discomfort through no choice of their own—a life-altering illness, a business fiasco—while others signed up for it because they had goals they were determined to achieve. Some degree of discomfort is inherently good for you. It can spur you on, pushing you to test your own limits. Learning to tolerate, and then embrace, discomfort is the foundation for change, for individuals and businesses alike. Becoming comfortable with discomfort won't just make us more resilient and more successful, however we define success. It will also make us happier.

(Bass Recorded Versions Mixed). 21 bass-heavy rock hits transcribed note-for-note, including: All About That Bass * Are You Gonna Be My Girl * Californication * Everlong * Feel Good Inc * Get Lucky * Happy * Let's Get It Started * Longview * Rude * Seven Nation Army * Treasure * Uptown Funk * Use Somebody * and more.

Myths, Lies and Old Age: a collection of poems by Bob Eccleston. Within these pages there are myths: some known, some newly created, some yet to occur and some which may prove to be reality. There are vistas of old age from a viewpoint which does not preclude a future or a sense of humour; where the use of set forms indicates maturity and balance. There are lies aplenty although different readers may have different views as to where they occur. There is love and murder, hope and despair, tragedy and comedy; even nonsense. There is a modicum of sex involving two amorous seals. In short, there is variety and, hopefully, enjoyment.

Clinical Methods in Ophthalmology provides undergraduate students with an overview of the theoretical and clinical aspects of ophthalmology. Beginning with an introduction to ophthalmic symptoms and ocular examination, the following sections discuss diagnostic tests, instruments, lenses, drugs and surgery. A clinically structured questionnaire gives students guidance on history taking and physical and systemic examination. A separate chapter is dedicated to case presentation helping students recognise and diagnose symptoms and disorders, with emphasis on clinical applications. This concise, easy to read manual includes more than 400 full colour clinical photographs, illustrations and tables, to assist learning. Key points Overview of theoretical and clinical aspects of ophthalmology for undergraduate students Separate chapters dedicated to case pro forma and case presentation Concise, easy to read format Includes more than 400 full colour photographs, illustrations and tables

Get ready to be the best-dressed in the room! Personal styling and life coaching come together in this action-filled guide to curating a closet that supports your goals and takes the stress out of getting dressed. Hollywood stylist-turned-entrepreneur Lauren Messiah helps you identify and clear the roadblocks that hold you back from putting the best (and best-dressed) version of yourself out into the world. Style Therapy is your thirty-day action plan to define and build your style week by week. You'll learn how to: Shop like a stylist and make your shopping trips quick, easy, and efficient. Find clothes that actually fit you, and end dressing room frustration forever. Choose the perfect outfit from your closet in five minutes flat. Keep your look fresh and your style up-to-date from season to season, without having to reinvent the wheel every few months. Slipping back into bad habits is no longer an option. This guide breaks down the process into manageable, helpful, and encouraging steps to help you redefine your personal style!

The quintessential style, cooking, and home interior book from Soho House, the world's leading members club. Since the first Soho House opened its doors over 25 years ago, we've learnt a bit about what works. Contemporary, global yet with something quintessentially English and homely at its heart, this is Soho House style explained by its experts: - From planning a room to vintage finds: bringing the Soho House look home. - Our House curator's advice on how to buy,

collect and hang art. - The art of a great night's sleep: how to design the perfect bedroom. - No-fuss recipes and chef's tips: here's how to make your favourite House dishes. - Inside Babington: our take on country-house living. Wellies optional. - Flip-flop glamour and poolside style from Soho House Miami Beach. - All the secrets of cocktail hour: House tonics and barman's tips. - Spa treatment at home, DIY facials and chocolate brownies. Eat Drink Nap, a 300-page highly illustrated book, with a foreword from founder Nick Jones, and photography from leading food and interiors photographers Mark Seelen and Jean Cazals, shares the Soho House blueprint for stylish, modern living, the Soho House way. _____ Readers love EAT, DRINK, NAP: 'A fun and stylish guide to a better life' 'A perfect coffee table book!' 'I love it and people comment and do flick through it when they are at my home' 'Simple but elegant. . . and chocked full of beautiful pictures and wonderful information for making your house a home.'

DIY Sideboard How to make Sideboard Go to the author page to see more books. (click on Follow to not miss book discounts and new books, we have promotions every day !) All my guides are Made at home and time-tested. with the help of my books you will learn to (create home decor and farmhouse decor, dollar tree, wall decor, rooms and furniture As always, my Ebook has photos and links to my page (so you can easily find what you need) Remember, buying a printed version (all will be black and white) also Kindle version will be free for you! I wish you Joy and enjoyment of inventions!

The Natural Home is a place where natural materials and motifs are the key elements of a decorating style that is a joy to live with and a joy to behold. Influential art director and stylist Hans Blomquist starts off by exploring the essence of his style. Firstly, Plants and Flowers celebrates the beauty of nature, botanical prints and pictures, and the cycles of the natural world. Display reveals Hans' passion for creating vignettes that showcase treasured pieces, while Color presents his favourite earthy palette, which provides the perfect muted backdrop for hits of brighter natural hues. In Texture, he revels in the textures and patinas of natural materials – scuffed wood, frayed rope, beaten metal and bare stone. Finally, Hans shows how to use Fabrics to bring warmth and softness to any interior. In the second part of the book, The Natural Homes, through a series of case studies, Hans explores houses and apartments that showcase the beautiful simplicity and elegance of the natural look.

NEW YORK TIMES BESTSELLER • From the stars of the Netflix series *Get Organized with The Home Edit* (with a serious fan club that includes Reese Witherspoon, Gwyneth Paltrow, and Mindy Kaling), here is an accessible, room-by-room guide to establishing new order in your home. “A master class on how to arrange even your most unattractive belongings—and spaces—in an aesthetically pleasing and easy-to-navigate way.”—*Glamour* (10 Books to Help You Live Your Best Life) Believe this: every single space in your house has the potential to function efficiently and look great. The mishmash of summer and winter clothes in the closet? Yep. Even the dreaded junk drawer? Consider it done. And the best news: it's not hard to do—in fact, it's a lot of fun. From the home organizers who made their orderly eye candy the method that everyone swears by comes Joanna and Clea's signature approach to decluttering. The Home Edit walks you through paring down your belongings in every room, arranging them in a stunning and easy-to-find way (hello, labels!), and maintaining the system so you don't need another do-over in six months. When you're done, you'll not only know exactly where to find things, but you'll also love the way it looks. A masterclass and look book in one, The Home Edit is filled with bright photographs and detailed tips, from placing plastic dishware in a drawer where little hands can reach to categorizing pantry items by color (there's nothing like a little ROYGBIV to soothe the soul). Above all, it's like having your best friends at your side to help you turn the chaos into calm. Includes a link to download and print the labels from a computer (you will need 8-1/2 x 11-inch clear repositionable sticker project paper, such as Avery 4397). The word superfood is everywhere these days, but which of the many hyped foodstuffs should you really change your diet to include? In this collection of her National Post columns on foods ranging from quinoa to sardines, dietician Jennifer Sygo offers clear, realistic advice on what to eat and what to avoid at the grocery store.

In internationally bestselling author Richard Montanari's acclaimed suspense series, veteran homicide cops Kevin Byrne and Jessica Balzano crack some of the most shocking and terrifying cases ever to hit Philadelphia. From a killer who re-creates Hollywood death scenes to a madman who uses the City of Brotherly Love as his gruesome game board, Byrne and Balzano have seen it all in their relentless pursuit of justice. This convenient eBook bundle takes you back to the beginning with four chilling novels: *The Rosary Girls*, *The Skin Gods*, *Merciless*, and *Badlands*. Includes an excerpt from Richard Montanari's *The Echo Man*, now available exclusively as an eBook. Of this explosive new thriller, bestselling author Thomas Cook raves: “With *The Echo Man*, we are in the hands of one of the best in the business.” Sefton is one of the most diverse boroughs in England. It encompasses two former boroughs: the industrial seaport Bootle at one end and, at the other, the genteel seaside resort of Southport. In between are stretches of beautiful coastline, home to six Links golf courses including Birkdale, host of the Open Championship. The rural hinterland is the setting for grand country houses and for the tiny village of Sefton, which gives its name to the borough. *Sefton: The Postcard Collection* takes the reader on an evocative journey into Sefton's past through a selection of old postcards that offer a fascinating window into the history of the Merseyside metropolitan borough.

A beautifully colour-illustrated pocket guide to decluttering your home and life by using specific tools and strategies

First published in 1927. This study explores Thomas Paine, an English-born American philosopher, activist, political theorist and revolutionary. The author examines Paine's important aspects of Paine's life, including his migration to the British Colonies, his participation in the American Revolution, and his imprisonment in Paris. This title will be of great interest to historians and those studying philosophy and politics.

Unit 8 of 10 Welcome to Starline Press Students in the eleventh grade learn to verify and clarify facts presented in expository texts by using a variety of consumer, workplace, and public documents. They study the elements of an investigative research paper, finding sources for a general topic, gathering evidence to support a thesis, and use a rubric to evaluate the thesis. Students study early American literature, Puritan literature, literature of the Southern Colonies, and literature of the Middle Colonies. Eleventh grade students learn public speaking and elements of multimedia presentation. They study narrative and persuasive essays. Students learn business communication, writing cover letters and resumes, and understanding workplace documents. Starline Press is a character-based, state standards aligned, individualized and independent learning curriculum. Perfect for any independent learning environment, from Homeschool to Adult High School completion

and Home and Hospital instruction, it is designed to allow each student to progress at his or her own pace, which may vary from subject to subject. Students find the instruction embedded in the material, so that the teachers' voice is heard within the text. Both objective and subjective assessment methods are used to ensure mastery of the material. Challenging activities are included in each unit to help students to acquire critical thinking skillsets. Each complete Starline Press Curriculum Course contains from 5-12 individual units, from one semester to one years' instruction. The Starline Press core curriculum course list includes Math, English, Social Studies and Science for 3rd through 12th grades. The Starline Press High School Elective curriculum course list includes; Physical Education, Personal Finance, Spanish, and Automotive Technology, Home Economics, Art, Music and many others. Each Unit (24 to 60 pages) is about 3 weeks work for a student and comes with a test inserted into the back for easy removal. The separately purchased Score Key comes with the Test Key inserted into the back of it. All units of a particular course must be completed to meet all of the objectives of that course. Starline's 3rd - 8th grade curriculum offers 12 units per year. The 9th - 12th grade curriculum offers 5 units per semester and 10 units per year. Designed with independent learning and Homeschool in mind, Starline is self contained and includes lists of any additional resources needed to complete the units. Starline is a system of learning that is designed to be used independently, but can also be used as remediation or enrichment, special education individual ability and paced material or homework. Our contact numbers and more information about Starline can be found on our website at www.starlinepress.com. Quantity discounts are available for public and private schools, please call for information.

The new and innovative offices presented in this series come from many different industries and fields, such as internet and computer technology, financial and capital, industry, law and consulting, construction and engineering, logistics, retail, life service, creative industry and media, including many internationalized companies such as Facebook, Google, Cisco, PwC, and MTV. These modern and stylish offices reflect the concept of human care and sustainable development. In these offices, the eight working hour is never a suffering, but represents joyful interior space art.

A year-by-year progression of the projects undertaken by the Eames office beginning with 1941

Describes the characters from the motion pictures "Toy Story" and "Toy Story 2," including Woody the cowboy and Buzz Lightyear.

Young House Love 243 Ways to Paint, Craft, Update & Show Your Home Some Love Artisan Books

Need the perfect gift idea? Just love journals? This Unique and Funny Journal Notebook is sure to put a smile on your face. These 100 crisp, white, college ruled lined pages are waiting for your precious thoughts, goals, fears and secrets. With a glossy or matte, full-color soft cover, this lined notebook is as practical as it is cute! And is the ideal size for lined journals for kids, journals for women to write in and makes an excellent birthday journal notebook gift. It could also be used as a diary to record all your creative self-expression such as poetry, short stories, gratitude and self-help affirmations. Primary Composition Notebooks are perfect for: Birthday Gifts Christmas Gifts Co-worker/Boss Gifts Journals & Planners Doodle Diaries Dream Journals Food Diaries Creative Writing Notebooks Hand Writing and Cursive Practice Prayer Journals School Notebooks Graduation Gifts Thank Your Gifts Teacher Gifts Inspirational Journals Mom Daughter Journal Journaling For Kids Blank Books & Journals Keepsake Journals And much more..... Order your beautiful journal notebook for your friends, family, co-workers, and students TODAY!

I tug till my head's black and blue! But nothing can tame This wild, curly mane! Curly haired girl does everything she can to straighten her stubborn curls-after all, everywhere she looks she sees heroines with smooth, silky hair. Then one day, a big bully comes along and everything changes! A humorous tale of self-acceptance. And of hair, lots and lots of glorious curly hair!

This New York Times bestselling book is filled with hundreds of fun, deceptively simple, budget-friendly ideas for sprucing up your home. With two home renovations under their (tool) belts and millions of hits per month on their blog YoungHouseLove.com, Sherry and John Petersik are home-improvement enthusiasts primed to pass on a slew of projects, tricks, and techniques to do-it-yourselfers of all levels. Packed with 243 tips and ideas—both classic and unexpected—and more than 400 photographs and illustrations, this is a book that readers will return to again and again for the creative projects and easy-to-follow instructions in the relatable voice the Petersiks are known for. Learn to trick out a thrift-store mirror, spice up plain old roller shades, "hack" your Ikea table to create three distinct looks, and so much more.

An intellectual memoir by the author of the acclaimed *Imagined Communities* Born in China, Benedict Anderson spent his childhood in California and Ireland, was educated in England and finally found a home at Cornell University, where he immersed himself in the growing field of Southeast Asian studies. He was expelled from Suharto's Indonesia after revealing the military to be behind the attempted coup of 1965, an event which prompted reprisals that killed up to a million communists and their supporters. Banned from the country for thirty-five years, he continued his research in Thailand and the Philippines, producing a very fine study of the Filipino novelist and patriot José Rizal in *The Age of Globalization*. In *A Life Beyond Boundaries*, Anderson recounts a life spent open to the world. Here he reveals the joys of learning languages, the importance of fieldwork, the pleasures of translation, the influence of the New Left on global thinking, the satisfactions of teaching, and a love of world literature. He discusses the ideas and inspirations behind his best-known work, *Imagined Communities* (1983), whose complexities changed the study of nationalism. Benedict Anderson died in Java in December 2015, soon after he had finished correcting the proofs of this book. The tributes that poured in from Asia alone suggest that his work will continue to inspire and stimulate minds young and old.

Professional organizer Peter Walsh presents this witty and enormously practical guide to getting it—and keeping it—all together. With more than 500 easy-to-follow how-to instructions, *How to Organize (Just About) Everything* is packed with shrewd advice and insider tips to make your home, your workplace—indeed, every imaginable aspect of your life—run more smoothly. Step-by-step solutions help even the most organizationally challenged take on: Kids Schedules Storage Photos Lists Politics Education Remodels Meals Weddings Finances Holidays Parties Vacations Emergencies

The wildly popular YouTube star behind Clean My Space presents the breakthrough solution to cleaning better with less effort. Melissa Maker is beloved by fans all over the world for her completely re-engineered approach to cleaning. As the dynamic new authority on home and living, Melissa knows that to invest any of our precious time in cleaning, we need to see big, long-lasting results. So, she developed her method to help us get the most out of our effort and keep our homes fresh and welcoming every day. In her long-awaited debut book, she shares her revolutionary 3-step solution: • Identify the most important areas (MIAs) in your home that need attention • Select the proper products, tools, and techniques (PTT) for the job • Implement these new cleaning routines so that they stick. Clean My Space takes the chore out of cleaning with Melissa's incredible tips and cleaning hacks (the power of pretreating!) her lightning fast 5-10 minute "express clean" routines for every room when time is tightest, and her techniques for cleaning even the most daunting places and spaces. And a big bonus: Melissa gives guidance on the best non-toxic, eco-conscious cleaning products and offers natural cleaning solution recipes you can make at home using essential oils to soothe and refresh. With Melissa's simple groundbreaking method you can truly live in a cleaner, more cheerful, and calming home all the time.

Whether it's lively with citrus, or chilled to frosty perfection, nothing beats a perfectly mixed cocktail -- served in the right glass, at the right time, your signature drink can lift any mood. In *The Ultimate Book of Cocktails*, Dan Jones shows you how to turn out drinks like a pro with 100 of his best-loved concoctions. Loaded with all the essential know-how, including

the basic kit for your home bar, and recipes for homemade syrups, sours and infusions, discover how to make classics like an Old Fashioned, Vodka Martini or the perfect Gin & Tonic to more adventurous mixed drinks such as The Rattlesnake, Rhubarb Mojito or the Pomegranate Sour. Featuring all the top spirit bases including gin, rum, vodka, tequila and everything in-between, alongside top tricks of the trade The Ultimate Book of Cocktails is an indispensable guide to making simple, delicious and highly creative cocktails from scratch.

Dear Reader: In a previous life, before the time of Plum, I wrote twelve short romance novels. Red-hot screwball comedies, each and every one of them. Nine of these stories were originally published by the Loveswept line between the years 1988 and 1992. All immediately went out of print and could be found only at used bookstores and yard sales. I'm excited to tell you that those nine stories are now being re-released by HarperCollins. Back to the Bedroom is presented here in almost original form. I've done only minor editing to correct some embarrassing bloopers missed the first time around. I lived in northern Virginia when I wrote Back to the Bedroom. My children were young, and we spent a lot of time visiting the Washington, D.C. museums and wandering through the historic neighborhoods. One day while strolling Capitol Hill I came upon two townhouses that captured my imagination. The houses were totally different -- a birthday cake of a house and a bran muffin of a house, and yet they shared a common wall. I wondered about the people who lived inside the houses. And eventually the houses inspired Back to the Bedroom. Back to the Bedroom is the story of a young woman with the soul of a birthday cake living in a bran muffin house -- and a nice-looking guy with the substance of a bran muffin living in a birthday cake. They share some misadventures, some romantic moments, some misunderstandings, and ultimately they turn into wedding cake. And for Plum fans, you'll be interested to find that this was the first of the four romances to feature Elsie Hawkins, the prototype for Grandma Mazur. Janet Evanovich

Whether trophy or status symbol, comfort or escape books can have profound meaning in our lives. As a result, how we store them can take on significant importance. Book shelf Design examines the most creative storage solutions of recent years by an international cast of industrial and furniture designers. In some, the books are hidden or not immediately recognizable, in others they take center stage and even interact with the design to create the finished composition. The definition of bookshelf is greatly expanded to include, chairs, tables and even lamps that function as storage. There are myriads of ways to shelve a book, but chances are, you've never thought of these

This completely new edition from the editors of Fine Homebuilding will provide all the advice you need to remodel a kitchen of any size or shape, on any budget. Our pros will take you through every step of the process with practical, up-to-date information on choosing and installing kitchen cabinets, countertops, flooring, lighting, and appliances. With the site-tested tips and techniques that Fine Homebuilding is known for, Kitchen Upgrades will help you get the kitchen you've always dreamed of.

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