

Mastery

In Coue's authoritative book on Self Mastery, you get a work of real and unique value. After twenty years of scientific study-experimenting with thousands of persons-Prof. Coue discovered a fundamental principle of life, and developed a "method" of controlling life's greatest force. Discover the power of that method for yourself in this classic self-help work.

Drawing on Zen philosophy and his expertise in the martial art of aikido, bestselling author George Leonard shows how the process of mastery can help us attain a higher level of excellence and a deeper sense of satisfaction and fulfillment in our daily lives. Whether you're seeking to improve your career or your intimate relationships, increase self-esteem or create harmony within yourself, this inspiring prescriptive guide will help you master anything you choose and achieve success in all areas of your life. In Mastery, you'll discover: • The 5 Essential Keys to Mastery • Tools for Mastery • How to Master Your Athletic Potential • The 3 Personality Types That Are Obstacles to Mastery • How to Avoid Pitfalls Along the Path • and more...

Integrating the discipline of martial arts and Zen wisdom, the author utilizes special visualization techniques, mind-body exercises, and inspiration to help individuals find the path to mastery

Scrum is the most successful framework for agile product development and much has

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been written about how to follow the Scrum process but the key to success is in the leadership skills of the product owner. Product Mastery explores the traits of the best product owners offering an insight into the difference between good and great product ownership and explaining how the best product owners are DRIVEN to be successful. In a follow up to the hugely successful Scrum Mastery, Geoff Watts shares more enlightening case studies on how to be: Decisive with incomplete information. Ruthless about maximizing value and minimizing risk. Informed about your product's domain. Versatile in your leadership style. Empowering of project stakeholders. Negotiable while you pursue your vision. This is essential reading for anyone involved in an agile product development effort. Geoff Watts has been a thought leader in the agile development space for many years and his books, training and coaching have helped thousands of teams across the world deliver better products more effectively. Geoff is the author of Scrum Mastery: From Good to Great Servant-Leadership and The Coach's Casebook: Mastering The Twelve Traits That Trap Us, a winner of the 2016 International Book Awards. "Product Mastery is a great book to read if you want to understand how a great Product Owner works. Whether you are hiring a Product Owner or want to be a great Product Owner, the insights that Geoff Watts shares in this book should be your guide." --Jeff Sutherland, Co-Creator of Scrum and author of Scrum: The Art of Doing Twice The Work in Half the Time "Geoff has done a great job at distilling the soft skills product owners need to succeed. His new book is packed with practical advice to advance your

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skills and become a truly great product owner." - Roman Pichler, Author of Strategize and Agile Product Management with Scrum.

Two of the most important political movements of the late twentieth century are those of environmentalism and feminism. In this book, Val Plumwood argues that feminist theory has an important opportunity to make a major contribution to the debates in political ecology and environmental philosophy. *Feminism and the Mastery of Nature* explains the relation between ecofeminism, or ecological feminism, and other feminist theories including radical green theories such as deep ecology. Val Plumwood provides a philosophically informed account of the relation of women and nature, and shows how relating male domination to the domination of nature is important and yet remains a dilemma for women.

In *Unthinking Mastery* Julietta Singh challenges a core, fraught dimension of geopolitical, cultural, and scholarly endeavor: the drive toward mastery over the self and others. Drawing on postcolonial theory, queer theory, new materialism, and animal studies, Singh traces how pervasive the concept of mastery has been to modern politics and anticolonial movements. She juxtaposes destructive uses of mastery, such as the colonial domination of bodies, against more laudable forms, such as intellectual and linguistic mastery, to underscore how the concept--regardless of its use--is rooted in histories of violence and the wielding of power. For anticolonial thinkers like Fanon and Gandhi, forms of bodily mastery were considered to be the key to a decolonial

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future. Yet as Singh demonstrates, their advocacy for mastery unintentionally reinforced colonial logics. In readings of postcolonial literature by J. M. Coetzee, Mahasweta Devi, Indra Sinha, and Jamaica Kincaid, Singh suggests that only by moving beyond the compulsive desire to become masterful human subjects can we disentangle ourselves from the legacies of violence and fantasies of invulnerability that lead us to hurt other humans, animals, and the environment.

Reading Mastery textbooks are included in student materials focusing on helping students become fluent, accurate readers.

Given its reach and authority, Google Ads should be a part of every marketer's paid strategy. With Google Ads, everybody can access a full-fledged platform for advertising your products or services to users on tablets and smartphones. Using the strategy and information provided in this ; Google Ads Mastery Guide, ..you have what you need to create a successful Google Ads campaign that drives clicks and converts leads. Here is an excellent opportunity to learn and master the essentials to better your Google Ads and get amazed at the ROI it will generate! This is the right time to grab this opportunity to engage and expand your audience with the world's largest Advertising platform If you're reading this, you've probably heard all about pay-per-click (PPC) advertising and its leading advertising platform Google Ads — also known as Google AdWords. With over 246 million unique visitors, 3.5 billion daily interactions, and an estimated 700% return on investment, Google Ads is undoubtedly the best place to target your audience

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with advertising. Learn more about the cost-effectiveness of Google Ads with these statistics:

- Google delivers an 8:1 return on investment (ROI) — or \$8 for every \$1 spent
- \$9000-\$10,000 is the average ad spend for small-to-midsized businesses
- The Google Display Network reaches 90% of online consumers
- 2+ million websites make up the Google Display Network
- 55% of companies use display ads

This guide will educate you on how to create successful Google Ad campaigns, how to use negative keywords, do competitor research, set up AdWords extensions, Ads bidding and pricing strategies, and so much more – Smart tips and tricks you can implement to help you improve your marketing efforts on the platform helping you to make profits easily. This eguide will covers:

- All you need to know to get started with your Google Ads campaign.
- Find out the latest hot trends and new features added to the Google Ads interface
- Find out how to set up a Google AdWords campaign successfully!
- How to perform competitor Research Analysis and Spy on Your Google Ads Competitors for key insights
- Find out five easy steps to schedule your Google ads.
- Find out how much does Google Ads cost and how much businesses spend.
- Find out how to improve AdWords CTRS
- Find out how To Set Up Google AdWords Extensions & Which ones To Use.
- Find out all you need to know to add Negative Keywords to Google Ads and using them for better results.
- Business case studies successfully using Google Ads

Use the tips we covered to get started and remember to refine and iterate as you go. There's no such thing as a Google Ads campaign that doesn't work

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— there are only ones that need a bit more work. Using the strategy and information provided in our Mastery Guide, you have what you need to create a successful Google Ads campaign that drives clicks and converts leads. So, consider getting our comprehensive and up-to-date guide jam loaded with smart and best-in-the-industry tips and tricks to make smart and effective Google Ads for growing your business. Build emotional strength to prevent stress and/or burnout by discovering how stress affects health, how to boost your psychological immunity, and how to maintain your teaching effectiveness!

One of the greatest chess legends of all time, Aron Nimzowitsch (1886-1935), is best known for founding the Hypermodernism school of chess, which emerged after World War I to challenge the chess ideologies of traditional central European masters. This first full-scale biography of Nimzowitsch chronicles his early life in Denmark, his family and education, and his fascination with the game that would become the focus of his life. Also included are explorations of his tournament games and records, his dispute with influential chess teacher Siegbert Tarrasch, and his role in the development of Hypermodern Chess. With detailed accounts of nearly 450 games and the only narrative of Nimzowitsch from 1914 to 1924, a period formerly cloaked in mystery, this volume offers the most thorough profile available of one of chess's greatest innovators.

“I’m glad someone’s finally giving ed the attention it deserves.” – Ken Thompson, co-creator of Unix Let me be perfectly clear: ed is the standard Unix text editor. If you don’t know ed, you’re not a real sysadmin. Forty years after ed’s introduction, internationally acclaimed

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author Michael W Lucas has finally unlocked the mysteries of ed for everyone. With Ed Mastery, you too can become a proper sysadmin. Ed Mastery will help you: · understand buffers and addresses · insert, remove, and mangle text · master file management and shell escapes · comprehend regular expressions, searches, and substitutions · create high-performance scripts for transforming files You must be at least this competent to use this computer. Read Ed Mastery today!

Now in its 4th edition, *Mastery of Your Anxiety and Panic, Workbook* has been updated to include strategies and techniques for dealing with both panic disorder and agoraphobia. The program outlined is based on the principles of cognitive-behavioral therapy (CBT) and is organized by skill, with each chapter building on the one before it. You will learn the importance of record-keeping and monitoring your progress, as well as breathing techniques and thinking skills. The main focus of treatment involves learning how to face agoraphobic situations and the scary physical symptoms of panic from an entirely new perspective. Self-assessment quizzes, homework exercises, and interactive forms allow you to become an active participant in your treatment. Over time, you will learn to manage your panic attacks, anxiety about panic, and avoidance of panic and agoraphobic situations.

This authoritative two-volume reference represents the core procedural knowledge taught in most surgical residency programs. This edition has new procedures in bariatric surgery, hernia surgery, and vascular surgery, and includes a large number of international contributors. Editorial comments at the end of each chapter provide additional insight.

ρThe ancient Toltecs believed that life as we perceive it is a dream. We each live in our own personal dream, and all of our dreams come together to make the Dream of the Planet.

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Problems arise when we forget that the dream is just a dream, and thus fall victim to believing that we have no control over it. The Mastery of Self takes the Toltec philosophy of the Dream of the Planet and the personal dream and reveals how we can live as our true, authentic, loving self, not only in solitude but in any situation or scenario that confronts us. This new addition to the acclaimed Mastery of Surgery series guides readers step by step through all vascular surgical procedures, both open and endovascular. In the tradition of the series, this text/atlas is written by the world's master surgeons and richly illustrated throughout with detailed drawings, photographs, and imaging scans. Coverage of each procedure begins with indications, contraindications, preoperative preparation, anatomy, and patient management, followed by step-by-step descriptions of operative technique and pitfalls. For diseases in which open and endovascular approaches are used for different indications, both approaches are presented with discussions of when and why each is preferable. Each chapter ends with an editor's comment.

Explains the little-known but widely practiced custom of renting slaves and the effects on slaves, masters, and the institution of slavery.

Amoral, cunning, ruthless, and instructive, this multi-million-copy New York Times bestseller is the definitive manual for anyone interested in gaining, observing, or defending against ultimate control – from the author of *The Laws of Human Nature*. In the book that *People* magazine proclaimed “beguiling” and “fascinating,” Robert Greene and Joost Elffers have distilled three thousand years of the history of power into 48 essential laws by drawing from the

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philosophies of Machiavelli, Sun Tzu, and Carl Von Clausewitz and also from the lives of figures ranging from Henry Kissinger to P.T. Barnum. Some laws teach the need for prudence (“Law 1: Never Outshine the Master”), others teach the value of confidence (“Law 28: Enter Action with Boldness”), and many recommend absolute self-preservation (“Law 15: Crush Your Enemy Totally”). Every law, though, has one thing in common: an interest in total domination. In a bold and arresting two-color package, *The 48 Laws of Power* is ideal whether your aim is conquest, self-defense, or simply to understand the rules of the game.

Go beyond traditional paper-and-pencil tests! This book provides a framework and practical ideas for assessing 21st century skills such as problem solving, collaboration, and creativity.

Fans of Joyce Jones, other organists and students will thrill to know Alfred Music has re-released this long popular collection of organ pedal exercises and tips by the queen of pedaling. This book contains every conceivable type of pedaling found from the most basic to actual musical examples from standard repertoire. Helpful notes by Joyce Jones are included throughout, explaining patterns, techniques, etc. to improve pedaling by all organists. A must!

From the bestselling author of *The 48 Laws of Power* and *The Laws of Human*

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Nature, a vital work revealing that the secret to mastery is already within you. Each one of us has within us the potential to be a Master. Learn the secrets of the field you have chosen, submit to a rigorous apprenticeship, absorb the hidden knowledge possessed by those with years of experience, surge past competitors to surpass them in brilliance, and explode established patterns from within. Study the behaviors of Albert Einstein, Charles Darwin, Leonardo da Vinci and the nine contemporary Masters interviewed for this book. The bestseller author of *The 48 Laws of Power*, *The Art of Seduction*, and *The 33 Strategies of War*, Robert Greene has spent a lifetime studying the laws of power. Now, he shares the secret path to greatness. With this seminal text as a guide, readers will learn how to unlock the passion within and become masters.

Mark McCourt is a global authority on the mastery model, one of the most powerful and proven models of schooling

This text/atlas is a comprehensive guide to minimally invasive procedures in general surgery. Chapters are authored by world-renowned experts in this technology, who share their firsthand operative experience, emphasizing decision-making, anatomy, and key steps in the operations. The Third Edition features expanded sections on the esophagus, gastrointestinal tract, liver and biliary tract, pancreas and spleen, and small and large bowel, new sections on state-of-the-art

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surgical tools and bariatric surgery, and new chapters on esophageal lengthening, duodenal switch, and natural orifice transluminal endoscopic surgery (NOTES). Full-color photographs and drawings complement the text throughout. Each chapter concludes with comments from the editors. A companion Website will offer the fully searchable text and an image bank.

For the past five decades, Tony Buzan has been at the leading edge of learning and educational research with his revolutionary Mind Map technique. With Mind Map Mastery, he has distilled these years of global research into the clearest and most powerful instructional work available on the Mind Map technique. "I would recommend Tony's new book to anybody who wants to improve their thinking and achieve Mind Map mastery themselves." – Dominic O'Brien, eight-time World Memory Champion and bestselling author Tony Buzan invented the Mind Map technique five decades ago. Seeing the transformational impact it had on people, he has been spreading the thinking tool across the world ever since. Tony Buzan's Mind Map technique has gathered amazing praise and an enormous worldwide following over the last few decades, but as with any very successful idea, there have been many sub-standard imitators. With Mind Map Mastery, Tony Buzan re-establishes the essential concepts that are the core of the Mind Map with a clarity and practicality unrivalled by other books. If you are

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looking to improve your memory, plan your business strategy, become more organized, study for an exam or plan out your future, this is the book for you. With a clarity and depth that far exceeds any other book on the subject, it includes the history of the development of the Mind Map, an explanation of what makes a Mind Map (and what isn't a Mind Map) and why it's such a powerful tool, illustrated step-by-step techniques for Mind Map development – from simple to complex applications – and how to deal with Mind Maps that have “gone wrong”. Developed both for those new to the Mind Map concept as well as more experienced users who would like to revise and expand their expertise, Mind Map Mastery is the one Mind Mapping book needed on the shelf of every student and business person across the world.

In *The Mastery of Love*, don Miguel Ruiz illuminates the fear-based beliefs and assumptions that undermine love and lead to suffering and drama in our relationships. Using insightful stories to bring his message to life, Ruiz shows us how to heal our emotional wounds, recover the freedom and joy that are our birthright, and restore the spirit of playfulness that is vital to loving relationships. *The Mastery of Love* includes:

- Why "domestication" and the "image of perfection" lead to self-rejection
- The war of control that slowly destroys most relationships
- Why we hunt for love in others, and how to capture the love inside

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us • How to finally accept and forgive ourselves and others "Happiness can only come from inside of you and is the result of your love. When you are aware that no one else can make you happy, and that happiness is the result of your love, this becomes the greatest mastery of the Toltec: the Mastery of Love." — don Miguel Ruiz

ZFS improves everything about systems administration. Once you peek under the hood, though, ZFS' bewildering array of knobs and tunables can overwhelm anyone. ZFS experts can make their servers zing—and now you can, too, with FreeBSD Mastery: Advanced ZFS. This small book teaches you to: •Use boot environments to make the riskiest sysadmin tasks boring •Delegate filesystem privileges to users •Containerize ZFS datasets with jails •Quickly and efficiently replicate data between machines •split layers off of mirrors •optimize ZFS block storage •handle large storage arrays •select caching strategies to improve performance •manage next-generation storage hardware •identify and remove bottlenecks •build screaming fast database storage •dive deep into pools, metaslabs, and more! Whether you manage a single small server or international datacenters, simplify your storage with FreeBSD Mastery: Advanced ZFS. First published in 1993. Routledge is an imprint of Taylor & Francis, an informa company.

Praise for Becoming a Therapist "This resource is filled with practical and personal advice, relevant stories, and examples, and reads more like help from a friend than a

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typical textbook." —Roberta L. Nutt, PhD, ABPP, Visiting Professor and Training Director, Counseling Psychology Program, University of Houston "Ah, now this is the book I wish had been available when I entered the field. Tom Skovholt has defined the initial experiences and followed the process through to the culmination of the therapeutic experience in a truly great book. *Becoming a Therapist* is a major contribution to our field." —Arthur (Andy) M. Horne, Dean and Distinguished Research Professor, College of Education, The University of Georgia; President-Elect, Society of Counseling Psychology "Becoming a Therapist's informal style is accessible and engaging and yet soundly grounded in evidence and in the wisdom Skovholt has developed through his career-long research on psychotherapists and their development." —Rodney K. Goodyear, PhD, Professor, School of Education, University of Redlands; Emeritus Professor of Education (Counseling Psychology), University of Southern California

Essential guidance for mental health professionals navigating the start of their helping careers

Written for those entering a career in the helping professions, *Becoming a Therapist: On the Path to Mastery* explores the therapeutic career path for new practitioners, painting a vivid portrait of the novice therapist's journey. This practical book guides you in using the helping relationship to improve the lives of others, whether your chosen profession is in counseling, clinical psychology, social work, school counseling, addictions counseling, family therapy, medicine, community counseling, pastoral counseling, or academic advising. Destined to become

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the resource every new practitioner turns to again and again, *Becoming a Therapist* prepares you for the reality of what it means to be a beginning therapist, with relevant discussion of: The fifteen indispensable qualities of every mental health professional
The unfolding practitioner self
Self-care for burnout prevention and resiliency
development
The importance of culturally competent practice to practitioner expertise
Practice, research/theory, and personal life: the practitioner's learning triangle
The significance of peer relationships in the novice experience
Steeped in author Thomas Skovholt's years of experience, *Becoming a Therapist* thoroughly and clearly illustrates the excitement, intensity, anxiety—and, ultimately, the satisfaction—you can expect as a helping professional.

MasteryPenguin

The best-selling sysadmin text, now revised and updated! *SSH Mastery* is the industry standard work on using Secure Shell on Unix-like systems

Most consultants are content to solve problems. Extraordinary consultants alter the culture of the client organization itself, changing the way the organization operates. Keith Merron shows that the most powerful tool for making a real difference is the consultant's inner stance--the attitudes, assumptions, beliefs, goals, and strategies that underlie the consulting practice. In other words, it is the inner qualities of the consultant that differentiate a great consultant from the rest of the pack. *Consulting Mastery* explores the deep inner shift required to become an extraordinary consultant. Through

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vivid examples, Merron contrasts the goals, strategies, and tactics used by most consultants with those used by masterful consultants to reveal the qualities and characteristics that will help you make the biggest difference with your clients. If you yearn to have a bigger impact on your client organizations, or even on the world as a whole, Consulting Mastery shows how to transform yourself from a problem solver to an empowering partner. Following a natural flow of learning, it details the conceptual foundation of consulting mastery, provides a vision of mastery in action, and outlines a clear path to attaining mastery in oneself.

Distinguish yourself as a "Sales Master" and win big in business today! Your personal and professional distinctions are THE precursor to closing the deal. Why? Because most salespeople are not distinctive-all they do is follow one another. Sales Mastery gives you Chuck Bauer's unique personal experience as a highly successful salesman turned sales coach. You'll connect with his methodology, proven by salespeople in every industry, to distinguish yourself, build your sales skills, and win deals again and again. Each chapter focuses on one important quality of salesmanship enabling you to actualize your potential as a prosperous seller Includes tips for mastering sales presentations, phone pitches, customer objections, and closing strategies Learn how to market yourself shamelessly, close sales according to your clients' dominant personality styles, and make prospects chase you Author is a nationally recognized sales trainer and coach Sales Mastery gives you the toolset to break away from the

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pack to be the sales leader you always wanted to be... and reap the bigger commission checks that result!

A political scientist describes the shifting global balance of power between China and the United States and offers a wake-up call to American leaders and policymakers to take action to counter the growing geopolitical strength in Asia. 17,000 first printing.

Pluggable Authentication Modules: Threat or Menace? PAM is one of the most misunderstood parts of systems administration. Many sysadmins live with authentication problems rather than risk making them worse. PAM's very nature makes it unlike any other Unix access control system. If you have PAM misery or PAM mysteries, you need PAM Mastery! With PAM Mastery, you'll understand: · the different versions of PAM · the intricacies of Linux-PAM and OpenPAM · how PAM policies make decisions · how to debug PAM · the most frequently seen PAM modules · Linux-PAM extended controls and substacks · time-based one-time passwords · using SSH keys for more than SSH · password quality testing · policies from CentOS, Debian, and FreeBSD · and more! Transform PAM from a headache to an ally with PAM Mastery.

Coaching Mastery : The ULTIMATE "Blueprint" for Tennis Coaches, Tennis Parents, and Tennis-teaching Professionals. Learn how to: Attract tennis players to your program, develop sustainable tennis programs, and build perennial championship teams and successful individuals. Following the world-wide embrace of David W. Smith's book, TENNIS MASTERY, David now brings his "Advanced Foundation" to the art of coaching and teaching tennis. For the High School, Club or Team Coach, from the highly experienced to the uninitiated, Coaching Mastery is a PROVEN "blueprint" to attracting players and designing highly effective

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and efficient tennis practices. For the Tennis Parent: Regardless of your tennis experience, Coaching Mastery will provide a clear and proven method to make sure you are providing your child the right progression and patterns of play to insure they will reach their personal best...and do it in a way that makes it fun for both parent and child! For the Tennis-teaching Professional: Coaching Mastery provides a lifetime of successful tennis club programming and teaching experience, a resource to enhance any teaching professional's teaching program. Coaching Mastery provides over 70 effective drills and dozens of ideas that allow any coach or teacher to get the most out of their tennis opportunities. In addition, Coaching Mastery provides the "Advanced Foundation" principles that define every shot and every stroke in the sport. Don Miguel Ruiz illuminates the fear-based beliefs and assumptions that undermine love and lead to suffering and drama in our relationships. He shows us how to heal our emotional wounds, recover the freedom and joy that are our birthright, and restore the spirit of playfulness that is vital to loving relationships.

Generalized Anxiety Disorder occurs in approximately 4% of the population and is characterized by excessive uncontrollable worry about everyday things. The constant worry can be extremely impairing if left untreated, even to the point of causing physical symptoms. Written by the developers of an empirically supported and effective cognitive-behavioral therapy program for treating GAD, this second edition therapist guide includes all the information and materials necessary to implement a successful treatment protocol. The therapeutic technique described in this book is research-based with a proven success rate when used in both individual and group formats, as well as with clients currently taking medication. Designed to be used in conjunction with its corresponding workbook, this therapist

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guide outlines a 10-session program comprised of four primary treatment modules including, cognitive restructuring, progressive muscle relaxation, worry exposures, and in vivo exposure exercises. New features to this edition include expanded chapters that provide detailed instructions for conducting each session, session outlines, and recommended homework assignments. This user-friendly guide is a dependable resource that no clinician can do without! TreatmentsThatWork™ represents the gold standard of behavioral healthcare interventions! · All programs have been rigorously tested in clinical trials and are backed by years of research · A prestigious scientific advisory board, led by series Editor-In-Chief David H. Barlow, reviews and evaluates each intervention to ensure that it meets the highest standard of evidence so you can be confident that you are using the most effective treatment available to date · Our books are reliable and effective and make it easy for you to provide your clients with the best care available · Our corresponding workbooks contain psychoeducational information, forms and worksheets, and homework assignments to keep clients engaged and motivated · A companion website (www.oup.com/us/ttw) offers downloadable clinical tools and helpful resources · Continuing Education (CE) Credits are now available on select titles in collaboration with PsychoEducational Resources, Inc. (PER)

This special limited edition celebrates the 20th anniversary of the profound text that inspired thousands of musicians to reach that place in their music where performance became as effortless as drawing a breath. The beautiful foil-embossed cover, added chapters and articles, and foreword and testimonials by Herb Alpert, Quincy Jones, and others make this edition a timeless collectible to be displayed and treasured for a lifetime.

A concrete framework for engaging today's buyer and building relationships Social Selling

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Mastery provides a key resource for sales and marketing professionals seeking a better way to connect with today's customer. Author Jamie Shanks has personally built Social Selling solutions in nearly every industry, and in this book, he shows you how to capture the mindshare of business leadership and turn relationships into sales. The key is to reach the buyer where they're conducting due diligence—online. The challenge is then to strike the right balance, and be seen as a helpful resource that can guide the buyer toward their ideal solution. This book presents a concrete Social Selling curriculum that teaches you everything you need to know in order to leverage the new business environment into top sales figures. Beginning with the big picture and gradually honing the focus, you'll learn the techniques that will change your entire approach to the buyer. Social Selling is not social media marketing. It's a different approach, more one-to-one rather than one-to-many. It's these personal relationships that build revenue, and this book helps you master the methods today's business demands. Reach and engage customers online Provide value and insight into the buying process Learn more effective Social Selling tactics Develop the relationships that lead to sales Today's buyers are engaging sales professionals much later in the buying process, but 74 percent of deals go to the sales professional who was first to engage the buyer and provide helpful insight. The sales community has realized the need for change—top performers have already leveraged Social Selling as a means of engagement, but many more are stuck doing "random acts of social," unsure of how to proceed. Social Selling Mastery provides a bridge across the skills gap, with essential guidance on selling to the modern buyer.

All children possess a motive to 'master' the various tasks and problems that they face. Without mastery motivation, it is doubtful whether children would make progress in cognitive,

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social communicative and other domains. Although all children possess this motivation, it will vary according to inherited dispositions and to environmental experiences. This makes mastery motivation a key factor in understanding later developmental and educational achievement. Concentrating on pre-school children, this volume, originally published in 1993, brought together current research work and thinking concerned with mastery motivation at the time. New ideas are presented about the way mastery is related to other developmental processes such as self-concepts and attention. There are discussions and findings about innovations in the methods of assessing mastery. Another important theme present in this volume, is the way in which features of social interaction, attachment and the environment influence the development of mastery motivation. With a broad range of international contributors, this title will still be of interest to developmental psychologists and educationalists, and advance students in these fields.

The first book in channeler Paul Selig's widely anticipated Mastery Trilogy leads you into an unprecedented journey of self-development, at once building your personal excellence and your ability to improve life for others. The channeled literature of Paul Selig -- who receives clairaudient dictation from unseen intellects called the Guides -- has quickly become the most important and celebrated expression of channeling since *A Course In Miracles* rose to prominence in the 1970s. Selig's three previous books -- *I Am the Word*, *The Book of Love and Creation*, and *The Book of Knowing and Worth* -- have won a growing following around the world for their depth, intimacy, and psychological insight. Now, Selig embarks upon an extraordinary new trilogy on the "Teachings of Mastery" with his inaugural volume: *The Book of Mastery*. *The Book of Mastery* provides a deeply practical prescription for heightening your

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abilities, aptitudes, and sense of personal excellence. The Guides' teachings go much further, however, instructing you how to improve life for others and, ultimately, for global humanity. As the Guides themselves put it: "We will tell you this: No one who reads these books will be left unchanged. They will be like molecular systems that reinvigorate and realign and reclaim the reader to themselves in their worth, in their identity and, beyond that, in their physical realm. Underline physical realm if you like. Because the physical realm that we teach in is about to go back to the stone ages unless you all get it together."

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