

Philips Sonicare E Series User Manual

Discover the latest edition of the cornerstone reference on periodontology and implant dentistry that combines scholarship and science with practical clinical instruction The Seventh Edition of Lindhe's Clinical Periodontology and Implant Dentistry brings together a distinguished team of periodontal specialists and academics who deliver another must-have resource for students, researchers, and practitioners specializing in periodontal care and implant dentistry. Seamlessly integrating the foundational science behind periodontology with practical clinical protocols in two comprehensive volumes, the chapters cover anatomy, microbiology, occlusion trauma, pathology, tissue regeneration, treatment planning protocols, infection control, reconstructive therapy, occlusal and prosthetic therapy, and more. The Seventh Edition of Lindhe's Clinical Periodontology and Implant Dentistry: Provides an introduction to anatomy, including periodontal tissues, the edentulous ridge, the mucosa at teeth and implants, and osseointegration Discusses the epidemiology of periodontal and peri-implant diseases Explores the microbiology, including dental biofilms and calculus, periodontal infections, peri-implant infections, the pathogenesis of gingivitis and periodontitis, and the genetic susceptibility to periodontal disease Includes the latest perio- and peri-implant disease classifications Contains updated evidence-based preventive and treatment modalities for the treatment of periodontal and peri-implant diseases Features the latest evidence-based therapeutic alternatives on the use of dental implants to rehabilitate the lost dentition Perfect for postgraduate dental students, researchers, and practitioners specializing in periodontal care and implant dentistry, Lindhe's Clinical Periodontology and Implant Dentistry continues to be the cornerstone reference work on periodontology.

Men's Health magazine contains daily tips and articles on fitness, nutrition, relationships, sex, career and lifestyle.

Emphasizing evidence-based research and clinical competencies, Dental Hygiene: Theory and Practice, 4th Edition, provides easy-to-understand coverage of the dental hygienist's roles and responsibilities in today's practice. It offers a clear approach to science and theory, a step-by-step guide to core dental hygiene procedures, and realistic scenarios to help you develop skills in decision-making. New chapters and content focus on evidence-based practice, palliative care, professional issues, and the electronic health record. Written by Michele Leonardi Darby, Margaret M. Walsh, and a veritable Who's Who of expert contributors, Dental Hygiene follows the Human Needs Conceptual Model with a focus on client-centered care that takes the entire person into consideration. UNIQUE! Human Needs Conceptual Model framework follows Maslow's human needs theory, helping hygienists treat the whole patient — not just specific diseases. Comprehensive coverage addresses the need-to-know issues in dental hygiene — from the rationale behind the need for dental hygiene care through assessment, diagnosis, care planning, implementation, pain and anxiety control, the care of individuals with special needs, and practice management. Step-by-step procedure boxes list the equipment required and the steps involved in performing key procedures. Rationales for the steps are provided in printable PDFs online. Critical Thinking exercises and Scenario boxes encourage application and problem solving, and help prepare students for the case-based portion of the NBDHE. Client Education boxes list teaching points that the dental hygienist may use to educate clients on at-home daily oral health care. High-quality and robust art program includes full-color illustrations and clinical photographs as well as radiographs to show anatomy, complex clinical procedures, and modern equipment. Legal, Ethical, and Safety Issues boxes address issues related to risk prevention and management. Expert authors Michele Darby and Margaret Walsh lead a team of international contributors consisting of leading dental hygiene instructors, researchers, and practitioners. NEW chapters

on evidence-based practice, the development of a professional portfolio, and palliative care provide research-based findings and practical application of topics of interest in modern dental hygiene care. NEW content addresses the latest research and best practices in attaining clinical competency, including nutrition and community health guidelines, nonsurgical periodontal therapy, digital imaging, local anesthesia administration, pharmacology, infection control, and the use of the electronic health record (EHR) within dental hygiene practice. NEW photographs and illustrations show new guidelines and equipment, as well as emerging issues and trends. NEW! Companion product includes more than 50 dental hygiene procedures videos in areas such as periodontal instrumentation, local anesthesia administration, dental materials manipulation, common preventive care, and more. Sold separately.

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Our future hinges on a set of elements that few of us have even heard of. In this surprising and revealing book, David S. Abraham unveils what rare metals are and why our electronic gadgets, the most powerful armies, and indeed the fate of our planet depend on them. These metals have become the building blocks of modern society; their properties are now essential for nearly all our electronic, military, and “green” technologies. But their growing use is not without environmental, economic, and geopolitical consequences. Abraham traces these elements’ hidden paths from mines to our living rooms, from the remote hills of China to the frozen Gulf of Finland, providing vivid accounts of those who produce, trade, and rely on rare metals. He argues that these materials are increasingly playing a significant role in global affairs, conferring strength to countries and companies that can ensure sustainable supplies. Just as oil, iron, and bronze revolutionized previous eras, so too will these metals. The challenges this book reveals, and the plans it proposes, make it essential reading for our rare metal age.

McDonald and Avery Dentistry for the Child and Adolescent - E-BookElsevier Health Sciences

Um estudo definitivo sobre o vício comportamental, um problema a que todos nós estamos sujeitos em razão das irresistíveis tecnologias digitais do mundo de hoje. Somos obcecados com nossos e-mails e redes sociais, e passamos horas usando nossos smartphones. Neste livro revolucionário, o professor de psicologia e marketing Adam Alter analisa o crescimento do vício comportamental, e explica por que a maioria dos produtos de hoje é irresistível. Apesar de essas tecnologias milagrosas encurtarem as distâncias que nos separam, seu magnetismo extraordinário – e às vezes prejudicial – não é mero acaso. As empresas que criam tais produtos se esforçam para torná-los quase impossíveis de serem deixados de lado. Em Irresistível, por meio de histórias e exemplos com os quais os leitores facilmente se identificarão, Alter analisa o mecanismo dos vícios comportamentais para explicar como fazer bom uso das tecnologias — para melhorar a maneira como nos comunicamos uns com os outros, gastamos e economizamos dinheiro ou definimos os limites entre trabalho e lazer — e como mitigar seus efeitos mais nocivos em termos de bem-estar, saúde e

felicidade. "Leitura essencial para quem já se perguntou por que algumas experiências são tão viciantes e como retomar o controle do seu tempo, finanças e relacionamento." — Charles Duhigg, autor de O poder do hábito

Get the expert knowledge you need to provide quality oral care to pediatric patients! Trusted for more than 50 years, McDonald and Avery's *Dentistry for the Child and Adolescent*, 11th Edition provides the latest diagnostic and treatment recommendations for infants, children, and adolescents. It covers topics ranging from pediatric examination and radiographic techniques to development and morphology of the primary teeth, dental caries, dental materials, and local anesthesia. Another point of emphasis is the management of patients with special medical issues. On the Expert Consult website, you'll find a fully searchable version of the entire text along with case studies and step-by-step procedure videos. From internationally known educator Jeffrey A. Dean, this resource provides everything you need to prepare for board certification and succeed in clinical practice. Comprehensive coverage of pediatric dentistry includes the treatment of deep caries, prosthodontics, occlusion, trauma, gingivitis and periodontal disease, cleft lip and palate, facial esthetics, and medically compromised patients. More than 1,000 illustrations show oral structures and conditions along with dental procedures. Five major areas of focus help you organize your thinking and practice around key clinical concepts: diagnoses, caries and periodontology, pain control, oral growth and development, and management of special medical issues. Expert Consult website includes fully searchable access to the text, plus videos and case studies. Diverse and respected team of authors contribute chapters on their areas of expertise. Global readership includes translations of the text into seven different languages. NEW! Updated content includes a new section on sleep apnea, plus COVID-19 in children, pain management, dental bleaching, a minimalist approach to restorative dentistry, the latest dental materials, new pulp recommendations, community dentistry, patient-centered care, preventive orthodontic treatment, the use of silver diamine fluoride, and vaping with its oral implications. NEW! Additional patient cases and questions are included in the book and website. NEW! Procedure videos plus updates of existing videos are added to the Expert Consult website. NEW authors contribute updated and unique chapters throughout the book.

"Irresistible is a fascinating and much needed exploration of one of the most troubling phenomena of modern times." —Malcolm Gladwell, author of New York Times bestsellers *David and Goliath* and *Outliers* "One of the most mesmerizing and important books I've read in quite some time. Alter brilliantly illuminates the new obsessions that are controlling our lives and offers the tools we need to rescue our businesses, our families, and our sanity." —Adam Grant, New York Times bestselling author of *Originals* and *Give and Take* Welcome to the age of behavioral addiction—an age in which half of the American population is addicted to at least one behavior. We obsess over our emails, Instagram likes, and Facebook feeds; we binge on TV episodes and YouTube videos; we work longer hours each year; and we spend an average of

three hours each day using our smartphones. Half of us would rather suffer a broken bone than a broken phone, and Millennial kids spend so much time in front of screens that they struggle to interact with real, live humans. In this revolutionary book, Adam Alter, a professor of psychology and marketing at NYU, tracks the rise of behavioral addiction, and explains why so many of today's products are irresistible. Though these miraculous products melt the miles that separate people across the globe, their extraordinary and sometimes damaging magnetism is no accident. The companies that design these products tweak them over time until they become almost impossible to resist. By reverse engineering behavioral addiction, Alter explains how we can harness addictive products for the good—to improve how we communicate with each other, spend and save our money, and set boundaries between work and play—and how we can mitigate their most damaging effects on our well-being, and the health and happiness of our children. Adam Alter's previous book, *Drunk Tank Pink: And Other Unexpected Forces that Shape How We Think, Feel, and Behave* is available in paperback from Penguin.

You brush, floss, use mouthwashes, and are concerned about the foods you eat, yet you still require fillings or lengthy cleanings at the dentist. In *Kiss Your Dentist Goodbye*, Dr. Ellie Phillips teaches how anyone can achieve and maintain a truly healthy mouth. Empower yourself as you improve the look and feel of your teeth between dental visits. Your dentist will be amazed at the changes he sees, and you will be thrilled as cavities and gum disease become a thing of the past. Traditional dentistry cannot prevent dental disease. But Ellies do-it-yourself daily routine can. Discover how easy it is to reduce plaque buildup, strengthen tooth enamel, repair small cavities, eliminate tooth sensitivity, and improve your overall oral health. Learn about products that hinder your efforts and the risks of bleaching, dental sealants and the wrong use of fluoride. It is time to achieve healthy, clean teeth and gums and wow your dentist at the next appointment. The popularity of e-marketing has helped both small and large businesses to get their products and services message to an unbounded number of potential clients. Keeping in contact with your customers no longer require an extended period of time but rather mere seconds. *E-Marketing: Concepts, Methodologies, Tools, and Applications* presents a vital compendium of research detailing the latest case studies, architectures, frameworks, methodologies, and research on e-marketing. With contributions from authors around the world, this three-volume collection presents the most sophisticated research and developments from the field, relevant to researchers, academics, and practitioners alike. In order to stay abreast of the latest research, this book affords a vital look into electronic marketing research.

The Routledge Course in Japanese Translation brings together for the first time material dedicated to the theory and practice of translation to and from Japanese. This one semester advanced course in Japanese translation is designed to raise awareness of the many considerations that must be taken into account when translating a text. As students

progress through the course they will acquire various tools to deal with the common problems typically involved in the practice of translation. Particular attention is paid to the structural differences between Japanese and English and to cross-cultural dissimilarities in stylistics. Essential theory and information on the translation process are provided as well as abundant practical tasks. The Routledge Course in Japanese Translation is essential reading for all serious students of Japanese at both undergraduate and postgraduate level.

En dos tomos la quinta edición de esta obra la sigue catalogando como la mejor en el campo de la periodoncia. Es una síntesis de la periodontología realizada por un grupo de expertos especialistas en el área.

This book reviews existing sensor technologies that are now being coupled with computational intelligence for the remote monitoring of physical activity and ex vivo biosignatures. In today's frenetic world, consumers are becoming ever more demanding: they want to control every aspect of their lives and look for options specifically tailored to their individual needs. In many cases, suppliers are catering to these new demands; as a result, clothing, food, social media, fitness and banking services are all being democratised to the individual. Healthcare provision has finally caught up to this trend and is currently being rebooted to offer personalised solutions, while simultaneously creating a more effective, scalable and cost-effective system for all. The desire for personalisation, home monitoring and treatment, and provision of care in remote locations or in emerging and impoverished nations that lack a fixed infrastructure, is leading to the realisation that mobile technology might be the best candidate for achieving these goals. A combination of several technological, healthcare and financial factors are driving this trend to create a new healthcare model that stresses preventative 'health-care' rather than 'sick-care', and a shift from volume to value. Mobile healthcare (mhealth), which could also be termed the "internet of people", refers to the integration of sensors and smartphones to gather and interpret clinical data from patients in real-time. Most importantly, with an ageing population suffering multiple morbidities, mhealth could provide healthcare solutions to enhance chronically ill patients' quality of life.

A leading text in pediatric dentistry, McDonald and Avery's Dentistry for the Child and Adolescent provides expert, complete coverage of oral care for infants, children, and teenagers. All the latest diagnostic and treatment recommendations are included! Comprehensive discussions are provided on pediatric examination, development, morphology, eruption of the teeth, and dental caries. This edition helps you improve patient outcomes with up-to-date coverage of restorative materials, cosmetic tooth whitening, care of anxious patients, and sedation techniques for children. Complete, one-source coverage includes the best patient outcomes for all of the major pediatric treatments in prosthodontics, restorative dentistry, trauma management, occlusion, gingivitis and periodontal disease, and facial esthetics. A clinical focus includes topics such as such as radiographic techniques, dental materials, pit and fissure

sealants, and management of cleft lip and palate. Practical discussions include practice management and how to deal with child abuse and neglect. Full-color photographs and illustrations accurately depict trauma, restorative, implants, and prosthetics. A new Pediatric Oral Surgery chapter discusses the latest developments in office-based pediatric oral surgery, along with head and neck infections and medical conditions in the pediatric patient. Emphasis is added to preventive care and to treatment of the medically compromised patient. An Evolve website includes case studies, an image library, links to ADEA, ADA, and CDC reports on pediatric dentistry, and other web links.

The Indian Listener (fortnightly programme journal of AIR in English) published by The Indian State Broadcasting Service, Bombay, started on 22 December, 1935 and was the successor to the Indian Radio Times in English, which was published beginning in July 16 of 1927. From 22 August, 1937 onwards, it was published by All India Radio, New Delhi. In 1950, it was turned into a weekly journal. Later, The Indian listener became "Akashvani" in January 5, 1958. It was made a fortnightly again on July 1, 1983. It used to serve the listener as a Bradshaw of broadcasting, and give listener the useful information in an interesting manner about programmes, who writes them, take part in them and produce them along with photographs of performing artists. It also contains the information of major changes in the policy and service of the organisation.

NAME OF THE JOURNAL: The Indian Listener LANGUAGE OF THE JOURNAL: English DATE, MONTH & YEAR OF PUBLICATION: 22-10-1940 PERIODICITY OF THE JOURNAL: Fortnightly NUMBER OF PAGES: 88 VOLUME NUMBER: Vol. V, No. 21 BROADCAST PROGRAMME SCHEDULE PUBLISHED (PAGE NOS): 1631-1690 ARTICLE: 1. I'd-ul-Fitr 2. Background To The War 3. Through the Heart of Central Asia 4. With Knobs On 5. The Dramatic Control Panel 6. Young Listeners AUTHOR: 1. Unknown 2. Unknown 3. Ella Maillart 4. Mouse 5. Unknown 6. Marjorie Malaiperuman KEYWORDS: 1. Muslims, Celebration, Ramzan-ul-Mubarak, Peshawar Programme 2. Radio Broadcasts, War, First Anniversary Of War, Simla 3. Jura Mountains, Chinese Turkestan, Kashgar, Bombay 4. Geographical Headache, France, BUQBUQ, Luftwaffe Raids, Asiatic-Pacific Coast 5. Radio Production, Dramatic Control Panel, Radio Studio 6. Printed Programme Schedule, Radio Programmes, Weekly Schedule Document ID: INL-1940 (J-D) Vol- II (09)

Strategic alliances - voluntary, long-term collaborations between firms to achieve their objectives - are attracting increasing attention in business schools because of their growing prevalence among organizations today. Mastering the art of managing strategic alliances allows firms to radically improve their performance and this book provides a detailed, evidence-based approach outlining the design, management, and evaluation of these alliances. Elaborating on the decision-making structures apparent during each stage in the alliance life-cycle and in elucidating cases from across the world, Strategic Alliance Management offers a systematic framework that provides insights into the development and

deployment of alliances. Concluding with the three alliance paradoxes managers must address to design and manage their alliances effectively and efficiently, this text offers a profound vision of the key decision-making rationales and processes inherently related to strategic alliances. As such, it will be required reading for students studying the subject and a valuable supplementary reading source to those studying strategic management more generally. A website run by the authors, can be found here: <http://www.strategic-alliance-management.com/>

Achieve optimal results and high patient satisfaction with Aesthetic Surgery of the Facial Skeleton. Encompassing the entire field of facial skeletal contouring, this one-stop resource uses a problem-based, multidisciplinary approach to skeletal contouring of the face and adjunctive procedures that enhance results. With well-illustrated, focused coverage of all recent advances in this fast-changing area, it's an ideal reference for trainee and practicing cosmetic surgeons, maxillofacial surgeons, craniofacial surgeons, plastic surgeons, otolaryngologists, and oral surgeons. Takes a multidisciplinary, problem-based approach to aesthetic techniques for the face, highlighted by numerous clinical cases and high-quality photos. Covers every area of the field: general principles, orthognathic surgery, alloplastic implants, genioplasty, malar and mandibular recontouring, autologous fat grafting, orbital rejuvenation, forehead and upper face, and many other related topics. Provides expert guidance on diagnosis, treatment planning, technical aspects, alternative approaches, and treatment of complications. Features state-of-the-art coverage of aesthetic contouring for the transgender patient and the Asian/ethnic patient, and the use of 3D imaging in facial surgery. Includes a section on special case considerations such as facial asymmetry, post-traumatic facial restoration, face transplantation, and nonsurgical enhancement of facial shape.

An updated edition of the best-selling business handbook draws on interviews with dozens of marketing executives to identify the products and services that benefit most from consumer recommendations, how to effectively stimulate customer-to-customer selling, and the new opportunities available with MySpace, YouTube, blogs, and more. Original. 20,000 first printing.

Reinforce your classroom knowledge and learn to perform clinical procedures with ease and accuracy. The Procedures Manual to Accompany Dental Hygiene: Theory and Practice contains step-by-step descriptions with information about the materials and equipment necessary to carry out the procedures. Rationales are included to ensure that you comprehend the science behind each step of the procedure. The manual also includes client education handouts and helpful tables and lists covering assessment, evaluation, and general client care. You'll want to keep this book by your side as a quick reference in clinics and as a refresher once you start your practice. Procedures include simple, clear illustrations and rationales for each step. Client education handouts and physical assessment and communication tips provide targeted resources for your role in the prevention of oral diseases. The easy-to-use format makes it a handy and highly portable reference.

Easily master all aspects of dental assisting with the most up-to-date and most trusted text available. For more than 40 years,

students and practitioners alike have relied on *Modern Dental Assisting* for its cutting-edge content, easy-to-grasp writing style, step-by-step procedures, and top-notch visuals. And the new 13th edition is no exception. With updated content — including the latest technological advancements, clinical photographs, and new coverage on cultural diversity and how it relates to patient care — this new edition will guide you from your first day of class all the way to your first job in dental assisting. UNIQUE! Trusted expert authors Doni Bird and Debbie Robinson present information and procedures in a way that makes it easy for students to understand and apply the material. Comprehensive, cutting-edge content is presented in approachable writing style. Step-by-step procedures for general and expanded functions use color coding and clinical photos to demonstrate key dental assisting competencies. 70 procedural videos include questions and answers correlated to the chapter procedures with closed-captioning in English and Spanish and audio narration in English. UNIQUE! Interactive Dental Office program provides in-depth case studies integrated with periodontal charting, radiographic mounting, and more. Dentrix practice management software on Evolve enables students to work with patient data much like they will in the office environment. Recall and Critical Thinking questions in each chapter provide opportunities for practice and application. Feature boxes on infection control and CDC practice, patient education, and law and ethics summarize recommendations and key applications in practice. Key terminology list helps students better comprehend the chapter and how the information applies to dentistry practice. Learning and performance outcomes set goals for what students will accomplish and serve as checkpoints for comprehension and skills mastery. NEW! Information on cultural diversity grounds students in this important topic and how it relates to patient care and patient communication. UPDATED! art program provides vivid original renderings of dental anatomy tooth morphology and dental imaging, along with improved photos of the latest products, equipment, and instruments. NEW! Coverage of the latest advances in general and specialty dental care covers technological advancements, public health and access to care, teledentistry, infection control guidelines, the Zika virus, Ebola, the oral-systemic health connection, and more. NEW! Updated critical thinking and recall questions challenge students and provide recollection skills.

Within *The Amazon Jungle*, Jason R. Boyce and Rick Cesari combine their expertise and experience to demonstrate how brand-building is key for Amazon success. Jason R. Boyce has nearly 20 years of experience as an Amazon Top Seller, and is founder of a prominent Amazon agency, Avenue7Media. Rick Cesari's innovative Direct-To-Consumer strategies create more sales while building brand awareness for products like GoPro, Sonicare, OxiClean, and the George Foreman Grill. Together, Jason and Rick show how to pick a winning product, get it made, get it listed, and get it selling—on and off Amazon. Within *The Amazon Jungle*, they share that the right strategy is key to Amazon success and the truth about Amazon, which is not widely known. *The Amazon Jungle* helps Amazon Third-Party Sellers build credibility and staying power by creating a winning brand—the superpower that can give them back control. Jason's expertise in identifying winning products on Amazon and Rick's success building brands off of the platform make them a formidable team and the answer to today's question: How to succeed on a platform you can't afford to avoid?

Buzz is the most valuable marketing tool there is - and yet it's under-researched and overlooked as a method of reaching customers. The groundbreaking *The Anatomy of Buzz* told us why buzz matters: studies and real-life phenomena from the iMac to Cold Mountain prove that consumer recommendations are the best form of advertising or marketing. Now Rosen, who has spent years studying buzz, has added findings from cutting-edge research and 100 new interviews with field-leaders to show you how to create it. The result, with tips on subjects from seeding the market to accelerating natural contagion, is essential reading not only for marketers, but for anyone who wants to spread their message.

Back and better than ever, Darby and Walsh's *Dental Hygiene: Theory and Practice*, 5th Edition offers everything you need to succeed in your coursework, at certification, and in clinical practice. No other dental hygiene text incorporates the clinical skills, theory, and evidence-based practice in such an approachable way. All discussions — from foundational concepts to diagnosis to pain management — are presented within the context of a unique patient-centered model that takes the entire person into consideration. New to this fifth edition is a much more streamlined approach — one that stays focused on need-to-know information, yet also houses expanded content on things like alternative practice settings, pediatric care, risk assessment, and dental hygiene diagnosis to give you added context when needed. This edition is also filled with new modern illustrations and new clinical photos to augment your learning. If you want a better grasp of all the dental hygienist's roles and responsibilities in today's practice, they Darby and Walsh's renowned text is a must-have. Focus on research and evidence-base practice provide proven findings and practical applications for topics of interest in modern dental hygiene care. Step-by-step procedure boxes with accompanying illustrations, clinical photos, and rationales outline the equipment required and the steps involved in performing key procedures. Critical thinking exercises, cases, and scenarios help hone your application and problem-solving skills. Feature boxes highlight patient education, law, ethics, and safety. UNIQUE! Discussions of theory provide a solid foundation for practice. Key terms are called out within chapters and defined in glossary with cross-references to chapters. Practice quizzes enable you to self-assess your understanding. NEW! Streamlined approach focuses on the information you need to know along with the practical applications. NEW! Added content covers alternative practice settings, new infection control guidelines, pediatric care, risk assessment, dental hygiene diagnosis, the electronic health record (EHR), and more. NEW! Modern illustrations and updated clinical photos give you a better picture of how to perform essential skills and utilize clinical technology. NEW! Online procedures videos guide you step-by-step through core clinical skills. NEW! Editorial team brings a fresh perspective and more than 30 years of experience in dental hygiene education, practice, and research.

#1 NEW YORK TIMES BESTSELLER • NOW A MAJOR MOTION PICTURE • Look for special features inside. Join the Random House Reader's Circle for author chats and more. In boyhood, Louis Zamperini was an incorrigible delinquent. As a teenager, he channeled his defiance into running, discovering a prodigious talent that had carried him to the Berlin Olympics. But when World War II began, the athlete became an airman, embarking on a journey that led to a doomed flight on a May afternoon in 1943. When his Army Air Forces bomber crashed into the Pacific Ocean, against all odds,

Zamperini survived, adrift on a foundering life raft. Ahead of Zamperini lay thousands of miles of open ocean, leaping sharks, thirst and starvation, enemy aircraft, and, beyond, a trial even greater. Driven to the limits of endurance, Zamperini would answer desperation with ingenuity; suffering with hope, resolve, and humor; brutality with rebellion. His fate, whether triumph or tragedy, would be suspended on the fraying wire of his will. Appearing in paperback for the first time—with twenty arresting new photos and an extensive Q&A with the author—Unbroken is an unforgettable testament to the resilience of the human mind, body, and spirit, brought vividly to life by Seabiscuit author Laura Hillenbrand. Hailed as the top nonfiction book of the year by Time magazine • Winner of the Los Angeles Times Book Prize for biography and the Indies Choice Adult Nonfiction Book of the Year award “Extraordinarily moving . . . a powerfully drawn survival epic.”—The Wall Street Journal “[A] one-in-a-billion story . . . designed to wrench from self-respecting critics all the blurbly adjectives we normally try to avoid: It is amazing, unforgettable, gripping, harrowing, chilling, and inspiring.”—New York “Staggering . . . mesmerizing . . . Hillenbrand’s writing is so ferociously cinematic, the events she describes so incredible, you don’t dare take your eyes off the page.”—People “A meticulous, soaring and beautifully written account of an extraordinary life.”—The Washington Post “Ambitious and powerful . . . a startling narrative and an inspirational book.”—The New York Times Book Review “Magnificent . . . incredible . . . [Hillenbrand] has crafted another masterful blend of sports, history and overcoming terrific odds; this is biography taken to the nth degree, a chronicle of a remarkable life lived through extraordinary times.”—The Dallas Morning News “An astonishing testament to the superhuman power of tenacity.”—Entertainment Weekly “A tale of triumph and redemption . . . astonishingly detailed.”—O: The Oprah Magazine “[A] masterfully told true story . . . nothing less than a marvel.”—Washingtonian “[Hillenbrand tells this] story with cool elegance but at a thrilling sprinter’s pace.”—Time “Hillenbrand [is] one of our best writers of narrative history. You don’t have to be a sports fan or a war-history buff to devour this book—you just have to love great storytelling.”—Rebecca Skloot, author of *The Immortal Life of Henrietta Lacks*

THE ULTIMATE CRASH COURSE IN DIGITAL MARKETING The digital age is here—and it’s developing rapidly. Regardless of your industry, sector, or geography, you need to understand the power of digital strategies to market your brand, reach your audience, and broaden your framework for success. This comprehensive, all-in-one guide combines the collective insights of top digital marketers, consultants, and academics—each one an expert in his or her field. With the proven techniques of Strategic Digital Marketing, you’ll be able to: Plan, strategize, and implement a complete marketing campaign that best suits you and your company. Use social media like Facebook and Twitter to not only engage your target audience, but get real results. Improve your website and supersize your media presence through liquid content, mobile apps, engaging videos, social contests, and more. Develop a logical and balanced approach to digital, using the

proper tools, to measure and maximize return on investment (ROI). Reshape your management framework and redesign your company for digital-era growth, functionality, and success. These are the same market-tested strategies Fortune 500 companies are using to take advantage of the exciting new opportunities that only digital media provides. You'll discover the 10 traits of digital leadership, the six habits of highly-successful firms, and the one true goal of digital marketing. You'll read first-hand accounts of social media in action—and follow real-world case studies of the hottest companies trending today. You'll also find need-to-know information on red-button subjects like emerging mobile technologies, legal guidelines for digital marketing, search engine optimization, and so much more. Digital media has changed the world as we know it. Strategic Digital Marketing will change the way you live, work, grow . . . and succeed. Join the conversation . . . With more than one hundred women restaurateurs, activists, food writers, professional chefs, and home cooks—all of whom are changing the world of food. Featuring essays, profiles, recipes, and more, *Why We Cook* is curated and illustrated by author and artist Lindsay Gardner, whose visual storytelling gifts bring nuance and insight into their words and their work, revealing the power of food to nourish, uplift, inspire curiosity, and effect change. “Prepare to be blown away by Lindsay Gardner’s illustrations. Her gift as an artist is part of this fluid conversation about food with some of the most intriguing women, and you’ll never want it to end. *Why We Cook* highlights our voices and varied perspectives in and out of the kitchen and empowers us to reclaim our place in it.” —Carla Hall, chef, television personality, and author of *Carla Hall’s Soul Food* “*Why We Cook* is a wonderful, heartwarming antidote to these trying times, and a powerful testament to unity through food.” —Anita Lo, chef and author of *Solo and Cooking Without Borders* “This book is a beautiful object, but it’s also much more than that: an essay collection, a trove of recipes, a guidebook for how we might use food to fight for and further justice. The women in its pages remind us that it’s in the kitchen, in the field, and around the table that we do our most vital work as human beings—and that, now more than ever, we must.” —Molly Wizenberg, author of *A Homemade Life* and *The Fixed Stars*

Womens Health magazine speaks to every aspect of a woman's life including health, fitness, nutrition, emotional well-being, sex and relationships, beauty and style.

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