

## Sneakiest Uses For Everyday Things How To Make A Boomerang With A Business Card Convert A Pencil Into A Microphone And More

Thank you, Cy . . . for opening up the world of tinkering and creativity to a whole new generation . . . looking to get their hands dirty with new and exciting projects." --NPR's Ira Flatow, host of Science Friday It's The Dangerous Book for Boys meets Worst-Case Scenario Survival Handbook via The Boy Scouts of America Handbook--with lots of other cool sneaky boy stuff mixed in. Cy Tymony's Sneaky Book for Boys picks up where The Dangerous Book for Boys left off. While The Dangerous Book for Boys includes sections on Morse code and an explanation of latitude and longitude, the Sneaky Book for Boys continues by featuring instructions on how to make and use a Morse code set, along with crafting a latitude quadrant and a longitude sextant. This clever book provides complete how-to instructions and diagrams for sneaky gadgets, survival skills, magic tricks, communication codes, and science projects. It also explores sneaky animals and insects and recycling and conservation techniques. Specifically, sneaksters will learn about crows that crack their nuts using car tires; how to perform magic tricks with algebra; how to construct a compass and sneaky intercom; how to escape a grasp, safely start a fire (six different ways!), gather water in an emergency, and much more.

Visual messages are omnipresent in our daily life. They are constantly attempting to persuade us to buy, learn and act. Some are more successful than others in influencing our behavior and choices. What is the secret power of these messages? How do they succeed in changing our behavior? This book analyzes advertising beyond the persuasive power of the imagery itself. It explains the psychology behind 33 effective influence techniques in visual persuasion and how to apply them. The techniques range from influencing essentials to more obscure and insidious ones. The reader will gain deep insights into how visual means are constructed to influence behavior and decisionmaking on an unconscious level. All techniques are supported by rich visual references and additional information on the psychology of behavior change. This publication is not just an eye-opener for professionals and students in the communications and design field, but also for anybody who wants to understand how our behavior is influenced unconsciously by advertising, social campaigns and governmental messages. The book is co-authored by leading figures in social influence and visual persuasion. It is designed as an accessible modern reference book for creating and understanding persuasive visual imagery. It will open your eyes, we promise!

A fully illustrated collection of stories from the Bible, retold for young readers in a beautifully presented gift book for a special occasion. Stories include Joseph and his Amazing Technicolour Dreamcoat, The Story of Baby Jesus, The Easter Story, Jonah and the Whale, Noah's Ark and more.

A brash, enlightening, and wildly entertaining feminist look at gendered language and the way it shapes us, written with humor and playfulness that challenges words and phrases and how we use them. "I get so jazzed about the future of feminism knowing that Amanda Montell's brilliance is rising up and about to explode worldwide."—Jill Soloway The word bitch conjures many images for many people, but it is most often meant to describe an unpleasant woman. Even before its usage to mean a female canine, bitch didn't refer to gender at all—it originated as a gender-neutral word meaning genitalia. A perfectly innocuous word devolving into a female insult is the case for tons more terms, including hussy—which simply meant housewife—or slut, which meant an untidy person and was also used to describe men. These words are just a few among history's many English slurs hurled at women. Amanda Montell, reporter and feminist linguist, deconstructs language—from insults and cursing, gossip, and catcalling to grammar and pronunciation patterns—to reveal the ways it has been used for centuries to keep women and other marginalized genders from power. Ever wonder why so many people are annoyed when women talk with vocal fry or use the word like as a filler? Or why certain gender-neutral terms stick and others don't? Or where stereotypes of how women and men speak come from in the first place? Montell effortlessly moves between history, science, and popular culture to explore these questions and more—and how we can use the answers to effect real social change. Montell's irresistible humor shines through, making linguistics not only approachable but both downright hilarious and profound, demonstrated in chapters such as: Slutty Skanks and Nasty Dykes: A Comprehensive List of Gendered Insults How to Embarrass the Shit Out of People Who Try to Correct Your Grammar Fuck it: An Ode to Cursing While Female Cyclops, Panty Puppet, Bald Headed Bastard and 100+ Other Things to Call Your Genitalia Montell effortlessly moves between history and popular culture to explore these questions and more. Wordslut gets to the heart of our language, marvels at its elasticity, and sheds much-needed light into the biases that shadow women in our culture and our consciousness.

What makes the great white shark (one of) the greatest fish in the sea? FIN-d out in this hilarious fish-out-of-water story that's perfect for Shark Week and all year-round! "Don't miss this one." -School Library Journal, Starred Review Hi! I am Great White Shark, and if you get this book, you'll read all about ME--the greatest shark in the sea! Not so fast! Greenland Shark here, and as the oldest shark in this book, that makes me the greatest. Did someone say fast? I'm Mako Shark, and I'm the fastest shark in this book! Eat my bubbles! Wow, I'm Hammerhead Shark. You don't need my special eyes to see that there are lots of great sharks in this book. Sink your teeth into it now! New York Times bestselling author Joan Holub makes a splash with bestselling illustrator Laurie Keller to deliver an entertaining undersea story filled with the greatest shark facts in the ocean!

Many people fear math and numbers, even Barbie, who famously said "Math class is tough" in her controversial 1992 talking doll version. But in Sneaky Math, Cy Tymony takes tough and turns it into triumph. He shows us how math is all around us through intriguing and easy projects, including 20 pass-along tools to complement math education programs. The book is divided into seven sections: 1. Fundamentals of Numbers and Arithmetic 2. Algebra Primer 3. Geometry Primer 4. Trigonometry Primer 5. Calculus Primer 6. Sneaky Math Challenges, Tricks, and Formulas 7. Resources

How to Turn a Calculator into a Metal Detector, Carry a Survival Kit in a Shoestring, Make a Gas Mask with a Balloon, Turn Dishwashing Liquid into a Copy Machine, Convert a Styrofoam Cup into a Speaker, and Make a James Bond Spy Jacket with Everyday Things Did you know that your standard issue of Sports Illustrated magazine can be turned into over 20 useful gadgets? In author Cy Tymony's Sneakier Uses for Everyday Things, you'll learn how an average magazine can become many extraordinary gadgets such as a compass, hearing aid, magnifier, peashooter, and bottle opener. Sneakier Uses for Everyday Things covers 40 educational and unique projects that anybody can successfully complete with simple household items. The book includes a list of necessary materials, detailed sketches, and step-by-step instructions for each gadget and gizmo. Among the sneaky schemes are: \* Creating a electroscope out of a glass jar \* Turning a drinking cup into a speaker \* Using an AM radio as a

metal detector \* Making a spy gadget jacket with over 20 individual sneaky uses ranging from a siren and whistle to a walkie-talkie and voice recorder These days, "be prepared" applies to more than just the Boy Scouts. Sneakier Uses for Everyday Things provides loads of practical ideas, science projects, and captivating solutions for dealing with life's unexpected challenges. Great fun for the curious, inventive, and creative of all ages.

A highly illuminating examination of narcissistic personality disorder (NPD) and its insidiously traumatic impact on family members and partners. Packed with insight, compassion, and practical strategies for recovery, this is a must-read for survivors and clinicians alike. Narcissistic personality disorder (NPD) has a profoundly dehumanizing effect on those subject to its distortions, manipulations, and rage. The Narcissist in Your Life illuminates the emotionally annihilating experience of narcissistic abuse in families and relationships, acknowledges the complex emotional and physical trauma that results, and assists survivors with compassionate, practical advice on the path of recovery. Whether you are just learning about NPD, managing a narcissistic parent or other family member, leaving a narcissistic relationship, or struggling with complex PTSD, you will find life-changing answers to these common questions: What are the different forms of NPD? Is my partner a narcissist? Why do I keep attracting narcissistic personalities? How can I help my kids? What happens in a narcissistic family? Why did my other parent go along with the abuse? Why am I alienated from my siblings? Why is it so hard to believe in myself and my future? What is complex PTSD and do I have it? What are the health problems associated with narcissistic abuse? Journalist, survivor, and NPD trauma coach Julie L. Hall provides a comprehensive, up-to-date, affirming, and accessible guide that will not only help you understand narcissistic abuse trauma, but will help you overcome trauma cycles and move forward with healing.

It just may be impossible to exhaust the creative potential of LEGO® bricks. With an active imagination as your guide, there are endless possibilities—provided you follow the LEGO Company's official (and sensible) rules. This means no cutting or tampering with bricks, creating models that shoot unapproved projectiles, or using non-standard parts with any LEGO product. After all, those little precision-molded ABS bricks can be dangerous on the wrong hands! Well, toss those rules out the window. Forbidden LEGO introduces you to the type of free-style building that LEGO's master builders do for fun in the back room. Using LEGO bricks in combination with common household materials (from rubber bands and glue to plastic spoons and ping-pong balls) along with some very unorthodox building techniques, you'll learn to create working models that LEGO would never endorse. Try your hand at a toy gun that shoots LEGO plates, a candy catapult, a high voltage LEGO vehicle, a continuous-fire ping-pong ball launcher, and other useless but incredibly fun inventions. Once you get into the spirit, you'll want to try inventing your own rule-breaking models. Forbidden Lego's authors share tips and tricks that will inspire you and help you turn your visions into reality. Nothing's against the rules in this book!

Marketing visionary Martin Lindstrom has been on the front line of the branding for over twenty years. In Brandwashed, he turns the spotlight on his own industry, drawing on all he has witnessed behind closed doors, exposing for the first time the full extent of the psychological tricks and traps that companies devise to win our hard-earned money. Lindstrom reveals eye opening details such as how advertisers and marketers target children at an alarmingly young age (starting when they are still in the womb), what heterosexual men really think about when they see sexually provocative advertising, how marketers and retailers stoke the flames of public panic and capitalize on paranoia over diseases, extreme weather events, and food contamination scares. It also presents the first ever evidence to prove how addicted we are to our smartphones, and how certain companies (like the maker of a very popular lip balm), purposely adjust their formulas in order to make their products chemically addictive, and much, much more. Brandwashed is a shocking insider's look at how today's global giants conspire to obscure the truth and manipulate our minds, all in service of persuading us to buy.

Mediagenic, high-profile gastrointestinal doctor Robynne Chutkan, author of "Gutbliss" and "The Microbiome Solution," offers a must-have guide to bloating and shows readers how to identify and treat each potential underlying cause. As Dr. Robynne Chutkan knows from her work with thousands of patients in her practice over the years, causes of and solutions for bloating could fill a book of their own. This is the gimmick-free, compact handbook to bloating relief that women everywhere have been waiting for. Teaching women how to ditch their digestive baggage once and for all. Print run 25,000.

Could you use a little more danger in your life? A little more edge? A little more fun? With this book, you get it all. From crashing a wedding to starting a riot, stealing a car to making moonshine, there's nothing you can't learn how to do -- even if you shouldn't.

With the rise of social networks, "Twitterized" attention spans, and new forms of video content, the techniques that worked in crafting attention-grabbing, clickable, and actionable online copy a few years ago are simply not as effective today. Thoroughly revised, the third edition of Web Copy That Sells gives readers proven methods for achieving phenomenal success with their online sales and marketing efforts. They will learn to: \* Use psychological tactics that compel Web surfers to buy \* Create effective, highly-targeted Facebook ads \* Test copy to maximize response \* Write online marketing video scripts that sell \* Craft compelling copy for interactive advertising banners \* Produce high-converting video sales letters \* And more Proven and practical, Web Copy That Sells shows how to quickly turn lackluster sites into "perpetual money machines," streamline key messages down to irresistible "cyber bites"...and ensure that Web copy, e-mail, and marketing communications pack a fast, powerful-and sales generating-punch.

If you're a developer working with XML, you know there's a lot to know about XML, and the XML space is evolving almost moment by moment. But you don't need to commit every XML syntax, API, or XSLT transformation to memory; you only need to know where to find it. And if it's a detail that has to do with XML or its companion standards, you'll find it--clear, concise, useful, and well-organized--in the updated third edition of XML in a Nutshell. With XML in a Nutshell beside your keyboard, you'll be able to: Quick-reference syntax rules and usage examples for the core XML technologies, including XML, DTDs, Xpath, XSLT, SAX, and DOM Develop an understanding of well-formed XML, DTDs, namespaces, Unicode, and W3C XML Schema Gain a working knowledge of key technologies used for narrative XML documents such as web

pages, books, and articles technologies like XSLT, Xpath, Xlink, Xpointer, CSS, and XSL-FO Build data-intensive XML applications Understand the tools and APIs necessary to build data-intensive XML applications and process XML documents, including the event-based Simple API for XML (SAX2) and the tree-oriented Document Object Model (DOM) This powerful new edition is the comprehensive XML reference. Serious users of XML will find coverage on just about everything they need, from fundamental syntax rules, to details of DTD and XML Schema creation, to XSLT transformations, to APIs used for processing XML documents. XML in a Nutshell also covers XML 1.1, as well as updates to SAX2 and DOM Level 3 coverage. If you need explanation of how a technology works, or just need to quickly find the precise syntax for a particular piece, XML in a Nutshell puts the information at your fingertips. Simply put, XML in a Nutshell is the critical, must-have reference for any XML developer.

A guide to ACT: the revolutionary mindfulness-based program for reducing stress, overcoming fear, and finding fulfillment – now updated. International bestseller, 'The Happiness Trap', has been published in over thirty countries and twenty-two languages. NOW UPDATED. Popular ideas about happiness are misleading, inaccurate, and are directly contributing to our current epidemic of stress, anxiety and depression. And unfortunately, popular psychological approaches are making it even worse! In this easy-to-read, practical and empowering self-help book, Dr Russ Harries, reveals how millions of people are unwittingly caught in the 'The Happiness Trap', where the more they strive for happiness the more they suffer in the long term. He then provides an effective means to escape through the insights and techniques of ACT (Acceptance and Commitment Therapy), a groundbreaking new approach based on mindfulness skills. By clarifying your values and developing mindfulness (a technique for living fully in the present moment), ACT helps you escape the happiness trap and find true satisfaction in life. Mindfulness skills are easy to learn and will rapidly and effectively help you to reduce stress, enhance performance, manage emotions, improve health, increase vitality, and generally change your life for the better. The book provides scientifically proven techniques to: reduce stress and worry; rise above fear, doubt and insecurity; handle painful thoughts and feelings far more effectively; break self-defeating habits; improve performance and find fulfillment in your work; build more satisfying relationships; and, create a rich, full and meaningful life.

It may be a wonderful world, but as Dan Riskin (cohost of Discovery Canada's Daily Planet) explains, it's also a dangerous, disturbing, and disgusting one. At every turn, it seems, living things are trying to eat us, poison us, use our bodies as their homes, or have us spread their eggs. In *Mother Nature Is Trying to Kill You*, Riskin is our guide through the natural world at its most gloriously ruthless. Using the seven deadly sins as a road map, Riskin offers dozens of jaw-dropping examples that illuminate how brutal nature can truly be. From slothful worms that hide in your body for up to thirty years to wrathful snails with poisonous harpoons that can kill you in less than five minutes to lustful ducks that have orgasms faster than you can blink, these fascinating accounts reveal the candid truth about "gentle" Mother Nature's true colors. Riskin's passion for the strange and his enthusiastic expertise bring Earth's most fascinating flora and fauna into vivid focus. Through his adventures—which include sliding on his back through a thick soup of bat guano just to get face-to-face with a vampire bat, befriending a parasitic maggot that has taken root on his head, and coming to grips with having offspring of his own—Riskin makes unexpected discoveries not just about the world all around us but also about the ways this brutal world has shaped us as humans and what our responsibilities are to this terrible, wonderful planet we call home.

#1 New York Times Bestseller "Funny and smart as hell" (Bill Gates), Allie Brosh's *Hyperbole and a Half* showcases her unique voice, leaping wit, and her ability to capture complex emotions with deceptively simple illustrations. FROM THE PUBLISHER: Every time Allie Brosh posts something new on her hugely popular blog *Hyperbole and a Half* the internet rejoices. This full-color, beautifully illustrated edition features more than fifty percent new content, with ten never-before-seen essays and one wholly revised and expanded piece as well as classics from the website like, "The God of Cake," "Dogs Don't Understand Basic Concepts Like Moving," and her astonishing, "Adventures in Depression," and "Depression Part Two," which have been hailed as some of the most insightful meditations on the disease ever written. Brosh's debut marks the launch of a major new American humorist who will surely make even the biggest scrooge or snob laugh. We dare you not to. FROM THE AUTHOR: This is a book I wrote. Because I wrote it, I had to figure out what to put on the back cover to explain what it is. I tried to write a long, third-person summary that would imply how great the book is and also sound vaguely authoritative—like maybe someone who isn't me wrote it—but I soon discovered that I'm not sneaky enough to pull it off convincingly. So I decided to just make a list of things that are in the book: Pictures Words Stories about things that happened to me Stories about things that happened to other people because of me Eight billion dollars\* Stories about dogs The secret to eternal happiness\* \*These are lies. Perhaps I have underestimated my sneakiness!

Inventive, (mostly) edible DIY gadgets and projects guaranteed to captivate *The Hungry Scientist Handbook* brings DIY technology into the kitchen and onto the plate. It compiles the most mouthwatering projects created by mechanical engineer Patrick Buckley and his band of intrepid techie friends, whose collaboration on contraptions started at a memorable 2005 Bay Area dinner party and resulted in the formation of the Hungry Scientist Society—a loose confederation of creative minds dedicated to the pursuit of projects possessing varying degrees of whimsy and utility. Featuring twenty projects ranging from edible origami to glowing lollipops, cryogenic martinis to Tupperware boom boxes, the book draws from the expertise of programmers, professors, and garden-variety geeks and offers something to delight DIYers of all skill levels.

*THE ASSASSINS' GATE: AMERICA IN IRAQ* recounts how the United States set about changing the history of the Middle East and became ensnared in a guerilla war in Iraq. It brings to life the people and ideas that created the Bush administration's War on Terror policy and led America to the Assassins' Gate—the main point of entry into the American zone in Baghdad. The consequences of that policy are shown in the author's brilliant reporting on the ground in Iraq,

where he made four tours on assignment for The New Yorker. We see up close the struggles of American soldiers and civilians and Iraqis from all backgrounds, thrown together by a war that followed none of the preconceived scripts. The Assassins' Gate also describes the place of the war in American life: the ideological battles in Washington that led to chaos in Iraq, the ordeal of a fallen soldier's family, and the political culture of a country too bitterly polarized to realize such a vast and morally complex undertaking. George Packer's first-person narrative combines the scope of an epic history with the depth and intimacy of a novel, creating a masterful account of America's most controversial foreign venture since Vietnam.

A do-it-yourself handbook explains how to transform simple, everyday items and objects into practical devices, games, science projects, and even articles of fashion.

Fourteen years since its first publication, the bestseller *Nasty People* has been revised and updated to cover the motivations of nasty people, how to avoid confrontation with a nasty boss, how to handle a nasty spouse, and much more, including: How to break the cycle of nastiness A new understanding of personality disorders and depression Narcissism, nasty behavior, and self-doubt Nasty people and self-validation The role adrenaline plays in nasty behavior and our responses to it. Everyone knows a person who has been hurt, betrayed, or degraded by nasty individuals or has experienced it themselves. In three books, Jay Carter, Psy. D., shows readers how to stop this cycle of overt and covert abuse, without resorting to nasty tactics. Now for the first time, this series is released together to cover all areas of dealing with difficult people. With straight-talking advice, real-life anecdotes, and psychology that makes sense, Carter explains how to handle and stop painful behavior that harms both the perpetrator and the victim.

Thank you, Cy . . . for opening up the world of tinkering and creativity to a whole new generation . . . looking to get their hands dirty with new and exciting projects." --NPR's Ira Flatow, host of Science Friday Like a real MacGyver, Tymony is hoping to save the world one gizmo at a time." --Los Angeles Times Cy Tymony's *The Sneaky Book for Girls* picks up where *The Daring Book for Girls* left off. While *The Daring Book for Girls* includes pointers on secret note-passing skills, *The Sneaky Book for Girls* goes one step further by showing gals how to write a note in invisible ink, craft the note into a sneaky Frisbee, and then properly recycle the note after its secrets have been divulged. In addition to profiles of more than a dozen famous women, this clever book also provides complete how-to instructions, along with diagrams for sneaky gadgets, survival skills, magic tricks, communication codes, science and crafting projects, as well as recycling and conservation techniques.

The POLLINATORS CHALLENGE BADGE is designed to help educate children and young people about the importance of pollinators for people and the planet, and how to help safeguard them against extinction. This material is appropriate for use in school classes, Guide or Scout groups or youth meetings generally. It includes a wide range of activities and ideas to stimulate learning about protecting pollinators.

Offers thirteen projects teaching the fundamental concepts behind CSS, covering topics such as tables, layouts, positioning, and presentation.

*Sneaky Uses for Everyday Things* How to Turn a Penny Into a Radio, Make a Flood Alarm with an Aspirin, Change Milk Into Plastic, Extract Water and Electricity from Thin Air, Turn On a TV with Your Ring, and Other Amazing Feats Andrews McMeel Publishing

The ultimate guide to owning your power--and mastering how to use it. How can so many women feel "good and mad" yet still reluctant to speak up in a meeting or difficult conversation? Why do women often feel like they're too much--and, at the same time, not enough? What causes us, at the most critical moments in our lives, to freeze? Kasia Urbaniak teaches power to women--and her answers to these questions may surprise you. Based on insights from her experiences as a dominatrix, her training to become a Taoist nun, and the countless women she has taught to expand their influence, this book offers precise, practical instruction in how to stand in your power, find your voice, and use it well. Learn how to:

- Embrace your desires as the pathway to your destiny.
- Ask for--and get--what you need in your life, work, and in the bedroom.
- Skillfully navigate hearing "no" and any resistance, even your own.
- Flip power dynamics when someone crosses your boundaries and puts you on the spot.
- Create new and expanded roles for the people in your life with precise, targeted asks.

Whether you're getting crystal clear on exactly what you want, or turning the tables on a man who has shut you up and shut you down, Urbaniak's methods teach women to stand for themselves in every interaction. Part manual, part manifesto, part behind the scenes look, *Unbound* is a how-to guide to the impossible, the outrageous, the unimaginable--a field guide to living your wildest, best, and most satisfying life.

In the present book, *How to Win Friends and Influence People*, Dale Carnegie says, "You can make someone want to do what you want them to do by seeing the situation from the other person's point of view and arousing in the other person an eager want." You learn how to make people like you, win people over to your way of thinking, and change people without causing offense or arousing resentment. For instance, "let the other person feel that the idea is his or hers" and "talk about your own mistakes before criticizing the other person." This book is all about building relationships. With good relationships, personal and business successes are easy and swift to achieve.

Imagine the look on your sister's face when they see you reading this book. If you're really looking for the top 10 ways to kill your sister, stop what you are doing and seek psychiatric help immediately! For the rest of you, bring some dark humor to your day! This book is all about the reaction you get when someone sees it sitting on your desk or if they witness you actually reading it! Take it on a trip. Chill out with it in the living room. There is a funny little story within the book, but that's secondary to the response you'll get when people catch a glimpse of you with this! Great for a practical joke or some light hearted black humor, this prank book will surely bring a demented smile to the faces of those who share the same morbid sense of humor as you. Also makes a great gag gift for a brother, sister, relatives or anyone who enjoys some sick death humor. Fun for the whole dysfunctional family!

Ingenuity has met its match and his name is Cy Tymony. In his book, *Sneaky Green Uses for Everyday Things*, Cy combines the sneaky fun of his *Sneaky Uses* series with the growing interest in green living. The result is an easy-to-practice manual for conserving energy. The book includes 40 projects using green techniques with step-by-step instructions, as well as illustrations and directions for an Earth-friendly existence. Projects are enjoyable for kids and also engaging for adults. \* Made from 100 percent usable information that really does conserve energy and improve the way we live. \* Contains sneaky things we can do to go green and includes a helpful energy reduction section that is full of tips and resources, making energy conservation easy. \* "I discovered Cy Tymony...There, amid the pages of hand-drawn illustrations, were the kinds of projects I hadn't seen in years...Thank you, Cy, for reinvigorating those creative juices [and] opening up the world of tinkering and creativity to a whole new generation of hobbyists looking to get their hands dirty with new and exciting projects." --Ira Flatow, host of NPR's Science Friday

As the eighth book in Cy Tymony's *Sneaky Uses* series *Super Sneaky Uses for Everyday Things* includes never-before-seen activities, including *Sneaky Fashion* such as *Light-up Nails* and *Sneaky Belts and Bracelets*. Over 30 new inventions are outlined inside *Super Sneaky Uses for Everyday Things*, and most projects can be completed in just minutes using common items already found around the house. Each activity begins with a complete list of materials and continues with easy-to-follow, step-by-step instructions paired with helpful illustrations. Fans of all ages will use their ingenuity to turn ordinary, everyday objects into something extraordinary with the help of *Super Sneaky Uses for Everyday Things*.

A spirited investigation into the phenomenon of bargain hunting and the competition between buyers and sellers traces the evolution of promotional pricing and sale discounts, exploring the impact of negotiable pricing on markets, the machinations of price consultants and the growing empowerment of consumers.

A do-it-yourself handbook explains how to transform simple, everyday items and objects into a variety of unusual survival, security, self-defense, or even silly applications.

Protect your privacy and use the internet safely! Don't let news about internet risks deter you from taking full advantage of its benefits! The web is such an amazing and useful resource for connecting with friends and family, shopping, banking, catching up on current events, and getting help in a myriad of ways. Let AARP's *Protecting Yourself Online For Dummies* arm you with the information you need to use the internet with confidence. You'll learn: How and why risks can occur Steps to protect yourself from identity theft, fraud, and e-mail scams Expert tips for creating strong passwords and storing them safely Information you need to keep your online banking and shopping accounts safe By reading this guide and following a few safety precautions, you can be confident and risk-free as you enjoy a connected, digital life online!

For folks who wonder why they keep tossing odds and ends in that junk drawer in the kitchen, *Sneakiest Uses for Everyday Things* offers evidence that technology doesn't always have to come from Best Buy, Amazon.com, or Microsoft." --U.S. News and World Report \* Putterers, would-be inventors, and science-fair parents rejoice as Cy Tymony offers fifty new projects to bring out your inner MacGyver. In the third book in Cy Tymony's *Sneaky Uses* series you will learn how to turn a piece of paper into a Frisbee, a business card into a boomerang, a TV tray into a robot, and more. \* Beginning with a complete list of materials and continuing through easy-to-follow step-by-step instructions paired with helpful illustrations, most projects will be completed in just minutes using common items found around the house. \* Teachers, parents, scout leaders, and enterprising youngsters will use their ingenuity to turn ordinary, everyday objects into something extraordinary, like a pencil into a microphone, Walkman ear buds into an intercom, or a telephone cord into a motor. The book also includes bonus alternative-energy projects and a foreword by NPR's Science Friday host Ira Flatow.

Written for reasonable risk takers and suburban dads who want to add more excitement to their lives, this daring combination of science, history, and DIY projects explains why danger is good for you and details the art of living dangerously. All of the projects--from throwing knives, drinking absinthe, and eating fugu to cracking a bull whip, learning baritsu, and building a flamethrower--have short learning curves; are human-focused, as opposed to technology-centric; are affordable; and demonstrate true but reasonable risk. The guide maintains that risk takers are more successful, more interesting individuals who lead more fulfilling lives. "What would the world be like if Thomas Edison retired after 30 years" "working for the railroad," it asks, "instead of getting fired for blowing up a rail car with one of his experiments?" Though the manual doesn't advocate getting fired, it does reveal that making black powder is pure excitement. Unlike watching an action movie or playing a video game, real, edgy life experience changes a person. Each potentially life-altering project includes step-by-step directions and illustrations along with sidebar tips from experts in the field.

Provides step-by-step instructions for creating a variety of RFID projects, including a home door lock, an electronic safe, a doggie door, and an object locator.

#1 Wall Street Journal bestseller! Jon Acuff, New York Times best-selling author of *Do Over*, *Quitter*, and *Start*, offers strategies for anyone who's ever wondered, "Why can't I finish what I started?" According to studies, 92 percent of New Year's resolutions fail. You've practically got a better shot at getting into Juilliard to become a ballerina than you do at finishing your goals. For years, I thought my problem was that I didn't try hard enough. So I started getting up earlier. I drank enough energy drinks to kill a horse. I hired a life coach and ate more superfoods. Nothing worked, although I did develop a pretty nice eyelid tremor from all the caffeine. It was like my eye was waving at you, very, very quickly. Then, while leading a thirty-day online course to help people work on their goals, I learned something surprising: The most effective exercises were not those that pushed people to work harder. The ones that got people to the finish line did just the opposite—they took the pressure off. Why? Because the sneakiest obstacle to meeting your goals is not laziness, but perfectionism. We're our own worst critics, and if it looks like we're not going to do something right, we prefer not to do it at all. That's why we're most likely to quit on day two, "the day after perfect"—when our results almost always underper-

form our aspirations. The strategies in this book are counterintuitive and might feel like cheating. But they're based on studies conducted by a university researcher with hundreds of participants. You might not guess that having more fun, eliminating your secret rules, and choosing something to bomb intentionally works. But the data says otherwise. People who have fun are 43 percent more successful! Imagine if your diet, guitar playing, or small business was 43 percent more successful just by following a few simple principles. If you're tired of being a chronic starter and want to become a consistent finisher, you have two options: You can continue to beat yourself up and try harder, since this time that will work. Or you can give yourself the gift of done.

Designed for students with no prior training in logic, INTRODUCTION TO LOGIC AND CRITICAL THINKING offers an accessible treatment of logic that enhances understanding of reasoning in everyday life. The text begins with an introduction to arguments. After some linguistic preliminaries, the text presents a detailed analysis of inductive reasoning and associated fallacies. This order of presentation helps to motivate the use of formal methods in the subsequent sections on deductive logic and fallacies. Lively and straightforward prose assists students in gaining facility with the sometimes challenging concepts of logic. By combining a sensitive treatment of ordinary language arguments with a simple but rigorous exposition of basic principles of logic, the text develops students' understanding of the relationships between logic and language, and strengthens their skills in critical thinking. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

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