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**High Stakes, No Prisoners A Winner's Tale of Greed and Glory in the Internet Wars** *W. W. Norton* Charles Ferguson's hilarious, hard-boiled journey into the heart of high-tech darkness has become the signal book of the start-up generation. Charles Ferguson started Vermeer Technologies and turned his very big idea into FrontPage, the first software product for creating and managing a website. Ferguson took a good idea, started a company, and sold it to Microsoft for \$133 million -- all in less than two years. **High Stakes, No Prisoners** is both a blistering inside account of

how he did it and a brilliant tour of the brutally competitive and utterly unique world of Silicon Valley. - Publisher. **Structuralist Studies in Arabic Linguistics Charles A. Ferguson's Papers, 1954-1994** *BRILL* This collection of Charles Ferguson's papers on Arabic linguistics includes a biographical sketch (with excerpts from interviews with him) documenting the career and contributions of a pioneer in American linguistics. Four sections include: Diachronica, Phonology, Register and Genre, and General. **Nuclear Proliferation and International Order Challenges to the Non-Proliferation Treaty** *Routledge* This book examines the state of the nuclear non-proliferation regime and the issues it faces in the early 21st century. Despite the fact that most countries in the world have signed the Non-Proliferation Treaty (NPT) there is growing concern that the NPT is in serious trouble and may not be able to stop the further spread of nuclear weapons. If so, international stability will be undermined, with potentially disastrous consequences, and the vision of a nuclear weapon-free world will become utterly unrealistic. More specifically, the NPT is exposed to four main challenges, explored in this book: challenges from outside, as three countries that have not signed the Treaty - Israel, India and Pakistan - are known to possess nuclear weapons; challenges from within, as some countries that have signed on to the Treaty as non-nuclear weapons states have nevertheless developed or are suspected to be trying to develop nuclear weapons (North Korea and Iran being cases in point); challenges from below in the shape of terrorists and other non-state actors who may want to acquire radioactive materials or even nuclear weapons; and, finally, challenges from above due to the perceived failure of the five legal nuclear weapons states to keep their part of the 'double bargain' made by the parties of the NPT and take serious steps towards nuclear disarmament. This book will be of much interest to students of nuclear proliferation, international security, war and conflict studies and IR in general. **Negotiating Languages Urdu, Hindi, and the Definition of Modern South Asia** *Columbia University Press* Prior to the nineteenth century, South Asian dictionaries, glossaries, and vocabularies reflected a hierarchical vision of nature and human society. By the turn of the twentieth century, the modern dictionary had democratized and politicized language. Compiled "scientifically" through "historical principles," the modern dictionary became a concrete symbol of a nation's arrival on the world stage. Following this phenomenon from the late seventeenth century to the present, *Negotiating Languages* casts lexicographers as key figures in the political realignment of South Asia under British rule and in the years after independence. Their dictionaries document how a single, mutually intelligible language evolved into two competing registers—Urdu and Hindi—and became associated with contrasting religious and nationalist goals. Each chapter in this volume focuses on a key lexicographical work and its fateful political consequences. Recovering texts by overlooked and even denigrated authors, *Negotiating Languages* provides insight into the forces that turned intimate speech into a potent nationalist politics, intensifying the passions that partitioned the Indian subcontinent. A

**Glossary of Literary Terms** Alphabetically arranged and followed by an index of terms at the end, this handy reference of literary terms is bound to be of invaluable assistance to any student of English literature.

**Investing in the Age of Democracy** Ten Lessons in Applied Austrian Economics *Springer* This book offers a structured, deductive approach to Austrian investing, beginning with an analysis of the current investing paradigm. There are five economic concepts on which the Austrian School of Economics has a unique view: Entrepreneurship, Class Probability, Capital, the Interest Rate, and Institutions. This book explains, lesson by lesson, how each of these shapes our thinking about investing. If we follow them through their logical consequences, they leave us with a unique approach to investing. Except for the theory of probability, there has not been a comprehensive analysis of the linkages between these concepts, when it comes to investing. Although they would have been obvious to the average investor before the age of democracy, since the French and American revolutions, government interventions have steadily transformed the way we think about them (and the way we invest). Above all, Entrepreneurship and Institutions are downplayed today, while investors use Case Probability, and confuse the concepts of Money and Capital. This book offers a historical review of these interventions, to shed light on how we went from what was common sense to the status quo. Offering a sometimes technical analysis, the book examines a series of fundamental investment fallacies, their origins and how not to fall for them.

**The Handbook of English for Specific Purposes** *John Wiley & Sons* Featuring a collection of newly commissioned essays, edited by two leading scholars, this Handbook surveys the key research findings in the field of English for Specific Purposes (ESP).

- Provides a state-of-the-art overview of the origins and evolution, current research, and future directions in ESP
- Features newly-commissioned contributions from a global team of leading scholars
- Explores the history of ESP and current areas of research, including speaking, reading, writing, technology, and business, legal, and medical English
- Considers perspectives on ESP research such as genre, intercultural rhetoric, multimodality, English as a lingua franca and ethnography

**The Broadband Problem** Anatomy of a Market Failure and a Policy Dilemma *Brookings Institution Press* As the Internet revolution continues to unfold and transform telecommunications, pressure is building for faster, less expensive, and more widely accessible broadband service. Such a development would facilitate improved and less expensive traditional applications such as voice telephony and web browsing. It would also enable new and useful applications such as Internet-based television, videoconferencing, and software distribution. Broadband has great potential to improve efficiency and productivity, even to improve national security in some cases. Broadband service and affordability, however, have consistently lagged well behind demand and progress in information technology, with damaging results. The Internet revolution remains incomplete and threatens to stagnate if the situation continues. In *The Broadband Problem*, economist and technology

entrepreneur Charles H. Ferguson explains the causes and ramifications of this damaging bottleneck, and he offers suggestions on improving the current state of affairs. He asserts that current telecommunications law and policy have not provided sufficient levels of new entry, competition, and innovation in the local telecom market. The continuing dominance of ILECs (incumbent local exchange carriers) in that market impedes the healthy, and much-needed, development of an efficient broadband market. The result of these policy and market failures is inadequate technological progress, innovation, and productivity in advanced Internet services and telecommunication services generally. The broadband problem is holding us back, and thus must be addressed and solved. With this important volume, Charles Ferguson has contributed mightily to that mission. Yale Law Journal: Symposium - The Meaning of the Civil Rights Revolution (Volume 123, Number 8 - June 2014) *Quid Pro Books* "Symposium: The Meaning of the Civil Rights Revolution" is, in effect, a new and extensive book of contemporary thought on civil rights by many of today's leading writers on the Constitution. In February 2014, the Yale Law Journal held a symposium at Yale Law School marking the fiftieth anniversary of the Civil Rights Act of 1964 and the simultaneous publication of Bruce Ackerman's *We the People: The Civil Rights Revolution* (2014). Contributors' essays reflected on the origins or status of the American civil rights project, using Ackerman's book as a focal point or a foil. Those essays are collected as the June 2014 issue, the final issue of the academic year. The contents are: • *We the People: Each and Every One* — Randy E. Barnett • *Reactionary Rhetoric and Liberal Legal Academia* — Justin Driver • *Popular Sovereignty and the United States Constitution: Tensions in the Ackermanian Program* — Sanford Levinson • *The Neo-Hamiltonian Temptation* — David A. Strauss • *The Civil Rights Canon: Above and Below* — Tomiko Brown-Nagin • *Changing the Wind: Notes Toward a Demosprudence of Law and Social Movements* — Lani Guinier & Gerald Torres • *Protecting Civil Rights in the Shadows* — David A. Super • *Universalism and Civil Rights (with Notes on Voting Rights After Shelby)* — Samuel R. Bagenstos • *Separate Spheres* — Cary Franklin • *Ackerman's Civil Rights Revolution and Modern American Racial Politics* — Rogers M. Smith • *Rethinking Rights After the Second Reconstruction* — Richard Thompson Ford • *A Revolution at War with Itself? Preserving Employment Preferences from Weber to Ricci* — Sophia Z. Lee • *Have We Moved Beyond the Civil Rights Revolution?* — John D. Skrentny • *Equal Protection in the Key of Respect* — Deborah Hellman • *Ackerman's Brown* — Randall L. Kennedy • *The Anti-Humiliation Principle and Same-Sex Marriage* — Kenji Yoshino • *De-Schooling Constitutional Law* — Bruce Ackerman The issue, the eighth and final one of Volume 123, also includes a cumulative Index to the entire volume's titles and authors. As with previous digital editions of Yale Law Journal available from *Quid Pro Books*, features include active Tables of Contents (including links in each Essay's own table), linked footnotes and URLs, and proper ebook and Bluebook formatting. *Smarter Faster Better The Secrets of Being Productive in Life*

and Business *Random House* In the international bestseller *The Power of Habit*, Pulitzer Prize-winning journalist Charles Duhigg explained why we do what we do. In *Smarter Faster Better*, he applies the same relentless curiosity, rigorous reporting and rich storytelling to explain how we can get better at the things we do. The result is a groundbreaking exploration of the science of productivity. A group of data scientists at Google embark on a four-year study of how the best teams function, and find that how a group interacts is much more important than who is in the group. A Marine Corps general, faced with low morale among recruits, reimagines boot camp - and discovers that instilling a 'bias toward action' can turn even the most directionless teenagers into self-motivating achievers. The filmmakers behind Disney's *Frozen* are on the brink of catastrophe - until they shake up their team in just the right way, spurring a creative breakthrough that leads to one of the highest-grossing movies of all time. What do these people have in common? They know that productivity relies on making certain choices. The way we frame our daily decisions; the big ambitions we embrace and the easy goals we ignore; the cultures we establish as leaders to drive innovation: these are the things that separate the merely busy from the genuinely productive. At the core of *Smarter Faster Better* are eight key concepts - from motivation and goal-setting to focus and decision-making - that explain why some people and companies get so much done. Drawing on the latest findings in neuroscience, psychology and behavioural economics - as well as the experiences of CEOs, educational reformers, four-star generals, airplane pilots and Broadway songwriters - this painstakingly researched book explains that the most productive people, companies and organizations don't merely act differently. They view the world, and their choices, in profoundly different ways.

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they connect and are defined by. By drawing on diverse social practices, it addresses challenges of central relevance to medical anthropology and global health, including reproduction and maternal health, sex work, rare and chronic diseases, the pharmaceutical industry and questions of agency, political economy, identity, ethnicity, and human rights. **Forgotten Vanguard Informal Diplomacy and the Rise of United States-China Trade, 1972-1980** *University of Notre Dame Press* The trading relationship between the United States and China, though now robust, was a recent and hardly inevitable development. Political animosity stemming from the Korean War and America's subsequent strategic embargo of China broke off economic and cultural ties. Following two decades of China's international isolation, as the United States sought to realign the geopolitical order in the 1970s, Washington began to engineer a restoration of its relationship with China. Diplomatic historians have carefully documented the formal and governmental intrigues of Nixon, Kissinger, Mao, and Zhou Enlai. As this book shows, a vigorous reconstruction of bilateral ties was unfolding simultaneously at the level of informal diplomacy, especially in the realm of US-China trade. Central to understanding the renewal of bilateral commerce is the National Council for United States-China Trade, an organization that, although nongovernmental, was established in 1973 with Washington's encouragement and oversight. The Council organized major American corporations not only to engage in commercial exchanges with China, but also to function as a diplomatic backchannel between Washington and Beijing before the two nations restored formal relations in 1979. Using the Council to historicize the entangling of the American and Chinese economies, *Forgotten Vanguard* not only reveals globalization's contingent path but also exposes the hidden importance of informal trade diplomacy in building the modern US-China relationship. This book will appeal to those with an interest in Cold War history, international relations, and the history of American diplomacy, with particular emphases on informal diplomacy and the modern history of the US-China economic relationship. **When Scotland Was Jewish DNA Evidence, Archeology, Analysis of Migrations, and Public and Family Records Show Twelfth Century Semitic Roots** *McFarland* The popular image of Scotland is dominated by widely recognized elements of Celtic culture. But a significant non-Celtic influence on Scotland's history has been largely ignored for centuries? This book argues that much of Scotland's history and culture from 1100 forward is Jewish. The authors provide evidence that many of the national heroes, villains, rulers, nobles, traders, merchants, bishops, guild members, burgesses, and ministers of Scotland were of Jewish descent, their ancestors originating in France and Spain. Much of the traditional historical account of Scotland, it is proposed, rests on fundamental interpretive errors, perpetuated in order to affirm Scotland's identity as a Celtic, Christian society. A more accurate and profound understanding of Scottish history has thus been buried. The authors' wide-ranging research includes examination of census records, archaeological artifacts, castle carvings, cemetery inscriptions,

religious seals, coinage, burgess and guild member rolls, noble genealogies, family crests, portraiture, and geographic place names. **Pre-Incident Indicators of Terrorist Incidents The Identification of Behavioral, Geographic and Temporal Patterns of Preparatory Conduct** *DIANE Publishing* This is a print on demand edition of a hard to find publication.

Explores whether sufficient data exists to examine the temporal and spatial relationships that existed in terrorist group planning, and if so, could patterns of preparatory conduct be identified? About one-half of the terrorists resided, planned, and prepared for terrorism relatively close to their eventual target. The terrorist groups existed for 1,205 days from the first planning meeting to the date of the actual/planned terrorist incident. The planning process for specific acts began 2-3 months prior to the terrorist incident. This study examined selected terrorist groups/incidents in the U.S. from 1980-2002. It provides for the potential to identify patterns of conduct that might lead to intervention prior to the commission of the actual terrorist incidents. Illustrations. Congressional Record Proceedings and Debates of the ...

**Congress Structural Engineer's Pocket Book** *Elsevier* Until now there has been no comprehensive pocket reference guide for professional and student structural engineers. The Structural Engineers Pocket Book is a unique compilation of all table, data, facts, formulae and rules of thumb needed for scheme design by structural engineers in the office, in transit or on site. By bringing together data from many sources, this pocket book is a compact source of job-simplifying information at an affordable price. It is a first point of reference as well as saving valuable time spent trying to track down information that is needed on a daily basis. This may be a small book in terms of its physical dimensions, but it contains a wealth of useful engineering knowledge. Concise and precise, the book is split into 13 sections, with quick and clear access to subject areas including: timber, masonry, concrete, aluminium and glass. British Standards are used and referenced throughout. \*the only book of its kind for structural engineers. \*brings together information from many different sources for the first time. \*comprehensive, yet concise and affordable.

**Capital** *Penguin UK* The "forgotten" second volume of Capital, Marx's world-shaking analysis of economics, politics, and history, contains the vital discussion of commodity, the cornerstone to Marx's theories. **Covid-19: The Great Reset** *ISBN Agentur Schweiz* "The Corona crisis and the Need for a Great Reset" is a guide for anyone who wants to understand how COVID-19 disrupted our social and economic systems, and what changes will be needed to create a more inclusive, resilient and sustainable world going forward. Thierry Malleret, founder of the Monthly Barometer, and Klaus Schwab, founder and executive Chairman of the World Economic Forum, explore what the root causes of these crisis were, and why they lead to a need for a Great Reset. Theirs is a worrying, yet hopeful analysis. COVID-19 has created a great disruptive reset of our global social, economic, and political systems. But the power of human beings lies in being foresighted and having the ingenuity, at least to a certain extent, to take their destiny into their hands and to plan for

a better future. This is the purpose of this book: to shake up and to show the deficiencies which were manifest in our global system, even before COVID broke out. **Climate Change 2007 - Impacts, Adaptation and Vulnerability Working Group II Contribution to the Fourth Assessment Report of the IPCC** *Cambridge University Press* **The Climate Change 2007 volumes of the Fourth Assessment Report of the Intergovernmental Panel on Climate Change (IPCC) provide the most comprehensive and balanced assessment of climate change available. This IPCC Working Group II volume provides a completely up-to-date scientific assessment of the impacts of climate change, the vulnerability of natural and human environments, and the potential for response through adaptation. Written by the world's leading experts, the IPCC volumes will again prove to be invaluable for researchers, students, and policymakers, and will form the standard reference works for policy decisions for government and industry worldwide.** **The Films of Samuel Fuller If You Die, I'll Kill You** *Wesleyan University Press* **First comprehensive study of this American original Man and His Symbols** *Dell* **Explores Jung's psychological concepts regarding the nature, function and importance of man's symbols as they appear on both the conscious and subconscious level** **Guide for the Care and Use of Laboratory Animals Eighth Edition** *National Academies Press* **A respected resource for decades, the Guide for the Care and Use of Laboratory Animals has been updated by a committee of experts, taking into consideration input from the scientific and laboratory animal communities and the public at large. The Guide incorporates new scientific information on common laboratory animals, including aquatic species, and includes extensive references. It is organized around major components of animal use: Key concepts of animal care and use. The Guide sets the framework for the humane care and use of laboratory animals. Animal care and use program. The Guide discusses the concept of a broad Program of Animal Care and Use, including roles and responsibilities of the Institutional Official, Attending Veterinarian and the Institutional Animal Care and Use Committee. Animal environment, husbandry, and management. A chapter on this topic is now divided into sections on terrestrial and aquatic animals and provides recommendations for housing and environment, husbandry, behavioral and population management, and more. Veterinary care. The Guide discusses veterinary care and the responsibilities of the Attending Veterinarian. It includes recommendations on animal procurement and transportation, preventive medicine (including animal biosecurity), and clinical care and management. The Guide addresses distress and pain recognition and relief, and issues surrounding euthanasia. Physical plant. The Guide identifies design issues, providing construction guidelines for functional areas; considerations such as drainage, vibration and noise control, and environmental monitoring; and specialized facilities for animal housing and research needs. The Guide for the Care and Use of Laboratory Animals provides a framework for the judgments required in the management of animal facilities. This updated and expanded resource of proven value will be important to scientists and researchers,**

veterinarians, animal care personnel, facilities managers, institutional administrators, policy makers involved in research issues, and animal welfare advocates. **Theories of Development, Second Edition** Contentions, Arguments, Alternatives *Guilford Press* Widely adopted, this text critically evaluates the leading theories of international economic development, from classical economic and sociological models to Marxist, poststructuralist, and feminist perspectives. No other book provides such comprehensive coverage or links the theories as incisively to contemporary world events and policy debates. Reexamining neoliberal conceptions of economic growth, the authors show what a more just and democratic form of development might look like today. **Stone Conservation An Overview of Current Research** *Getty Publications* First published in 1996, this volume has been substantially updated to reflect new research in the conservation of stone monuments, sculpture, and archaeological sites. **Egg Incubation Its Effects on Embryonic Development in Birds and Reptiles** *Cambridge University Press* This book reviews comprehensively incubation effects on embryonic development in birds and reptiles and presents the first ever synthesis of data from these two vertebrate classes. The book is in three parts. The first deals with the structure, shape and function of eggs. The second examines the effects of the four main parameters on the process of incubation: temperature, water relations, respiratory gas exchange, and turning. The third section deals with early embryonic development and the methods used to investigate and manipulate the embryo. Further chapters deal with aestivation, megapodes and oviparity. International experts in each field have contributed to this extensively referenced volume and it will be of great interest not only to research biologists, but also to bird and reptile breeders, whether in commercial organisations or in zoos. **One Place after Another Site-Specific Art and Locational Identity** *MIT Press* A critical history of site-specific art since the late 1960s. Site-specific art emerged in the late 1960s in reaction to the growing commodification of art and the prevailing ideals of art's autonomy and universality. Throughout the 1970s and 1980s, as site-specific art intersected with land art, process art, performance art, conceptual art, installation art, institutional critique, community-based art, and public art, its creators insisted on the inseparability of the work and its context. In recent years, however, the presumption of unrepeatability and immobility encapsulated in Richard Serra's famous dictum "to remove the work is to destroy the work" is being challenged by new models of site specificity and changes in institutional and market forces. **One Place after Another** offers a critical history of site-specific art since the late 1960s and a theoretical framework for examining the rhetoric of aesthetic vanguardism and political progressivism associated with its many permutations. Informed by urban theory, postmodernist criticism in art and architecture, and debates concerning identity politics and the public sphere, the book addresses the siting of art as more than an artistic problem. It examines site specificity as a complex cipher of the unstable relationship between location and identity in the era of late capitalism. The book addresses the

work of, among others, John Ahearn, Mark Dion, Andrea Fraser, Donald Judd, Renee Green, Suzanne Lacy, Inigo Manglano-Ovalle, Richard Serra, Mierle Laderman Ukeles, and Fred Wilson. **Equity and Quality in Education Supporting Disadvantaged Students and Schools Supporting Disadvantaged Students and Schools** *OECD Publishing Across OECD countries, almost one in every five students does not reach a basic minimum level of skills. This book presents a series of policy recommendations for education systems to help all children succeed.* **How to Read a Paper The Basics of Evidence-Based Medicine** *John Wiley & Sons* The best-selling introduction to evidence-based medicine In a clear and engaging style, **How to Read a Paper** demystifies evidence-based medicine and explains how to critically appraise published research and also put the findings into practice. An ideal introduction to evidence-based medicine, **How to Read a Paper** explains what to look for in different types of papers and how best to evaluate the literature and then implement the findings in an evidence-based, patient-centred way. Helpful checklist summaries of the key points in each chapter provide a useful framework for applying the principles of evidence-based medicine in everyday practice. This fifth edition has been fully updated with new examples and references to reflect recent developments and current practice. It also includes two new chapters on applying evidence-based medicine with patients and on the common criticisms of evidence-based medicine and responses. **How to Read a Paper** is a standard text for medical and nursing schools as well as a friendly guide for everyone wanting to teach or learn the basics of evidence-based medicine. **The Freedom of Peaceful Action On the Origin of Individual Rights** *Lexington Books* **The Nature of Liberty** trilogy presents an ethical case for individual liberty, arguing from the philosophy of Ayn Rand and citing the findings of evolutionary psychology to demonstrate the compatibility between human nature and laissez-faire liberty. The first installment, **The Freedom of Peaceful Action**, makes the philosophic case that an approach starting from observational reason will indicate the practicality and ethical desirability of a free-market system based on rights. **The Educational Intelligent Economy Big Data, Artificial Intelligence, Machine Learning and the Internet of Things in Education** *Emerald Group Publishing* This book examines, from a comparative perspective, the impact of the movement from the so-called knowledge-based economy towards the Intelligent Economy, which is premised upon the application of knowledge. This volume links the advent of this new technological revolution to the world of governance and policy formulation in education. **The Handbook of Communication Skills** *Routledge* **The Handbook of Communication Skills** is recognised as one of the core texts in the field of communication, offering a state-of-the-art overview of this rapidly evolving field of study. This comprehensively revised and updated fourth edition arrives at a time when the realm of interpersonal communication has attracted immense attention. Recent research showing the potency of communication skills for success in many walks of life has stimulated considerable interest in this area, both from academic researchers, and

from practitioners whose day-to-day work is so dependent on effective social skills. Covering topics such as non-verbal behaviour, listening, negotiation and persuasion, the book situates communication in a range of different contexts, from interacting in groups to the counselling interview. Based on the core tenet that interpersonal communication can be conceptualised as a form of skilled activity, and including new chapters on cognitive behavioural therapy and coaching and mentoring, this new edition also places communication in context with advances in digital technology. The Handbook of Communication Skills represents the most significant single contribution to the literature in this domain. Providing a rich mine of information for the neophyte and practising professional, it is perfect for use in a variety of contexts, from theoretical mainstream communication modules on degree programmes to vocational courses in health, business and education. With contributions from an internationally renowned range of scholars, this is the definitive text for students, researchers and professionals alike. Behold a Pale Horse *Light Technology Publishing* Bill Cooper, former United States Naval Intelligence Briefing Team member, reveals information that remains hidden from the public eye. This information has been kept in Top Secret government files since the 1940s. His audiences hear the truth unfold as he writes about the assassination of John F. Kennedy, the war on drugs, the Secret Government and UFOs. Bill is a lucid, rational and powerful speaker who intent is to inform and to empower his audience. Standing room only is normal. His presentation and information transcend partisan affiliations as he clearly addresses issues in a way that has a striking impact on listeners of all backgrounds and interests. He has spoken to many groups throughout the United States and has appeared regularly on many radio talk shows and on television. In 1988 Bill decided to "talk" due to events then taking place worldwide, events which he had seen plans for back in the early '70s. Since Bill has been "talking," he has correctly predicted the lowering of the Iron Curtain, the fall of the Berlin Wall and the invasion of Panama. All Bill's predictions were on record well before the events occurred. Bill is not a psychic. His information comes from Top Secret documents that he read while with the Intelligence Briefing Team and from over 17 years of thorough research. "Bill Cooper is the world's leading expert on UFOs." -- Billy Goodman, KVEG, Las Vegas. "The onlt man in America who has all the pieces to the puzzle that has troubled so many for so long." -- Anthony Hilder, Radio Free America "William Cooper may be one of America's greatest heros, and this story may be the biggest story in the history of the world." -- Mills Crenshaw, KTALK, Salt Lake City. "Like it or not, everything is changing. The result will be the most wonderful experience in the history of man or the most horrible enslavement that you can imagine. Be active or abdicate, the future is in your hands." -- William Cooper, October 24, 1989. *Civilization The West and the Rest Penguin UK* **DAILY TELEGRAPH BOOKS OF THE YEAR** If in the year 1411 you had been able to circumnavigate the globe, you would have been most impressed by the dazzling civilizations of the Orient. The Forbidden City was under

construction in Ming Beijing; in the Near East, the Ottomans were closing in on Constantinople. By contrast, England would have struck you as a miserable backwater ravaged by plague, bad sanitation and incessant war. The other quarrelsome kingdoms of Western Europe - Aragon, Castile, France, Portugal and Scotland - would have seemed little better. As for fifteenth-century North America, it was an anarchic wilderness compared with the realms of the Aztecs and Incas. The idea that the West would come to dominate the Rest for most of the next half millennium would have struck you as wildly fanciful. And yet it happened. What was it about the civilization of Western Europe that allowed it to trump the outwardly superior empires of the Orient? The answer, Niall Ferguson argues, was that the West developed six "killer applications" that the Rest lacked: competition, science, democracy, medicine, consumerism and the work ethic. The key question today is whether or not the West has lost its monopoly on these six things. If so, Ferguson warns, we may be living through the end of Western ascendancy. Civilization takes readers on their own extraordinary journey around the world - from the Grand Canal at Nanjing to the Topkapi Palace in Istanbul; from Machu Picchu in the Andes to Shark Island, Namibia; from the proud towers of Prague to the secret churches of Wenzhou. It is the story of sailboats, missiles, land deeds, vaccines, blue jeans and Chinese Bibles. It is the defining narrative of modern world history.

**Managing Brand Equity** *Simon and Schuster* The most important assets of any business are intangible: its company name, brands, symbols, and slogans, and their underlying associations, perceived quality, name awareness, customer base, and proprietary resources such as patents, trademarks, and channel relationships. These assets, which comprise brand equity, are a primary source of competitive advantage and future earnings, contends David Aaker, a national authority on branding. Yet, research shows that managers cannot identify with confidence their brand associations, levels of consumer awareness, or degree of customer loyalty. Moreover in the last decade, managers desperate for short-term financial results have often unwittingly damaged their brands through price promotions and unwise brand extensions, causing irreversible deterioration of the value of the brand name. Although several companies, such as Canada Dry and Colgate-Palmolive, have recently created an equity management position to be guardian of the value of brand names, far too few managers, Aaker concludes, really understand the concept of brand equity and how it must be implemented. In a fascinating and insightful examination of the phenomenon of brand equity, Aaker provides a clear and well-defined structure of the relationship between a brand and its symbol and slogan, as well as each of the five underlying assets, which will clarify for managers exactly how brand equity does contribute value. The author opens each chapter with a historical analysis of either the success or failure of a particular company's attempt at building brand equity: the fascinating Ivory soap story; the transformation of Datsun to Nissan; the decline of Schlitz beer; the making of the Ford Taurus; and others. Finally, citing examples

from many other companies, Aaker shows how to avoid the temptation to place short-term performance before the health of the brand and, instead, to manage brands strategically by creating, developing, and exploiting each of the five assets in turn Capital ... Arabic Sociolinguistics Topics in Diglossia, Gender, Identity, and Politics, Second Edition Georgetown University Press In this second edition of Arabic Sociolinguistics, Reem Bassiouney expands the discussion of major theoretical approaches since the publication of the book's first edition to account for new sociolinguistic theories in Arabic contexts with up-to-date examples, data, and approaches. The second edition features revised sections on diglossia, code-switching, gender discourse, language variation, and language policy in the region while adding a chapter on critical sociolinguistics—a new framework for critiquing the scholarly practices of sociolinguistics. Bassiouney also examines the impact of politics and new media on Arabic language. Arabic Sociolinguistics continues to be a uniquely valuable resource for understanding the theoretical framework of the language. The Transformation of the European Financial System Second ECB Central Banking Conference, October 2002, Frankfurt, Germany