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KEY=SWEESTAKES - LEON BRIA

Advanced Social Media Marketing How to Lead, Launch, and Manage a Successful Social Media Program *Apress* Hundreds of millions of Americans are using social media (SM), and already some 70% of businesses have joined them there, using Facebook and other SM platforms to connect with their customers, and attract new ones. So the real question isn't whether to take your business onto social media platforms—but how to do it quickly, effectively, on a budget, with smart goals, and a road map for success. **Advanced Social Media Marketing: How to Lead, Launch, and Manage a Successful Social Media Program** cuts through the hype and fluff about how social media is changing the world, and it gets down to what really matters: How you as a manager can best use SM to benefit your business. Written by a veteran online marketer and ecommerce professional, the book shares practical strategies and tactics to let you launch and scale a successful corporate social media program. **Advanced Social Media Marketing: How to Lead, Launch, and Manage a Successful Social Media Program** is for the manager who already knows something about social media and wants to roll up his or her sleeves and get down to business. In it, we simplify tasks that might otherwise be complicated—like adopting and tracking key performance metrics, developing online ad campaigns, or creating Facebook apps like games, giveaways and sweepstakes with the capacity to go viral. Businesses can harness the unique advantages of this new medium, but they need a practical, no-nonsense guide like this one. Otherwise they risk being ignored, wasting time and money or, even worse, damaging their own brand and seeing a well-intentioned online program blow up. The book is heavy on the how-to, case studies, campaign results and other statistics, and interviews with ecommerce managers at businesses large and small. It also includes the author's own experiences at Green Mountain Coffee Roasters, Wine of the Month Club, and others. While this book will be accessible enough for someone implementing a social media program for the first time, it's ambitious enough to benefit experienced SM hands who are looking for good ideas and techniques to push their online community to the next level of size, interactivity, and buzz. **499 Words Every College Student Should Know A Professor's Handbook on Words Essential to Great Writing and Better Grades** *Skyhorse* Words equal credibility. The more articulate a person is, the more seriously they will be taken—by everyone. On any given day, you might read “abrogate” used in a USA Today article; or “demagogue” or “fiduciary” used on CNN. You might hear “ensorcelled” and “torpor” in a TV drama; you'll hear a political candidate described as “truculent.” You may hear “pedantic” used in a movie. How many of these words are part of most college students' “arsenal of words”? Hopefully all of them, but if not, **499 Words Every College Student Should Know** will provide them with what they need to become more articulate in their speaking and writing. It will also enhance their comprehension in their reading, ultimately culminating in what every student aspires to: earning better grades! **499 Words Every College Student Should Know** teaches truly important vocabulary words and focuses on Professor Spignesi's classroom-tested Trinity of Vocabulary Use. For each word, the vocabulary-enriched and educated student will be able to: Understand the word in their reading Use the word in their speaking Make good use of the word in their writing Using easy-to-understand, informative, and often humorous explanations of every word, **499 Words Every College Student Should Know** also explores how to use the words in sentences, and in proper context. The majority of these words were individually chosen because they are fairly commonplace in media, books, online, and elsewhere, and students need to be able to understand them. Knowing them — in fact, using the words and making them part of their everyday language — will make any college student or those soon-to-be, more credible. **The Man He Became How FDR Defied Polio to Win the Presidency** *Simon and Schuster* Here, from James Tobin, winner of the National Book Critics Circle Award in biography, is the story of the greatest comeback in American political history, a saga long buried in half-truth, distortion, and myth—Franklin Roosevelt's ten-year climb from paralysis to the White House. In 1921, at the age of thirty-nine, Roosevelt was the brightest young star in the Democratic Party. One day he was racing his children around their summer home. Two days later he could not stand up. Hopes of a quick recovery faded fast. “He's through,” said allies and enemies alike. Even his family and close friends misjudged their man, as they and the nation would learn in time. With a painstaking reexamination of original documents, James Tobin uncovers the twisted chain of accidents that left FDR paralyzed; he reveals how polio recast Roosevelt's fateful partnership with his wife, Eleanor; and he shows that FDR's true victory was not over paralysis but over the ancient stigma attached to the disabled. Tobin also explodes the conventional wisdom of recent years—that FDR deceived the public about his condition. In fact, Roosevelt and his chief aide, Louis Howe, understood that only by displaying himself as a man who had come back from a knockout punch could FDR erase the perception that had followed him from childhood—that he was a pampered, too smooth pretty boy without the strength to lead the nation. As Tobin persuasively argues, FDR became president less in spite of polio than because of polio. **The Man He Became** affirms that true character emerges only in crisis and that in the shaping of this great American leader character was all. **From Heresy to Dogma An Institutional History of Corporate Environmentalism. Expanded Edition** *Stanford University Press* This is a pathbreaking account of how the environmental movement has led to profound changes in the perceptions and practices of large-scale corporations, as shown here in the chemical and petroleum industries. The book traces how market, social, and political pressures drive corporations to respond to environmental issues, analyzes the cultural frames that organizations use to come to terms with these external influences, and describes the resulting changes in organizational culture and structure. For this expanded edition, the author has written a new chapter that brings his original assessment up to date, expands and modifies the model and data used in the original edition, and offers a broad picture of the current state of corporate environmentalism and where it is going. **Taking Stock A Woman's Guide to Corporate Success** *Regnery Publishing* **Musician's Resource The Watson-Guption Guide to Workshops, Conferences, Residential Programs, Academic Programs, Festivals, Masterclasses** *Billboard Books* Provides information for events throughout the United States and Canada for all types of music **SBA's, EMQs & SAQs in SURGERY** *tfm Publishing Limited* ‘SBA's, EMQs & SAQs in SURGERY’ provides a broad range and style of questions, not only for medical students preparing for their final exams, but also for those clinicians preparing for their postgraduate exams. This book includes over 200 single best answer questions (SBAs), 400 extended matching questions (EMQs) and 100 short answer questions (SAQs), giving the reader a wide variety of topics to test their exam knowledge and technique. It is an invaluable educational resource for exam preparation and to help you succeed. Over 700 questions on the core medical subjects. • Compiled by a team of junior doctors with recent final exam and postgraduate specialty exam experience. • Overseen by experienced doctors to ensure relevance and accuracy. • The broad medical curriculum is covered in a succinct and consistent style. • Clear and concise answers are provided. • Easy accessible information to facilitate revision on the move. • Enables the reader to assess their knowledge and help identify gaps in their knowledge to target revision. • The following main specialties are covered: - Upper gastrointestinal surgery; - Lower gastrointestinal surgery; - Vascular surgery; - Breast surgery; - Urology; - Neurosurgery; - Ear, nose and throat surgery; - Trauma & orthopaedics; - Fluids & electrolytes. Watch out for our other titles in the MedQ4exams series: - Medicine - The Specialties - Practice papers **Appity Slap** *Erika Blanchard* **America's Best Kept Secret** *McGraw-Hill/Contemporary* **Fizz: Harness the Power of Word of Mouth Marketing to Drive Brand Growth** *McGraw Hill Professional* **DRAMATICALLY IMPACT YOUR BOTTOM LINE WITH A POWERFUL WOMM CAMPAIGN** "Word of mouth marketing has always existed. We've just found a better and more efficient way to do it." -- Ted Wright It may not be the oldest profession, but word of mouth is the oldest form of marketing. It's also the most effective. Now, however, it's being executed in ways that are methodical, replicable, and consistent. In this groundbreaking guide, Ted Wright, WOMM pioneer and founder of the marketing firm Fizz, reveals everything you need to know to create, drive, measure, and leverage word of mouth for maximum impact on the bottom line. Learn how to: Develop and test your brand's stories for maximum word of mouth impact Build a reliable communications network to deliver your message Harness the incredible power of Big Data for profit-generating WOMM campaigns Find, engage, and train influencers to promote your brand Measure your campaign's success with accurate analytics Along the way, you'll find out how Wright used the very same methods to breathe new life into what was once the tired old brand of Pabst Blue Ribbon. You'll discover how he dramatically expanded the market for Chocolate Milk. You'll read how he orchestrated the turnaround growth of Bissell. Best of all, you'll learn which techniques work for your needs, and you'll have the tools to begin a WOMM campaign right away. Today's consumer is too sophisticated to respond in a meaningful way to intrusive, interruptive, or TV-centric media models. A dispatch from the front lines of cutting-edge marketing, Fizz is a one-stop guide to making your brand the talk of the town. Your company's best friends are already out there. Use Fizz to find, engage, and leverage them. **PRAISE FOR FIZZ:** "Juicy, generous, and actionable, this one is a keeper. Tell your friends." -- Seth Godin, author of *Unleashing the Ideavirus* "A great read. Brand managers seeking both practical advice and insight on the realities of modern marketing need look no further than Fizz." -- James M. Kilts, former chairman and CEO of The Gillette Company "Ted's actionable truths ('for influencers, sharing stories is an expression of love') make this excellent book the guidebook for brand professionals interested in word of mouth marketing. Buy it today, and start growing your business faster tomorrow." -- Sam Calagione, president and founder of Dogfish Head Craft Brewery "Ted Wright is the foremost thought leader on word of mouth marketing, and Fizz is the bible in this area. . . . If you want to truly understand how to harness the power of people talking, this book better head up your musthave reading list." -- Dr. Americus Reed II, Whitney M. Young Jr. Professor of Marketing at the Wharton School of the University of Pennsylvania "The best and most practical book about word of mouth marketing, ever. Fizz combines real-world case studies and smart counsel with discussion of the theories and research that build understanding of WOMM principles. It's effervescent!" -- Jay Baer, New York Times bestselling author of *Youtility Variety* (October 1922); 68 *Legare Street Press* This work has been selected by scholars as being culturally important and is part of the knowledge base of civilization as we know it. This work is in the public domain in the United States of America, and possibly other nations. Within the United States, you may freely copy and distribute this work, as no entity (individual or corporate) has a copyright on the body of the work. Scholars believe, and we concur, that this work is important enough to be preserved, reproduced, and made generally available to the public. To ensure a quality reading experience, this work has been proofread and republished using a format that seamlessly blends the original graphical elements with text in an easy-to-read typeface. We appreciate your support of the preservation process, and thank you for being an important part of keeping this knowledge alive and relevant. **Why Read?** *Bloomsbury Publishing USA* In this important book, acclaimed author Mark Edmundson reconceives the value and promise of reading. He enjoins educators to stop offering up literature as

facile entertainment and instead teach students to read in a way that can change their lives for the better. At once controversial and inspiring, this is a groundbreaking book written with the elegance and power to change the way we teach and read. Why Read was a PSLA Young Adult Top 40 non-fiction title 2004 Getting Ahead of the Curve Corporate Strategies That Address Climate Change A compilation of the experience & best practices of large corp. that have developed & implemented strategies to address climate change. Based on a 31-co. survey, 6 in-depth case studies, & a review of the lit. Describes the development & implementation of climate-related strategies. Primarily a ¿how to¿ manual for other co. interested in developing similar strategies. Will also be of value to investors & analysts in evaluating the effectiveness of co. strategies for managing climate risk & capturing climate-related competitive advantage. Offers policymakers insight into corp. views on greenhouse gas reg¿n., gov¿t. assistance for technology advancement, & other policy issues. Considers the global context of climate change & related market transformation. Illustrations. The Wonderword Treasury 8 Andrews McMeel Publishing Millions enjoy WonderWord every day . . . are you one of them? WonderWord Treasury 8 includes 130 puzzles, 31 of which are the larger 20 x 20 grid! Get lost in the most essential, habitual, and enthralling puzzle! In Sync 1 Language Builder Pearson Education ESL The In Sync Language Builder is a flexible and versatile resource that offers self-access material for students in a wide range of teaching situations. It can be used along with the Student Book or as a resource for homework exercises. The Language Builder is divided into a multi-level Workbook and a Grammar Bank containing grammar reference pages and extra grammar practice exercises. In Sync is an innovative and easy-to-use four-level course that reflects the lives and experiences of teenagers. In Sync stimulates learning and broadens students' horizons through lessons that engage both intellectually and emotionally. Salt Boy When danger to the sheep leaves no alternative, a young Navajo boy breaks his promise to his father and is rewarded for his courage and good judgment. Fire in Montana In the summer of 1949 fifteen smokejumpers parachuted into a remote Montana canyon called Mann Gulch. It started as a very small fire in rugged country but within two hours after landing, thirteen of these young men were caught in a raging inferno and were killed. They died bravely, together with their friends, and in the service of their country. Everyone was young and attractive, healthy and strong, enthusiastic and in love. They were bursting into the prime of their lives. There were no malcontents here. Everyone did their best but events overtook them. Until now the actual time line has never been connected to the people involved. Fire in Montana connects the lives of young smokejumpers who lived with a joy of life and expectations of shining futures, the forest rangers and volunteers who fought valiantly to rescue them, and their families, lovers, and friends who were forced to wait and pray, then face the devastating and heart wrenching loss. The Legend Of Luther Strode Image Comics For five years, Luther Strode has been the legend terrifying criminals. But now the criminals have struck back, and the hunt for Luther Strode is on. Can Luther survive old enemies working with new friends? Collects THE LEGEND OF LUTHER STRODE #1-6 Star Trek: Discovery: Dead Endless Simon and Schuster A novel based upon the explosive Star Trek TV series! The U.S.S. Discovery's specialty is using its spore-based hub drive to jump great distances faster than any warp-faring vessel in Starfleet. To do this, Lieutenant Paul Stamets navigates the ship through the recently revealed mycelial network, a subspace domain Discovery can briefly transit but in which it cannot remain. After responding to a startling distress call originating from within the network, the Discovery crew find themselves trapped in an inescapable realm where they will surely perish unless their missing mycelial fuel is found or restored. Is the seemingly human man found alone and alive inside the network the Starfleet officer he claims to be, or an impostor created by alien intruders who hope to extract themselves from the mycelial plane at the expense of all lives aboard Discovery? The Kaiser's Memoirs Library of Alexandria Prince Bismarck's greatness as a statesman and his imperishable services to Prussia and Germany are historical facts of such tremendous significance that there is doubtless no man in existence, whatever his party affiliations, who would dare to place them in question. For this very reason alone it is stupid to accuse me of not having recognized the greatness of Prince Bismarck. The opposite is the truth. I revered and idolized him. Nor could it be otherwise. It should be borne in mind with what generation I grew up—the generation of the devotees of Bismarck. He was the creator of the German Empire, the paladin of my grandfather, and all of us considered him the greatest statesman of his day and were proud that he was a German. Bismarck was the idol in my temple, whom I worshiped. But monarchs also are human beings of flesh and blood, hence they, too, are exposed to the influences emanating from the conduct of others; therefore, looking at the matter from a human point of view, one will understand how Prince Bismarck, by his fight against me, himself destroyed, with heavy blows, the idol of which I have spoken. But my reverence for Bismarck, the great statesman, remained unaltered. While I was still Prince of Prussia I often thought to myself: "I hope that the great Chancellor will live for many years yet, since I should be safe if I could govern with him." But my reverence for the great statesman was not such as to make me take upon my own shoulders, when I became Emperor, political plans or actions of the Prince which I considered mistakes. Even the Congress of Berlin in 1878 was, to my way of thinking, a mistake, likewise the "Kulturkampf." Moreover, the constitution of the Empire was drawn up so as to fit in with Bismarck's extraordinary preponderance as a statesman; the big cuirassier boots did not fit every man. Then came the labor-protective legislation. I most deeply deplored the dispute which grew out of this, but, at that time, it was necessary for me to take the road to compromise, which has generally been my road both on domestic and foreign politics. For this reason I could not wage the open warfare against the Social Democrats which the Prince desired. Nevertheless, this quarrel about political measures cannot lessen my admiration for the greatness of Bismarck as a statesman; he remains the creator of the German Empire, and surely no one man need have done more for his country than that. Owing to the fact that the great matter of unifying the Empire was always before my eyes, I did not allow myself to be influenced by the agitations which were the commonplaces of those days. In like manner, the fact that Bismarck was called the majordomo of the Hohenzollerns could not shake my trust in the Prince, although he, perhaps, had thoughts of a political tradition for his family. As evidence of this, he felt unhappy, for instance, that his son Bill felt no interest in politics and wished to pass on his power to Herbert. Star Trek: Picard: The Dark Veil Pocket Books/Star Trek A thrilling untold adventure based on the acclaimed Star Trek: Picard TV series! The Alpha Quadrant is mired in crisis. Within the United Federation of Planets, a terrorist strike on the shipyards of Mars has led to the shutdown of all relief efforts for millions of Romulans facing certain doom from an impending supernova. But when the USS Titan is drawn into a catastrophic incident on the Romulan-Federation border, Captain William Riker, his family, and his crew find themselves caught between the shocking secrets of an enigmatic alien species and the deadly agenda of a ruthless Tal Shiar operative. Forced into a wary alliance with a Romulan starship commander, Riker and the Titan crew must uncover the truth to stop a devastating attack—but one wrong move could plunge the entire sector into open conflict! The Passionate Elopement The Floating Press English-born writer Compton MacKenzie burst onto the literary scene with several well-received novels and plays in the early 1900s. Based on one of MacKenzie's early plays, The Passionate Elopement is a gripping page-turner that will engage and enthrall fans of historical fiction. The Moral Instruction of Children Television A Biography Thames & Hudson In Television, David Thomson whom Michael Ondaatje has called the best writer on film in our time turns his attention to the ubiquitous small screen and delivers a history of its revolutionary transformation. In just a few years, this immobile piece of living room furniture in front of which viewers had to sit at appointed times in order to watch a finite number of channels has morphed into a glowing cloud of screens that supply near-endless content as and when we want it. Thomson notes that if you wanted to play everything that has been on all the channels of American television all the hours of every day, that playing would take 5,000 years, give or take a century or so. The stuff is growing at a demented pace, as if the wasteland, which was once a lofty put-down of television, is actually a rampant jungle. So instead of a strict chronology, Thomson has built 21 thematically organized chapters in which he turns his provocatively insightful and observant gaze to the 65-year-long television era. Television surveys a Boschian landscape, illuminated by that singular glow and peopled by everyone from Lucille Ball to Dennis Potter to Don Draper. It is a rip-roaring, unexpected, and perhaps most of all, deeply thought-provoking history of the medium that has defined us. Peking Dust Good Press "Peking Dust" by Ellen N. La Motte. Published by Good Press. Good Press publishes a wide range of titles that encompasses every genre. From well-known classics & literary fiction and non-fiction to forgotten—or yet undiscovered gems—of world literature, we issue the books that need to be read. Each Good Press edition has been meticulously edited and formatted to boost readability for all e-readers and devices. Our goal is to produce eBooks that are user-friendly and accessible to everyone in a high-quality digital format. Innovation You Four Steps to Becoming New and Improved Ballantine Books Outlines an inspirational, four-step roadmap for reinventing oneself during times of personal or professional crisis, counseling readers in such areas as innovation, creating value, revising old approaches and understanding long-term processes. TV tie-in. Beacon 23 John Joseph Adams/Mariner Books For centuries, men and women have manned lighthouses to ensure the safe passage of ships. It is a lonely job, and a thankless one for the most part. Until something goes wrong. Until a ship is in distress. In the twenty-third century, this job has moved into outer space. A network of beacons allows ships to travel across the Milky Way at many times the speed of light. These beacons are built to be robust. They never break down. They never fail. At least, they aren't supposed to. The Tomb Builder Cedar Fort The story of the friendship between Joseph of Arimathea and Jesus Christ up to Christ's crucifixion and aftermath. The Wingless Victory A Play in Three Acts This is a new release of the original 1936 edition. Meltdown Man Whilst on a mission in the Persian Gulf, SAS Sergeant Nick Stone is blasted by a nuclear explosion into the future, where the last remaining humans, such as the predatory Leeshar, rule over the eugenically-modified animal castes known as 'Yujees.