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KEY=ROBERT - SANAI CHANEL

The Robert Collier Letter Book

Robert Collier was decades ahead of his time in writing down ways for man to improve his lot in life. He wrote "Secret of the Ages" during an active and successful life developed upon basic ideas which opened up new vistas of living for countless multitudes of people. Brought up to be a priest, he worked as a mining engineer, an advertising executive and a prolific writer and publisher. The Robert Collier Letter Book earned Robert Collier the distinction of being one of the greatest marketing minds in history. Robert Collier sales letters were successful because he wrote to his readers' needs. As an expert in marketing, his sales savvy and writing expertise placed hundreds of millions of dollars in his clients' pockets.

The Secret of the Ages

e-artnow The Secret of the Ages shows the power of the subconscious mind, asserting deep revelation regarding the power of thoughts, the mind, and universal supply. It addresses the spiritual, mental and financial areas of life, pointing the importance of the right mental attitude in present and future success. Given that Collier trained to be a priest, the work contains a number of Biblical principles and quotes through which he tries to convey truths that have been substantiated globally.

Riches Within Your Reach

The God in You, The Magic Word, The Secret of Power & The Law of the Higher Potential

e-artnow Riches Within Your Reach is a self-development empowering book by Robert Collier, American author of metaphysical books. It presents the compilation of four of his works, assembled with the goal of explaining the importance of mental visualization in accomplishing prosperity and success. Collier's concepts are consistent to what most books on achievement subscribe to such as power of thoughts, law of attraction and compensation. What sets him apart from the others is the level of detail, intellectual depth and spiritual directness. [_x000D_ Table of Contents: _x000D_ The God in You _x000D_ The Magic Word _x000D_ The Secret of Power _x000D_ The Law of the Higher Potential _x000D_ _x000D_ _x000D_](#)

How To Write A Good Advertisement: A Short Course In Copywriting

Pickle Partners Publishing **GET 44 YEARS OF ADVERTISING WRITING EXPERIENCE IN THE TIME IT TAKES TO READ THIS BOOK!** You can learn to write compelling advertisements that will make people notice them, read them, and act upon them. In fact, you can learn to write such powerful advertisements that people actually go out and demand the product advertised and no other. How can you do this? By using the same elements that have made top copywriters like Victor O. Schwab excel at their craft. **How to Write a Good Advertisement** is a short course in writing powerful, hard-hitting copy that can help you make your products and services irresistible to potential customers. This remarkable book has turned many novice mail order entrepreneurs into expert copywriters and many experienced copywriters into masters of their trade. Whether you are new to the craft or have been writing copy for years, your knowledge and practice of advertising fundamentals will determine the extent of your success. **How to Write a Good Advertisement** presents these fundamentals from the perspective of a 44-year veteran in the copywriting business. Following these proven techniques and tips, anyone can write professional advertisements that create a memorable image, pull in mailboxes full of orders, or attract new customers to their service. **LEARN HOW TO:** Grab reader attention immediately Write compelling copy that holds attention Write a call to action that's difficult to refuse Design winning layouts Increase the number of orders Convert more inquiries to orders **GET ANSWERS TO IMPORTANT TECHNICAL QUESTIONS:** Effective advertisement length...use of color...smart media placement...and much more.

The Lazy Man's Way to Riches

How to Have Everything in the World You Really Want

Penguin Mass Market **A guide based on the philosophy of the late Joe Karbo, a self-made millionaire, offers a common sense approach to personal and business success, combining motivational exercises to build self-esteem with worksheets to pinpoint and achieve goals. Reprint. Tour.**

Impact

How to Get Noticed, Motivate Millions, and Make a Difference in a Noisy World

Red Wheel/Weiser **An inspirational guide designed to teach one how to earn both personal and professional success furnishes a series of expert tips, such as making the audience your advocate, inspiring others to act, and establishing a meaningful connection with your peers.**

Reason Why Advertising - With Intensive Advertising

Lulu.com **""ADVERTISING should be judged only by the goods it is conclusively known to sell, at a given cost. Mere opinions on Advertising Copy should be excluded from consideration, because opinions on Advertising are conflicting as opinions on Religion. ""But, it is different with Advertising, as it is with Mechanics or with Medicine, all three of which can be conclusively tested. ""Many Advertisers, however, seem satisfied to spend their money on mere Opinions about Advertising when they might have invested it on Evidence about Advertising. ""When it is anything less than Salesmanship it is not real Advertising, but only 'General Publicity.' And, 'General Publicity' admittedly claims only to 'Keep the Name before the People, ' - to produce a 'General impression on the Trade, ' and to 'Influence Sales' for the salesmen. ""The only way to judge Advertising is to judge it by the amount of goods It is conclusively known to Sell, at a given cost."" Get Your Copy Today.**

The Complete Book of Calligraphy & Lettering

"From selecting the appropriate tools, such as pens, nibs, brushes, inks, and papers, to learning optimal hand positioning and understanding the intricacies of lettering angles, heights, spacing, and strokes, [this book] introduces aspiring calligraphers and hand-lettering artists to the core concepts and techniques that comprise the art of traditional calligraphy."--Back cover.

Carbon Coalitions

Business, Climate Politics, and the Rise of Emissions Trading

MIT Press "Presents the first comprehensive study on the rise of carbon trading and the role business played in making this policy instrument a central pillar of global climate governance." - cover.

Collier Guide to Chapter 11: Key Topics and Selected Industries

LexisNexis The Collier Guide to Chapter 11 is a one-volume publication that takes an in-depth look at the key topics involved in current chapter 11 practice and considers in detail the bankruptcy landscape in selected industries. Written by over 20 bankruptcy lawyers from leading firms, this new publication fills the gap between the Code-based coverage of Collier of Bankruptcy and the more general topical approach of the Collier Bankruptcy Practice Guide. Inside you'll find: • Overview of Chapter 11 (Chapter 1) • Current trends in debtor-in-possession financing (Chapter 2) • § 363 asset sales and the use of Chapter 11 as a liquidation tool (Chapters 3 and 4) • Key employee benefits issues in a 363 sale (Chapter 6) • Prepackaged bankruptcy cases (Chapter 5) • Federal income taxation issues (Chapter 7) • Environmental issues in bankruptcy (Chapter 9) • Intellectual property in bankruptcy (Chapter 10) • Cross-border insolvencies (Chapter 11) • Labor and employment issues (Chapter 12) • Class action issues (Chapter 15) • Fraudulent transfer action claims against the FDIC in bank holding company cases (Chapter 26) You'll also find key coverage of selected industries, including: • Retail (Chapter 20) • Real estate (Chapter 21) • Hospitals and health care (Chapter 22) • Automotive suppliers and customers (Chapter 23) • Airlines (Chapter 24) • Casinos (Chapter 25) • Professional sports franchises (Chapter 28) Where appropriate, relevant practice aids have been included, such as sample forms and checklists.

The Ultimate Sales Letter

Attract New Customers. Boost Your Sales.

Simon and Schuster An updated guide to creating an effective sales letter explains how to take full advantage of this powerful marketing tool by writing a letter that will actually get read, generate leads, and make money, providing a step-by-step tutorial in developing the right sales letter for any business. Original. 35,000 first printing.

Mr. Collier's Letter Racks

A Tale of Art and Illusion at the Threshold of the Modern Information Age

Oxford University Press Three hundred years ago, an unprecedented explosion in inexpensive, disposable print--newspapers, pamphlets, informational publications, artistic prints--ushered in a media revolution that forever changed our relationship to information. One unusually perceptive man, an obscure Dutch/British still life painter named Edward Collier, understood the full significance of these momentous changes and embedded in his work secret warnings about the inescapable slippages between author and print, meaning and

text, viewer and canvas, perception and reality. Working around 1700, Collier has been neglected, even forgotten, precisely because his secret messages have never been noticed, let alone understood. Until now. In *Mr. Collier's Letter Racks*, Dror Wahrman recovers the tale of an extraordinary illusionist artist who engaged in a wholly original way with a major transformation of his generation. Wahrman shows how Collier developed a hidden language within his illusionist paintings--replete with minutely coded messages, witty games, intricate allusions, and private jokes--to draw attention to the potential and the pitfalls of this new information age. A remarkably shrewd and prescient commentator on the changes unfolding around him, not least the advent of a new kind of politics following the Glorious Revolution, Collier performed a post-modernist critique of modernity long before the modern age. His trompe l'oeil paintings are filled with seemingly disconnected, enigmatic objects--letters, seals, texts of speeches, magnifying glasses, title pages--and with teasingly significant details that require the viewer to lean in and peer closely. Wahrman does just that, taking on the role of detective/cultural historian to unravel the layers of deceptions contained within Collier's extraordinary paintings. Written with passionate enthusiasm and including more than 70 color illustrations, *Mr. Collier's Letter Racks* is a spell-binding feat of cultural history, illuminating not only the work of an eccentric genius but the media revolution of his period, the birth of modern politics, and the nature of art itself.

Brexitland

Identity, Diversity and the Reshaping of British Politics

Cambridge University Press **Authoritative account of the fundamental social and demographic changes that have shaped the turbulent and polarised politics of the UK today.**

The Book of Life

Simon and Schuster **In the *Book of Life*, Robert Collier shares with us the secrets of the ages. This book gives you the tools to have a happier and more successful life. Collier will show you how the way you think and the decisions you make have a direct influence on how successful and happy you are. Without the foundation that Collier laid herein, Rhonda Byrnes' *The Secret* could never have been written. Long before Michael Losier and James Arthur Ray reminded the world just how effective the power of positive thinking could be in *Laws of Attraction* and *The Science of Success*, there was Robert Collier's *The Book of Life*.**

The John Collier Reader

Knopf Books for Young Readers **Includes the novel *His monkey wife* and short stories.**

How to Write Copy That Sells

The Step-By-Step System For More Sales, to More Customers, More Often

Morgan James Publishing **This book is for everyone who needs to write copy that sells - including copywriters, freelancers, and entrepreneurs. Writing copy that sells without seeming "salesy" can be tough, but is an essential skill. *How To Write Copy That Sells* supplies specific copywriting techniques for everything from email marketing, web sites, and social media, to traditional media ads and direct mail.**

Project Management

A Systems Approach to Planning, Scheduling, and Controlling

John Wiley & Sons The landmark project management reference, now in a new edition Now in a Tenth Edition, this industry-leading project management "bible" aligns its streamlined approach to the latest release of the Project Management Institute's Project Management Body of Knowledge (PMI®'s PMBOK® Guide), the new mandatory source of training for the Project Management Professional (PMP®) Certification Exam. This outstanding edition gives students and professionals a profound understanding of project management with insights from one of the best-known and respected authorities on the subject. From the intricate framework of organizational behavior and structure that can determine project success to the planning, scheduling, and controlling processes vital to effective project management, the new edition thoroughly covers every key component of the subject. This Tenth Edition features: New sections on scope changes, exiting a project, collective belief, and managing virtual teams More than twenty-five case studies, including a new case on the Iridium Project covering all aspects of project management 400 discussion questions More than 125 multiple-choice questions (PMI, PMBOK, PMP, and Project Management Professional are registered marks of the Project Management Institute, Inc.)

The Voyage of the Beagle

The Floating Press Voyage of the Beagle chronicles Charles Darwin's five years as a naturalist on board the H.M.S. Beagle. The notes and observations that he recorded in his diary included Chile, Argentina and Galapagos Islands and encompasses the ecology, geology and anthropology of the places he visits. A fascinating travel memoir the ideas that were later to evolve into Darwin's theory of natural selection find their naissance in Voyage of the Beagle.

Time And Again

Time and Again: Book One

Hachette UK Si Morley is marking time: he's bored with his job as a commercial artist, and his social life doesn't seem to be going anywhere. So when he's approached by an affable ex-football star and told that he's just what the government is looking for to be part of a top secret project, he doesn't hesitate for long. And one night he steps out of his twentieth-century New York apartment into the winter of 1882, and finds a kind of Eden. Or does he?

The Life Magnet

Penguin Here is the "Open Sesame of life"-the hidden formula of how to use your subconscious mind for achievement and success, by the popular author of The Secret of the Ages. In every hallowed fable, legend, and maxim known the world over-from the parables of Christ to the tales of Ali Baba to the riddles of the alchemists-there hides a secret. For those with eyes to see it, this secret can be life-changing. It is so simple that it hides in plain sight, seen yet unseen every day. Writing with the characteristic precision and vividness that has made him one of the greatest inspirational authors of the past century, Robert Collier reveals this secret in his little-known classic, The Life Magnet. What is this great secret? Simply this: The images that you impress upon your subconscious mind-whether of abundance or lack, failure or success-outpicture the surrounding world in startling and unexpected ways. In The Life Magnet, Collier shows how to overcome mental obstacles and use this hidden power-which he variously calls the Divine Mind, the subconscious mind, the "Genii-of-your-Mind," and the "Open Sesame of life." Whatever the name, Collier illustrates how it works, why it works, how to summon it, and how to control it for higher good in your life.

Collier's Conflict of Laws

Cambridge University Press This reworked version of Conflict of Laws introduces a new generation of students to the classic. It has been completely rewritten to reflect all the recent developments including the increased legislation and case law in the field. The author's teaching experience is reflected in her ability to provide students with a clear statement of

rules which sets out a framework to the subject, before adding detail and critical analysis. Recognising that the procedural aspect of the subject challenges most students, the book explores conflict of laws in its practical context to ensure understanding. Teachers will appreciate the logical structure, which has been reworked to reflect teaching in the field today. Retaining the authority that was the hallmark of the previous edition, this contemporary and comprehensive textbook is essential reading.

Rethinking Social Inquiry

Diverse Tools, Shared Standards

Rowman & Littlefield Publishers With innovative new chapters on process tracing, regression analysis, and natural experiments, the second edition of *Rethinking Social Inquiry* further extends the reach of this path-breaking book. The original debate with King, Keohane, and Verba, now updated, remains central to the volume, and the new material illuminates evolving discussions of essential methodological tools. Thus, process tracing is often invoked as fundamental to qualitative analysis, but is rarely applied with precision. Pitfalls of regression analysis are sometimes noted, but often are inadequately examined. And the complex assumptions and trade-offs of natural experiments are poorly understood. The second edition extends the methodological horizon through exploring these critical tools. A distinctive feature of this edition is the online placement of four chapters from the prior edition, all focused on the dialogue with King, Keohane, and Verba. Also posted online are exercises for teaching process tracing and understanding process tracing.

Educational Research

Quantitative, Qualitative, and Mixed Approaches

SAGE Publications Assuming no prior knowledge, *Educational Research* by R. Burke Johnson and Larry Christensen offers a comprehensive, easily digestible introductory research methods text for undergraduate and graduate students. Readers will develop an understanding of the multiple research methods and strategies used in education and related fields; how to read and critically evaluate published research; and the ability to write a proposal, construct a questionnaire, and conduct an empirical research study on their own. Students rave about the clarity of this best seller and its usefulness for their studies, enabling them to become critical consumers and users of research.

The Bottom Billion

Why the Poorest Countries are Failing and What Can Be Done About It

Oxford University Press In the universally acclaimed and award-winning *The Bottom Billion*, Paul Collier reveals that fifty failed states--home to the poorest one billion people on Earth--pose the central challenge of the developing world in the twenty-first century. The book shines much-needed light on this group of small nations, largely unnoticed by the industrialized West, that are dropping further and further behind the majority of the world's people, often falling into an absolute decline in living standards. A struggle rages within each of these nations between reformers and corrupt leaders--and the corrupt are winning. Collier analyzes the causes of failure, pointing to a set of traps that ensnare these countries, including civil war, a dependence on the extraction and export of natural resources, and bad governance. Standard solutions do not work, he writes; aid is often ineffective, and globalization can actually make matters worse, driving development to more stable nations. What the bottom billion need, Collier argues, is a bold new plan supported by the Group of Eight industrialized nations. If failed states are ever to be helped, the G8 will have to adopt preferential trade policies, new laws against corruption, new international charters, and even conduct carefully calibrated military interventions. Collier has spent a lifetime working to end global poverty. In *The Bottom Billion*, he offers real hope for solving one of the great humanitarian crises facing the world today. "Set to become a classic. Crammed with statistical nuggets and common sense, his book should be compulsory reading." --*The Economist* "If Sachs seems too saintly and Easterly too cynical, then Collier is the authentic old Africa hand: he knows the terrain and has a keen ear.... If you've ever found yourself on one side or the other of those arguments--and who hasn't?--then you simply must read this book." --Niall Ferguson, *The New York Times Book Review*

"Rich in both analysis and recommendations.... Read this book. You will learn much you do not know. It will also change the way you look at the tragedy of persistent poverty in a world of plenty." --Financial Times

The Robert Collier Copywriting Course

Learn to Write Sales Letters that Pay

Independently Published **WHAT is there about some letters that makes them so much more effective than others? A letter may have perfect diction, a finished style; it may bristle with attention-getters and interest-arousers; it may follow every known rule; yet when it reaches the Hall of Judgment where the reader sits and decides its fate, it may find itself cast into the hell of wastebasket-dom... People will give, when you have stirred their emotions. People will invest, when you have aroused their cupidity. And people want to know the future, so if you can persuade them that you are any sort of a Seer or a Prophet, they will buy your forecasting service. It all comes back to the point we made in the beginning-"What do they want?" What is the bait that will attract your fish and make them bite? Find that and you will be as successful in bringing back orders as any angler can be with a properly baited hook in bringing in the fish. Get Your Copy Today and learn the Masters of Marketing Secrets!**

The Wind Is Never Gone

Sequels, Parodies and Rewritings of Gone with the Wind

McFarland **More than seventy years after its publication in 1936, Margaret Mitchell's Gone with the Wind has never been out of print. An icon of American culture, it has had similar success abroad, popular in Japan, Russia, and post-World War II Europe, among other places and times. This work analyzes the continuations of Mitchell's novel: the authorized sequels, Scarlett by Alexandra Ripley and Rhett Butler's People by Donald McCaig; the unauthorized parody The Wind Done Gone by Alice Randall and a politically correct parody; and the many fan fiction stories posted online. The book also explores Gone with the Wind's ambiguous ending, the perceived need to publish an authorized sequel, and the legal battle to determine who may re-write Gone with the Wind.**

How to Make Maximum Money in Minimum Time

WARNING: Read this BEFORE buying. While every single strategy, technique and concept revealed in this easy-to-follow little book are more profitable than ever... this cult classic was written back in 1990 so please keep in mind how the tech has changed but the psychology of selling hasn't. For example, inside the book, there is a section on 900 numbers which appears useless until you realize it's 100% applicable to texting short codes. Anyway, in the interest of preserving the original experience, we have only removed outdated contact info and any updates have been added to the end of chapters but... even with the occasional reference to ancient technology, this book is loaded with step-by-step guidance on marketing. Techniques people are still using to make a lot of money. Here is why How To Make Maximum Money In Minimum Time is so popular. Out of necessity, Gary invented "Gun-To-The-Head-Marketing"... and... used it to write what would become the most widely mailed sales letter in history. A Letter Mailed Close To 1 Billion Times And To Almost Every Household In America Nearly 7 Times! Gary continued to defy the "experts" and industry norms and smash sales record after sales record for over 35 more years with his breakthrough copy! Halbert wrote record-smashing newspaper ads, magazine ads, web copy, direct mail pieces, infomercials, phone scripts and just about anything and everything where words are used to sell. Even more impressive, Gary wrote record-breaking advertisements in finance, cosmetics, diet, real estate, self-help, marketing, collectibles, genealogy, chiropractic, dentistry, water filtration and more. The list goes on and on... The Gary Halbert Letter is also the first newsletter to dish out real-world advice from one of the best marketers and copywriters on Earth. Soon, all the pros started copying his headlines, bullets, closing copy, offers... and now... to this day, you see his words being used in sales copy everywhere. In fact, the beginning of Gary's famous dollar-bill letters is almost certainly the most replicated piece of opening sales copy in the world of direct-mail. Even after he passed away, TheGaryHalbertLetter.com has enjoyed a huge following and is more popular than ever for a reason. And that reason is... They Are Addictive! Gary Halbert's mark is everywhere because so many marketers around the world learned part of their craft directly from Mr. Halbert... or... they learned the business from mentors who learned their best

secrets from Gary. Top ad writer Paris Lampropoulos may have put it best when he said... "In the world of copywriting, all roads lead back to Gary Halbert." And it's true! Here's just a small sample of the what's revealed inside... How to get your mail open and read! (For many savvy marketers, direct mail is actually working better today than it ever has!) The single best advantage any business owner can have! (It's so simple, yet almost everyone overlooks it.) How top pros write killer headlines, fast... and... how you can do it too! The sordid details of Gary's infamous and scandalous life... including... how he went from being a military policeman... to self-made multi-millionaire... to prison inmate... to self-made multi-millionaire yet again! What it really takes to write breakthrough promotions. (Hint: The actual writing has very little to do with it!) Why the fastest writing is often the best writing! The one secret nearly ALL top copywriters used to get to the top of their profession as fast as humanly possible! Why you should not start your sales messages with a question! How to create killer sales messages... writing a single word! Out of room to list more.

The Neighbor

University of Chicago Press The dark splendor of this collection is the burden of its witnessing, the quiet courage of a speaker who will not turn away from what he sees and remembers. How are we changed by what we come to know-- sometimes unwittingly-- about each other? *The Neighbor* is a book of transforming and compassionate answers. -- Edward Hirsch.

First Hundred Million

How to Sky Rocket Your Book Sales With Slam Dunk Titles

Angelican Press Every publisher dreams of selling 100 million books. E. Haldeman Julius made it happen. Year after year, publishers go under before they even see a fraction of that number. The reason is simple. Few publishers truly know what the American public wants to read. Fewer still know what key words in a title can trigger a buying frenzy. Be different and gain control of your publishing success by applying the results of E. Haldeman Julius's amazing, scientific experiment. He published thousands of books, all with the same cover design, size and price. The only thing that set them apart was the title. He discovered that a change of a single word literally could mean thousands more in sales. Gain an insight into the American public's buying habits without breaking the bank. Apply key words that trigger your buyers' insatiable appetites and be the next publishing success. Don't hesitate, because your competitors sure won't.

The Emperor's Writings

Memories of Akbar the Great : a Novel

Paths Toward Democracy

The Working Class and Elites in Western Europe and South America

Cambridge University Press Examining the experiences of Western Europe and South America, Professor Collier delineates a complex and varied set of patterns of democratization.

PGT English Exam Ebook-PDF

English Literature Subject Previous Years' papers Of Various Exams

Chandresh Agrawal SGN.The Ebook PGT English Exam Covers English Literature Subject Previous Years' Papers Of Various Exams Which Are Very Useful For All PGT-English Exams .

NTA - UGC NET English Subject Ebook-PDF

Objective Questions From Various Competitive Exams With Answers

Chandresh Agrawal SGN.The Ebook NTA - UGC NET English Subject Covers Objective Questions From Various Competitive Exams With Answers.

WB SET -WBCSC Assistant Professor Eligibility Test English Subject eBook PDF

Objective Questions Asked In Various Exams With Answers

Chandresh Agrawal SGN.The eBook WB SET-WBCSC Assistant Professor Eligibility Test English Subject Covers Objective Questions Asked In Various Exams With Answers.

Choosing Faith

The Importance of Belief in Finding Purpose in Life

Wipf and Stock Publishers A belief is a judgment that we assume to be true when making life decisions. Our beliefs cannot conclusively be proven true or false. Beliefs can be as simple as our preference for food or as profound as our religious beliefs. How are beliefs different from knowledge or opinion? How do beliefs develop and change over time, and how do they become the foundation of our purpose in life? This book is divided into three sections. The first explains how beliefs are formed in childhood and modified and adapted when we become adults. The second section explores different types of belief and introduces the notion of moral beliefs about right and wrong and religious beliefs about the existence and nature of God. The final section of the book explains how beliefs are prioritized into a faith that becomes our framework for making life decisions. The beliefs we hold most dear form the building blocks of our purpose in life. We have the freedom to choose our beliefs, so we have the freedom to choose our purpose. The goal of this book is to help the reader think deeply about this process and explore the meaning of this freedom.

Understanding World Religions

A Road Map for Justice and Peace

Rowman & Littlefield Understanding World Religions studies major worldviews in relation to justice and peace: Hindu, Buddhist, Muslim, Jewish, Christian, Marxist, and Native American. The Israeli-Palestinian conflict is given as a case study for how worldviews impact justice and peace. Further chapters explore Christian social teaching, liberation theologies, active nonviolence, and just war theory.

Conservation Research, Policy and Practice

Cambridge University Press Discover how conservation can be made more effective through strengthening links between science research, policy and practice. This title is also available as Open Access on Cambridge Core.

Scientific Advertising

Cosimo, Inc. American advertising pioneer CLAUDE C. HOPKINS (1866-1932) is still renowned today for developing such marketing innovations as coded coupons that could be used to track the success of varying offers. His methods are still prized for their efficacy today. In this groundbreaking 1923 work, written after he retired as president and chairman of one of the world's biggest ad agencies, Hopkins shares the secrets of successful marketing that are just as relevant today as they were almost a century ago. Learn: . how advertising laws are established . the importance of just salesmanship . why businesses must offer service . mail order advertising: what it teaches . what makes headlines effective . understanding customer psychology . how to use art in advertising . how to use samples . the best way to test campaigns . the impact of negative advertising . and much more.

The Great Impostor

The Amazing Career of Ferdinand Waldo Demara, who Posed as a Surgeon, a Prison Warden, a Doctor of Philosophy, A Trappist Monk and Many, Many Others

Sarah Crichton Books The fantastic lives and careers of Ferdinand Waldo Demara make a fantastic irony of the platitude that truth is stranger than fiction. For with Ferdinand Demara, truth is fiction. Demara wanted to be a hero, to lead an epic life dedicated to the benefit of others, and to gain adulation for himself, and he did all those things by lying to others about who he was. During his storied career, Ferdinand Demara managed to "become" a Trappist monk; a doctor of psychology and Dean of the School of Philosophy at a small college in Pennsylvania; a law student, zoology graduate, cancer researcher and teacher at a junior college in Maine; a surgeon-lieutenant in the Royal Canadian Navy (as medical officer on the destroyed Cayuga, he successfully performed major surgery); a brilliant assistant warden of a Texas prison; and a teacher and beloved idol of the children on a Maine island village. In this forthright account of a remarkable fraud, Robert Crichton presents the man, his reasons, and his methods. A New York Times bestseller when it was originally published in 1959, and serving as the inspiration for the Tony Curtis film of the same name, this is the fascinating and disturbing story of America's Great Impostor.

The God in You

e-artnow The God in You is a empowering book by Robert Collier. Before he went into business, Collier had trained to be the priest and this book is the result of his religious foundations and his business principles. His concepts and ideas are consistent to what most self-help books subscribe to such as power of thoughts and law of attraction. Collier sets himself apart with level of detail, intellectual depth and spiritual directness that aligns with people of faith.