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A Memoir

Grit

Fahrenheit 451

HEART OF DARKNESS

A Room of One's Own

Opening Doors to Student Understanding

Politics and the English Language

The Piano Lesson

How Little Things Can Make a Big Difference

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An Orphan Boy, a Mysterious Past, and How He Found a Place Called Home

The Fault in Our Stars

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with audio recording

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## LANE JOHNS

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### A Memoir Penguin

The classic Gothic suspense novel by Daphne du Maurier -- winner of the Anthony Award for Best Novel of the Century -- is now a Netflix film starring Lily James and Armie Hammer. Last night I dreamt I went to Manderley again . . . The novel begins in Monte Carlo, where our heroine is swept off her feet by the dashing widower Maxim de Winter and his sudden proposal of marriage. Orphaned and working as a lady's maid, she can barely believe her luck. It is only when they arrive at his massive country estate that she realizes how large a shadow his late wife will cast over their lives--presenting her with a lingering evil that threatens to destroy their marriage from beyond the grave. "Daphne du Maurier created a scale by which modern women can measure their feelings." --Stephen King

*Grit* ASCD

Reading to Max

**Fahrenheit 451** Cengage Learning  
A top executive at one of the world's leading marketing firms analyzes the familiarity and strength of brands and establishes five steps towards increasing brand strength in a globalized world. Rapid advances in modern technology present companies with quickly expanding marketing opportunities, but they also create an over-saturated business landscape that both helps and hurts brands. The *Global Brand* is a thorough investigation of brand strength in the accelerated modern business world. Nigel Hollis draws on his experience at Millward Brown to present a simple formula for determining brand

strength based on two axes, Presence (or familiarity) and Voltage (or marketing appeal), to illustrate the market value and performance of brands. He analyzes the five steps of customer commitment to a strong brand--Presence, Relevance, Performance, Advantage, and Bonding. Finally, Hollis emphasizes human nature as a set of constant core values that all brands should appeal to, and analyzes the future of brand-building as a profitable investment. "In *The Global Brand*, Nigel Hollis not only corrects some of the misconceptions of the past but offers a glimpse of the future that is both perceptive and grounded in good business sense. Those who take the time to properly digest this book will save their companies a lot of money." —Sir Martin Sorrell, Chief Executive Officer, WPP

*HEART OF DARKNESS* David Fickling  
Books

How human pilots and automated systems worked together to achieve the ultimate in flight—the lunar landings of NASA's Apollo program. As Apollo 11's Lunar Module descended toward the moon under automatic control, a program alarm in the guidance computer's software nearly caused a mission abort. Neil Armstrong responded by switching off the automatic mode and taking direct control. He stopped monitoring the computer and began flying the spacecraft, relying on skill to land it and earning praise for a triumph of human over machine. In *Digital Apollo*, engineer-historian David Mindell takes this famous moment as a starting point for an exploration of the relationship between humans and computers in the Apollo program. In each of the six Apollo landings, the astronaut in command seized control from the computer and landed with his

hand on the stick. Mindell recounts the story of astronauts' desire to control their spacecraft in parallel with the history of the Apollo Guidance Computer. From the early days of aviation through the birth of spaceflight, test pilots and astronauts sought to be more than "spam in a can" despite the automatic controls, digital computers, and software developed by engineers. *Digital Apollo* examines the design and execution of each of the six Apollo moon landings, drawing on transcripts and data telemetry from the flights, astronaut interviews, and NASA's extensive archives. Mindell's exploration of how human pilots and automated systems worked together to achieve the ultimate in flight—a lunar landing—traces and reframes the debate over the future of humans and automation in space. The results have implications for any venture in which human roles seem threatened by automated systems, whether it is the work at our desktops or the future of exploration.

*A Room of One's Own* Renard Press Ltd  
Winner of the Pulitzer Prize for Drama and winner of the New York Drama Critics Circle Award for Best Play, this modern American classic is about family, and the legacy of slavery in America. August Wilson has already given the American theater such spell-binding plays about the black experience in 20th-century America as *Ma Rainey's Black Bottom*, *Joe Turner's Come and Gone*, and the Pulitzer Prize-winning *Fences*. In his second Pulitzer Prize-winner, *The Piano Lesson*, Wilson has fashioned perhaps his most haunting and dramatic work. At the heart of the play stands the ornately carved upright piano which, as the Charles family's prized, hard-won possession, has been gathering dust in the parlor of Berniece

Charles's Pittsburgh home. When Boy Willie, Berniece's exuberant brother, bursts into her life with his dream of buying the same Mississippi land that his family had worked as slaves, he plans to sell their antique piano for the hard cash he needs to stake his future. But Berniece refuses to sell, clinging to the piano as a reminder of the history that is their family legacy. This dilemma is the real "piano lesson," reminding us that blacks are often deprived both of the symbols of their past and of opportunity in the present.

### **Opening Doors to Student Understanding** Signet Book

Golding's iconic 1954 novel, now with a new foreword by Lois Lowry, remains one of the greatest books ever written for young adults and an unforgettable classic for readers of any age. This edition includes a new *Suggestions for Further Reading* by Jennifer Buehler. At the dawn of the next world war, a plane crashes on an uncharted island, stranding a group of schoolboys. At first, with no adult supervision, their freedom is something to celebrate. This far from civilization they can do anything they want. Anything. But as order collapses, as strange howls echo in the night, as terror begins its reign, the hope of adventure seems as far removed from reality as the hope of being rescued.

*Politics and the English Language* Simon and Schuster

From the bestselling author of *The Bomber Mafia*: discover Malcolm Gladwell's breakthrough debut and explore the science behind viral trends in business, marketing, and human behavior. The tipping point is that magic moment when an idea, trend, or social behavior crosses a threshold, tips, and spreads like wildfire. Just as a single sick person can start an epidemic of the flu,

so too can a small but precisely targeted push cause a fashion trend, the popularity of a new product, or a drop in the crime rate. This widely acclaimed bestseller, in which Malcolm Gladwell explores and brilliantly illuminates the tipping point phenomenon, is already changing the way people throughout the world think about selling products and disseminating ideas. "A wonderful page-turner about a fascinating idea that should affect the way every thinking person looks at the world." —Michael Lewis

**The Piano Lesson** Youcanprint

Two young boys encounter the best and worst of humanity during the Holocaust in this powerful read that USA Today called "as memorable an introduction to the subject as The Diary of Anne Frank." Berlin, 1942: When Bruno returns home from school one day, he discovers that his belongings are being packed in crates. His father has received a promotion and the family must move to a new house far, far away, where there is no one to play with and nothing to do. A tall fence stretches as far as the eye can see and cuts him off from the strange people in the distance. But Bruno longs to be an explorer and decides that there must be more to this desolate new place than meets the eye. While exploring his new environment, he meets another boy whose life and circumstances are very different from his own, and their meeting results in a friendship that has devastating consequences.

*How Little Things Can Make a Big Difference* University of Oklahoma Press  
*Leviathan or The Matter, Forme and Power of a Common-Wealth Ecclesiastical and Civil* is a book written by an English materialist philosopher Thomas Hobbes about problems of the

state existence and development. Leviathan is a name of a Bible monster, a symbol of nature powers that belittles a man. Hobbes uses this character to describe a powerful state ("God of the death"). He starts with a postulate about a natural human state ("the war of all against all") and develops the idea "man is a wolf to a man". When people stay for a long time in the position of an inevitable extermination they give a part of their natural rights, for the sake of their lives and general peace, according to an unspoken agreement to someone who is obliged to maintain a free usage of the rest of their rights - to the state. The state, a union of people, where the will of a single one (the state) is compulsory for everybody, has a task to regulate the relations between all the people. The book was banned several times in England and Russia.

*The Perpetual Now* Penguin

2018 Newbery Honor Book and Coretta Scott King Author Award Winner

'Important and deeply moving' JOHN GREEN 'Timely and timeless'

JACQUELINE WOODSON Jade is a girl striving for success in a world that seems like it's trying to break her. She knows she needs to take every opportunity that comes her way. And she has: every day Jade rides the bus away from her friends to a private school where she feels like an outsider, but where she has plenty of opportunities. But some opportunities Jade could do without, like the mentor programme for 'at-risk' girls. Just because her mentor is black doesn't mean she understands where Jade is coming from. Why is Jade always seen as someone to fix? But with a college scholarship promised at the end of it, how can Jade say no? Jade feels like her life is made up of hundreds of conflicting pieces. Will it ever fit

together? Will she ever find her place in the world? More than anything, Jade just wants the opportunity to be real, to make a difference. NPR's Best Books of 2017 A 2017 New York Public Library Best Teen Book of the Year Chicago Public Library's Best Books of 2017 A School Library Journal Best Book of 2017 Kirkus Reviews' Best Teen Books of 2017 2018 Josette Frank Award Winner

**The Tipping Point** MIT Press

The book that inspired the Academy Award-winning short film, from New York Times bestselling author and beloved visionary William Joyke. Morris Lessmore loved words. He loved stories. He loved books. But every story has its upsets. Everything in Morris Lessmore's life, including his own story, is scattered to the winds. But the power of story will save the day. Stunningly brought to life by William Joyke, one of the preeminent creators in children's literature, *The Fantastic Flying Books of Mr. Morris Lessmore* is a modern masterpiece, showing that in today's world of traditional books, eBooks, and apps, it's story that we truly celebrate—and this story, no matter how you tell it, begs to be read again and again.

**An Orphan Boy, a Mysterious Past, and How He Found a Place Called Home** BEYOND BOOKS HUB

Ben discovers that reading gets easier when he reads to Max, a cat at the shelter. When Max is adopted from the shelter, Ben is disappointed—but then his neighbor has a surprise for Ben.

The Fault in Our Stars Simon and Schuster

Public relations as described in this volume is, among other things, society's solution to problems of maladjustment that plague an overcomplex world. All of us, individuals or organizations, depend for survival and growth on adjustment to

our publics. Publicist Edward L. Bernays offers here the kind of advice individuals and a variety of organizations sought from him on a professional basis during more than four decades. With such knowledge, every intelligent person can carry on his or her activities more effectively. This book provides know-why as well know-how. Bernays explains the underlying philosophy of public relations and the PR methods and practices to be applied in specific cases. He presents broad approaches and solutions as they were successfully carried out in his long professional career. Public relations is not publicity, press agency, promotion, advertising, or a bag of tricks, but a continuing process of social integration. It is a field of adjusting private and public interest. Everyone engaged in any public activity, and every student of human behavior and society, will find in this book a challenge and opportunity to further both the public interest and their own interest.

The Things They Carried Vintage Canada

Ovid's magnificent panorama of the Greek and Roman myths—presented by a noted poet, scholar, and critic. Prized through the ages for its splendor and its savage, sophisticated wit, *The Metamorphoses* is a masterpiece of Western culture—the first attempt to link all the Greek myths, before and after Homer, in a cohesive whole, to the Roman myths of Ovid's day. Horace Gregory, in this modern translation, turns his own poetic gifts toward a deft reconstruction of Ovid's ancient themes, using contemporary idiom to bring to today's reader all the ageless drama and psychological truths vividly intact.

**They Called Us Enemy - Expanded Edition** Dial Press

A heart-rending but uplifting story of the human spirit's ability to prevail. From

the day he is five-years-old and dropped off at his foster home of the next eleven years, Stephen is mentally and physically tortured. No one in the system can help him. No one can tell him if he has a family. No one can tell him why, with obvious African-American features, he has the last name of Klakowicz. Along the way, a single faint light comes only from a neighbor's small acts of kindness and caring—and a box of books. From one of those books he learns that he has to fight in any way he can—for victory is in the battle. His victory is to excel in school. Against all odds, the author succeeded. He attended college, graduated, became a successful corporate executive, and married a wonderful woman with whom he established a loving family of his own. Through it, he dug voraciously through records and files and found his history, his birth family—and the ultimate disappointment as some family members embrace him, but others reject him. Readers won't be the same after reading this powerful story. They will share in the hurts and despair but also in the triumph against daunting obstacles. They will share this story with their family, with their friends, with their neighbors.

*The Chocolate War* Strelbytskyy  
Multimedia Publishing

In a world where we usually measure animals by human standards, prize-winning author and MacArthur Fellow Carl Safina takes us inside their lives and minds, witnessing their profound capacity for perception, thought and emotion, showing why the word "it" is often inappropriate as we discover who they really are. Weaving decades of observations of actual families of free-living creatures with new discoveries about brain functioning, Carl Safina's

narrative breaches many commonly held boundaries between humans and other animals. In *Beyond Words*, readers travel the wilds of Africa to visit some of the last great elephant gatherings, then follow wolves of Yellowstone National Park sort out the aftermath of their personal tragedy, then plunge into the astonishingly peaceful society of killer whales living in waters of the Pacific Northwest. We spend quality time, too, with dogs and falcons and ravens; and consider how the human mind originated. In his wise and passionate new book, Safina delivers a graceful examination of how animals truly think and feel, which calls to question what really does—and what should—make us human.

*The Glass Castle* Thomas Nelson  
Joel dares his best friend, Tony, to a swimming race in a dangerous river. Both boys jump in, but when Joel reaches the sandbar, he finds Tony has vanished. How can he face their parents and the terrible truth?

*Human and Machine in Spaceflight* Univ  
of California Press

Visual messages are omnipresent in our daily life. They are constantly attempting to persuade us to buy, learn and act. Some are more successful than others in influencing our behavior and choices. What is the secret power of these messages? How do they succeed in changing our behavior? This book analyzes advertising beyond the persuasive power of the imagery itself. It explains the psychology behind 33 effective influence techniques in visual persuasion and how to apply them. The techniques range from influencing essentials to more obscure and insidious ones. The reader will gain deep insights into how visual means are constructed to influence behavior and decisionmaking

on an unconscious level. All techniques are supported by rich visual references and additional information on the psychology of behavior change. This publication is not just an eye-opener for professionals and students in the communications and design field, but also for anybody who wants to understand how our behavior is influenced unconsciously by advertising, social campaigns and governmental messages. The book is co-authored by leading figures in social influence and visual persuasion. It is designed as an accessible modern reference book for creating and understanding persuasive visual imagery. It will open your eyes, we promise!

The Power of Passion and Perseverance  
Macmillan

A stunning and provocative new novel by the internationally celebrated author of *The Blind Assassin*, winner of the Booker Prize. Margaret Atwood's new novel is so utterly compelling, so prescient, so relevant, so terrifyingly-all-too-likely-to-be-true, that readers may find their view of the world forever changed after reading it. This is Margaret Atwood at the absolute peak of her powers. For readers of *Oryx and Crake*, nothing will ever look the same again. The narrator of Atwood's riveting novel calls himself Snowman. When the story opens, he is sleeping in a tree, wearing an old bedsheet, mourning the loss of his beloved *Oryx* and his best friend *Crake*, and slowly starving to death. He searches for supplies in a wasteland where insects proliferate and pigeons and wolvogs ravage the pleeblands, where ordinary people once lived, and the Compounds that sheltered the extraordinary. As he tries to piece together what has taken place, the

narrative shifts to decades earlier. How did everything fall apart so quickly? Why is he left with nothing but his haunting memories? Alone except for the green-eyed Children of *Crake*, who think of him as a kind of monster, he explores the answers to these questions in the double journey he takes - into his own past, and back to *Crake's* high-tech bubble-dome, where the *Paradise Project* unfolded and the world came to grief. With breathtaking command of her shocking material, and with her customary sharp wit and dark humour, Atwood projects us into an outlandish yet wholly believable realm populated by characters who will continue to inhabit our dreams long after the last chapter.

*Cirque Du Freak* HarperCollins UK

A classic work of American literature that has not stopped changing minds and lives since it burst onto the literary scene, *The Things They Carried* is a ground-breaking meditation on war, memory, imagination, and the redemptive power of storytelling. *The Things They Carried* depicts the men of Alpha Company: Jimmy Cross, Henry Dobbins, Rat Kiley, Mitchell Sanders, Norman Bowker, Kiowa, and the character Tim O'Brien, who has survived his tour in Vietnam to become a father and writer at the age of forty-three. Taught everywhere—from high school classrooms to graduate seminars in creative writing—it has become required reading for any American and continues to challenge readers in their perceptions of fact and fiction, war and peace, courage and fear and longing. *The Things They Carried* won France's prestigious Prix du Meilleur Livre Etranger and the Chicago Tribune Heartland Prize; it was also a finalist for the Pulitzer Prize and the National Book Critics Circle Award.

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