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LUCIANO DAYTON

The Invaders Createspace Independent Publishing Platform
 How to make customers feel good about doing what you want
 Learn how companies make us feel good about doing what they want. Approaching persuasive design from the dark side, this book melds psychology, marketing, and design concepts to show why we're susceptible to certain persuasive techniques. Packed with examples from every nook and cranny of the web, it provides easily digestible and applicable patterns for putting these design techniques to work. Organized by the seven deadly sins, it includes: Pride — use social proof to position your product in line with your visitors' values Sloth — build a path of least resistance that leads users where you want them to go Gluttony — escalate customers' commitment and use loss aversion to keep them there Anger — understand the power of metaphysical arguments and anonymity Envy — create a culture of status around your product and feed aspirational desires Lust — turn desire into commitment by using emotion to defeat rational behavior Greed — keep customers engaged by reinforcing

the behaviors you desire Now you too can leverage human fallibility to create powerful persuasive interfaces that people will love to use — but will you use your new knowledge for good or evil? Learn more on the companion website, evilbydesign.info.

Harlem Shuffle Simon and Schuster

J. D. Robb's #1 New York Times bestselling In Death series explodes with intrigue, passion, and suspense in this novella about the darkest night of Lieutenant Eve Dallas's life—when a killer comes to call... Eve's name has made a Christmas list, but it's not for being naughty or nice. It's for putting a serial killer behind bars. Now the escaped madman has her in his sights. With her husband, Roarke, at her side, Eve must stop the man from exacting his bloody vengeance—or die trying... *Midnight in Death* previously appeared in *Silent Night*

De handleiding voor iPhone Simon and Schuster

#1 New York Times bestselling author Michael Connelly introduces Renee Ballard, a fierce young detective fighting to prove herself on the LAPD's toughest beat—the Late Show. Renee Ballard works the midnight shift in Hollywood, beginning many investigations but finishing few, as each morning she turns everything over to the daytime units. It's a frustrating job for a once up-and-coming detective, but it's no accident. She's been

given this beat as punishment after filing a sexual harassment complaint against a supervisor. But one night Ballard catches two assignments she doesn't want to part with. First, a prostitute is brutally beaten and left for dead in a parking lot. All signs point to a crime of premeditation, not passion, by someone with big evil on his mind. Then she sees a young waitress breathe her last after being caught up in a nightclub shooting. Though dubbed a peripheral victim, the waitress buys Ballard a way in, and this time she is determined not to give up at dawn. Against orders and her partner's wishes, she works both cases by day while maintaining her shift by night. As the investigations intertwine, Ballard is forced to face her own demons and confront a danger she could never have imagined. To find justice for these victims who can't speak for themselves, she must put not only her career but her life on the line. Propulsive as a jolt of adrenaline and featuring a bold and defiant new heroine, *The Late Show* is yet more proof that Michael Connelly is "a master of the genre" (Washington Post).

Violeta [English Edition] John Wiley & Sons

An epic and transporting novel, the latest installment of the "heart-wrenching, uplifting, and utterly enthralling" (Lucy Foley, author of *The Guest List*) Seven Sisters series, unravelling between the dazzling streets of modern-day New York City and the breathtaking plains of 1940s colonial Kenya. Electra d'Aplière is a top model who seems to have it all: beauty, fame, and wealth. But beneath the glittery veneer, she's cracking under all the pressure. When her father dies, she turns to alcohol and drugs to ease the pain. As friends and colleagues fear for her health, Electra receives a shocking letter from a stranger who claims to be her grandmother. In 1939, New Yorker Cecily Huntley-Morgan arrives in Kenya's Lake Naivasha region for the exciting chance to stay with her godmother, the famous socialite Kiki Preston. But after a sheltered upbringing, she's astounded by the hedonistic antics of the other ex-pats in the infamous Happy Valley set. Cecily soon grows to love her stunning but complicated new home, and she even accepts a proposal of marriage from an enigmatic older cattle farmer. After a shocking discovery and with war looming, Cecily feels isolated and alone. Until she meets a young woman in the woods and makes her a promise that will change the course of her life forever. Featuring Lucinda Riley's "engaging and mesmerizing" (Library Journal, starred review) storytelling and filled with unforgettable and moving characters, *The Sun Sister* explores how love can cross seemingly impossible boundaries.

I, Woz Springer Science & Business Media

Hal and the other Herons were charged with protecting the Skandian's sacred artifact, the Andomal, but when it is stolen they have to endure storms at sea, a cold winter, and a battle with bandits in their efforts to recover the relic.

1613-1918 Macmillan

This is the intimate story of twenty tsars and tsarinas, some touched by genius, some by madness, but all inspired by holy autocracy and imperial ambition. Simon Sebag Montefiore's gripping chronicle reveals their secret world of unlimited power and ruthless empire-building, overshadowed by palace conspiracy, family rivalries, sexual decadence and wild extravagance, with a global cast of adventurers, courtesans, revolutionaries and poets, from Ivan the Terrible to Tolstoy and Pushkin, to Bismarck, Lincoln, Queen Victoria and Lenin.

The Big Green Egg Book John Wiley & Sons

In the year 1990, when the rest of the world was fast asleep, oblivious to the dangers of Islam, and figures like Geert Wilders and Marie Le Pen were still un-germinated seeds, a Dutch Muslim immigrant had already written a book, under the pseudonym Mohamed Rasoel, warning Europeans about the dangers that

come with the open-door immigration policy. Immediately upon its publication, the book created a firestorm, making it the most discussed issue in the country (TV, newspapers and magazines), as reprints of the book sold out within days, until the left-wing government panicked and banned the book. The author went into hiding under police protection, but was taken to court by the Anne Frank Foundation, charged with discrimination, and fined 4000 dollars. Many years later, in 2003, a language professor, T.A. van Dijk, who did a thorough research into the book, wrote a 250 pages book, arguing that the book had not been written by Rasoel, but by a highly respected writer Gerrit Komrij, who in return wrote a 40 pages book, denying the accusations and taking van Dijk to court. The book gained further popularity when, in 2007, the Dutch right-wing party leader Geert Wilders proposed to the parliament that the book be distributed in all secondary schools. Since then, many other authors have also referred to its contents, in books such as *Western Europe and its Islam*, *Defeating Eurabia*, and *Difference Diffidence Threat*. About the contents: with almost every prediction in the book having come true, the author warns that immigrants arrive carrying the same mentality that created the situations they fled from in the first place, only to recreate the same situations in Europe. Furthermore, the book proposes that the outcome of the volatile situation in Europe can either be a civil war, or the sacrificing of parts of Europe and bestowing them to the Muslims. Although the book refers mainly to the Netherlands, it applies to other European countries as well, of course. It is amazing though how everything being said today about Islam had already been said three decades ago, along with many other amazing arguments that people haven't yet considered. This book was translated from Dutch to English, without the authorization of the author, whose whereabouts and true identity are still a mystery.

13 Treasures Ballantine Books

The ultimate official guide to *Breaking Bad*—one of the most critically acclaimed series ever produced. Adapted and expanded from an interactive e-book available only on the iPad, it's filled with insider secrets, interpretations of the show's iconography, a series timeline, exclusive interviews with creator Vince Gilligan, and much more. *Bad* fans will enjoy the many new images, and insightful commentary by world-renowned film critic David Thomson.

Publiceren op de iPad Sterling

Showcases the computer graphics program's updated features while demonstrating fundamental and advanced Photoshop concepts and displaying professionally designed projects.

Oma heeft me gestuurd om te zeggen dat het haar spijt Eburon Uitgeverij B.V.

In een tijd van recessie en teleurstellende verkoopcijfers wist Monique Burger haar nieuwe boekhandel succesvol te maken en de prijs voor Beste Boekverkoper in de wacht te slepen. Hoe deed zij dat? Zelf schrijft ze haar succes toe aan haar enthousiasme en zakelijke houding. Daarnaast is ze op veel fronten enorm vernieuwend. Zo hanteert ze een 'Pin only'-beleid, betreft ze haar klanten via twitter bij de ontwikkeling van de boekhandel en organiseert ze elke week activiteiten, die altijd verder gaan dan een lezing of signeersessie. In dit boek maakt ze de vertaalslag naar andere producten en geeft ze verrassende en praktische tips over succesvol verkopen. Groeten is gratis is een nuttige handleiding met alle informatie die je maar nodig hebt om een zeer goede retailer te worden. 'Eigenaar van een boekwinkel zoals een boekwinkel moet zijn. Los en bezeten.' Nico Dijkshoorn, auteur 'Wie Monique Burger observeert, valt op dat zij erin slaagt bijna elke klant met een boek extra naar huis te laten gaan.' de Volkskrant Monique Burger heeft ruim twintig jaar ervaring in de boekenbranche. Ze is eigenaar van De Nieuwe Boekhandel in de

Amsterdamse wijk Bos en Lommer, ze is genomineerd voor de MKB Award 2011 en heeft de titel 'Beste Boekverkoper' al op haar naam staan.

The Late Show 3dtotal Publishing

The story of Porsche's front-engined, water-cooled transaxle cars, Porsche 924/928/944/968 contains interviews with several of Porsche's key engineers, designers and modellers who worked on the car in period. The book outlines the design processes and development work, detailing each model, and contains sections on the motor sport achievements of each model, as well as owners' views of their cars. This complete story of the Porsche transaxle cars will be of interest to all motoring enthusiasts and useful as a reference guide. Superbly illustrated with up to 300 colour photographs.

Celadon Books

JAMES BEARD AWARD FINALIST • The New York Times bestselling collection of 130 easy, flavor-forward recipes from beloved chef Yotam Ottolenghi. In Ottolenghi Simple, powerhouse author and chef Yotam Ottolenghi presents 130 streamlined recipes packed with his signature Middle Eastern-inspired flavors, all simple in at least (and often more than) one way: made in 30 minutes or less, with 10 or fewer ingredients, in a single pot, using pantry staples, or prepared ahead of time for brilliantly, deliciously simple meals. Brunch gets a make-over with Braised Eggs with Leeks and Za'atar; Cauliflower, Pomegranate, and Pistachio Salad refreshes the side-dish rotation; Lamb and Feta Meatballs bring ease to the weeknight table; and every sweet tooth is sure to be satisfied by the spectacular Fig and Thyme Clafoutis. With more than 130 photographs, this is elemental Ottolenghi for everyone.

The Pearl Sister Dark Horse Comics

A timely look at children's rights, the young activists who fought for them, and how readers can do the same by Amnesty International, Angelina Jolie, and Geraldine Van Bueren

Thinking in New Boxes Adobe Press

A gripping and fast-paced adventure story about one boy's life-threatening mission to support the secret resistance in Nazi-occupied Netherlands, based on the author's own childhood in Holland during World War II. It's the winter of 1944-45, and Michiel's country has been at war since he was eleven. Now he's fifteen, and his country is under Nazi occupation, including the town where Michiel lives and where his father is the mayor. No longer able to attend school, Michiel spends his days running urgent errands on his bicycle, avoiding Allied bombers and German soldiers alike. Then one day, his friendship with Dirk, the neighbor's older son and a member of the secret underground, involves him in the care of a wounded British pilot. When a German soldier is found murdered and the townspeople are blamed for his death, Michiel's already-risky mission turns life-threatening. *Winter in Wartime* is a fast-paced and exciting novel, which has never been out of print in the Netherlands since it was first published, nearly fifty years ago. Based on the author's own boyhood in wartime Holland, the action and adventure of Michiel's mission makes for a gripping read, while the anguish of his experience underscores the ultimate anti-war tenor of the novel.

A Cookbook Hachette Books

Elsa is zeven jaar en een beetje apart. Haar oma is zevenenzeventig jaar, oud en gek. Zo schiet ze vanaf haar balkon met een paintballgeweer op mensen die het woord van God komen verkondigen. Oma is de bovendien beste en enige vriend van Elsa. Haar oma vertelt Elsa de prachtigste sprookjes en verhalen. Elsa vlucht in die verhalen waar iedereen anders is en waar niemand gewoon hoeft te zijn. Dan overlijdt oma. Ze laat een stapel brieven achter waarin ze zich verontschuldigt bij iedereen die ze heeft gekwetst. Gewapend met die brieven

begint Elsa aan haar grootste avontuur. En leert ze de waarheid over sprookjes, koninkrijken en een oma zoals er maar een van was.

Free John Wiley & Sons

'The dining room has long attracted old-world grandees and now enjoys a new stream of gastronomes eager to try Williams' "Menu Surprise" for the first time ... Extraordinary standards.' - British GQ '[John William's] distinctive classical British dishes match their beautiful surrounding.' - Telegraph 'These establishments have long and illustrious histories, but the cooking at both has never been better than it is today.' - Rebecca Burr, Editor of the Michelin Guide 'John's remarkable career is an example to anyone who wants to become the very best in the culinary world.' - Andrew Oxley, Head of Hotel & Hospitality Services at The AA The Ritz: The Quintessential Cookbook is the first book to celebrate recipes of the dishes served today, at lunch and at dinner. The book features 100 delicious recipes, such as Roast scallops bergamot & avocado, Saddle of lamb belle époque and Grand Marnier Soufflé, and is divided into the four seasons: spring, summer, autumn and winter. The recipes reflect the glorious opulence and celebratory ambience of The Ritz; seasonal dishes of fish, shellfish, meat, poultry and game. Desserts include pastries, mousses, ice creams and spectacular, perfectly-risen soufflés. There are recipes that are simple and others for the more ambitious cook, plus helpful tips to guide you at home. Along the way, John Williams shares his culinary philosophy and expertise. For any cook who has wondered how they do it at The Ritz, this book will provide the answers. There will be plenty of entertaining tales about the hotel and unique glimpses of London's finest kitchen beneath ground.

Information Behavior Little, Brown Books for Young Readers

"Shows Egg owners how to get the most out of their grills, with more than 50 recipes and tips from 15 chefs . . . this book is made for Eggheads." —Publishers Weekly This book takes cooking with the Big Green Egg to the next level with fifty-five recipes for professional chefs and experienced home cooks along with profiles of fifteen international chefs, explaining how they discovered the Big Green Egg, as well as why and how they are using it in their professional kitchens. Inside you'll find recipes ranging from smoked fish to grilled pizza, and roasted carrot salad to apple tart. Just some of the recipes include: Eggplant Steaks with Fennel-Rosemary Dressing and Buffalo Mozzarella Smoked Warm Salmon on Beet and Broad Bean Salad with Horseradish Sauce Calzone with Sausage and Ricotta Baked Truffle Potatoes with Mushrooms and Vanilla Oil Pork Belly with Sage, Roasted Grapes, and Bean Salad Puffed Pancake with Peaches and Plum Compote Ice Cream Cake with Whipped Cream and Blackberries

Voor Android en iOS! Zest Books™

When BIC, manufacturer of disposable ballpoint pens, wanted to grow, it looked for an idea beyond introducing new sizes and ink colors. Someone suggested lighters. LIGHTERS? With an idea that seemed crazy at first, that bright executive, instead of seeing BIC as a pen company—a business in the PEN "box"—figured out that there was growth to be found in the DISPOSABLE "box." And he was right. Now there are disposable BIC lighters, razors, even phones. The company opened its door to a host of opportunities. IT INVENTED A NEW BOX. Your business can, too. And simply thinking "out of the box" is not the answer. True ingenuity needs structure, hard analysis, and bold brainstorming. It needs to start THINKING IN NEW BOXES—a revolutionary process for sustainable creativity from two strategic innovation experts from The Boston Consulting Group (BCG). To make sense of the world, we all rely on assumptions, on models—on what Luc de Brabandere and Alan Iny call "boxes." If we are unaware of our

boxes, they can blind us to risks and opportunities. This innovative book challenges everything you thought you knew about business creativity by breaking creativity down into five steps: • Doubt everything. Challenge your current perspectives. • Probe the possible. Explore options around you. • Diverge. Generate many new and exciting ideas, even if they seem absurd. • Converge. Evaluate and select the ideas that will drive breakthrough results. • Reevaluate. Relentlessly. No idea is a good idea forever. And did we mention Reevaluate? Relentlessly. Creativity is paramount if you are to thrive in a time of accelerating change. Replete with practical and potent creativity tools, and featuring fascinating case studies from BIC to Ford to Trader Joe's, *Thinking in New Boxes* will help you and your company overcome missed opportunities and stay ahead of the curve. This book isn't a simpleminded checklist. This is *Thinking in New Boxes*. And it will be fun. (We promise.) Praise for *Thinking in New Boxes* "Excellent . . . While focusing on business creativity, the principles in this book apply anywhere change is needed and will be of interest to anyone seeking to reinvent herself."—Blogcritics "Thinking in New Boxes is a five-step guide that leverages the authors' deep understanding of human nature to enable readers to overcome their limitations and both imagine and create their own futures. This book is a must-read for people living and working in today's competitive environment."—Ray O. Johnson, Ph.D., chief technology officer, Lockheed Martin "Thinking In New Boxes discusses what I believe to be one of the fundamental shifts all companies/brands need to be thinking about: how to think creatively, in order to innovate and differentiate our brands. We need to thrive and lead in a world of accelerating change and this book challenges us to even greater creativity in our thinking. One of the best business books I've read in a long time."—Jennifer Fox, CEO, Fairmont Hotels & Resorts "As impressive as teaching new tricks to old dogs, *Thinking in New Boxes* is both inspirational and practical—a comprehensive, step-by-step guide to sharpening one's wits in order to harness creativity in the workplace."—Peter Gelb, general manager, Metropolitan Opera

A Nearly Normal Family Bas Vermond

Information behavior has emerged as an important aspect of human life, however our knowledge and understanding of it is incomplete and underdeveloped scientifically. Research on the topic is largely contemporary in focus and has generally not incorporated results from other disciplines. In this monograph Spink provides a new understanding of information behavior by incorporating related findings, theories and models from social sciences, psychology and cognition. In her presentation, she argues that information behavior is an important instinctive sociocognitive ability that can only be fully understood with a

highly interdisciplinary approach. The leitmotifs of her examination are three important research questions: First, what is the evolutionary, biological and developmental nature of information behavior? Second, what is the role of instinct versus environment in shaping information behavior? And, third, how have information behavior capabilities evolved and developed over time? Written for researchers in information science as well as social and cognitive sciences, Spink's controversial text lays the foundation for a new interdisciplinary theoretical perspective on information behavior that will not only provide a more holistic framework for this field but will also impact those sciences, and thus also open up many new research directions.

The Sun Sister Puffin Books

NATIONAL BOOK CRITICS CIRCLE NOMINEE • A NEW YORK TIMES NOTABLE BOOK OF THE YEAR • NEW YORK TIMES BEST SELLER •

From the two-time Pulitzer Prize-winning author of *The Underground Railroad* and *The Nickel Boys*, a gloriously entertaining novel of heists, shakedowns, and rip-offs set in Harlem in the 1960s. "Ray Carney was only slightly bent when it came to being crooked..." To his customers and neighbors on 125th street, Carney is an upstanding salesman of reasonably priced furniture, making a decent life for himself and his family. He and his wife Elizabeth are expecting their second child, and if her parents on Striver's Row don't approve of him or their cramped apartment across from the subway tracks, it's still home. Few people know he descends from a line of uptown hoods and crooks, and that his façade of normalcy has more than a few cracks in it. Cracks that are getting bigger all the time. Cash is tight, especially with all those installment-plan sofas, so if his cousin Freddie occasionally drops off the odd ring or necklace, Ray doesn't ask where it comes from. He knows a discreet jeweler downtown who doesn't ask questions, either. Then Freddie falls in with a crew who plan to rob the Hotel Theresa—the "Waldorf of Harlem"—and volunteers Ray's services as the fence. The heist doesn't go as planned; they rarely do. Now Ray has a new clientele, one made up of shady cops, vicious local gangsters, two-bit pornographers, and other assorted Harlem lowlifes. Thus begins the internal tussle between Ray the striver and Ray the crook. As Ray navigates this double life, he begins to see who actually pulls the strings in Harlem. Can Ray avoid getting killed, save his cousin, and grab his share of the big score, all while maintaining his reputation as the go-to source for all your quality home furniture needs? Harlem Shuffle's ingenious story plays out in a beautifully recreated New York City of the early 1960s. It's a family saga masquerading as a crime novel, a hilarious morality play, a social novel about race and power, and ultimately a love letter to Harlem. But mostly, it's a joy to read, another dazzling novel from the Pulitzer Prize and National Book Award-winning Colson Whitehead.

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