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Digital Marketing - Dave Chaffey 2012-10-12

Now in its fifth edition, Digital Marketing (previously Internet Marketing) provides comprehensive, practical guidance on how companies can get the most out of digital media to meet their marketing goals. Digital Marketing links marketing theory with practical business experience through case studies and interviews from cutting edge companies such as eBay and Facebook, to help students understand digital marketing in the real world.

The Wilde Album - Merlin Holland 1997-01-01

This collection of over 150 photographs and cartoons illuminates the life of Oscar Wilde, from his childhood, fame and imprisonment through to his death in Paris in 1900.

Mastering Materials, Bindings & Finishes - Catharine M. Fishel 2007

Jasper & Joop -

Plumbing - R. D. Treloar 2006-09-18

This book provides a single volume text for NVQ plumbing and gas installation students at levels 2 and 3. It tackles the subject, topic by topic, in double page spreads of text and illustrations so that the reader can grasp essentials quickly and easily. The new edition has been updated to cover revised standards, new regulations and the latest health and safety legislation. It is based on the latest NVQ programme. It features, for the first time, a large number of photographs and all illustrations have been redrawn. For further information please go to www.blackwellpublishing.com/treloar

Eat, Sleep, Prophecy, Repeat - Tomi Arayomi 2018-12-11

"Eat, Sleep, Prophecy, Repeat," is intended primarily for the Christian reader that wants to grow in their ability to hear the voice of God both for themselves and for others. Established author, Tomi Arayomi, shares personal revelations and intimate stories designed to enhance your ability to tune into what the Lord has to say to you. The prophetic is for everyone and the Bible says in John 10:27 that 'My Sheep Hear My Voice.' This book promises the Christian practical insights into how to navigate the prophetic landscape. It answers deeply held questions surrounding the prophetic such as: - What does the voice of God sound like?- How do I separate God's voice from my own voice?- How do I grow in my ability to hear God's voice?- Am I a prophet?- How does God speak today?- How do i minister prophetically to others?- How do I mature in my prophetic anointing?- How do I restore the prophetic back to my local church?- How to be a prophet to NationsAnd much more!

Bebuquin - Carl Einstein 2008

"Bebuquin o i diletanti del miracolo" e il romanzo cubista di Carl Einstein, una delle piu stupefacenti manifestazioni delle avanguardie artistiche del Novecento.

Heinemann Advanced Shakespeare: Hamlet - William Shakespeare 2000

Part of the Heinemann Advanced Shakespeare series of plays for A Level students, this version of Hamlet includes notes which should bridge the gap between GCSE and A Level, and space for students' own annotation. The text includes activities and assignments after each act.

Warfare in the Age of Bonaparte - Michael Glover 2003

From 1792-1815 Europe was convulsed by a series of wars, first against revolutionary France and then the empire of Napoleon Bonaparte. The period opened with an untrained French citizen army defying an alliance of major powers, and climaxed with France controlling the whole of continental Europe. It was the flexibility and tactical brilliance of Napoleon that burst the straitjacket of formal 18th century land warfare. The author takes as detailed samples the battles of Turcoing, Castiglione, Marengo, Eylau, Salamanca and Waterloo together with the two sea battles of Algeiras. The tactics and strategy of land and sea

warfare are explored and discussed in the diversely illustrated book.

Christ - Jack Miles 2003-03

In his Pulitzer Prize-winning *God: A Biography*, Jack Miles offered a highly original approach to the character of the God of the Old Testament, addressing him as a character in a book, a literary charter. In *Christ*, reading the New Testament but hearing t

The Pentagon Child Part 1 - Stephanie Hudson 2020

From Airline Reservations to Sonic the Hedgehog - Martin

Campbell-Kelly 2004-02-27

A business history of the software industry from the days of custom programming to the age of mass-market software and video games. From its first glimmerings in the 1950s, the software industry has evolved to become the fourth largest industrial sector of the US economy. Starting with a handful of software contractors who produced specialized programs for the few existing machines, the industry grew to include producers of corporate software packages and then makers of mass-market products and recreational software. This book tells the story of each of these types of firm, focusing on the products they developed, the business models they followed, and the markets they served. By describing the breadth of this industry, Martin Campbell-Kelly corrects the popular misconception that one firm is at the center of the software universe. He also tells the story of lucrative software products such as IBM's CICS and SAP's R/3, which, though little known to the general public, lie at the heart of today's information infrastructure. With its wealth of industry data and its thoughtful judgments, this book will become a starting point for all future investigations of this fundamental component of computer history.

Frogs - Gail Gibbons 2018-01-01

"Christina Moore uses her talent for storytelling to create a more narrative-like tale....An attractive offering for listening centers and for young children interested in nature and science." -School Library Journal
Stéphane Vigny - Jean-Michel Espitalier 2020

Advanced Psychology Through Diagrams - Grahame Hill 1998

A revision guide for psychology - Hemisphere deconnection - Split brain (Roger Sperry).

Mindsharing - Lior Zoref 2015-04-28

Whether we need to make better financial choices, find the love of our life, or transform our career, crowdsourcing is the key to making quicker, wiser, more objective decisions. But few of us even come close to tapping the full potential of our online personal networks. Lior Zoref offers proven guidelines for applying what he calls "mind sharing" in new ways. For instance, he shows how a mother's Facebook update saved the life of a four-year-old boy, and how a manager used LinkedIn to create a year's worth of market research in less than a day. Zoref's clients are using his techniques to innovate and problem-solve in record time. Now he reveals how crowdsourcing has the ability to supercharge our thinking and upgrade every aspect of our lives.

The Jewish Odyssey of George Eliot - Gertrude Himmelfarb 2010-09

It is my sincere desire that this simple and elegant practice of the Five Warrior Syllables, which is based on the highest teachings of the Tibetan Bn Buddhist tradition of which I am a lineage holder, will benefit many beings in the West. Please receive it with my blessing, and bring it into your life. Let it support you to become kind and strong and clear and awake. Tenzin Wangyal Rinpoche One of the world's oldest unbroken spiritual traditions is the Bon Buddhist tradition of Tibet. This wisdom path has survived, thanks to the efforts of a handful of dedicated lamas such as Bn lineage holder Tenzin Wangyal Rinpoche. Now, with Tibetan Sound Healing, you can connect to the ancient sacred sounds of the Bn

practice and through them, activate the healing potential of your natural mind. The Bn healing tradition invokes the Five Warrior Sylla blessed sounds that bring us to the essential nature of mind and release the boundless creativity and positive qualities that are fundamental to it. Through the medicine of sound, you can clear obstacles of your body, your energy and emotions, and the subtle sacred dimensions of your being. In this integrated book-and-CD learning program, Tenzin Wangyal Rinpoche gives you the tools to access wisdom and compassion and use the vibration of sacred sound to cultivate the healing power within your body's subtle channels. It is my sincere desire that this simple and elegant practice of the Five Warrior Syllables, which is based on the highest teachings of the Tibetan Bn Buddhist tradition of which I am a lineage holder, will benefit many beings in the West. Please receive it with my blessing, and bring it into your life. Let it support you to become kind and strong and clear and awake. Tenzin Wangyal Rinpoche One of the world's oldest unbroken spiritual traditions is the Bn Buddhist tradition of Tibet.

Visual and Other Pleasures - Laura Mulvey 1989

A collection of essays for anyone interested in feminism, film, and avant-garde practice.

Superman - Larry Tye 2013-05-21

The first full-fledged history not just of the Man of Steel but of the creators, designers, owners, and performers who made him the icon he is today, from the New York Times bestselling author of Satchel and Bobby Kennedy "A story as American as Superman himself."—The Washington Post Legions of fans from Boston to Buenos Aires can recite the story of the child born Kal-El, scion of the doomed planet Krypton, who was rocketed to Earth as an infant, raised by humble Kansas farmers, and rechristened Clark Kent. Known to law-abiders and evildoers alike as Superman, he was destined to become the invincible champion of all that is good and just—and a star in every medium from comic books and comic strips to radio, TV, and film. But behind the high-flying legend lies a true-to-life saga every bit as compelling, one that begins not in the far reaches of outer space but in the middle of America's heartland. During the depths of the Great Depression, Jerry Siegel was a shy, awkward teenager in Cleveland. Raised on adventure tales and robbed of his father at a young age, Jerry dreamed of a hero for a boy and a world that desperately needed one. Together with neighborhood chum and kindred spirit Joe Shuster, young Siegel conjured a human-sized god who was everything his creators yearned to be: handsome, stalwart, and brave, able to protect the innocent, punish the wicked, save the day, and win the girl. It was on Superman's muscle-bound back that the comic book and the very idea of the superhero took flight. Tye chronicles the adventures of the men and women who kept Siegel and Shuster's "Man of Tomorrow" aloft and vitally alive through seven decades and counting. Here are the savvy publishers and visionary writers and artists of comics' Golden Age who ushered the red-and-blue-clad titan through changing eras and evolving incarnations; and the actors—including George Reeves and Christopher Reeve—who brought the Man of Steel to life on screen, only to succumb themselves to all-too-human tragedy in the mortal world. Here too is the poignant and compelling history of Siegel and Shuster's lifelong struggle for the recognition and rewards rightly due to the architects of a genuine cultural phenomenon. From two-fisted crimebuster to über-patriot, social crusader to spiritual savior, Superman—perhaps like no other mythical character before or since—has evolved in a way that offers a Rorschach test of his times and our aspirations. In this deftly realized appreciation, Larry Tye reveals a portrait of America over seventy years through the lens of that otherworldly hero who continues to embody our best selves.

Voodoo River - Robert Crais 2013-07-16

Elvis Cole finds himself deep in the bayou of Louisiana searching for the estranged parents of a television star -- but something deadly is looking for him. L.A. private eye Elvis Cole is hired by popular television star Jodie Taylor to delve into her past and identify the biological parents who gave her up for adoption thirty-six years before. Cole's assignment is to find out their biological history and report back. It seems all too clear cut. But when he gets to Louisiana and begins his search, he finds that there's something much darker going on. Other people are also looking for Taylor's parents, and some are ending up dead. And when Cole realizes that his employer knew more than she was telling, Voodoo River becomes a twisting tale of identity, secrets, and murder.

The Autumn of the Ace - Louis de Bernières 2020-11-05

'De Bernieres is a singular, cherishable voice' Mail on Sunday From the master of historical fiction, this book follows an unforgettable family after the Second World War. Some bonds are hard to break... Daniel Pitt

was an RAF fighter in the First World War and an espionage agent for the SOE in the Second. Now the conflicts he faces are closer to home. Daniel's marriage has fractured beyond repair and Daniel's relationship with his son, Bertie, has been a failure since Bertie was a small boy. But after his brother Archie's death, Daniel is keen for new perspectives. He first travels to Peshawar to bury Archie in the place he loved best, and then finds himself in Canada, avoiding his family and friends back in England. Daniel and Bertie's different experiences of war, although devastating, also bring with them the opportunity for the two to reconnect. If only they can find a way to move on from the past...

Poetic Zephyrs (Classic Reprint) - James Holden 2018-01-23

Excerpt from Poetic Zephyrs For now fair Nature owns no fault She t0ps the summit of the world, Wherefrom the gods are willing hurled. About the Publisher Forgotten Books publishes hundreds of thousands of rare and classic books. Find more at www.forgottenbooks.com This book is a reproduction of an important historical work. Forgotten Books uses state-of-the-art technology to digitally reconstruct the work, preserving the original format whilst repairing imperfections present in the aged copy. In rare cases, an imperfection in the original, such as a blemish or missing page, may be replicated in our edition. We do, however, repair the vast majority of imperfections successfully; any imperfections that remain are intentionally left to preserve the state of such historical works.

Manual of Pediatric Therapeutics - John W. Graef 2008

Thoroughly updated for its Seventh Edition, this practical quick-reference manual presents authoritative patient management guidelines based on the extensive clinical experience at The Children's Hospital in Boston. Coverage includes normal newborn, well-child, and adolescent care, acute care, disorders of each organ system, behavioral disorders, and management of the child with developmental disabilities and specialized health care needs. The text includes numerous easy-to-scan tables and a popular "A to Z" drug formulary.

Poisoned Cherries - Quintin Jardine 2008-11-13

When Oz Blackstone is offered a major role in a cop movie shooting in Edinburgh, he cannot resist taking centre stage. And Oz has had a brief liaison with Susie Gantry, a beautiful and self-possessed business woman, that is turning into something much more long term. It all looks like a bowl of cherries until ex-lover Alison Goodchild turns up asking for a favour. When he finds Alison's business partner murdered in her flat, Oz can't help but suspect he's been set up. And when he discovers a trail of intrigue leading to the cast of the star-studded movie in which he is performing, those cherries begin to taste very rancid indeed...

One Tribe at a Time - Jim Gant 2014-03-26

"Major Jim Gant, a man seen by many of us as the 'perfect insurgent,'--an inspiring, gifted, courageous leader... -- GENERAL DAVID H. PETRAEUS (U.S. Army, Ret.) THE PAPER THAT ROCKED OSAMA BIN LADEN Team members during the May 2, 2011 U.S. military raid that killed Osama Bin Laden seized piles of Al Qaeda intelligence. One piece of evidence found in Bin Laden's personal sleeping quarters was an English language copy of Jim Gant's One Tribe at a Time. It contained notes in the margins consistent with others identified as written by Osama Bin Laden. A directive from Osama Bin Laden to his intelligence chief was also discovered. It identified Jim Gant by name as an impediment to Al Qaeda's operational objectives for eastern Afghanistan. Bin Laden ordered that Gant be assassinated. "[One Tribe at a Time] was hugely important...at a time when I was looking for ideas on Afghanistan...[Gant] was the first to write it down, in a very coherent fashion, very readable, very encouraging frankly...and there is enormous power in that." -- General David H. Petraeus (U.S. Army, Ret.) quoted in American Spartan: The Promise, The Mission, and The Betrayal of Special Forces Major Jim Gant by Ann Scott Tyson Washington Post reporter Ann Scott Tyson read "One Tribe at a Time," and - informed by her combat experience in Afghanistan and Iraq and her eight years as a reporter in China - she realized that Jim's paper made sense. She decided to write a story about Jim entitled, "Jim Gant, the Green Beret who could win the war in Afghanistan." After the article appeared in January 2010, as Jim was in Washington, D.C., attending Pashto language training, he met Ann and the two fell in love. She followed his mission in Afghanistan and wrote AMERICAN SPARTAN: The Promise, the Mission, and the Betrayal of Special Forces Major Jim Gant.

Melody and Cordoba - Max Brand 2007

Lew Melody has earned a reputation for boldness and daring. Thanks to Lew, Barneytown has no problems with outlaws - he pursues them or faces them down with weapons.

Building Society Industry (RLE Banking & Finance) - Mark J Boleat

2012-10-02

In this book which has become the standard work on building societies, the author takes into account both economic and regulatory changes which took place in the late 1970s and early 1980s. The book is aimed primarily at students in the industry, and also those undertaking relevant undergraduate and postgraduate courses at university. In addition, this book will be invaluable to those working inside the building society industry and to those organizations which come into contact with societies.

Manual of Clinical Anesthesiology - Larry F. Chu 2012-02-20

This portable manual provides a highly visual, rapid-reference resource that presents anesthesia in a practical and clinically-focused manner.

Manual of Clinical Anesthesiology guides anesthesiologists in rapid and focused clinical decision making with its practical, clinically-focused chapters on anesthesia management. This highly formatted manual includes chapter summaries to highlight key points discussed within each chapter, color-coded sections to quickly identify information, and icons calling out pearls and pitfalls. Chapters are short and easy to read. The book includes four atlases for rapid reference: Atlas of Transesophageal Echocardiography, Atlas of Regional Anesthesia, Atlas of Anesthesia Procedures, and Crisis Management Cognitive Aids. There is also a Drug Dosing pull-out card for rapid reference. A section covering Anesthesia Phrases in Foreign Languages will enhance communication with non-English speaking patients in situations where an interpreter may not be available.

ACT Elite 36 - Princeton Review (Firm) 2015-12-08

"In today's competitive college admissions environment, even the most successful high school students are looking for an additional edge. Written for high-scoring students who already have ACT fundamentals down pat but want to perfect their scores, ACT Elite 36 focuses on teaching students to avoid common "small-but-costly" errors that trip up top-scorers, perfect their advanced strategies, and master the toughest ACT material. In late 2015, the ACT plans to debut an online version of this test and a few minor changes (to the optional portions of the exam), which will be addressed in this revision."

Fodor's Boston - Victoria Abbott Riccardi 2018

This guide provides information on hotels, restaurants, driving and walking tours, shopping and sightseeing, and nighttime entertainment around Boston.

Motorworld - Jeremy Clarkson 2004-05-27

Jeremy Clarkson invites us to Motorworld, his take on different cultures and the cars that they drive. There are ways and means of getting about that don't involve four wheels, but in this slice of vintage Clarkson, Jeremy isn't much interested in them. Back in 1996, he took himself off to twelve countries (okay, eleven - he goes to America twice) in search of the hows, whys and wherefores of different nationalities and their relationships with cars. There were a few questions he needed answers to: • Why, for instance, is it that Italians are more interested in looking good than looking where they are going? • Why do Indians crash a lot? • How can an Arab describe himself as 'not a rich man' with four of the world's most expensive cars in his drive? • And why have the otherwise neutral Swiss declared war on the car? From Cuba to Iceland, Australia to Vietnam, Japan to Texas, Jeremy Clarkson tells us of his adventures on and off four wheels as he seeks to discover just what it is that makes our motorworld tick over. Praise for Jeremy Clarkson: 'Brilliant . . . laugh-out-loud' Daily Telegraph 'Outrageously funny . . . will have you in stitches' Time Out Number-one bestseller Jeremy Clarkson writes on cars, current affairs and anything else that annoys him in his sharp and funny collections. Born To Be Riled, Clarkson On Cars, Don't Stop Me Now, Driven To Distraction, Round the Bend and I Know You Got Soul are also available as Penguin paperbacks; the Penguin App iClarkson: The Book of Cars can be downloaded on the App Store. Jeremy Clarkson because his writing career on the Rotherham Advertiser. Since then he has written for the Sun and the Sunday Times. Today he is the tallest person working in British television, and is the presenter of the hugely popular Top Gear.

A Walk in the Park - Jill Mansell 2012-11-06

No one could have planned for this... Lara Carson left her family and boyfriend Flynn eighteen years ago without a word to anyone. Why has no one heard from her since? Does it mean anything that she's suddenly reappeared in Bath just in time for her ex-best friend Evie's wedding? And what about Flynn? Even the most eagle-eyed observer can't tell whether he's happy to see her, or just stunned. While secrets pile up on secrets, and the gossip mill wings into high gear, the brand-new life Lara's searching for becomes ever more elusive. There's a lot of catching

up for everyone to do, and Lara's return is going to be anything but a walk in the park. Praise for To the Moon and Back: "A tremendous look at friendship, hope, romance, and second chances."—RT Book Reviews, 4 stars "A romantic and lighthearted story...fans will eat this story up."—Publishers Weekly "Mansell crafts a lovely story with multiple plotlines, characters, and love interests."—USA Today "Absolutely, positively and outstanding story."—Night Owl Reviews Reviewer Top Pick, 5 stars

Every Second with You - Lauren Blakely 2014-01-25

I used to think love was a lie. Now I know it is real, powerful, and I do not want to lose it. But my future scares me, and there is no way this can be happening, especially since I have finally broken free from all the people who wanted pieces of me. I do not even know how to start over, but I have to find a way. So when I discover what my mother has been keeping from me, it does not make me hate her. It gives me hope for a new life, outside of New York. But the ties that bind me to this city are so strong, sometimes they are chains.

Total E-mail Marketing - Dave Chaffey 2007

Comprehensive and with a strong practical focus, this volume presents a complete guide to maximising the range and impact of e-mail marketing techniques. It analyses where e-mail marketing works and where it shouldn't be used, and includes guidance on the treatment of inbound and outbound e-mail.

The Vatican Conspiracy - Peter Hogenkamp 2020-10-20

"Wow... So many twists and turns that keep you guessing... Captures your attention and doesn't let go till the end." TB Honest, ★★★★★ A deadly attack on the Vatican City reveals an even deadlier conspiracy within its walls... When Marco Venetti left the military, he thought his days of violence were behind him. But now a beautiful woman is begging for his help. Her daughter has been kidnapped to force her to smuggle a gang of killers into the country. If she disobeys, her family will die. Determined to protect her, Marco goes on the hunt. But after a terrifying battle on a rocky island off the Italian coast, he finds a map on one of the men's bodies that reveals their ultimate goal: a deadly terrorist attack on the Vatican City itself. Marco races to prevent a bloodbath in the heart of Rome, but the terrorists are more dangerous than he knew. A nuclear weapon is missing, and the CIA, Russians and Israelis are too busy fighting to prevent it falling into the wrong hands. The only person Marco can trust is himself. He must track down and kill his enemy... but the Vatican is home to secrets and conspiracies, and soon Marco realises he may not even know who the real enemy is. Can he uncover a traitor before time runs out? For fans of Joel C. Rosenberg, Tom Clancy and Steven Konkoly, The Vatican Conspiracy is a non-stop explosive thriller of betrayal, revenge and world-shaking conspiracy. See what readers are saying about The Vatican Conspiracy: "An outstanding start to this series!... Grabs you on the first page and is powered by non-stop action and a taut, emotional narrative... A real page turner!" Goodreads Reviewer, ★★★★★ "Fast-paced action-packed... Nail-biting tension... I really enjoyed reading and would definitely recommend." NetGalley Reviewer, ★★★★★ "Riveting... I was completely engrossed... A tonne of action, plenty of twists and turns, and enough drama to keep you feverishly turning the pages." Readers Retreat "An exhilarating action thriller... Fast-paced and engaging... Look forward to reading the sequels." DP Reads, ★★★★★ "A fast-paced action thriller with a lot of twists and turns that keeps you on the edge of your seat until the very end... The main character Marco is amazing!... Eagerly waiting for the next book!" Goodreads Reviewer "Great action-packed novel... Pulled me in from the first page. There was so much action... I highly recommend" Just Read Jess, ★★★★★ "If you're a fan of Dan Brown and Steve Berry, you do not want to miss this new series... Kept me hooked; the action never completely let up.' Fireflies & Freekicks "Fantastic... A blistering read that won't disappoint." Goodreads Reviewer, ★★★★★ "Relentless action, a gripping storyline... Promises to be a terrific series." Goodreads Reviewer "Fast paced, action packed, adrenaline inducing." Sharon Beyond the Books, ★★★★★ "If you are in need of excitement—and who isn't given the lack of travel and parties etc? then you need to read this book. You will be breathless from all the running, and you don't even need to get out of bed. There are so many twists and turns you could get whiplash, but it would be worth it to reach the end of this wild ride." Mrs Average Evaluates

Hot Hippo - Mwenye Hadithi 1999-01

Tells how the Hippo came to live in the river instead of dry land.

Options Math for Traders - Scott Nations 2012-10-01

A practical guide to the math behind options and how that knowledge can improve your trading performance No book on options can guarantee

success, but if a trader understands and utilizes option math effectively, good things are going to happen. The idea behind Options Math for Traders + Website is to help retail option traders understand some of the basic tenants and enduring relationships of options, and option math, that professional and institutional traders rely on every day. This book skillfully highlights those strategies that are inherently superior from an option math point of view and explains what drives that superiority while also examining why some strategies are inherently inferior. The material is explained without complex equations or technical jargon. The goal is to give you a solid conceptual foundation of options behavior so you can make more informed decisions when choosing an option strategy for your market outlook. Topics covered include the volatility premium, because over time, options will cost more than they are ultimately worth; skew, wherein far out of the money put options may seem cheap from an absolute term, but are very expensive in relative terms; and the acceleration in option price erosion. The book also has a companion Website, which includes links to those sites that can scan for the best strategies discussed in the book. Explains, in a non-technical manner, the mathematical properties of options so that traders can better select the right options strategy for their market outlook Companion Website contains timely tools that allow you to continue to learn in a hands-on fashion long after closing the book Written by top options expert Scott Nations Most independent traders have an imperfect understanding of the math behind options pricing. With Options Math for Traders + Website as your guide, you'll gain valuable lessons in this area and discover how this information can improve your trading performance.

eMarketing eXcellence - PR Smith 2012-10-12

'eMarketing eXcellence' offers an exciting new approach to help you build a customer-driven e-business. As the core text for the CIM's E-marketing award, the book offers a highly structured and accessible guide to a critical subject, providing a useful reference point for all students and managers involved in marketing strategy and

implementation. A practical guide to creating and executing e-marketing plans, this book combines established approaches to marketing planning with the creative use of new e-models and e-tools. It is designed to support both marketers who are integrating e-marketing into their existing marketing and communications strategies and experienced e-marketers looking to optimise their e-marketing. The book shows how to:

- Draw up an outline e-marketing plan
- Evaluate and apply e-marketing principles & models
- Integrate online and offline communications
- Implement customer-driven e-marketing
- Reduce costly trial and error
- Measure and enhance your e-marketing
- Drive your e-business forward

As the core text for the CIM's new professional E-marketing Award, it provides comprehensive, critical coverage of the key areas of e-marketing planning for marketing professionals. Established marketing concepts such as customer relationship management, the marketing mix and the widely adopted SOSTAC® planning system, are re-examined in the new media context - and new approaches are defined, including business models, traffic building and web site design.

The Making of Modern Britain - Andrew Marr 2010

In 'The Making of Modern Britain', Andrew Marr paints a fascinating portrait of life in Britain during the first half of the 20th century as the country recovered from the grand wreckage of the British Empire.

Chronicles of Egg: Deadweather and Sunrise - Geoff Rodkey
2012-06-07

DEADWEATHER, a sweaty little pirate-infested island, is home to EGG, thirteen years old and prey to a pair of cruel and stupid older siblings. But when Egg's family disappears in a freak accident, he finds himself living on SUNRISE island with the glamorous Pembroke family and their feisty daughter Millicent. Finally, life seems perfect. Until someone tries to throw him off a cliff. Suddenly, Egg is lost in a world of cutthroat pirates and powerful villains. Only Millicent - and a one-handed, possibly deranged cabin boy - can help him as he hurtles into the deadliest adventure of his life . . .