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KEY=ALAT - ANASTASIA YOSEF

Marketing Aesthetics

The Strategic Management of Brands, Identity, and Image

Simon and Schuster There is no way to mistake the ubiquitous trademarked Coca-Cola bottle, or the stylish ads for Absolut Vodka with any of their competitors. How have these companies created this irresistible appeal for their brands? How have they sustained a competitive edge through aesthetics? Bernd Schmitt and Alex Simonson, two leading experts in the emerging field of identity management, offer clear guidelines for harnessing a company's total aesthetic output -- its "look and feel" -- to provide a vital competitive advantage. Going beyond standard traditional approaches on branding, this fascinating book is the first to combine branding, identity, and image and to show how aesthetics can be managed through logos, brochures, packages, and advertisements, as well as sounds, scents, and lighting, to sell "the memorable experience." The authors explore what makes a corporate or brand identity irresistible, what styles and themes are crucial for different contexts, and what meanings certain visual symbols convey. Any person in any organization in any industry can benefit from employing the tools of "marketing aesthetics." Schmitt and Simonson describe how a firm can use these tools strategically to create a variety of sensory experiences that will (1) ensure customer satisfaction and loyalty; (2) sustain lasting customer impressions about a brand's or organization's special personality; (3) permit premium pricing; (4) provide legal "trade dress" protection from competitive attacks; (5) lower costs and raise productivity; and (6) most importantly, create irresistible appeal. The authors show how to manage identity

globally and how to develop aesthetically pleasing retail spaces and environments. They also address the newly emergent topic of how to manage corporate and brand identity on the Internet. Supporting their thesis with numerous real-world success stories such as Absolut Vodka, Nike, the Gap, Cathay Pacific Airlines, Starbucks, the New Beetle Website, and Lego, the authors explain how actual companies have developed, refined, and maintained distinct corporate identities that set them apart from competitors.

Literacy and Education

Routledge Literacy and Education tells the story of how literacy—starting in the early 1980s—came to be seen not as a mental phenomenon, but as a social and cultural one. In this accessible introductory volume, acclaimed scholar James Paul Gee shows readers how literacy "left the mind and wandered out into the world." He traces the ways a sociocultural view of literacy melded with a social view of the mind and speaks to learning in and out of school in new and powerful ways. Gee concludes by showing how the very idea of "literacy" has broadened into new literacies with words, signs, and deeds in contexts enhanced, augmented, and transformed by new technologies.

Understanding Comics

Harper Collins Praised throughout the cartoon industry by such luminaries as Art Spiegelman, Matt Groening, and Will Eisner, this innovative comic book provides a detailed look at the history, meaning, and art of comics and cartooning.

Corporate Social Irresponsibility

A Challenging Concept

Emerald Group Publishing Corporate social responsibility (CSR) has become an increasingly heated topic since the 1980s. But there are severe limitations with the concept of CSR and the effectiveness of CSR practices. Addressing such limitations, this volume proposes that the concept of Corporate Social Irresponsibility (CSI) offers a better theoretical platform to avoid the vagueness, ambiguity, arbitrariness and mysticism of CSR. It challenges conventional modes of thinking, unveils the CSR mask of business practices and redirects public attention to the core issues of CSR. This collective work sets up an initial theoretical framework for the subject of CSI and examines the fundamental reasons for irresponsibility in and beyond a corporate context. Rooted in theory and practice it seeks to understand how boundaries of CSR and CSI have been constructed in society, and explores some systemic and structural issues of CSI in practice.

Advanced English for Nursing Student

MBUnivPress Teaching English as a Foreign Language in Indonesia faces many obstacles. Firstly, English is not day to day used so the students have difficulty to practice it. They only use it in the limited time classroom, so teachers have difficulty to make authentic situation for the students to practice the language outside the class. Second obstacle is the students' bad experiences during their previous schooling in learning English. The students come from different school background; some remote school may not have good teachers, especially in teaching English. Even some students have bad impression that make them hate English. The last thing is teachers still have problem to access updated book, journals, etc. to help them teach English better. This book is to help both teachers and students to enjoy the process of teaching and learning. Materials given are mostly authentic from internet or medication information. The authenticity of the material can give additional motivation for the students, so they can apply it as day to day conversation in the nursing settings or in their future workplace. The material in this book also can become references in doing translation, social and professional conversation, journal reading, scientific writing, and presentation ability.

The Evolution Deceit

The Scientific Collapse of Darwinism and Its Ideological Background

Global Pub Limited During the last 140 years, Darwinism that rejects the fact of creation, and therefore the existence of Allah, has caused many people to abandon their faith or fall into doubt, Therefore, showing that this theory is a deception is a very important duty, which is strongly related to the religion.

Comics & Sequential Art

The author discusses his ideas and theories and provides instructions on the art of graphic storytelling.

100 Birds and How They Got Their

Names

Algonquin Books *How did cranes come to symbolize matrimonial happiness? Why were magpies the only creatures that would not go inside Noah's Ark? Birds and bird imagery are integral parts of our language and culture. With her remarkable ability to dig up curious and captivating facts, Diana Wells hatches a treat for active birders and armchair enthusiasts alike. Meet the intrepid adventurers and naturalists who risked their lives to describe and name new birds. Learn the mythical stories of the gods and goddess associated with bird names. Explore the avian emblems used by our greatest writers--from Coleridge's albatross in "The Ancient Mariner" to Poe's raven. A sampling of the bird lore you'll find inside: Benjamin Franklin didn't want the bald eagle on our National Seal because of its "bad moral character," (it steals from other birds); he lobbied for the turkey instead. Chaffinches, whose Latin name means "unmarried," are called "bachelor birds" because they congregate in flocks of one gender. Since mockingbirds mimic speech, some Native American tribes fed mockingbird hearts to their children, believing it helped them learn language. A group of starlings is called a murmuration because they chatter so when they roost in the thousands. Organized alphabetically, each of these bird tales is accompanied by a two-color line drawing. Dip into 100 Birds and you'll never look at a sparrow, an ostrich, or a wren in quite the same way.*

On Media Education

Alexander Fedorov

My fish, no my fish

Favola Forlag *Hva skjer med Sam og Choru når de drar på fisketur? En morsom historie som man kanskje kan lære noe av også ...*

After the Rain, 4

Vertical Inc *Basis of the popular anime series, After the Rain is a story about friendship and rediscovering your passion. Selected as one of "The Best Manga of 2018" by Comics Beat. Kondo starts to feel a slight something towards Akira, but his expression turns stern and pained. Akira is perplexed by this change in him. Meanwhile, Yui works up the courage to tell Yoshizawa how she feels...*

After the Rain, 3

Vertical Inc *17-year-old high school student Akira Tachibana is a girl who barely expresses herself. She harbors a secret crush on Masami Kondō, a 45-year-old manager of the restaurant she works at part-time. "Tachibana... What are you doing here?" The blunt question, even though it was asked innocently, shakes Akira's heart. As Christmas draws closer, Akira resolves to do a certain something for Kondo, and Yui, Yoshizawa and Kase grapple with secret feelings of their own...*

The Weaverbirds

A Novel

A landmark novel when first published, "The Weaverbirds" is a tale of physical and spiritual struggles. The story spans the formative days of Indonesian independence to Indonesia's oil crisis in the mid-1970s. Larasati, the precious daughter of Mr. and Mrs. Antana, and Setadewa, the army-brat son of Captain and Mrs. Brajabasuki, are childhood playmates. But as adults, they find themselves on the opposite sides of the political spectrum. Even with their many differences, their relationship offers guidance to survival in a chaotic world.

Edgar Allan Poe: Selected Poems

Scouting for Boys

Brownsea Services

After the Rain, 2

Vertical Inc Akira's feelings toward her boss grow more intense, and Kondo, in the face of such unwavering attention, finds that emotions he thought he'd lost long ago are welling up once again, and he meets up with an old college classmate. Meanwhile, Akira clashes with her best friend Kiyon, as she feels the distance between them has grown too much. And so the summer of Akira's 17th year passes by...

Mindy Kim and the Lunar New Year Parade

Simon and Schuster Fresh Off the Boat meets Junie B. Jones in this second novel in an adorable new chapter book series about Mindy Kim, a young Asian American girl who is getting ready to celebrate Lunar New Year! Mindy is excited to celebrate the Lunar New Year! Even though it's the first one without her mom, Mindy is determined to enjoy the day. She decides to make traditional Korean New Year food, a rice cake soup that's her favorite. But things aren't going quite to plan, and the celebration doesn't feel the same as it did before. With the help of her family and friends, can Mindy find a way to still enjoy her old holiday traditions, and create new ones along the way?

Challenging Islamic Orthodoxy

Accounts of Lia Eden and Other Prophets in Indonesia

Springer This book is the first work that comprehensively presents the accounts of Lia Eden, a former flower arranger who claims to have received divine messages from the Archangel Gabriel and founded the divine Eden Kingdom in her house in Jakarta. This book places Lia Eden's prophetic trajectory in the context of diverse Indonesian spiritual and religious traditions, by which hundreds of others also claimed to have been commanded by God to lead people and to establish religious groups. This book offers a fresh approach towards the rich Indonesian religious and spiritual traditions with particular attention to the accounts of the emergence of indigenous prophets who founded some popular religions. It presents the history of prophetic tradition which remains alive in Indonesian society from the colonial to reform period. It also explores the ways in which these prophets rebelled against two hegemonies: colonial power in the past and Islamic orthodoxy in the present. The discussion of this book focuses on Lia Eden including her biography, claims to prophethood and divinity, the development of her group Eden Kingdom, her challenge to Islamic orthodoxy under the banner of the MUI (Indonesian Ulama Council), her persecution by radical groups, her experiences in court trials and imprisonment, and public responses to her emergence. The discussion also covers other themes currently drawing public attention in Indonesia, such as pluralism, religious freedom, tolerance, discrimination against minorities, and secularisation.

A Christmas Bride for the King

Harlequin Unwrapping her innocence... Reluctant ruler Sheikh Salim Al-Noury would rather abdicate than taint his realm with his dark secrets. Until one exquisitely beautiful diplomat is hired to persuade him to reconsider the throne... Christmas means heartbreak to Charlotte McQuillan, so working abroad over the festive season is the perfect getaway. But Salim proves to be her most challenging client yet as his rugged masculinity awakens untouched Charlotte to unimaginable pleasures! Soon Salim accepts that he alone can bear the weight of the crown. And his first proclamation will be to make Charlotte his Christmas queen!

Extreme Bachelor

Julia London

From Fields to Fairways

Classic Golf Clubs of Minnesota

U of Minnesota Press *The first history of Minnesota's celebrated golf clubs and courses, including rarely seen photographs and long-lost details about the game's most famous architects*

History of the Malay Kingdom of Patani

Sejarah Kerajaan Melayu Patani

Measuring Inclusive Education

Emerald Group Publishing *Volume 3 of International Perspectives on Inclusive Education focuses on measuring inclusive education from a range of perspectives. It is grounded upon a review of international conceptualizations of inclusive education and ways in which different systems are measuring its impact and effectiveness.*

Increasing Teacher Effectiveness

UNESCO *This publication examines the issue of how teachers teach and how they can become more effective and summarises the research results in both developed and developing countries. The topics covered include: understanding teacher effectiveness; the structure and standards of learning units; classroom environment; classroom management; the structure of lessons; communication.*

A Gathering of Shadows

A Novel

Macmillan *Four months have passed since the shadow stone fell into Kell's possession. Four months since his path crossed with Delilah Bard. Four months since Rhy was wounded and the Dane twins fell, and the stone was cast with Holland's dying body through the rift, and into Black London. In many ways, things have almost returned to normal, though Rhy is more sober, and Kell is now plagued by his guilt. Restless, and having given up smuggling, Kell is visited by dreams of ominous magical events, waking only to think of Lila, who disappeared from the docks like she always meant to do. As Red London finalizes preparations for the Element Games-an extravagant international competition of magic, meant to entertain and keep healthy*

the ties between neighboring countries-a certain pirate ship draws closer, carrying old friends back into port. But while Red London is caught up in the pageantry and thrills of the Games, another London is coming back to life, and those who were thought to be forever gone have returned. After all, a shadow that was gone in the night reappears in the morning, and so it seems Black London has risen again-and so to keep magic's balance, another London must fall.

Sheep Take a Hike

Houghton Mifflin Harcourt *That fun flock is raring for a rugged hiking adventure. Rapid rhythm, rhyme, and colorful illustrations make this a perfect introduction to poetry.*

A Biblical Theology of Missions

Moody Publishers *This exhaustive theology of missions focuses on theory and biblical mandates for missions as a vital part of theology. George Peters, a foremost missions authority, considers both liberal and conservative views, although his own stance is solidly evangelical.*

The Bugliest Bug

Candlewick Press *All kinds of insects compete to see who is the "bugliest" bug of all, but there is a sinister surprise behind the contest.*

Streaming in the Primary School

A Longitudinal Study of Children in Streamed and Non-streamed Junior Schools

Groupes de niveaux et enseignement traditionnel : étude comparative portant sur 72 écoles. Développement Intellectuel, social et personnel des élèves. La méthode de groupement par niveaux n'est pas une panacée permettant de résoudre tous les problèmes éducatifs. Comment les enfants voient leur école, étude de cas.

A Short History of Indonesia

Land, People and Society

White Lies and Barefaced Truths

Simon and Schuster *A game of truth or dare prompts Cat to wonder if the truth may sometimes be too hurtful as she considers breaking up with her boyfriend, Squidge, and deals with issues with her friends.*

Handbook of Personality at Work

Routledge *Personality has emerged as a key factor when trying to understand why people think, feel, and behave the way they do at work. Recent research has linked personality to important aspects of work such as job performance, employee attitudes, leadership, teamwork, stress, and turnover. This handbook brings together into a single volume the diverse areas of work psychology where personality constructs have been applied and investigated, providing expert review and analysis based on the latest advances in the field.*

Mathematics of Choice

Or, How to Count Without Counting

MAA *A study of combinatorics--formulas used in solving problems that ask how many*

Bat Jamboree

Harper Collins *The Bat Jamboree was held early this year, at the old drive-in movie not too far from here. It was standing room only as the houselights went down. The spotlight came up -- there wasn't a sound! Then: DD1 bat sang.DD2 bats flapped. DD3 bats cha-cha-edDD4 bats tapped. Every year a troupe of 55 buoyant bats comes up with 10 fabulous acts to entertain and instruct an enthusiastic audience. And every year the bats top themselves when they perform the grandest finale of all . . . With its exuberant text and enchanting illustrations, Bat Jamboree is both a counting book and a thrilling theatrical event.*

Little Critter at Scout Camp

Golden Books *Little Critter describes his first experiences at scout camp, making new friends, learning about plants and animals, listening to ghost stories, and making gifts for his mother, father, and sister*

Learning Modern Languages

Design History and the History of Design

Pluto Press *An essential overview as well as a theoretical critique for all students of design history. Walker studies the intellectual discipline of Design History and the issues that confront scholars writing histories of design. Taking his approach from a range of related fields, he discusses the problems of defining design and writing history. He considers the different methods that leading scholars have used in the absence of a theoretical framework, and looks critically at a number of histories of design and architecture.*

Developmental Psychology

Tata McGraw-Hill Education

First Day, Hooray!

All over town, Ivy Green and her bus driver and her teacher and the other school employees get ready for the first day of school.

Library Book Selection

Ess Ess Publication *"Works of Dr. Shiyali Ramamrita Ranganathan (S.R. Ranganathan) need no introduction. They are renowned not because they cover certain facet of library and information science, but because they have been written by the father of library science in india, Dr. Ranganathan. These library science classics have been reprinted to make Dr. Ranganathan's work available to the current generation of librarians and for those to come."*