

Barbara Minto Pyramid Principle Attireore

The classic Marketing Management is an undisputed global best-seller - an encyclopedia of marketing considered by many as the authoritative book on the subject. This third European edition keeps the accessibility, theoretical rigour and managerial relevance - the heart of the book - and adds: * A structure designed specifically to fit the way the course is taught in Europe. * Fresh European examples which make students feel at home. * The inclusion of the work of prominent European academics. * A focus on the digital challenges for marketers. * An emphasis on the importance of creative thinking and its contribution to marketing practice. * New in-depth case studies, each of which integrates one of the major parts in the book. This textbook covers admirably the wide range of concepts and issues and accurately reflects the fast-moving pace of marketing in the modern world, examining traditional aspects of marketing and blending them with modern and future concepts. A key text for both undergraduate and postgraduate marketing programmes.

After helping her "bad boy" lover, Cash, turn his life around by accepting who he is, Olivia faces an unexpected challenge when strangers from his past return and threaten her relationship and her life.

He's the bastard of the empire, a savant, a genius, and a self-made success. He left it all behind, but he came back for her. Their passion is a flame that ignites more than their bond. It ignites secrets, lies, and a puzzle that once solved, will shake them to the core. You know one deep, dark secret, but you do not yet know anywhere near everything.

This one hundred page book focuses exclusively on how you can best use the ASP.NET MVC 4 Framework to build world-class REST services using the Web API. It sets aside much of what the ASP.NET MVC Framework can do, and focuses exclusively on how the Web API can help you build web services. You will not find any help on CSS, HTML, JavaScript, or jQuery. Nor will you find any help on the Razor view engine, HTML Helpers, or model binding. If you need this information then Pro ASP.NET MVC 4 is your perfect book. ASP.NET MVC 4 and the Web API: Building a REST Service from Start to Finish helps you build cutting-edge REST services using ASP.NET MVC 4 and the Web API in more depth and detail than any other resource. ASP.NET MVC has always been a good platform on which to implement REST, but with the advent of the Web API it has now become even better. This book will show you why it's great and how to get the most from it. Author Jamie Kurtz will take you from zero to full-blown REST service hero in no time at all. And you'll even learn how to incorporate some popular open source tools along the way: little or no experience with ASP.NET or the MVC Framework is required.

Up to MePenguin

D. Foy's second novel is a tornado of brutal Americana. PATRICIDE is a heavy metal Huck Finn that whips up the haunted melancholy of Kerouac's Doctor Sax, a novel of introspection and youth in its corruption that seethes with the deadly obsession of Moby-Dick, and the darkness of Joy Williams' State of Grace. Beyond the story of a boy growing up in a family derailed by a hapless father, PATRICIDE is a search for meaning and identity within the strange secrecy of the family. This is an existential novel of wild power, of memories, and of mourning-in-life, softened, always, by the tenderness at its core. With it, Foy's place among the outstanding voices in American literature is guaranteed.

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