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Los Angeles Magazine Los Angeles magazine is a regional magazine of national stature. Our combination of award-winning feature writing, investigative reporting, service journalism, and design covers the people, lifestyle, culture, entertainment, fashion, art and architecture, and news that define Southern California. Started in the spring of 1961, Los Angeles magazine has been addressing the needs and interests of our region for 48 years. The magazine continues to be the definitive resource for an affluent population that is intensely interested in a lifestyle that is uniquely Southern Californian. **Selling All-in-One For Dummies** [John Wiley & Sons](#) Tried-and-true information and tips for selling like a pro Are you looking to enter the world of sales, or are you already a salesperson who's looking for new tips and tactics to expand your business? Whether you're in charge of your own selling career or you're responsible for training and managing a professional sales force, **Selling All-In-One For Dummies** features everything you need to know to improve your results. This valuable selling resource includes new ways to effectively network and prospect through the power of all the social media networking sites such as LinkedIn, Twitter, and Facebook, as well as ways to optimize sales success through Webinars; the latest tips and advice to build an appealing image; proven questioning methods that close sales; updated advice on keeping clients' business and building their loyalty; and how to adapt presentations and techniques. Proven methods and techniques that will lead to bigger sales and more loyal customers Advice on separating yourself from the pack Plus four chapters on selling in specialized areas from biotechnology to real estate **Selling All-In-One For Dummies** is the authoritative guide to navigating the ever-changing and growing sales arena. **Sales Closing For Dummies** [John Wiley & Sons](#) Without the close, there is no sale. Pretty obvious, right? Yet, for many salespeople, closing is the most baffling and elusive part of the selling process. All too often, salespeople meet qualified clients and charm them with an eloquent presentation, only to see the sale mysteriously slip

from between their fingers in the end. Which is sad when you consider all the hard work - the prospecting, preparation, planning, and practice - done for the sake of a moment of truth that never arrives. Fortunately, closing is an art that can be mastered, and now *Sales Closing For Dummies* shows you how. Packed with powerful principles that can help you become a top-producing salesperson, *Sales Closing For Dummies* is the ultimate guide to mastering that most mysterious part of the selling equation. Tom Hopkins, the legendary sales genius who, by age 30 was the nation's leading real-estate trainer, demystifies closing and shows what it takes to be a champion closer, including how to: Lead a sale without being pushy Read the signs of an interested potential buyer Use questioning methods that close sales, time and again Help clients feel good about their buying decisions Keep your clients' business and build their loyalty Build long-term relationships and watch your sales grow With the help of dozens of real-life examples from a wide cross section of industries, Tom shows why professional selling is about communication, not coercion. And he shares his considerable insight and experience on: Verbal and visual buying cues and how to recognize them Choosing the best location for closing Addressing concerns and creating a sense of urgency Time-tested tactics and strategies for ending customer procrastination, overcoming their fear, closing from a distance, and more The ten biggest closing mistakes and how to avoid them Add-on selling and other ways of getting your clients to help you to build your business Featuring Tom's Hopkins' trademark "Red Flag" key points and situation scripts, this fun, easy-to-understand guide arms you with the hands-on tools and techniques you'll need to become a world-class closer.

Software Maintenance - A Management Perspective (Issues, Tools, Techniques, and Trends) [Universal-Publishers](#) Computer systems play an important role in our society. Software drives those systems. Massive investments of time and resources are made in developing and implementing these systems. Maintenance is inevitable. It is hard and costly. Considerable resources are required to keep the systems active and dependable. We cannot maintain software unless maintainability characters are built into the products and processes. There is an urgent need to reinforce software development practices based on quality and reliability principles. Though maintenance is a mini development lifecycle, it has its own problems. Maintenance issues need corresponding tools and techniques to address them. Software professionals are key players in maintenance. While development is an art and science, maintenance is a craft. We need to develop maintenance personnel to master this craft. Technology impact is very high in systems world today. We can no longer conduct business in the way we did before. That calls for reengineering systems and software. Even reengineered software needs maintenance, soon after its implementation. We have to take business knowledge, procedures, and data into the newly reengineered world. Software maintenance people can play an important role in this migration process. Software technology is moving into global

and distributed networking environments. Client/server systems and object-orientation are on their way. Massively parallel processing systems and networking resources are changing database services into corporate data warehouses. Software engineering environments, rapid application development tools are changing the way we used to develop and maintain software. Software maintenance is moving from code maintenance to design maintenance, even onto specification maintenance. Modifications today are made at specification level, regenerating the software components, testing and integrating them with the system. Eventually software maintenance has to manage the evolution and evolutionary characteristics of software systems. Software professionals have to maintain not only the software, but the momentum of change in systems and software. In this study, we observe various issues, tools and techniques, and the emerging trends in software technology with particular reference to maintenance. We are not searching for specific solutions. We are identifying issues and finding ways to manage them, live with them, and control their negative impact.

The Alcalde As the magazine of the Texas Exes, The Alcalde has united alumni and friends of The University of Texas at Austin for nearly 100 years. The Alcalde serves as an intellectual crossroads where UT's luminaries - artists, engineers, executives, musicians, attorneys, journalists, lawmakers, and professors among them - meet bimonthly to exchange ideas. Its pages also offer a place for Texas Exes to swap stories and share memories of Austin and their alma mater. The magazine's unique name is Spanish for "mayor" or "chief magistrate"; the nickname of the governor who signed UT into existence was "The Old Alcalde."

New Scientist *Innovating A Doer's Manifesto for Starting from a Hunch, Prototyping Problems, Scaling Up, and Learning to Be Productively Wrong* [MIT Press](#) *Innovating is for doers: you don't need to wait for an earth-shattering idea, but can build one with a hunch and scale it up to impact. Innovation is the subject of countless books and courses, but there's very little out there about how you actually innovate. Innovation and entrepreneurship are not one and the same, although aspiring innovators often think of them that way. They are told to get an idea and a team and to build a show-and-tell for potential investors. In *Innovating*, Luis Perez-Breva describes another approach—a doer's approach developed over a decade at MIT and internationally in workshops, classes, and companies. He shows that to start innovating it doesn't require an earth-shattering idea; all it takes is a hunch. Anyone can do it. By prototyping a problem and learning by being wrong, innovating can be scaled up to make an impact. As Perez-Breva demonstrates, "no thing is new" at the outset of what we only later celebrate as innovation. In *Innovating*, the process—illustrated by unique and dynamic artwork—is shown to be empirical, experimental, nonlinear, and incremental. You give your hunch the structure of a problem. Anything can be a part. Your innovating accrues other people's knowledge and skills. Perez-Breva describes how to create a kit for innovating, and outlines questions that*

will help you think in new ways. Finally, he shows how to systematize what you've learned: to advocate, communicate, scale up, manage innovating continuously, and document—"you need a notebook to converse with yourself," he advises. Everyone interested in innovating also needs to read this book. **Webmastering For Dummies** [For Dummies](#) Internet professionals pushing their businesses to the Web and dot.com entrepreneurs alike are grabbing this book to take advantage of the author's easy-to-understand tips and strategies for producing and maintaining a winning professional Web site. **Webmastering For Dummies, 2nd Edition** updates the content from the first edition to track changes in the technology over the past three years, and to give you insight into how best to use new developments on the Web -- like new scripting languages, new design tools, and Web Branding on online communities. This edition also features expanded coverage on tapping the potential of graphics on your Web site, and the best way to use those graphics to your advantage. **Zen and the Art of Racing Motorcycles** [Archway Publishing](#) A fifty year motorcycle racer shares insights into life and death from the seat of a racing motorcycle. **The David Suzuki Reader A Lifetime of Ideas from a Leading Activist and Thinker** [Greystone Books Ltd](#) David Suzuki's collected writings on science, nature, technology, economics, politics, and the connectedness of all things. The David Suzuki Reader brings together for the first time the scientific and philosophical thought of North America's leading environmentalist. Drawing from Suzuki's published and unpublished writings, this collection reveals the underlying themes that have informed his work for over four decades. In these incisive and provocative essays, Suzuki explores the limits of knowledge and the connectedness of all things; looks unflinchingly at the destructive forces of globalization, political shortsightedness, and greed; cautions against blind faith in science, technology, politics, and economics; and provides inspiring examples of how and where to make those changes that will matter to all of us and to future generations. He also offers a vision of hope based on our love of children and nature. In this time of global unrest and uncertainty, Suzuki provides an important reminder of how we are all connected and of what really matters. Written with clarity, passion, and wisdom, this book is essential reading for anyone who is an admirer of David Suzuki, who wants to understand what science can and can't do, or who wants to make a difference. **Accelerating New Food Product Design and Development** [John Wiley & Sons](#) Written primarily for directors and managers of food design and development, food scientists, technologists, and product developers, this book explains all the necessary information in order to help meet the increasing demands for innovation in an industry that is providing fewer resources. This updated edition, by a group of seasoned food industry business professionals and academics, provides a real-world perspective of what is occurring in the food industry right now, offers strategic frameworks for problem solving and R&D strategies, and presents methods needed to accelerate and optimize new product

development. **Accelerating New Food Product Design and Development, Second Edition** features five brand new chapters covering all the changes that have occurred within the last decade: **A Flavor Supplier Perspective, An Ingredient Supplier Perspective, Applying Processes that Accelerate New Product Development, Looking at How the University Prepares Someone for a Career in Food, and Innovative Packaging and Its Impact on Accelerated Product Development.** Offers new perspectives on what really goes on during the development process Includes updated chapters fully describing the changes that have occurred in the food industry, both from a developer's point of view as well as the consumer requirements Features a completely rewritten chapter covering the importance of packaging which is enhanced through 3D printing All of this against the impact on speed to market Filled with unique viewpoints of the business from those who really know and a plethora of new information, **Accelerating New Food Product Design and Development, Second Edition** will be of great interest to all professionals engaged in new food product design and development.

Policy Implications of Greenhouse Warming Mitigation, Adaptation, and the Science Base [National Academies Press](#) Global warming continues to gain importance on the international agenda and calls for action are heightening. Yet, there is still controversy over what must be done and what is needed to proceed. **Policy Implications of Greenhouse Warming** describes the information necessary to make decisions about global warming resulting from atmospheric releases of radiatively active trace gases. The conclusions and recommendations include some unexpected results. The distinguished authoring committee provides specific advice for U.S. policy and addresses the need for an international response to potential greenhouse warming. It offers a realistic view of gaps in the scientific understanding of greenhouse warming and how much effort and expense might be required to produce definitive answers. The book presents methods for assessing options to reduce emissions of greenhouse gases into the atmosphere, offset emissions, and assist humans and unmanaged systems of plants and animals to adjust to the consequences of global warming.

Invisible Wars: The Collected Dead Six [Baen Books](#) **OMNIBUS EDITION OF ALL THE HARD-HITTING MILITARY THRILLER DEAD SIX NOVELS** from the creator of the multiple New York Times best-selling **Monster Hunter** series **Larry Correia** and the best-selling science fiction author **Mike Kupari**. Includes the novels **Dead Six, Swords of Exodus, Alliance of Shadows**, plus three short stories and an all-new introduction from the authors. The **Dead Six** series is an inventive and action-packed military adventure series with a touch of conspiracy and big dollop of descriptive firepower! Now, for the first time, all of the **Dead Six** novels are available in a single omnibus edition. Inside you will find: **Dead Six: Michael Valentine** has been recruited by the government to conduct a secret counter-terror operation in the Persian Gulf nation of **Zubara**. The unit is called **Dead Six**. Their mission is to take the fight to the enemy and not get caught. **Lorenzo**, assassin and thief extraordinaire, is being blackmailed by

the world's most vicious crime lord. His team has to infiltrate the Zubaran terrorist network and pull off an impossible heist or his family will die. When Dead Six compromises his objective, Lorenzo has a new job: Find and kill Valentine. **Swords of Exodus:** On the far side of the world, deep in former Soviet Central Asia, lies a stronghold called the Crossroads. It is run with an iron fist by a brutally effective warlord. Enter Lorenzo, thief extraordinaire, and Michael Valentine, implacable mercenary warrior. Their task: team with a shadowy organization of modern day Templars and take down a brutal slave lord. **Alliance of Shadows:** Europe has spiraled into chaos. In the midst of the disorder, mercenary Michael Valentine and his team are trying to track down an evil woman bent on total power. They're on their own, with few friends, few resources--and racing against the clock. Plus, two short stories set in the Dead Six universe: "Sweothi City" by Larry Correia, and the two-part short story "Rock, Meet Hard Place" by Mike Kupari and Peter Nealen. Features a brand-new introduction by Correia and Kupari! At the publisher's request, this title is sold without DRM (Digital Rights Management). About Larry Correia: "[E]verything I like in fantasy: intense action scenes, evil in horrifying array, good struggling against the darkness, and most of all people--gorgeously flawed human beings faced with horrible moral choices that force them to question and change and grow."--Jim Butcher "[A] no-holds-barred all-out page turner that is part science fiction, part horror, and an absolute blast to read."--Bookreporter.com "If you love monsters and action, you'll love this book. If you love guns, you'll love this book. If you love fantasy, and especially horror fantasy, you'll love this book."--Knotclan.com "A gun person who likes science fiction--or, heck, anyone who likes science fiction--will enjoy [these books] . . . The plotting is excellent, and Correia makes you care about the characters . . . I read both books without putting them down except for work . . . so whaddaya waitin' for? Go and buy some . . . for yourself and for stocking stuffers."--Massad Ayoob "This lighthearted, testosterone-soaked sequel to 2009's *Monster Hunter International* will delight fans of action horror with elaborate weaponry, hand-to-hand combat, disgusting monsters, and an endless stream of blood and body parts."--Publishers Weekly on *Monster Hunter Vendetta* About Mike Kupari: "After co-writing *Dead Six* and *Swords of Exodus* with Larry Correia, Kupari makes his solo debut with this space opera that is bound to attract fans of Mike Shepherd's *Kris Longknife* series or Elizabeth Moon's *Vatta's War* books. An excellent choice for both teen and adult sf readers." --Library Journal on *Her Brother's Keeper* "Page-turning action."--Galveston County Daily News *Vintage Tomorrows* **A Historian And A Futurist Journey Through Steampunk Into The Future of Technology** ["O'Reilly Media, Inc."](#) Explores the steampunk movement, looking at the lessons its principles impart on how people consider their relationship to technology, and detailing how its vision of handtooled gadgets stands up in an age of disposable technology. **Handbook of Philosophy of Education** [Taylor & Francis](#) **The Handbook of**

Philosophy of Education is a comprehensive guide to the most important questions about education that are being addressed by philosophers today. Authored by an international team of distinguished philosophers, its thirty-five chapters address fundamental, timely, and controversial questions about educational aims, justice, policy, and practices. Part I (Fundamental Questions) addresses the aims of education, authority to educate, the roles of values and evidence in guiding educational choices, and fundamental questions about human cognition, learning, well-being, and identity. Part II (Virtues of Mind and Character) is concerned with the educational formation of personal attributes that are often seen as essential to flourishing individuals and societies. This section includes chapters on the cultivation of intellectual and character virtues, the nature and formation of expertise, Stoic virtues, and intellectual vices. Part III (Education and Justice) addresses fundamental and emerging issues of educational justice, from equal educational opportunity, racial domination, and linguistic justice in education, to educational problems of mass migration, global educational justice, the education of working children around the world, and the costs of higher education and upward mobility. Part IV (Educational Practices) addresses controversial aspects of contemporary education - pedagogical, curricular, and managerial practices - that deserve careful examination. These include controversies surrounding free speech and instruction in controversial issues; anti-racist, sustainability, and sex education; and the unfulfilled promises and demoralizing impact of high-stakes accountability schemes. The format and jargon-free writing in this volume ensure that topics are interesting and accessible, helping facilitate the work of advanced students and professionals in Education.

Christakis's Rebellious Wife (Mills & Boon Modern) (The Legacies of Powerful Men, Book 0) [HarperCollins UK](#) Nine months to save their marriage! Nik Christakis was once her Prince Charming - the indecently rich and devilishly handsome tycoon who took Betsy away from her life as a waitress and did the unimaginable: made her his wife! But married life wasn't the fantasy she'd envisaged. **Billboard** In its 114th year, **Billboard** remains the world's premier weekly music publication and a diverse digital, events, brand, content and data licensing platform. **Billboard** publishes the most trusted charts and offers unrivaled reporting about the latest music, video, gaming, media, digital and mobile entertainment issues and trends. **Greek Bachelors: In Need Of A Wife: Christakis's Rebellious Wife / Greek Tycoon, Waitress Wife / The Mediterranean's Wife by Contract** [HarperCollins UK](#) Chosen by the Greek... **Cyberphobia Identity, Trust, Security and the Internet** [Bloomsbury Publishing](#) crossing the road, we look both ways. Riding a bicycle at night, we use lights. So why is our attitude towards online security so relaxed? Edward Lucas reveals the ways in which cyberspace is not the secure zone we may hope, how passwords provide no significant obstacle to anyone intent on getting past them, and how anonymity is easily accessible to anyone - malign or benign - willing to take a little time covering their tracks. The internet was designed by a small group of

computer scientists looking for a way to share information quickly. In the last twenty years it has expanded rapidly to become a global information superhighway, available to all comers, but also wide open to those seeking invisibility. This potential for anonymity means neither privacy nor secrecy are really possible for law-abiding corporations or citizens. As identities can be faked so easily the very foundations on which our political, legal and economic systems are based are vulnerable. Businesses, governments, national security organisations and even ordinary individuals are constantly at risk and with our ever increasing dependence on the internet and smart-phone technology this threat is unlikely to diminish - in fact, the target for cyber-criminals is expanding all the time. Not only does Cyberphobia lay bare the dangers of the internet, it also explores the most successful defensive cyber-strategies, options for tracking down transgressors and argues that we are moving into a post-digital age where once again face-to-face communication will be the only interaction that really matters.

Information Technology and Organizational Learning
Managing Behavioral Change in the Digital Age [CRC Press](#) Focusing on the critical role IT plays in organizational development, the book shows how to employ action learning to improve the competitiveness of an organization. Defining the current IT problem from an operational and strategic perspective, it presents a collection of case studies that illustrate key learning issues. It details a dynamic model for effective IT management through adaptive learning techniques—supplying proven educational theories and practices to foster the required changes in your staff. It examines existing organizational learning theories and the historical problems that occurred with companies that have used them, as well as those that have failed to use them.

The Success Case Method Find Out Quickly What's Working and What's Not [ReadHowYouWant.com](#) Each year, organizations spend millions of dollars trying out new innovations and improvements—and millions will be wasted if they can't quickly find out what's working and what is not. The Success Case Method offers a breakthrough evaluation technique that is easier, faster, and cheaper than competing approaches, and produces compelling evidence decision-makers can actually use. Because it seeks out the best stories of how real individuals have actually used innovations, The Success Case Method can ferret out success no matter how small or infrequent. It can salvage the few "gems" of success from a larger initiative that is not doing well or find out how to make a partially successful effort even more successful. The practical methods and tools in this book can help those who initiate and foster change, including leaders, executives, managers, consultants, training directors, and anyone else who is trying to make things work better in organizations get the greatest returns for their investments.

The Publishing Business A Guide to Starting Out and Getting On [Bloomsbury Publishing](#) **The Publishing Business**, is an invaluable guide to understanding what book publishing is and what it might become. Using popular and current examples, this second edition demonstrates that, to succeed,

publishers must prove their commitment to producing accurate, attractive and well edited content, their ability to innovate pioneering digital technologies and their dedication to promoting their titles to new audiences. This book explains the responsibilities at each stage of the publishing process, describes current roles and practices, and provides much food for thought on how publishers can ensure their skills remain relevant in the digital age. Fully updated to take into account recent developments in the publishing world, this new edition also includes additional real-world examples from a variety of publishing sectors, insightful interviews with industry experts and new and updated activities throughout. Beautifully designed, thoroughly illustrated and packed with examples of publishing practice, The Publishing Business is an essential introduction to a dynamic industry.

Super Mario Encyclopedia: The Official Guide to the First 30 Years [Dark Horse Comics](#) **Power Up! Super Mario Bros. Encyclopedia: The Official Guide to the First 30 Years** is jam-packed with content from all seventeen Super Mario games--from the original Super Mario Bros. to Super Mario 3D World. Track the evolution of the Goomba, witness the introduction of Yoshi, and relive your favorite levels. This tome also contains an interview with producer Takashi Tezuka, tips to help you find every coin, star, sun, and mushroom--even explanations of glitches! With information on enemies, items, obstacles, and worlds from over thirty years of Mario, Super Mario Bros. Encyclopedia is the definitive resource for everything Super Mario! **Test and Assess Your Brain Quotient Discover Your True Intelligence with Tests of Aptitude, Logic, Memory, EQ, Creative and Lateral Thinking** [Kogan Page Publishers](#) IQ testing works on the assumption that we are all born with an inherited intelligence - a fixed quantity that cannot be increased. However there are different types of intelligence, such as creativity, logic, lateral thinking, memory and personality (EQ/Emotional Intelligence) that are equally or more important than IQ. **Test and Assess Your Brain Quotient** helps you to assess these different types of intelligence. It consists of numerous tests and assessments which examine your agility of mind, powers of logical analysis, numerical, verbal and spatial aptitudes, memory and personality. The results of the tests are then collated into a final section, providing an overall rating or Brain Quotient (BQ). The brain quotient reveals your strengths, such as connecting with people emotionally and your weaknesses, such as a poor memory, helping you to identify your true potential for achievement. It will help you to build and capitalise on these strengths while improving your performance in areas of weakness. **Test and Assess Your Brain Quotient** will help you to exploit your enormous brain potential, increase its performance and enhance quickness of thought. Whether you want to find out how clever you really are, or you just wish to stretch your mind for your own entertainment, this is a fascinating, challenging book. **Linguistics and Language Behavior Abstracts LLBA. Housing The Solar Dynamics Observatory** [Springer Science & Business Media](#) This volume is dedicated to the Solar Dynamics Observatory (SDO),

which was launched 11 February 2010. The articles focus on the spacecraft and its instruments: the Atmospheric Imaging Assembly (AIA), the Extreme Ultraviolet Variability Experiment (EVE), and the Helioseismic and Magnetic Imager (HMI). Articles within also describe calibration results and data processing pipelines that are critical to understanding the data and products, concluding with a description of the successful Education and Public Outreach activities. This book is geared towards anyone interested in using the unprecedented data from SDO, whether for fundamental heliophysics research, space weather modeling and forecasting, or educational purposes. Previously published in Solar Physics journal, Vol. 275/1-2, 2012. Selected articles in this book are published open access under a CC BY-NC 2.5 license at link.springer.com. For further details, please see the license information in the chapters.

New York Magazine New York magazine was born in 1968 after a run as an insert of the New York Herald Tribune and quickly made a place for itself as the trusted resource for readers across the country. With award-winning writing and photography covering everything from politics and food to theater and fashion, the magazine's consistent mission has been to reflect back to its audience the energy and excitement of the city itself, while celebrating New York as both a place and an idea.

Connected Newsletter Strategic Project Management Made Simple Practical Tools for Leaders and Teams [John Wiley & Sons](#) When Fortune Magazine estimated that 70% of all strategies fail, it also noted that most of these strategies were basically sound, but could not be executed. The central premise of Strategic Project Management Made Simple is that most projects and strategies never get off the ground because of adhoc, haphazard, and obsolete methods used to turn their ideas into coherent and actionable plans. Strategic Project Management Made Simple is the first book to couple a step-by-step process with an interactive thinking tool that takes a strategic approach to designing projects and action initiatives. Strategic Project Management Made Simple builds a solid platform upon four critical questions that are vital for teams to intelligently answer in order to create their own strong, strategic foundation. These questions are: 1. What are we trying to accomplish and why? 2. How will we measure success? 3. What other conditions must exist? 4. How do we get there? This fresh approach begins with clearly understanding the what and why of a project - comprehending the bigger picture goals that are often given only lip service or cursory reviews. The second and third questions clarify success measures and identify the risky assumptions that can later cause pain if not spotted early. The how questions - what are the activities, budgets, and schedules - comes last in our four-question system. By contrast, most project approaches prematurely concentrate on the how without first adequately addressing the three other questions. These four questions guide readers into fleshing out a simple, yet sophisticated, mental workbench called "the Logical Framework" - a Systems Thinking paradigm that lays out one's own project strategy in an easily accessible, interactive 4x4 matrix. The

inclusion of memorable features and concepts (four critical questions, LogFrame matrix, If-then thinking, and Implementation Equation) make this book unique. Disciplined Entrepreneurship 24 Steps to a Successful Startup [John Wiley & Sons](#) **24 Steps to Success! Disciplined Entrepreneurship will change the way you think about starting a company. Many believe that entrepreneurship cannot be taught, but great entrepreneurs aren't born with something special - they simply make great products. This book will show you how to create a successful startup through developing an innovative product. It breaks down the necessary processes into an integrated, comprehensive, and proven 24-step framework that any industrious person can learn and apply. You will learn: Why the "F" word - focus - is crucial to a startup's success Common obstacles that entrepreneurs face - and how to overcome them How to use innovation to stand out in the crowd - it's not just about technology Whether you're a first-time or repeat entrepreneur, Disciplined Entrepreneurship gives you the tools you need to improve your odds of making a product people want. Author Bill Aulet is the managing director of the Martin Trust Center for MIT Entrepreneurship as well as a senior lecturer at the MIT Sloan School of Management. For more please visit <http://disciplinedentrepreneurship.com/> **Appropriate Technology Blood Brothers** [Bloomsbury Publishing](#) **A Liverpooldian West Side Story, Blood Brothers is the story of twin brothers separated at birth because their mother cannot afford to keep them both. One of them is given away to wealthy Mrs Lyons and they grow up as friends in ignorance of their fraternity until the inevitable quarrel unleashes a blood-bath. Blood Brothers was first performed at the Liverpool Playhouse in 1983 and subsequently transferred to the Lyric Theatre, London. It was revived in the West End in 1988 for a long-running production and opened on Broadway in 1993. Dog Man: Brawl of the Wild: From the Creator of Captain Underpants (Dog Man #6), 6** [Graphix](#) **When Dog Man is sent to the pound for a crime he did not commit, his friends work to prove his innocence. Editor & Publisher** [Syndicate directory](#) **The Golden Gizmo** [Vintage](#) **Toddy Kent would be another footsore gold buyer hustling brooches from Los Angeles housewives if he hadn't been born with a 'gizmo', the sixth sense that guides him to where the easy money is. Now Toddy's gizmo has steered him to a seemingly unlimited source of pure, unadulterated illicit gold. The only problem is that his 'gizmo' has a tendency to desert him when he needs it most. An no sooner has he acquired the first sample, than Toddy's wife is dead and he himself is being stalked by a sinister man with no chin. Theatre Record** **The New Yorker** **The Trainee Coach Handbook** [SAGE](#) **This is an essential companion to your coaching training. It guides you through the foundational knowledge and skills, looks at ethics and practice issues, answers key questions about the training process, and includes top tips from students. Keyboard****