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Potato and Potato Products Cultivation, Seed Production, Manuring, Harvesting, Organic Farming, Storage and Processing NIIR PROJECT CONSULTANCY SERVICES
Potato ranks fourth position in the world after wheat, rice and maize as non cereal food crop. Potato is probably the most popular food item in the Indian diet and India is one of the largest producers of potato. It is used in many ways like vegetable, potato wafers/chips, powder, finger chips etc. Potato tubers constitute a highly nutritious food. It provides carbohydrates, vitamin C, minerals, high quality protein and dietary fiber. Potato is a rich source of starch and it is consumed mainly for its calorific value, also contains phosphorus, calcium, iron and some vitamins. Boiling potatoes increases their protein content and almost doubles their calcium content. It is vastly consumed as a vegetable and is also used in various forms such as starch, flour, alcohol, and dextrin and livestock fodder. It is estimated that about 25 % of the potatoes, which are spoiled due to several reasons, may be saved by processing and preservation of various types of processed products. The potatoes can be processed for preservation and value addition in the form of wafers/ chips, powder, flakes, granules, canned slices. Potato granules are used for the preparation of various recipes, to add to vegetable and non vegetable recipes and to enhance the quantity as well as to enrich the food value. There is a huge potential for processed potato products such as potato flakes, potato powder, frozen potatoes, frozen French fries, potato chips/wafers are one of the most popular snack items consumed throughout world. International trade in potatoes and potato products still remains thin relative to production, as only around 6 percent of output is traded. High transport costs, including the cost of refrigeration, are major obstacles to a wider international marketplace. The industry is still growing at a rapid pace where French fries are showing the highest growth followed by potato chips and potato powder/flakes. It is by far the largest product category within snacks, with 85% of the total market revenue. This book basically deals with origin, evolution, history and spread of potato, potato products, quality requirements for processing, morphological, size and shape, defects, biochemical, dry matter, reducing sugars, phenols, inheritance, morphological attributes, tuber shape, growth cracks, hollow heart, internal rust spots, greening, biochemical attributes, glycoalkaloids, dry matter, reducing sugars, enzymic browning, development of varieties for processing, areas suitable for growing processing potatoes, processing quality of Indian potato varieties, processed potato products, dehydrated products at village level, potato chips, french fries and flakes commercial production, grading manual for frozen French fried potatoes for frozen French fried potatoes, areas of production, varieties, receiving, determining the quality and condition of raw potatoes for frying purposes, determining the quality and condition of raw potatoes for frying purposes, etc. The present book covers complete details of potato cultivation and processing in proper manner. This book is an invaluable resource for agriculture universities, students, technocrats and entrepreneurs.

Business Planning for Enduring Social Impact

Small Business Management in the 21st Century

Mithai Sanjay & Co
An Astounding Variety Of Sweets Is Available From Different Parts Of The Country. I Have Tried To Collect As Many Recipes As I Could For This Book..

Touchstone Level 4 Full Contact Cambridge University Press
Touchstone, together with Viewpoint, is a six-level English program based on research from the Cambridge English Corpus. Touchstone Second Edition Full Contact with DVD, Level 4 includes four key components of the Touchstone Second Edition series: Student's Book, Level 4; Workbook, Level 4; Level 4 Video Activity Pages; and Video on DVD.

Seed Potato Improvement

Touchstone Level 3 Student's Book B Cambridge University Press
Touchstone, together with Viewpoint, is a six-level English program based on research from the Cambridge English Corpus. Touchstone uses a corpus-informed syllabus ensuring students are learning the language that people really use. Activities include a strong focus on inductive learning, personalized practice, and encouraging learner autonomy. Student's Book, Level 3B, includes Units 7-12 of Level 3 Student's Book and is at the low intermediate CEFR level (A2-B1).

Profitable Small Scale Industries NIIR PROJECT CONSULTANCY SERVICES
The small scale sector is assuming greater importance every day. Starting a small scale venture is a reality that has created wide open opportunity and success for those who decided to take the plunge just as it can for you. Setting up a small scale industry is also the easiest and least expensive way to become an entrepreneur. Hundreds of thousands of people start their own businesses every year, and untold more dream about the possibility of becoming their own bosses. While entrepreneurship has its many potential rewards, it also carries unique challenges. To start a business of your own you need to understand the environment to set up an enterprise of you own. To run a successful business, you need to learn all about your existing and potential customers, your competitors and the economic conditions of your market place. An entrepreneur requires a continuous flow of funds not only for setting up of his/ her business, but also for successful operation as well as regular up gradation/ modernization of the industrial unit. To

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meet this requirement, the Government (both at the Central and State level) has been undertaking several steps like setting up of banks and financial institutions; formulating various policies and schemes, etc. The Government has announced series of steps to promote industrial development by way of rationalization of the policies to encourage the new entrepreneurs as well as existing units. Any unit or new entrepreneur, establishing or implementing the project needs a complete set of plan and finance for making it successful. You do not need to be a genius to run a successful business, but you do need some help. And that is exactly what this book is, a guide into the stimulating world of business ownership and management. The major contents of the book are measuring tapes (steel), carbon potentiometers, auto pistons, wafer biscuits (new), automatic curtain opener, tumbler locks, cement concrete tiles and paving blocks, woven labels, electro cardiogram paper (E.C.G. paper), tomato products, leather chappals, distribution board, v. belts and fan belts, baby bloomer suits, electronic quartz analog clocks, power pack/battery eliminators, table fan, potato/banana wafers, laminated safety glass, HRC fuse links, 1000 VAC, directory section etc. The present book is a chain of guidelines, which will help you in selection of an appropriate industry in low investment. The project covered in this book can be started with in twenty lakhs, without having much technical knowledge. This will be very helpful to those who want to become an entrepreneur.

Considering Creation
Considering Creation describes some of the wonder and beauty of what we can observe all around us. Many people call it nature. Many others call it creation.When speaking about living things almost everyone calls them creatures. Our intuition is that, like everything else, creatures were indeed created. The more that is discovered about them nowadays, the more reasons we have to believe that this intuition is correct and that they were designed to be the way they are. That living things evolved from simpler ones by random processes involving chance mutations in their cells and natural selection in the environment - with no foresight or design, and indeed from nothing to begin with, is a theory being challenged by many authors today. This easily read book is part of that challenge, asking readers to examine some of the evidences for creation by design which points to the almighty Designer and Creator. The seven short chapters describe first incredibly small things and amazingly complex things, then some fascinatingly beautiful living things, and finally some unimaginably large things beyond earth's boundaries.

Potato Science and Technology for Sub-Tropics CRC Press
This book in its 20 chapters elaborates the latest scientific knowledge and technological achievements for development of potato in sub-tropics and also suggests the future strategies for likely adoption. It is our sincere belief that it would act as a compendium of potato research in the country and similar regions and researchers, students and other stakeholders will benefit from the compiled information in a big way. Note: T&F does not sell or distribute the Hardback in India, Pakistan, Nepal, Bhutan, Bangladesh and Sri Lanka. This title is co-published with New India Publishing Agency.

Modern Control Engineering
Text for a first course in control systems, revised (1st ed. was 1970) to include new subjects such as the pole placement approach to the design of control systems, design of observers, and computer simulation of control systems. For senior engineering students. Annotation copyright Book News, Inc.

The Thing in the Forest (Storycuts) Random House
Leaves rustle underfoot in a dark wood: two little girls, extracted from their homes in wartime London, encounter something terrifying in a forest. Later when they meet as grown women, they realise the experience has coloured their lives. A dark tale about the nature of stories themselves. Part of the Storycuts series, this short story was originally published in the collection Little Black Book of Stories.

Our Own Devices XinXii
Mid-century speculative retro fiction. The Second World War. Nuclear Power. Space Exploration. These powerful forces forever changed the course of history. In these nine new stories and three essays Messier explores our intimate and often fickle relationship with science and technology in the 1940s, 1950s and 1960s, and how it came to define our past, present and future. Science + Fiction based on 20th-century history, with 27 archival photographs.

Prices of Fertilizers

The Kelloggs Vintage
2017 National Book Critics Circle Award Finalist for Nonfiction "What's more American than Corn Flakes?" —Bing Crosby From the much admired medical historian (“Markel shows just how compelling the medical history can be”—Andrea Barrett) and author of An Anatomy of Addiction (“Absorbing, vivid”—Sherwin Nuland, The New York Times Book Review, front page)—the story of America’s empire builders: John and Will Kellogg. John Harvey Kellogg was one of America’s most beloved physicians; a best-selling author, lecturer, and health-magazine publisher; founder of the Battle Creek Sanitarium; and patron saint of the pursuit of wellness. His youngest brother, Will, was the founder of the Battle Creek Toasted Corn Flake Company, which revolutionized the mass production of food and what we eat for breakfast. In The Kelloggs, Howard Markel tells the sweeping saga of these two extraordinary men, whose lifelong competition and enmity toward one another changed America’s notion of health and wellness from the mid-nineteenth to the mid-twentieth centuries, and who helped change the course of American medicine, nutrition, wellness, and diet. The Kelloggs were of Puritan stock, a family that came to the shores of New England in the mid-seventeenth century, that became one of the biggest in the county, and then renounced it all for the religious calling of Ellen Harmon White, a self-proclaimed prophetess, and James White, whose new Seventh-day Adventist theology was based on Christian principles and sound body, mind, and hygiene rules—Ellen called it “health reform.” The Whites groomed the young John Kellogg for a central role in the Seventh-day Adventist Church and sent him to America’s finest Medical College. Kellogg’s main medical focus—and America’s number one malady: indigestion (Walt Whitman described it as “the great American evil”). Markel gives us the life and times of the Kellogg brothers of Battle Creek: Dr. John Harvey Kellogg and his world-famous Battle Creek Sanitarium medical center, spa, and grand hotel attracted thousands

actively pursuing health and well-being. Among the guests: Mary Todd Lincoln, Amelia Earhart, Booker T. Washington, Johnny Weissmuller, Dale Carnegie, Sojourner Truth, Henry Ford, John D. Rockefeller, Jr., and George Bernard Shaw. And the presidents he advised: Taft, Harding, Hoover, and Roosevelt, with first lady Eleanor. The brothers Kellogg experimented on malt, wheat, and corn meal, and, tinkering with special ovens and toasting devices, came up with a ready-to-eat, easily digested cereal they called Corn Flakes. As Markel chronicles the Kelloggs' fascinating, Magnificent Ambersons–like ascent into the pantheon of American industrialists, we see the vast changes in American social mores that took shape in diet, health, medicine, philanthropy, and food manufacturing during seven decades—changing the lives of millions and helping to shape our industrial age.

The Fighting Edge Good Press
"The Fighting Edge" by William MacLeod Raine. Published by Good Press. Good Press publishes a wide range of titles that encompasses every genre. From well-known classics & literary fiction and non-fiction to forgotten−or yet undiscovered gems−of world literature, we issue the books that need to be read. Each Good Press edition has been meticulously edited and formatted to boost readability for all e-readers and devices. Our goal is to produce eBooks that are user-friendly and accessible to everyone in a high-quality digital format.

Weave Model Strategic Book Publishing
WEAVE Model provides a framework that helps create a social media strategy in line with your other business strategies. The word WEAVE itself represents the five-letter strategy list consisting of: W for word of mouth; E for engage and empower relations; A for authenticity and transparency; V for value and trust; and E for emotional connect. These five basic principles are explained with great clarity. You will learn how to achieve these principles, how to weave them in with other business strategies, and how to achieve success with this model. The USP (unique selling proposition) of the book is that it is short in length and written in layman's language, avoiding business jargon. Hence, you can read it and learn from it as well as implement the principles in your own business and professional life. Yet another important point is that these strategies reflect the author's own experiences and successes that are tried and tested, arising out of a three-year doctoral research process. Says the author, "People do amazing things on their social profiles and businesses needs to know this fact. Some companies have already understood it and have made efforts to woo their audiences. This huge idea of networking and knowing people around the world and experiencing innumerable awesome conversations with them excites me to the fullest and gave me a magical motivation to share these experiences in the form of a book."

The New Homemade Kitchen Chronicle Books
Revive the lost arts of fermenting, canning, preserving, and creating your own ingredients. The Institute of Domestic Technology Cookbook is a collection of 250 recipes, ideas, and methods for stocking a kitchen, do-it-yourself foodcrafting projects, and cooking with homemade ingredients. The chapters include instructions on how to make your own food products and pantry staples, as well as recipes highlighting those very ingredients—for example, make your own feta and bake it into a Greek phyllo pie, or learn how to dehydrate leftover produce and use it in homemade instant soup mixes. • Each chapter includes instructions to make your own pantry staples, like ground mustard, sourdough starter, and miso paste. • Complete with recipes that utilize the very ingredients you made • Filled with informative and helpful features like flavor variation charts, extended tutorials, faculty advice, and instructional line drawings Also included are features like foodcrafting charts, historical tidbits, 100+ photos and illustrations, how-tos, and sidebars featuring experts and deans from the Institute, including LA-based cheese-makers, coffee roasters, butchers, and more. From the Institute of Domestic Technology, a revered foodcrafting school in Los Angeles, each chapter is based on the school's curriculum and covers all manners of techniques—such as curing, bread-baking, cheese-making, coffee-roasting, butchering, and more. • Complete with beautiful food photography, this well-researched and comprehensive cookbook will inspire chefs of all levels. • Great gift for foodcrafters, food geeks, food pioneers, farmers' market shoppers, as well as people who feel nostalgic for a slower way of life • Add it to the collection of books like Salt, Fat, Acid, Heat: Mastering the Elements of Good Cooking by Samin Nosrat; The Food Lab: Better Home Cooking Through Science by J. Kenji López-Alt; and The Homemade Pantry: 101 Foods You Can Stop Buying and Start Making by Alana Chernila

Marketing Insights from A to Z John Wiley & Sons
The most renowned figure in the world of marketing offers the new rules to the game for marketing professionals and business leaders alike In Marketing Insights from A to Z, Philip Kotler, one of the undisputed fathers of modern marketing, redefines marketing's fundamental concepts from A to Z, highlighting how business has changed and how marketing must change with it. He predicts that over the next decade marketing techniques will require a complete overhaul. Furthermore, the future of marketing is in company-wide marketing initiatives, not in a reliance on a single marketing department. This concise, stimulating book relays fundamental ideas fast for busy executives and marketing professionals. Marketing Insights from A to Z presents the enlightened and well-informed musings of a true master of the art of marketing based on his distinguished forty-year career in the business. Other topics include branding, experiential advertising, customer relationship management, leadership, marketing ethics, positioning, recession marketing, technology, overall strategy, and much more. Philip Kotler (Chicago, IL) is the father of modern marketing and the S. C. Johnson and Son Distinguished Professor of International Marketing at Northwestern University's Kellogg Graduate School of Management, one of the definitive marketing programs in the world. Kotler is the author of twenty books and a consultant to nonprofit organizations and leading corporations such as IBM, General Electric, Bank of America, and AT&T.

Contemporary Management

Questions that Sell AMACOM
If you ask the right questions, then you'll get the sale every time. As a salesperson, your product knowledge is extensive but that's not enough. If you fail to ask the right questions - the ones that uncover a customer's real needs - you will never close the deal. Top sales effectiveness expert and author Paul Cherry reveals advanced questioning techniques that will help you sell your products or services based on value to the customer, rather than price, and increase your success rate as a result. In Questions That Sell, Cherry shares material on how to: Discover hidden customer needs and motivations Reinvigorate a

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stale relationship Soothe anxious buyers Accelerate the decision process Upsell and cross-sell so you no longer leave money on the table Use questions to qualify prospects (without insulting them) And much more Questions That Sell is packed with powerful examples, exercises, and hundreds of sample questions for a wide range of buyer interactions. Success is yours for the asking. Smart questioning will get you there.

The 25 Sales Habits of Highly Successful Salespeople Simon and Schuster
Now you can join the hundreds of thousands of salespeople who have followed Stephen Schiffman's advice and watch your performance soar. Schiffman lets you in on the industry's best-kept secrets. Learn how to convert leads to sales, motivate yourself and motivate others, give killer presentations, and keep your sense of humor. This new edition includes: New examples using the latest advances in sales presentation technology Up-to-date cases of these successful habits in action Five bonus habits showing readers how to overcome mistakes, set sales timetables, and reexamine processes to shore up weaknesses If you're a salesperson looking to succeed, this is the book for you!

Bittman Bread Mariner Books
A revolutionary approach to making easy, delicious whole-grain bread and more This is the best bread you've ever had--best tasting, nourishing, and easy to make right in your own kitchen. Mark Bittman and co-author Kerri Conan have spent years perfecting their delicious, naturally leavened, whole-grain bread. Their discovery? The simplest, least fussy, most flexible way to make bread really is the best. Beginning with a wholesome, flavorful no-knead loaf (that also happens to set you up with a sourdough starter for next time), this book features a bounty of simple, adaptable recipes for every taste, any grain--including baguettes, hearty seeded loaves, sandwich bread, soft pretzels, cinnamon rolls, focaccia, pizza, waffles, and much more. At the foundation, Mark and Kerri offer a method that works with your schedule, a starter that's virtually indestructible, and all the essential information and personal insights you need to make great bread.

Me, Myself, and Pie Zondervan
Filled with classic pie recipes such as apple and pecan, yet bolstered with modern pie innovations like pie pops and pies-in-a-jar, this is a collection of simple, straightforward recipes and stories of Amish life that will help bakers bring their families together around the table. Author and editor-in-chief of Cooking & Such magazine Sherry Gore provides tips and secrets to making delicious pies that your friends and families will love based off Amish baking traditions. In Me, Myself, and Pie, Gore shares recipes such as: Chocolate Chess Pie Banana Cream Pie Thanksgiving Pie Pink Lemonade Pie Amish Orange Pie Brimming with full-color photography of more than 100 recipes full of simple, wholesome ingredients and easy tried-and-true techniques that are sure to please any palate, this distinctive cookbook will help you bake the perfect Amish pie, whether you are a pie novice or a filled-pastry aficionado. Recipes include sweet and savory fillings, basic crusts, fruit pies, cream pies, meringues, scrumptious toppings, and so much more. Sprinkled throughout are Sherry Gore's personal stories of Amish life and culture that are best enjoyed over—what else?—a slice of homemade pie!

Soup Swap Chronicle Books
There's no better way to cultivate community, foster friendship, or simply nourish family than over heartwarming bowls of homemade soup. And here, soup lovers will find 60 terrific recipes, featuring such classics as creamy Tomato Soup with Grilled-Cheese Croutons plus international favorites like Thai Red Curry-Chicken Noodle Soup. Each recipe has suggested sides to make it a meal and tips for easy transporting, which makes them just right to bring to a soup swap where everyone can sample the offerings and then take home a variety of leftovers to enjoy all week. Whether taken to the party or savored at home, this trusted collection of soups, stews, and chowders is sure to satisfy all year long.

Southern Pies Chronicle Books
Features a collection of classic and innovative pie recipes used by well-known Southern bakers.

Slow Fire Chronicle Books
Great barbecue is as simple as meat, fire, smoke, and time. This ode to authentic meaty goodness gives barbecue beginners an essential guide to the tools, techniques, and recipes needed to make smoky, mouthwatering, fall-off-the-bone meats. And seasoned smokers will learn a thing or two, too! Ray Lampe, a.k.a. Dr. BBQ, brings decades of expertise as a barbecue master, providing indispensable wisdom alongside 68 of the best recipes he has encountered in his long and wide-ranging career,from tantalizing mains such as Competition-Style Beef Brisket to lip-smacking sides such as Bacon and Blue Cheese Coleslaw. For both stove-top smokers and regular backyard grills, Slow Fire makes it easy to cook irresistible slow-cooked barbecue right at home.

Organizational Behavior and Management McGraw-Hill/Irwin

Creative, Inc. Chronicle Books
As the hipster classic Craft, Inc. did for crafters, this book will teach all types of creatives illustrators, photographers, graphic designers, animators, and more how to build a successful business doing what they love. Freelancing pros Meg Mateo Ilasco and Joy Deangdeelert Cho explain everything from creating a standout portfolio to navigating the legal issues of starting a business. Accessible, spunky, and packed with practical advice, Creative, Inc. is an essential for anyone ready to strike out on their own.

What the Customer Wants You to Know Penguin

From the bestselling author of What the CEO Wants You to Know? How to rethink sales from the outside in We have to face the truth: the process of selling is broken. Customers have more choices and are under intense pressure. Yet few companies are facing this reality. When they don't, a lingering malaise sets in. More than ever these days, the sales process tends to be a war about price-a frustrating, unpleasant war that takes all the fun out of selling. But there's a better way to think about sales, says bestselling author Ram Charan, who is famous for clarifying and simplifying difficult business problems. What the customer wants you to know is how his or her business works, so you can help make it work better. It sounds simple, but there's a catch: you won't be able to do that with your traditional sales approach. Instead of starting with your product or service, start with your customer's problems. Focus on becoming your customer's trusted partner, someone he can turn to for creative, cost-effective solutions that are based on your deep knowledge of his values, goals, problems, and customers. This book defines a new approach to selling which Charan calls value creation selling-that while radical is nonetheless practical. VCS has been battle-tested in companies in a variety of industries, such as Unifi, Mead-Westvaco, and Thomson Financial. It will enable you to: • Gain a deeper knowledge of your customer's problems • Understand how your customer's company really makes decisions • Help your customer improve margins and drive revenue growth • Connect sales with other key functions such as finance and manufacturing • Come up with new customized offerings • Make price much less of an issue VCS gets you out of the hell of commoditization and low prices. It differentiates you from the competition, paving the way to better pricing, better margins, and higher revenue growth, built on win-win relationships that deepen over time. Someday, every company will listen more closely to the customer, and every manager will realize that sales is everyone?s business, not just the sales department?s. In the meantime, this eye-opening book will show you how to get started.

Illustrated Dictionary of Dream Symbols Destiny Image Publishers
Here is a book you will refer to again and again. Clear, authoritative and as complete as possible, this book will help to open a new world of communication between you the Lord you love.See what others are saying about this great book: "When used through the Holy Spirit, it (this book) can help the reader take away the frustration of not knowing what dreams mean and avoid the dangers of misinterpretation." -Joseph Ewen Founder and Leader of Riverside Church Network Banff, Scotland, UK "This book is a treasure chest, loaded down with revelation and the hidden mysteries of God that have been waiting since before the foundation of the earth to be uncovered." -Bishop Ron Scott, Jr. President, Kingdom Coalition International Hagerstown, MD "The Illustrated Bible-Based Dictionary of Dream Symbols is much more than a book of dream symbols; it has also added richness to our reading of God's Word." -Robert and Joyce Ricciardelli Directors, Visionary Advancement Strategies Seattle, WA

GEO year book 2003 -. UNEP
This is the first in an annual series of reports linked to the UNEP Global Environment Outlook (GEO). It reviews major global and regional environmental issues and policy developments during the year 2003; as well as considering emerging issues from scientific research, presenting indicators of progress towards environmental sustainability, and highlighting key trends. The report also includes a feature focusing on freshwater resources and its important role in realising various internationally agreed development targets, including the UN Millennium Development Goals and the implementation plan agreed at the World Summit on Sustainable Development.

The Big Book of Casseroles Chronicle Books
Bubbling cheese, golden bread crumbs, tender vegetables, and succulent meats - what's not to like about casseroles? Comfort food just doesn't get any cozier, or more convenient. Now, thanks to Maryana Vollstedt, busy cooks don't have to call up Mom in order to make delicious one-dish meals for family and friends. The Big Book of Casseroles boasts over 250 recipes (including low-fat and vegetarian dishes), plus handy planning, freezing, and storage tips. For hot-from-the-oven dinners equally at home in the dining room or on the kitchen table, cooks need look no further than The Big Book of Casseroles, because serious comfort food never goes out of style.

How to Get a Meeting with Anyone BenBella Books, Inc.
Authored by Hall-of-Fame-nominated marketer and Wall Street Journal cartoonist Stu Heinecke, this book reveals methods he's developed to get those crucial conversations after years of experience, and from studying the secrets of others whoṕve had similar breakthrough results. --

Seamanship Notes
The Seamanship Notes book is designed to provide straightforward help to cadets by summarising the key sections of the Seamanship Syllabus for Deck officers in a clear and concise manner.

The Irresistible Offer John Wiley & Sons
Your customers are going to give you three seconds to make the sale. Do you know what to say in those three seconds? The marketing methods of the past are losing effectiveness as consumers are getting smarter and smarter and have less and less time. What is needed is a new way of doing business-a method that is simultaneously socially responsible and far more effective than "old" marketing. This new way is The Irresistible Offer. "The Irresistible Offer is the missing link in many marketing books." —Joe Sugarman, Chairman, BluBlocker Corporation "The Irresistible Offer reveals secret after proven secret guaranteed to pump fresh power into your sales process." —John Du Cane, CEO, Dragon Door Publications, Inc. "As the world's fastest reader (Guinness Book certified) I've read just about every business and marketing book in existence. The Irresistible Offer by Mark Joyner is, by far, the easiest and most powerful. If you want to make a profitable business (any business small or large), The Irresistible Offer should be your starting point." —Howard Berg, "The World's Fastest Reader" "I've read every book on marketing printed in the last 150 years. This is the first breakthrough in over fifty years." —Dr. Joe Vitale, author of The Attractor Factor "If I had to choose one modern marketing genius to learn from, it would be Mark Joyner. The Irresistible Offer belongs in the hands of everyone wanting to wildly succeed in business." —Randy Gilbert, a.k.a. "Dr. Proactive" host of The Inside Success Show

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The Happy in a Hurry Cookbook HarperCollins
#1 New York Times bestseller In this follow up to their New York Times bestseller The Happy Cookbook, Fox & Friends cohost Steve Doocy and his wife, Kathy, share more hilarious stories and offer crowd-pleasing recipes that are quick, easy, and delicious. Steve Doocy and his wife, Kathy, believe the kitchen and the family dinner table should be happy places where memories are made and shared. But most of us don’t have the time to spend hours in the kitchen. Steve and Kathy are no exception, and with The Happy in a Hurry Cookbook, they bring together more than a hundred recipes for favorite comfort foods that come together in a flash—from last-minute entrees to set-it-and-forget-it slow-cooker meals. The Happy in a Hurry Cookbook includes recipes covering a variety of occasions and favorite foods, from holidays, casseroles, and one-pot meals to chicken, pasta, and desserts, as well a whole chapter devoted to the ultimate comfort ingredient: potatoes. Steve and Kathy also share their clever Happy in a Hurry Hacks, which save prep and cooking time and can be used no matter what recipes you're using. Best of all, they include more hilarious and heartwarming stories from the Doocy family and (some well-known) friends. With The Happy in a Hurry Cookbook you can enjoy time-saving, all-American home cooking at its best—nothing fancy, everything delicious—with recipes such as: Buffalo Chicken Tacos Carrot Cake Waffles Red, White, and Blueberry Summer Fruit Salad Crockpot Carnitas Pumpkin-Swirled Mashed Potatoes Sweet Tea Fried Chicken Bacon Braided Smoked Turkey Breast Ritz Cracker Crust Peanut Butter Pie Six-Minute Strawberry Pie Best of all, the easy, pleasing recipes in The Happy in a Hurry Cookbook leave you and your family with more time to do the things you love! The Happy in a Hurry Cookbook is illustrated with 65 color food photos throughout and homey shots of the Doocys with friends and family, sure to please their many fans.

How Did All This Happen? HarperCollins UK
If you’re a man of a certain age you’ll know there comes a point in life when getting a sports car and over-analysing your contribution to society sounds like a really good idea.

Foundations of Structural Geology Psychology Press
Since the first edition was published in 1983, this highly-regarded introductory textbook has been used by many generations of students worldwide. It is specifically tailored to the requirements of first or second year geology undergraduates. The third edition has been extensively revised and updated to include many new sections and over 50 new or redrawn illustrations. There are now over 220 illustrations, many incorporating a second colour to highlight essential features. The format has been changed to enhance the visual attractiveness of the book. The tripartite organization of the first and second editions has been modified by combining the purely descriptive or factual aspects of fault and fold structure in the earlier chapters with a simple treatment of mechanisms, leaving the more geometrically complex treatment until after the relevant sections on stress and strain, as before. Some subjects are introduced for the first time, e.g. inversion and orogen collapse, and others have been extensively modified, e.g. the chapter on gravity controlled structures now emphasises modern work on salt tectonics. The last third of the book is devoted to the wider context of geological structures and how they relate to plate tectonics. The final two chapters have been considerably expanded and give examples of various types of geological structures in their plate tectonic settings in both modern and ancient orogenic belts.

Aesthetic Intelligence HarperCollins
Longtime leader in the luxury goods sector and former Chairman of LVMH Moët Hennessy Louis Vuitton North America reinvents the art and science of brand-building under the rubric of Aesthetic Intelligence. In a world in which people have cheap and easy access to most goods and services, yet crave richer and more meaningful experiences, aesthetics has become a key differentiator for most companies and a critical factor of their success and even their survival. In this groundbreaking book, Pauline Brown, a former leader of the world’s top luxury goods company and a pioneer in identifying the role of aesthetics in business, shows executives, entrepreneurs, and other professionals how to harness the power of the senses to create products, services, and experiences that stand out, resonate with their customers, and create long-term value for their businesses. The power is rooted in Aesthetic Intelligence—or “the other AI,” as Brown refers to it. Aesthetic Intelligence can be learned. Indeed, people are born with far more capacity than they use, but even those that are naturally gifted must continue to refine their skills, lest their aesthetic advantage atrophy. Through a combination of storytelling and practical advice, the author shows how aesthetic intelligence creates business value and how executives, entrepreneurs and others can boost their own AI and successfully apply it to business. Brown offers research, strategies and practical exercises focused on four essential AI skills. Aesthetic Intelligence provides a crucial roadmap to help business leaders build their businesses in their own authentic and distinctive way. Aesthetic Intelligence is about creating delight, lifting the human spirit, and rousing the imagination through sensorial experiences.