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Down Along the Piney is John Mort's fourth short-story collection and winner of the Richard Sullivan Prize in Short Fiction. With settings in Florida, California, Mexico, Chicago, the Texas Panhandle, and, of course, the Ozarks themselves, these thirteen stories portray the unsung, amusing, brutal, forever hopeful lives of ordinary people. Mort chronicles the struggles of "flyover" people who live not just in the Midwest, but anywhere you can find a farm, small town, or river winding through forested hills. Mort, whose earlier stories have appeared in the New Yorker, GQ, and The Chicago Tribune, is the author of the award-winning Vietnam War novel Soldier in Paradise, as well as Goat Boy of the Ozarks and The Illegal. These ironic, unflaggingly honest stories will remind the reader of Jim Harrison, Sherwood Anderson, and Shirley Jackson.

A daily diary of actual interactions between a reference desk librarian and his patrons Reference Librarianship documents a year in the life of a young librarian working in the "trenches" at a library in the Midwestern United States. This one-of-a-kind book provides a daily diary of every librarian/patron transaction—no matter how mundane or absurd—to demonstrate not only how advances in technology have affected the reference librarian's job, but how the public's expectations have changed, as well. The book also includes observations by a now-retired reference librarian on the current state of the field based on these unedited interactions. Over

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the past two decades, the job of reference librarian has seen many changes. But in many ways, reference desk work hasn't changed a bit, with its mix of odd, humorous, routine, and ridiculous requests that capture what it's like to deal with patrons day after day.

Reference Librarianship paints a clear picture of the field for library school students, provides emotional and philosophical support to practitioners, and reminds library administrators of what life was like on the "front lines." A sampling of the daily transactions documented in

Reference Librarianship: Monday, May 19, 2003: pencil

pencil network down I tell people that I can't sign them up for an Internet terminal because the network is down and they just stand there, staring into space One of them asks for three days worth of newspapers microfiche machine explanation Sorry, Sir, the network is still down (multiply by twenty and insert randomly into the remainder of the day) magic tricks, but he pretty much

knew where they were One of our large interior plate glass windows shattered. No one was hurt and it made a fascinating noise, like a crystal waterfall landing on soil. "Books on prostitution, you know—whores?" Someone

from the County called to ask if any criminal activity had occurred on a particular street. Someone else referred her to us. She was dubious—with good reason. "Math puzzles." Okay. I show him the books. "Just math."

Certainly. I show him the books. "I need them in Spanish." Grrr ... Reference Librarianship is an enlightening, educational, and entertaining look at the real world of reference desk work. It's an essential read for reference librarians (both public and academic),

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library administrators, and library school students, as well as anyone who works with the public.

Grocery lists. Checklists. To-do lists. Lots of people love--and live by--lists. And parents are no exception. Today's families are busier than ever, and moms don't have the time or energy to search and scramble for the parenting information they are desperately seeking: How much should my child be sleeping at this age? What toys will most benefit my child? What items are truly essential in furnishing a nursery? What questions should I ask a potential caregiver? What are the signs of a family-friendly restaurant? The answers to these questions and more than a hundred others are at a mom's fingertips with *A Mom's Ultimate Book of Lists*. This handy, practical reference guide will save time, money, and sanity for today's busy women.

IF THERE IS ONE BOOK WHICH SPANS GENERATIONS WITH THE COMMON THREAD OF COLLECTIVE WISDOM, IT IS THIS ONE. Nineteen centenarians from different countries and a cross-section of society, share their memoirs, intertwined with the history of their century, as they experienced it. They were ordinary people who lived extraordinary lives. In these pages, they share their values, beliefs, habits, attitudes and lessons learnt from living to be a hundred. Most important of all, they tell us how to harmonise science and soul. They were around from the rustic horse and buggy age to the sequencing of the human genome. They witnessed the Big Bands performing, the railroads being constructed, and Gandhiji's non-violent movement against the British. They have had personal

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experiences of the Great Depression, the World Wars, the Japanese invasion of China, India's freedom struggle, and apartheid. They have lost children to war and poverty. So what inspired them and kept them Spirited? What did they learn from history? How did they find the strength and the will to keep going in times of despair? Is there hope in the 21st century for all of us to achieve more fulfilling lives? In their diverse narratives, they offer us a common and real hope for health, longevity and a saner world-based on our own humanity.

?This volume includes the full proceedings from the 1984 Academy of Marketing Science (AMS) Annual Conference held in Niagara Falls, New York. It provides a variety of quality research in the fields of marketing theory and practice in areas such as consumer behaviour, marketing management, marketing education, and international marketing, among others. Founded in 1971, the Academy of Marketing Science is an international organization dedicated to promoting timely explorations of phenomena related to the science of marketing in theory, research, and practice. Among its services to members and the community at large, the Academy offers conferences, congresses and symposia that attract delegates from around the world. Presentations from these events are published in this Proceedings series, which offers a comprehensive archive of volumes reflecting the evolution of the field. Volumes deliver cutting-edge

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research and insights, complimenting the Academy's flagship journals, the Journal of the Academy of Marketing Science (JAMS) and AMS Review. Volumes are edited by leading scholars and practitioners across a wide range of subject areas in marketing science.?

John B. Judis, one of our most insightful political commentators, most rational and careful thinkers, and most engaged witnesses in Washington, has taken on a challenge that even the most concerned American citizens shrink from: forecasting the American political climate at the turn of the century. *The Paradox of American Democracy* is a penetrating examination of our democracy that illuminates the forces and institutions that once enlivened it and now threaten to undermine it. It is the well-reasoned discussion we need in this era of unrestrained expert opinions and ideologically biased testimony. The disenchantment with our political system can be seen in decreasing voter turnout, political parties co-opted by consultants and large contributors, the corrupting influence of "soft money," and concern for national welfare subverted by lobbying organizations and special-interest groups. Judis revisits particular moments—the Progressive Era, the New Deal, the 1960s—to discover what makes democracy the most efficacious and, consequently, most inefficacious. What has worked in the past is a balancing act

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between groups of elites—trade commissions, labor relations boards, policy groups—whose mandates are to act in the national interest and whose actions are governed by a disinterested pursuit of the common good. Judis explains how the displacement of such elites by a new lobbying community in Washington has given rise to the cynicism that corrodes the current political system. *The Paradox of American Democracy* goes straight to the heart of every political debate in this country.

From "Perverts" to "Fab Five" tracks the dramatic change in how the American media have depicted gay people over the last half-century. Each chapter illuminates a particular media product that served as a milestone on the media's journey from demonizing homosexuals some fifty years ago to celebrating gay people--or at least some categories of gay people--today. The media, Streitmatter argues, have not merely reflected the American public's shift to a more enlightened view of gay people, but they have been instrumental in propelling that change. The book spans the breadth of communication venues. Individual chapters focus on major news stories, entertainment television programs, and mainstream motion pictures that captured the public imagination while, at the same time, sending powerful messages about gay men and lesbians. Ideal for any reader interested in the changing depiction of gay men and lesbians in the media over time, or as required

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reading in media courses.

This valuable and accessible work provides comprehensive information on America's top public companies, listing over 10,000 publicly traded companies from the New York, NASDAQ and OTC exchanges. All companies have assets of more than \$5 million and are filed with the SEC. Each entry describes business activity, 5 year sales, income, earnings per share, assets and liabilities. Senior employees, major shareholders and directors are also named. The seven indices give an unrivalled access to the information.

Pricing holds the key to business success. The greatest challenge in pricing is the human factor. To price effectively, customer psychology usually trumps rational microeconomic thinking. * How did Subway turn one accidentally discovered price promotion into a multi-billion dollar success story? * How much knowledge of prices do customers really have? * Why do most people spend two months' salary to buy an engagement ring? * Does Pay What You Want pricing really work? * How can you get your customers to trade up? * Why do Supreme t-shirts sell for \$1,500 or more? * Why do so many consumers hate Uber's surge pricing even though economists love it? In *Priced to Influence, Sell & Satisfy*, you will find answers to these and many more questions. The book introduces the latest thinking about Psychological Pricing, the science of designing effective pricing strategies using behavioral economics principles. You will learn how customers search for, evaluate,

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share, and use prices in their buying decisions, how they participate in setting prices, and what managers can do to understand and influence these processes.

Psychological pricing actions are leveraged. Many of them require relatively small investments and produce disproportionately large returns to the business.

Autistic Adults at Bittersweet Farms is a touching view of an inspirational residential care program for autistic adolescents and adults. This compelling book focuses on adult autism treated through the concepts used at Bittersweet Farms, an 80-acre farm in northwest Ohio.

Through historical rationale for a therapeutic community, a comparison between the Bittersweet Farms model and treatment settings in the United Kingdom, specific treatments and training programs at Bittersweet Farms, and staff, parent, and resident viewpoints, the innovative program--based on the premise that adults with autism continue to need special care and training throughout their lives--is brought to life. Divided into three sections, *Autistic Adults at Bittersweet Farms* returns repeatedly to the concept behind the program--molding autistic adults into contributing members of society in their own ways.

Section One includes a potpourri of information, giving a glimpse of the range of models available for treatment and what makes each program a success. Taking a closer look at program considerations within various community settings, the second section examines behavior modification techniques in training autistic children and educating their parents. As politics play an important role in developing an innovative care program like Bittersweet Farms, the final section delves into

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regulations and funding for different types of residential care programs. Ending on a very human and optimistic note, section three closes with three personal accounts of life and work at Bittersweet Farms from a staff member, a resident, and a parent, with each praising a different aspect of the total person care environment of Bittersweet Farms. Occupational and physical therapists, policymakers, educators, and parents of autistic children will be encouraged from reading this outstanding book. For more than 40 years, Computerworld has been the leading source of technology news and information for IT influencers worldwide. Computerworld's award-winning Web site (Computerworld.com), twice-monthly publication, focused conference series and custom research form the hub of the world's largest global IT media network.

Written for researchers, professors, practitioners, students and other computing professionals, this book covers the 1997 International Database Engineering and Applications Symposium."

= This book takes the unique approach of combining both the fundamentals of information systems and technology with the essentials of business operation and management. Early chapters offering business background provide readers with a solid foundation to then understand the need for and structure of information systems. A broad view of information systems takes a look at individual, interorganizational, and international perspectives. For effective business professionals looking to

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enhance their understanding of information systems, and the relationship this technology has to the operations and management of businesses today. For more than 20 years, Network World has been the premier provider of information, intelligence and insight for network and IT executives responsible for the digital nervous systems of large organizations. Readers are responsible for designing, implementing and managing the voice, data and video systems their companies use to support everything from business critical applications to employee collaboration and electronic commerce.

Shopping experts Trisha King and Deborah Newmark show readers how to save hundreds--even thousands--of dollars yearly while shopping conveniently from their homes, in their neighborhoods, or while traveling anywhere in the United States. The Southern California edition of *Buying Retail Is Stupid!* has been a consistent bestseller and is now in its fifth edition.

InfoWorld is targeted to Senior IT professionals. Content is segmented into Channels and Topic Centers. InfoWorld also celebrates people, companies, and projects.

Described as "Who owns whom, the family tree of every major corporation in America," the directory is indexed by name (parent and subsidiary), geographic location, Standard Industrial Classification (SIC) Code, and corporate

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