

## Controversies Contemporary Advertising Kim Sheehan

Advertising Creative is the first “postdigital” creative strategy and copywriting textbook in which digital technology is woven throughout every chapter. The book gets right to the point of advertising by stressing key principles and practical information students and working professionals can use to communicate effectively in this postdigital age. Drawing on personal experience as award-winning experts in creative advertising, Tom Altstiel and Jean Grow offer real-world insights on cutting-edge topics, including global, social media, business-to-business, in-house, and small agency advertising. In this Fourth Edition, Altstiel and Grow take a deeper dive into the exploration of digital technology and its implications for the industry, as they expose the pervasive changes experienced across the global advertising landscape. Their most important revelation of all is the identification of the three qualities that will define the future leaders of this industry: Be a risk taker. Understand technology. Live for ideas.

The aim of the Special Issue is to discuss the main current topics concerning marketing for sustainable tourism with reference to territories (i.e., tourism destinations, protected areas, parks and/or natural sites, UNESCO World Heritage Sites, rural regions/areas, etc.) and tourism enterprises and/or organisations (i.e., destination management organisations, hospitality enterprises, restaurant enterprises, cableway companies, travel agencies, etc.). In destinations where natural resources are pull factors for tourism development, the relationships among local actors (public, private, and local community), as well as marketing choices, are essential to develop sustainable tourism products. To this end, the Special Issue encourages papers that analyse marketing strategies adopted by tourism destinations and/or tourism enterprises to avoid overtourism, to manage mass sustainable tourism (as defined by Weaver, 2000), and to encourage and promote sustainable tourism in marginal areas or in territories suffering lack of integration in the tourism offer. Special attention will be given to contributions on the best practices to manage territories and/or enterprises adopting sustainable marketing strategies.

Ethics in Public Relations: Responsible Advocacy is the first book to identify universal principles of responsible advocacy in public relations. In this engaging book, editors Kathy Fitzpatrick and Carolyn Bronstein bring together prominent authorities in the field to address theoretic and practical issues that illustrate the broad scope and complexity of responsible advocacy in 21st-century public relations.

Natalie is a wife. Natalie is a mother. Natalie is a cutter. Clawing at walls built by resentment, regret, and guilt, Natalie cuts as an escape from a life she never planned. Staying present is only possible when you let go of the past. But, what if the past won't let go of you?

You're The Lights... Sebastian had one rule. No women on the back of his bike. Period. The one time he broke that rule, he killed the woman that was carrying his child. Then comes Baylee Roberts. She makes Sebastian want to break every single rule he'd ever implemented. Hell, but she even makes him consider that dreaded H word. A helmet. To My... Baylee Roberts innocently walked into her bathroom never expecting that she'd find a man in there. It is her bathroom after all, and she lives alone. From the instant he placed his hat on her head to protect her from the sun, Baylee's mind becomes filled with thoughts of a certain biker. She really shouldn't go there. There's

no telling what kind of dangerous things he does for The Dixie Wardens MC. Siren... Nothing is ever as easy as it should be. Their relationship's one of them. Baylee's brother is a cop. Baylee's father is a cop. Which inevitably means that Baylee's going to have certain hang-ups about being with a man like himself. Sebastian has a lot on his plate with his busy job as a firefighter, a single father, and the vice president of The Dixie Wardens MC. Not enough, though, to keep him away from Baylee. When a series of arsons rattle their hometown and puts Sebastian's life on the line, Baylee finally realizes the only fire Sebastian can't put out is the one inside her heart.

Updated and greatly expanded to reflect the explosive growth of new media, this acclaimed and widely-adopted text offers practical guidance for those involved in media planning on a daily basis as well as those who must ultimately approve strategic media decisions. Its current, real-world business examples and down-to-earth approach will resonate with students as well as media professionals on both the client and agency side.

Darkness can't always be beaten by the light. Sometimes you have to fight fire with fire. Amber Morgan is a rookie in The Elite, an organisation tasked with the elimination of rogue preternatural beings in King City. But she has a secret. She's a witch and only joined The Elite to settle a personal score. Her first case is supposed to be the routine investigation of a rogue vampire but it soon becomes clear that dark forces are at work, darker than anything the team has dealt with in the past. When an irritatingly sexy Hunter offers to help, Amber wants to say hell no! The last thing she needs is another distraction even if he is sin personified. But with the fate of a missing child at stake and a possible connection between the case and her past, how can she refuse?

Now revised and updated to reflect the impact of emerging technologies, this new edition of Advertising and Society: Controversies and Consequences examines the evolution of advertising and its influence on society. Expanded with five new chapters covering the impact of emerging technologies, including the evolution of Direct to Consumer (DTC) pharmaceutical advertising; product placement in various media; and the growing intrusiveness of Internet marketing. Explores a broad range of topics including alcohol, tobacco, and sex in advertising; the pros and cons of negative political adverts; advergames; and the use of stereotypes. Examines the impact of advertising through its distinctive 'point/counterpoint' format – designed to spark discussion and help students understand the complexities of the issues being presented. Lends substantial clarity to the subject, uniquely balancing criticism and practice within one text. Includes chapter-level overviews and summaries of the topic history and key issues, along with student-friendly features such as ideas for papers and questions for discussion.

I'm that girl... The girl every woman loves to hate. The one your man dreams about. I live up to my name... CLUBWHORE. And this is my story. She needs something. Something Devil's Renegade MC Sergeant at Arms Bryce is more than willing to give. But he's not the kind of man who asks. He takes. And soon, he will take her. He'll dominate her. He'll captivate her. She'll be his-no patches...no property...no titles. Only her. Only him. She thinks this is her story to tell. It very well may be. But he...is fixing to rewrite it.

Praised for its no nonsense approach to engaging students and conveying key learning outcomes and for striking a good balance between sociological and psychological

aspects of consumer behaviour, the new edition now features increased coverage of social media, digital consumption and up-to-date marketing practice. Written from a European perspective, international in its scope and with an array of global international examples and cases from a variety of geographic locations and different industry sectors threaded throughout the text, students' understanding and retention of the subject is encouraged through innovative learning features including: 'how to impress your examiner' boxes - ideas and tips for what an examiner may be looking for to help students get the best possible grades in their assessments. 'consumer behaviour in action' boxes – focus on consumer decisions allowing students to focus on the applications of the concepts and theories underpinning the motivations of consumers – something they are likely to do in their future careers as marketers. 'challenging the status quo' boxes – encouraging students to think outside the box, think critically and exercise their problem solving skills. The book is complemented by a companion website featuring a range of tools and resources for lecturers and students, including PowerPoint slides, multiple choice questions, case studies, interactive glossary, flashcards, multimedia links and selected author videos to make the examples in each chapter come to life. Suitable for Undergraduate students with little or no background knowledge of consumer behaviour.

“An eye-opening dazzler” (Stephen King) about a pair of globetrotting, gore-obsessed journalists whose entanglement in a French philosopher's death becomes a surreal journey into global conspiracy from legendary filmmaker David Cronenberg. Stylish and camera-obsessed, Naomi and Nathan thrive on the yellow journalism of the social-media age. Naomi finds herself drawn to the headlines surrounding a famous couple, Célestine and Aristide, Marxist philosophers and sexual libertines. Célestine has been found dead, and Aristide has disappeared. Police suspect him of killing her and consuming parts of her body. Yet Naomi sets off to find him, and as she delves deeper into the couple's lives, she discovers the news story may only skim the surface of the disturbing acts they performed together. Journalist Nathan, meanwhile, is in Budapest photographing the controversial work of an unlicensed surgeon named Zoltán Molnár, once sought by Interpol for organ trafficking. After sleeping with one of Molnár's patients, Nathan contracts a rare STD called Roiphe's and travels to Toronto, determined to meet the man who discovered the syndrome. Dr. Barry Roiphe, Nathan learns, now studies his own adult daughter, whose bizarre behavior masks a devastating secret. These parallel narratives become entwined in a gripping, dreamlike plot that involves geopolitics, 3-D printing, North Korea, the Cannes Film Festival, cancer, and, in an incredible number of varieties, sex. Consumed is an exuberant, provocative debut novel from one of the world's leading film directors, a writer of “fierce sculptural intensity” (Jonathan Lethem, *The New York Times Book Review*) who makes it “impossible to look away” (*Publishers Weekly*).

This volume examines the role of communication in contributing to and contesting the current climate crisis. There is now widespread agreement that even if increases in carbon emissions are kept to the current international target the climate crisis will continue to intensify. This book brings together, for the first time, state-of-the-art research with activists' interventions to place debate around climate crisis within the wider conversation about the changing relations between communications and contemporary capitalism. Contributors include; Naomi Klein, Michael Mann, Alan

Rusbridger, Vincent Mosco, Jodi Dean, and leading figures in Greenpeace and 350.org. Ethical practice in any professional discipline is guided by age-old philosophical perspectives, but its modern parameters are continually evolving. Ongoing developments in technology, social media and social contexts mean that public relations and its practices in particular are constantly changing, and so are the ethical questions faced by practitioners in the field. Ethical questions and dilemmas are inherent to public relations, and ensuring that practitioners operate ethically is fundamental to both the professionalism and credibility of the field. Engaging and accessible, *Ethics in Public Relations* offers a lively exploration of the key ethical concerns present in the public relations world today by way of practical tips and guidance to support those in PR and corporate communications. It covers topics including the roles which lies, truth and honesty play; utilitarianism; practising respect and morality; authorship; conflicts of interest; PR and the corporate ethics programme; moonlighting; the impact of whistleblowing and more. Written by a leading academic in the field, this fully updated third edition of *Ethics in Public Relations* includes an entirely new chapter on the uses of ethics in social media, covering topical issues such as blogger engagement and the relationship between employee social media activity and organizational reputation.

This comprehensive Reader brings together seminal texts in media and communication from both traditional as well as more recent scholarship. Readings are drawn from an international range of scholars and organized to reflect the growing internationalization of the field, with clearly defined sections covering key aspects of global communication. In addition to the core academic readings, key policy documents are also included to demonstrate the development of the political, economic and technological infrastructure that underpins the global system of media and communication.

This practical, conceptual introduction to statistical analysis by award-winning teacher Andrew N. Christopher uses published research with inherently interesting social sciences content to help students make clear connections between statistics and real life. Using a friendly, easy-to-understand presentation, Christopher walks students through the hand calculations of key statistical tools and provides step-by-step instructions on how to run the appropriate analyses for each type of statistic in SPSS and how to interpret the output. With the premise that a conceptual grasp of statistical techniques is critical for students to truly understand why they are doing what they are doing, the author avoids overly formulaic jargon and instead focuses on when and how to use statistical techniques appropriately.

The Killer You Know is a gripping, original story about toxic friendships and revenge -- perfect for fans of Laura Marshall, Ruth Ware and C. J. Tudor. I'll murder three strangers. And you'll know it was me . . . "A blinder of a read" - SUN "A scary, compelling and a completely original page-turner" - IRISH INDEPENDENT "An original and gripping thriller" - LAURA MARSHALL Summer 1997: When Will jokes about becoming a serial killer, his friends just laugh it off. But Adeline can't help but feel there's something darker lurking behind his words. Winter 2015: Years later, Adeline returns to Blythe for a reunion of the old gang - except Will doesn't show up. Reminiscing about old times, they look up the details of his supposed murder spree. But the mood soon changes when they discover two recent deaths that match. As the group attempts to track Will down, they realize that he is playing a sinister game that

harks back to one they used to play as kids. Only this time there are lives at stake . . . Readers are absolutely loving *The Killer You Know*: "A compelling, unpredictable thriller that conveys the changing nature of long-lasting friendships beautifully. How well do we know even our closest of friends? Highly recommended." - ELISABETH CARPENTER "A twisty, clever exploration of claustrophobic childhood friendships and the darkness they can lead to." - DERVLA MCTIERNAN "The *Killer You Know* is one of my favourite reads of the year. I LOVED it. Pacey, nostalgic, excellent very well-developed characters, and a clever plot" - NIKI MACKAY "A gripping, compelling read with a brilliant premise and a wonderfully twisting storyline. An incredible debut." - TM LOGAN "Compelling, creepy, and brilliantly executed, *The Killer You Know* is an original new voice in the thriller world." - PHOEBE MORGAN "Brilliantly atmospheric tale of toxic friendship, with a killer hook - what if one of your gang turned out to be a serial killer? Loved it." - LIZ BARNESLEY

By putting the information in this book to use, small retail stores and service providers can beat back Big Chain competition and prosper.

A once-popular young man helping to support his family after a tragic accident falls irrevocably in love with a fiercely independent and driven college student who wants to avoid romantic entanglements. By the best-selling author of *Beautiful Disaster*. Original.

This is today's indispensable introduction to supply chain management for today's students and tomorrow's managers – not yesterday's! Prof. Hokey Min focuses on modern business strategies and applications – transcending obsolete logistics- and purchasing-driven approaches still found in many competitive books. Focusing on outcomes throughout, *The Essentials of Supply Chain Management* shows how to achieve continuous organizational success by applying modern supply chain concepts. Reflecting his extensive recent experience working with leading executives and managers, Min teaches highly-effective methods for supply chain thinking and problem-solving. You'll master an integrated Total System Approach that places functions like inventory control and transportation squarely in context, helping you smoothly integrate internal and external functions, and establish effective inter-firm cooperation and strategic alliances across complex supply chains. Coverage includes: Understanding modern sourcing, logistics, operations, sales, and marketing – and how they fit together Using modern supply chain methods to improve customer satisfaction and quality Working with cutting-edge supply chain technology and metrics Moving towards greater sustainability and more effective risk management Working with core analytical tools to evaluate supply chain practices and measure performance Legal, ethical, cultural, and environmental/sustainability aspects of modern supply chain operations How to build a career in global supply chain management *The Essentials of Supply Chain Management* will be an indispensable resource for all graduate and undergraduate students in supply chain management, and for every practitioner pursuing professional certification or executive education in the field.

Now in its second edition, *Advertising and Societies: Global Issues* provides an

international perspective on the practice of advertising while examining some of the ethical and social ramifications of advertising in global societies. The book illustrates how issues such as the representation of women and minorities in ads, advertising and children, and advertising in the digital era have relevance to a wider global community. This new edition has been updated to reflect the dramatic changes impacting the field of advertising that have taken place since publication of the first edition. The growing importance of emerging markets is discussed, and new photos are included. The book provides students and scholars with a comprehensive review of the literature on advertising and society and uses practical examples from international media to document how global advertising and global consumer culture operate, making it an indispensable research tool and invaluable for classroom use.

Beauty has captured human interest since before Plato, but how, why, and to whom does beauty matter in today's world? Whose standard of beauty motivates African Americans to straighten their hair? What inspires beauty queens to measure up as flawless objects for the male gaze? Why does a French performance artist use cosmetic surgery to remake her face into a composite of the master painters' version of beauty? How does beauty culture perceive the disabled body? Is the constant effort to remain young and thin, often at considerable economic and emotional expense, ethically justifiable? Provocative essays by an international group of scholars discuss aesthetics in aesthetics, the arts, the tools of fashion, the materials of decoration, and the big business of beautification—beauty matters—to reveal the ways gender, race, and sexual orientation have informed the concept of beauty and driven us to become more beautiful. Here, Kant rubs shoulders with Calvin Klein. *Beauty Matters* draws from visual art, dance, cultural history, and literary and feminist theory to explore the values and politics of beauty. Various philosophical perspectives on ethics and aesthetics emerge from this penetrating book to determine and reveal that beauty is never disinterested.

Presenting a range of perspectives on advertising in a global society, this Second Edition of *Controversies in Contemporary Advertising*, by Kim Bartel Sheehan, examines economic, political, social, and ethical perspectives and covers a number of topics including stereotyping, controversial products, consumer culture, and new technology. The book is divided equally between macro and micro issues, providing a balanced portrait of the role advertising has in society today. Author Kim Bartel Sheehan's work recognizes the plurality of opinions towards advertising, allowing the reader to form and analyze their own judgments. It encourages readers to obtain a critical perspective on advertising issues.

Public relations frequently reflects the conscience of an organization. Public relations professionals must ask the right questions when advising organizations on the best ways to protect themselves from damage or liability. A better understanding of ethics helps formulate those questions and educate

management on the ethical consequences of corporate action. Karla Gower has updated *Legal and Ethical Considerations for Public Relations* to reflect recent case law and the prevalence of social media in our lives and in public relations practice. She considers ethical standards, the development of First Amendment law, corporate and commercial speech, lobbying, protecting creative property, and other specific areas of the law. In addition, Gower highlights important cases and breaks down how their decisions have impacted current law. Readers will learn to collaboratively resolve corporate crises not just in the classroom, but throughout their professional careers.

You've met Ben Shaw. Now meet Braydon Kincaid, the devil-may-care male model who nearly stole the show in *Working It* by New York Times bestselling author Kendall Ryan. As one of the world's most sought-after male models, Braydon is no stranger to the finer pleasures in life. The last thing he wants to do is limit himself, especially when it comes to women. His best friend, Ben, might've settled down, but Braydon doesn't want to waste his youth on the messy complications of commitment. He wants fun. He wants easy. Ellie isn't looking for a casual relationship, but her tough and sassy personality instantly attracts Braydon, who proposes a "friends with benefits" arrangement. Unable to resist the powerful pull of the charming bad boy, Ellie eventually relents, though she longs for all-consuming love. As the two spend more time together, Ellie soon realizes that Braydon's posing skills extend off the runway. His carefully crafted façade masks a secret hurt that he's reluctant to share with Ellie, even as they embark on a passionate affair that sends them hurtling toward a fate neither expected. Can Ellie risk her heart while she waits for Braydon to let her in, or will she be forced to demand all or nothing?

This Second Edition remains the only book to discuss both theory and application of qualitative research techniques to inspire great advertising and build strong brands. Using a step-by-step approach created for students considering advertising careers and for those currently working in the advertising industry, this book explains what qualitative research techniques are designed to do. The text describes how these techniques aid in uncovering insights useful for advertising strategy development, creative development, and post-campaign evaluation. Practical information and discussions on interviewing, projective techniques, focus groups, and online/social media applications positioned within a theoretical context illustrate the value of qualitative research in the real world.

*Ads, Fads, and Consumer Culture* is an engaging cultural studies critique of advertising and its impacts on American society. Arthur Asa Berger looks at marketing strategies, sex and advertising, consumer culture, political advertising, and communication theory and process to give an accessible overview of advertising in America. He explores how advertising works and how society does or doesn't respond to it, and he gives two detailed interpretations of ads to offer readers step-by-step frameworks for decoding print ads and television commercials.

The classic guide to creating great advertising now covers all media: Digital, Social, and Traditional. Hey Whipple, Squeeze This has helped generations of young creatives make their mark in the field. From starting out and getting work, to building successful campaigns, you gain a real-world perspective on what it means to be great in a fast-moving, sometimes harsh industry. You'll learn how to tell brand stories and create brand experiences online and in traditional media outlets, and you'll learn more about the value of authenticity, simplicity,

storytelling, and conflict. Advertising is in the midst of a massive upheaval, and while creativity is still king, it's not nearly enough. This book is an essential resource for advertising professionals who need up-to-date digital skills to reach the modern consumer. Turn great ideas into successful campaigns Work effectively in all media channels Avoid the kill shots that will sink any campaign Protect your work Succeed without selling out Today's consumer has seen it all, and they're less likely than ever to even notice your masterpiece of art and copy, let alone internalize it. Your job is to craft a piece that rises out of the noise to make an impact. Hey Whipple, Squeeze This provides the knowledge to create impressive, compelling work. The lines we once crossed so easily have widened and torn us apart... Once upon a time I thought Finn and I would live happily ever after, but real life doesn't always have a happy ending. He's testing my trust, and I'm losing faith in the man I thought I'd spend the rest of my life with, and there's nothing I can do to stop it. He's the one I trusted to keep me safe, but now he's the source of my greatest pain... Forgiveness is fragile, and some fractures never fully heal... One mistake--a slip in a moment of weakness--might cost me everything I've worked so hard for. The thing about trust is that it's a lot easier to lose than it is to build. Just as I'm about to give up and surrender to the demons from my past, an unexpected threat reminds me what I'm best at: protecting the woman I love. Whether or not she wants me, I will fight for Carrie and our daughter, and I will keep them safe--no matter the cost. Even if I have to put my life and my heart on the line.

Emotional Branding is the best selling revolutionary business book that has created a movement in branding circles by shifting the focus from products to people. The "10 Commandments of Emotional Branding" have become a new benchmark for marketing and creative professionals, emotional branding has become a coined term by many top industry experts to express the new dynamic that exists now between brands and people. The emergence of social media, consumer empowerment and interaction were all clearly predicted in this book 10 years ago around the new concept of a consumer democracy. In this updated edition, Marc Gobé covers how social media helped elect Barack Obama to the White House, how the idea behind Twitter is transforming our civilization, and why new generations are re-inventing business, commerce, and management as we know it by leveraging the power of the web. In studying the role of women as "shoppers in chief," and defining the need to look at the marketplace by recognizing differences in origins, cultures, and choices, Emotional Branding foresaw the break up of mass media to more targeted and culturally sensitive modes of communications. As the first marketing book ever to study the role of the LGBTQ community as powerful influencers for many brands, Emotional Branding opened the door to a renewed sensitivity toward traditional research that privilege individuality and the power of the margins to be at the center of any marketing strategy. A whole segment in the book looks at the role of the senses in branding and design. The opportunity that exists in understanding how we feel about a brand determines how much we want to buy. By exploring the 5 senses, Emotional Branding shows how some brands have built up their businesses by engaging in a sensory interaction with their consumers. Emotional Branding explores how effective consumer interaction needs to be about senses and feelings, emotions and sentiments. Not unlike the Greek culture that used philosophy, poetry, music, and the art of discussion and debate to stimulate the imagination, the concept of emotional branding establishes the forum in which people can convene and push the limits of their creativity. Through poetry the Greeks invented mathematics, the basis of science, sculpture, and drama. Unless we focus on humanizing the branding process we will lose the powerful emotional connection people have with brands. Critics hailed Emotional Branding as a breakthrough and a fresh approach to building brands. Design in this book is considered a new media, the web a place where people will share information and communicate, architecture a part of the brand building process, and people as the most powerful element of any branding strategy. Most importantly, it emphasizes the need

to transcend the traditional language of marketing--from one based on statistics and data to a visually compelling new form of communication that fosters creativity and innovation. Allworth Press, an imprint of Skyhorse Publishing, publishes a broad range of books on the visual and performing arts, with emphasis on the business of art. Our titles cover subjects such as graphic design, theater, branding, fine art, photography, interior design, writing, acting, film, how to start careers, business and legal forms, business practices, and more. While we don't aspire to publish a New York Times bestseller or a national bestseller, we are deeply committed to quality books that help creative professionals succeed and thrive. We often publish in areas overlooked by other publishers and welcome the author whose expertise can help our audience of readers.

Public Relations Writing Worktext provides the fundamental knowledge and the basic preparation required for the professional practice of public relations writing. This textbook introduces readers to public relations and writing, providing an overview of the four-step public relations process in addition to defining and detailing the writing activities involved. It presents in-depth information on the writing formats and approaches used in implementing strategic public relations plans, and offers instruction for developing all types of writing assignments, starting with memos, proposals, and news releases, and moving on to the more complex tasks of advocacy writing, newsletters, crisis planning, and online communication. Examples accompany the discussions, providing guidance and structure for the varied writing activities. Retaining the approach of the second edition, this text incorporates numerous changes and updates, making it suitable for use as a primary course text. Updates include: increased focus on writing for the web, blogs, and electronic media, including information on writing social media releases and a new chapter entitled "New and Social Media" a new planning outline to help writers develop more effective messages expanded checklists for writers to reference when working on assignments additional examples of effective public relations writing by leading companies in a variety of organizational settings, including Mattel, UPS, Burger King, Sara Lee, Xerox, Frito-Lay, and many more new assignments based on topics, issues and problems that public relations professionals in all sectors face today restructured content for improved writing flow and consistency full instructor manual available at [www.routledge.com/textbooks/zappala](http://www.routledge.com/textbooks/zappala) Authors Joseph M. Zappala and Ann R. Carden offer a clear and engaging introduction to the writing activities involved in public relations practice, resulting in a valuable resource for professionals as well as a practical classroom text for students planning careers in public relations.

Priscille Sibley's *The Promise of Stardust* is a haunting and unforgettable debut novel about life and death and love, set against a moral dilemma that may leave you questioning your own beliefs. Matt Beaulieu has loved Elle McClure since he was two years old. Now married and expecting their first child, Elle suffers a fatal accident. To keep the baby alive, Matt goes against his wife's wishes and keeps his wife on life support. But Matt's mother thinks that Elle should be euthanized, and she's ready to fight for what she believes is the right thing. A stunning, compassionate examination of one of the most intricate ethical issues of our time, *The Promise of Stardust*, will stay with you, long after the last page has been read.

Marketing exec Lucy Cunningham is thrilled when her firm lands The Palm Club account. The campaign concept for Miami's hottest fitness club was Lucy's idea: take one fitness-challenged woman, put her in front of TV cameras, and into the hands of the club's top personal trainer, Theo Redmond. And there's a big cash reward for each pound shed. It seems like a brilliant idea-until Lucy gets picked to be the guinea pig. It's obvious she needs to drop the pounds, but the idea of letting it all hang out in front of some Malibu Ken jock has her choking on her Milk Duds before she even begins! After one meeting, Theo knows Lucy will be his toughest client and one of the most unforgettable women he'll ever meet. Smart-mouthed and stubborn, it's clear she isn't fond of marching to anyone's drumbeat but her own. But she shocks Theo by

rising to the challenge like a pro. And he finds his heart in jeopardy long before Lucy starts to slim down and turn heads. As Lucy sweats her way into a whole new life, things start to heat up between her and Theo. But trust doesn't come easy for either of them. They've both been burned by romance in the past. Now Lucy and Theo are about to discover that appearances can be deceiving--and in the end, true love lies somewhere between pizza and Pilates... From a New York Times bestselling author comes a sexy, paranormal "rough-and-tumble adventure" (Library Journal) about a high-stakes romance between two shifters fighting for their lives. Cougar shifter Abby Carter always plays it safe. That's why she's an accountant--no excitement, no danger, and no cocky alpha males. She loves her quiet life, but fate has other plans. When Abby uncovers the shady dealings of an anti-shifter organization, she'll have to trust the too-sexy-for-her-peace-of-mind werewolf Declan Reed...or end up six feet under. Declan Reed is starting over. After two years with Shifter Operations Command, it's time to put his past behind him. Now Declan is the only thing standing between the gorgeous Abby and an early grave, and if he's going to have any chance of keeping her alive, he'll have to embrace the darkness he's fought to keep at bay. But first he has to convince Abby that there's no safer place in the world than the arms of a big bad werewolf. "Celia Kyle's my go-to for sexy alpha shifters and fast-paced, delicious storylines." -- Jessica Clare. New York Times and USA Today bestselling author

Ad Critique teaches advertising, marketing, and management students--both the "suits" and the "creatives"--how to effectively judge and critique creativity in advertising. This textbook is an instruction manual; a facilitator of dialogue; a companion piece to classroom content. Its lessons result in actual skills that enable students to look at the creative product and embolden them to say something constructive and worthwhile. — Irish Book of the Year Finalist! — An Amazon Best Books of the Year So Far pick! A whimsical, touching debut about loneliness, friendship and hope... Vivian doesn't feel like she fits in - and never has. As a child, she was so whimsical that her parents told her she was "left by fairies." Now, living alone in Dublin, the neighbors treat her like she's crazy, her older sister condescends to her, social workers seem to have registered her as troubled, and she hasn't a friend in the world. So, she decides it's time to change her life: She begins by advertising for a friend. Not just any friend. She wants one named Penelope. Meanwhile, she roams the city, mapping out a new neighborhood every day, seeking her escape route to a better world, the other world her parents told her she came from. And then one day someone named Penelope answers her ad for a friend. And from that moment on, Vivian's life begins to change. Debut author Caitriona Lally offers readers an exhilaratingly fresh take on the Irish love for lyricism, humor, and inventive wordplay in a book that is, in itself, deeply charming, and deeply moving.

As seen on Inc.com Discover your "Aha" moment--right now! What's the best way to become more creative? Just change how you think! This book challenges you to go against your default ways of thinking in order to write, design, and build something extraordinary. Featuring more than 100 challenges, exercises, and prompts, each page guides you as you push past the way you normally see the world and uncover all-new possibilities and ideas. The Creativity Challenge teaches you that you already have immense creative potential in you--you just need to tap into it. Whether you're feeling stumped or uninspired, these creativity prompts will help you ditch typical thinking

patterns and finally unleash the possibilities hidden within your mind.

[Copyright: d2043aa55c174669408e23969483bd90](#)