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A provocative assessment of social media discusses how to use the Internet to expand a business, challenging the claims of online authorities and marketing consultants while tracing the rise of social media and revealing the benefits of real-world connections.

Explores what life is really like in contemporary small-town America, focusing on the people of Northampton, Massachusetts, to assess how individuals in a community transform a place into a home

The best-selling co-author of *Acid Dream* traces the dramatic social history of marijuana from its origins and its emergence in the 1960s culture wars through the 1996 legalization of medicinal marijuana in California, profiling the multibillion-dollar marijuana industry and how it is reshaping health care. 35,000 first printing.

Digital transformation is not about technology--it's about change. In the rapidly changing digital economy, you can't succeed by merely tweaking management practices that led to past success. And yet, while many leaders and managers recognize the threat from digital--and the potential opportunity--they lack a common language and compelling framework to help them assess it and guide them in responding. They don't know how to think about their digital business model. In this concise, practical book, MIT digital research leaders Peter Weill and Stephanie Woerner provide a powerful yet straightforward framework that has been field-tested globally with dozens of senior management teams. Based on years of study at the MIT Center for Information Systems Research (CISR), the authors find that digitization is moving companies' business models on two dimensions: from value chains to digital ecosystems, and from a fuzzy understanding of the needs of end customers to a sharper one. Looking at these dimensions in combination results in four distinct business models, each with different capabilities. The book then sets out six driving questions, in separate chapters, that help managers and executives clarify where they are currently in an increasingly digital business landscape and highlight what's needed to move toward a higher-value digital business model. Filled with straightforward self-assessments, motivating examples, and sharp financial analyses of where profits are made, this smart book will help you tackle the threats, leverage the opportunities, and create winning digital strategies.

"An intoxicating blend of music, love, and family from one of the essential writers of the internet generation" (Stephanie Danler). Have you ever wondered what your mother was like before she became your mother, and what she gave up in order to have you? It's the early days of the new millennium, and Laura has arrived in New York City's East Village in the hopes of recording her first album. A songwriter with a one-of-a-kind talent, she's just beginning to book gigs with her beautiful best friend when she falls hard for a troubled but magnetic musician whose star is on the rise. Their time together is stormy and short-lived—but will reverberate for the rest of Laura's life. Fifteen years later, Laura's teenage daughter, Marie, is asking questions about her father, questions that Laura does not want to answer. Laura has built a stable life in Brooklyn that bears little resemblance to the one she envisioned when she left Ohio all those years ago, and she's taken pains to close the door on what was and what might have been. But neither her best friend, now a famous musician who relies on Laura's songwriting skills, nor her depressed and searching daughter will let her give up on her dreams. "A zippy and profound story of love, loss, heredity, and parenthood (Emma Straub), *Perfect Tunes* explores the fault lines in our most important relationships, and asks whether dreams deferred can ever be reclaimed. It is a delightful and poignant tale of music and motherhood, ambition and compromise—of life, in all its dissonance and harmony.

From award-winning sportswriter John Feinstein, a YA novel about a teen golfer poised to blaze his way into Masters Tournament history—and he'll face secrecy, sacrifice, and the decision of a lifetime to get there. Seventeen-year-old Frank Baker is a golfing sensation. He's set to earn a full-ride scholarship to play at the university of his choice, but his single dad wants him to skip college and turn pro—golf has taken its toll on the family bank account, and his dad is eager to start cashing in on his son's prowess. Frank knows he isn't ready for life on the pro tour—regardless of the potential riches—so his swing coach enlists a professional golfer turned journalist to be Frank's secret adviser. Pressure mounts when, after reaching the final of the U.S. Amateur tournament, Frank wins an automatic invite to the Masters. And when the prodigy, against all odds, starts tearing up the course at Augusta National, sponsors are lined up to throw money at him—and his father. But Frank's entry in the Masters hinges on maintaining his standing as an amateur. Can he and his secret adviser—who has his own conflicts—keep Frank's dad at bay long enough to bring home the legendary green jacket?

What's Your Digital Business Model? Six Questions to Help You Build the Next-Generation Enterprise Harvard Business Press

Intelligent algorithms are already well on their way to making white collar jobs obsolete: travel agents, data-analysts, and paralegals are currently in the firing line. In the near future, doctors, taxi-drivers and ironically even computer programmers are poised to be replaced by 'robots'. Without a radical reassessment of our economic and political structures, we risk the very implosion of the capitalist economy itself. In *The Rise of the Robots*, technology expert Martin Ford systematically outlines the achievements of artificial intelligence and uses a wealth of economic data to illustrate the terrifying societal implications. From health and education to finance and technology, his warning is stark – all jobs that are on some level routine are likely to eventually be automated, resulting in the death of traditional careers and a hollowed-out middle class. The robots are coming and we have to decide – now – whether the future will bring prosperity or catastrophe.

Since the beginning of mankind on Earth, if the "busyness" process was successful, then some form of benefit sustained it. The fundamentals are obvious: get the right inputs (materials, labor, money, and ideas); transform them into highly demanded, quality outputs; and make it available in time to the end consumer. Illustrating how operations relate to the rest of the organization,

Production and Operations Management Systems provides an understanding of the production and operations management (P/OM) functions as well as the processes of goods and service producers. The modular character of the text permits many different journeys through the materials. If you like to start with supply chain management (Chapter 9) and then move on to inventory management (Chapter 5) and then quality management (Chapter 8), you can do so in that order. However, if your focus is product line stability and quick response time to competition, you may prefer to begin with project management (Chapter 7) to reflect the continuous project mode required for fast redesign rapid response. Slides, lectures, Excel worksheets, and solutions to short and extended problem sets are available on the Downloads / Updates tabs. The project management component of P/OM is no longer an auxiliary aspect of the field. The entire system has to be viewed and understood. The book helps students develop a sense of managerial competence in making decisions in the design, planning, operation, and control of manufacturing, production, and operations systems through examples and case studies. The text uses analytical techniques when necessary to develop critical thinking and to sharpen decision-making skills. It makes production and operations management (P/OM) interesting, even exciting, to those who are embarking on a career that involves business of any kind. Explores the homogenization of American culture and the impact of the fast food industry on modern-day health, economy, politics, popular culture, entertainment, and food production. Rework shows you a better, faster, easier way to succeed in business. Most business books give you the same old advice: Write a business plan, study the competition, seek investors, yadda yadda. If you're looking for a book like that, put this one back on the shelf. Read it and you'll know why plans are actually harmful, why you don't need outside investors, and why you're better off ignoring the competition. The truth is, you need less than you think. You don't need to be a workaholic. You don't need to staff up. You don't need to waste time on paperwork or meetings. You don't even need an office. Those are all just excuses. What you really need to do is stop talking and start working. This book shows you the way. You'll learn how to be more productive, how to get exposure without breaking the bank, and tons more counterintuitive ideas that will inspire and provoke you. With its straightforward language and easy-is-better approach, Rework is the perfect playbook for anyone who's ever dreamed of doing it on their own. Hardcore entrepreneurs, small-business owners, people stuck in day jobs they hate, victims of "downsizing," and artists who don't want to starve anymore will all find valuable guidance in these pages.

Written specifically to help lawyers and non-lawyers brush up on franchise law, this respected publication - now in its fourth edition - is charged with useful definitions, practical tips, and expert advice from experienced franchise law practitioners. This practical guide examines franchise law from a wide-range of experiences and viewpoints. Each chapter is written by two experienced practitioners to provide a well-rounded guide to the fundamentals of franchise law and key issues in the practice, including trademark law; structuring the franchise relationship; disclosure issues; registration; franchise relationship laws; antitrust law; counseling franchisees; and more.

Four years after a gruesome murder, a teenage girl discovers that some secrets refuse to stay buried, in this riveting mystery from a "thriller master" (Publishers Weekly). Rose was thrilled when Angelica Lofft invited her to spend the weekend at her family's beautiful lake house. It had everything a girl could want: delicious treats, gorgeous horses, and an exquisite pool. But instead of a weekend of fun in the sun, someone ended up dead. Four years later, the police have reopened the case. This time they have Rose's diary—her private, personal diary—and Rose will do anything to get it back, even if it means stealing a police car. But now that she's destroyed the evidence, the police are convinced she saw something. And the longer Rose keeps her secrets, the more she risks losing everything . . . From the bestselling author of The Face on the Milk Carton comes a gripping thriller about the lies people tell and the consequences they can't escape. This ebook features an illustrated biography of Caroline B. Cooney including rare images and never-before-seen documents from the author's personal collection.

An introduction to marketing concepts, strategies and practices with a balance of depth of coverage and ease of learning. Principles of Marketing keeps pace with a rapidly changing field, focussing on the ways brands create and capture consumer value. Practical content and linkage are at the heart of this edition. Real local and international examples bring ideas to life and new feature 'linking the concepts' helps students test and consolidate understanding as they go. The latest edition enhances understanding with a unique learning design including revised, integrative concept maps at the start of each chapter, end-of-chapter features summarising ideas and themes, a mix of mini and major case studies to illuminate concepts, and critical thinking exercises for applying skills.

Many people know one or two things they can do to save money, like cutting back on vacations and meals out, but beyond that, they're stumped. When they look at their current lifestyle, they have no idea where they can trim the fat without sacrificing their quality of life. That's exactly what this guide will do. It will help you identify small, painless changes you can make to your daily habits that can add up to big savings--while bringing you closer as a family. By grouping these money-saving tips into a room of the house or errand on a to-do list, you can immediately put your suddenly frugal plan into action--and instantly begin saving money. By pinpointing the dollar amount associated with each cost-saving step, financial whiz and mom Leah Ingram will inspire you to embrace--and enjoy--your new frugality.

By the co-writer of the HBO miniseries The Night Of Richard Price's New York Times bestseller, The Whites, is an electrifying tale of a New York City police detective under siege-by an unsolved murder, by his own dark past, and by a violent stalker seeking revenge. Back in the run-and-gun days of the mid-1990s, when a young Billy Graves worked in the South Bronx as part of an aggressive anti-crime unit known as the Wild Geese, he made headlines by accidentally shooting a ten-year-old boy while struggling with an angel-dusted berserker on a crowded street. Branded as a loose cannon by his higher-ups, Billy spent years enduring one dead-end posting after another. Now in his early forties, he has somehow survived and become a sergeant in Manhattan Night Watch, a small team of detectives charged with responding to all post-midnight felonies from Wall Street to Harlem. Mostly, his unit acts as little more than a set-up crew for the incoming shift, but after years in police purgatory, Billy is content simply to do his job. Then comes a call that changes everything: Night Watch is summoned to the four a.m. fatal slashing of a man in Penn Station, and this time Billy's investigation moves beyond the usual handoff to the day tour. And when he discovers that the victim was once a suspect in the unsolved murder of a twelve-year-old boy-a savage case with connections to the former members of the Wild Geese-the bad old days are back in Billy's life with a vengeance, tearing apart enduring friendships forged in the urban trenches and even threatening the safety of his family. Razor-sharp and propulsively written, The Whites introduces Harry Brandt--a new master of American crime fiction. Discusses the particular nutrition needs of athletes.

From the creator of the popular website Ask a Manager and New York's work-advice columnist comes a witty, practical guide to 200 difficult professional conversations—featuring all-new advice! There's a reason Alison Green has been called "the Dear Abby of the work world." Ten years as a workplace-advice columnist have taught her that people avoid awkward conversations in the office because they simply don't know what to say. Thankfully, Green does—and in this incredibly helpful book, she tackles the tough discussions you may need to have during your career. You'll learn what to say when • coworkers push their work on you—then take credit for it • you accidentally trash-talk someone in an email then hit "reply all" • you're being micromanaged—or not being managed at all • you catch a colleague in a lie • your boss seems unhappy with your work • your cubemate's loud speakerphone is making you homicidal • you got drunk at the holiday party Praise for Ask a Manager "A must-read for anyone who works . . . [Alison Green's] advice boils down to the idea that you should be professional (even when others are not) and that communicating in a straightforward manner with candor and kindness will get you far, no matter where you work."—Booklist (starred review) "The author's friendly, warm, no-nonsense writing is a pleasure to read, and her advice can be widely applied to relationships in all areas of readers' lives. Ideal for anyone new to the job market or new to management, or anyone hoping to improve their work experience."—Library Journal (starred review) "I am a huge fan of Alison Green's Ask a Manager column. This book is even better. It teaches us how to deal with many of the most vexing big and little problems in our workplaces—and to do so with grace, confidence, and a sense of humor."—Robert Sutton, Stanford professor and author of The No Asshole Rule and The Asshole Survival Guide "Ask a Manager is the ultimate playbook for navigating the traditional workforce in a diplomatic but firm way."—Erin Lowry, author of Broke Millennial: Stop Scraping By and Get Your Financial Life Together

A revised new edition of the bestselling toolkit for creating, building, and maintaining a strong brand From research and analysis through brand strategy, design development through application design, and identity standards through launch and governance, *Designing Brand Identity, Fourth Edition* offers brand managers, marketers, and designers a proven, universal five-phase process for creating and implementing effective brand identity. Enriched by new case studies showcasing successful world-class brands, this Fourth Edition brings readers up to date with a detailed look at the latest trends in branding, including social networks, mobile devices, global markets, apps, video, and virtual brands. Features more than 30 all-new case studies showing best practices and world-class Updated to include more than 35 percent new material Offers a proven, universal five-phase process and methodology for creating and implementing effective brand identity

What defines Boston? Its history? Its landmarks? Its sports teams and shrines? Perhaps the question should be: Who defines Boston? From Henry David Thoreau to Dennis Lehane, Boston has been beloved by many of America's greatest writers, and there is no better group of men and women to capture the heart and soul of the Hub. In *Our Boston*, editor Andrew Blauner has collected both original and reprinted essays from Boston area writers past and present, all celebrating the city they love. In the wake of the Boston Marathon bombing, they responded to his call to celebrate this great city by providing almost all brand-new works. From Mike Barnicle to Pico Iyer, Susan Orlean to George Plimpton, Leigh Montville to Lesley Visser, Pagan Kennedy to James Atlas, here is a collection of the best essays by our best writers on one of America's greatest cities.

In *Pour Your Heart Into It*, former CEO and now chairman emeritus Howard Schultz illustrates the principles that have shaped the Starbucks phenomenon, sharing the wisdom he has gained from his quest to make great coffee part of the American experience. The success of Starbucks Coffee Company is one of the most amazing business stories in decades. What started as a single store on Seattle's waterfront has grown into the largest coffee chain on the planet. Just as remarkable as this incredible growth is the fact that Starbucks has managed to maintain its renowned commitment to product excellence and employee satisfaction. Marketers, managers, and aspiring entrepreneurs will discover how to turn passion into profit in this definitive chronicle of the company that "has changed everything... from our tastes to our language to the face of Main Street" (Fortune).

In *Homer Economicus* a cast of lively contributors takes a field trip to Springfield, where the Simpsons reveal that economics is everywhere. By exploring the hometown of television's first family, this book provides readers with the economic tools and insights to guide them at work, at home, and at the ballot box. Since *The Simpsons* centers on the daily lives of the Simpson family and its colorful neighbors, three opening chapters focus on individual behavior and decision-making, introducing readers to the economic way of thinking about the world. Part II guides readers through six chapters on money, markets, and government. A third and final section discusses timely topics in applied microeconomics, including immigration, gambling, and health care as seen in *The Simpsons*. Reinforcing the nuts and bolts laid out in any principles text in an entertaining and culturally relevant way, this book is an excellent teaching resource that will also be at home on the bookshelf of an avid reader of pop economics.

Apple embraced co-creation to enhance the speed and scope of its innovation, generating over \$1 billion for its App-Store partner-developers in two years, even as it overtook Microsoft in market value. Starbucks launched its online platform MyStarbucksIdea.com to tap into ideas from customers and turbocharged a turnaround. Unilever turned to co-creation for redesigning product lines such as Sunsilk shampoo and revitalized growth. Nike achieved remarkable success with its Nike+ co-creation initiative, which enables a community of over a million runners to interact with one another and the company, increasing its market share by 10 percent in the first year. Co-creation involves redefining the way organizations engage individuals—customers, employees, suppliers, partners, and other stakeholders—bringing them into the process of value creation and engaging them in enriched experiences, in order to —formulate new breakthrough strategies —design compelling new products and services —transform management processes —lower risks and costs —increase market share, loyalty, and returns In this pathbreaking book, Venkat Ramaswamy (who coined the term co-creation with C. K. Prahalad) and Francis Gouillart, pioneers in working with companies to develop co-creation practices, show how every organization—from large corporation to small firm, and government agency to not-for-profit—can achieve "win more—win more" results with these methods. Based on extraordinary research and the authors' hands-on experiences with successful projects in co-creation at dozens of the world's most exciting organizations, *The Power of Co-Creation* illustrates with detailed examples from leading firms such as those above, as well as from Cisco, GlaxoSmithKline, Amazon, Jabil, Predica, Wacoal, Caja Navarra, and many others, how enterprises have used a wide range of "engagement platforms"—and how they have even restructured internal management processes—in order to harness the power of co-creation. As the authors' wealth of examples make vividly clear, enterprises can no longer afford to view customers and other stakeholders as passive recipients of their products and services but must learn to engage them in defining and delivering

enhanced value. Co-creation goes beyond the conventional "process view" of quality, re-engineering, and lean thinking, and is the essential new mind-set and practice for boosting sustainable growth, productivity, and profits in the future.

In this #1 New York Times bestseller, the CEO of Starbucks recounts the story and leadership lessons behind the global coffee company's comeback and continued success. In 2008, Howard Schultz decided to return as the CEO of Starbucks to help restore its financial health and bring the company back to its core values. In *Onward*, he shares this remarkable story, revealing how, during one of the most tumultuous economic periods in American history, Starbucks again achieved profitability and sustainability without sacrificing humanity. Offering you a snapshot of the recession that left no company unscathed, the book shows in riveting detail how one company struggled and recreated itself in the midst of it all. In addition, you'll get an inside look into Schultz's central leadership philosophy: It's not about winning, it's about the right way to win. *Onward* is a compelling, candid narrative documenting the maturing of a brand as well as a businessman. Ultimately, Schultz gives you a sense of hope that, no matter how tough times get, the future can be more successful than the past.

(Black & White version) *Fundamentals of Business* was created for Virginia Tech's MGT 1104 Foundations of Business through a collaboration between the Pamplin College of Business and Virginia Tech Libraries. This book is freely available at: <http://hdl.handle.net/10919/70961> It is licensed with a Creative Commons-NonCommercial ShareAlike 3.0 license.

Many of today's organizations "live in public"; they devote extensive resources to branding, catching the public eye, and capitalizing on the age of transparency. But, at the same time, a growing number of companies and other collectives are flying under the radar, concealing their identities and activities. This book offers a framework for thinking about how organizations and their members communicate identity to relevant audiences. Considering the degree to which organizations reveal themselves, the extent to which members express their identification with the organization, and whether the audience is public or local, author Craig R. Scott describes collectives as residing in "regions" that range from transparent to shaded, from shadowed to dark. Taking a closer look at groups like EarthFirst!, the Church of Scientology, Alcoholics Anonymous, the KKK, Skull and Bones, U.S. special mission units, men's bathhouses, and various terrorist organizations, this book draws attention to shaded, shadowed, and dark collectives as important organizations in the contemporary landscape.

I was dead for thirty seconds. That's what the cop in Fall River told me. When the EMTs found me, there was a needle in my arm and a packet of heroin in the front seat. At basketball-crazy Durfee High School in Fall River, Massachusetts, junior guard Chris Herren carried his family's and the city's dreams on his skinny frame. His grandfather, father, and older brother had created their own sports legends in a declining city; he was the last, best hope for a career beyond the shuttered mills and factories. Herren was heavily recruited by major universities, chosen as a McDonald's All-American, featured in a *Sports Illustrated* cover story, and at just seventeen years old became the central figure in *Fall River Dreams*, an acclaimed book about the 1994 Durfee team's quest for the state championship. Leaving Fall River for college, Herren starred on Jerry Tarkanian's Fresno State Bulldogs team of talented misfits, which included future NBA players as well as future convicted felons. His gritty, tattooed, hip-hop persona drew the ire of rival fans and more national attention: *Rolling Stone* profiled him, *60 Minutes* interviewed him, and the Denver Nuggets drafted him. When the Boston Celtics acquired his contract, he lived the dream of every Massachusetts kid—but off the court Herren was secretly crumbling, as his alcohol and drug use escalated and his life spiraled out of control. Twenty years later, Chris Herren was married to his high-school sweetheart, the father of three young children, and a heroin junkie. His basketball career was over, consumed by addictions; he had no job, no skills, and was a sadly familiar figure to those in Fall River who remembered him as a boy, now prowling the streets he once ruled, looking for a fix. One day, for a time he cannot remember, he would die. In his own words, Chris Herren tells how he nearly lost everything and everyone he loved, and how he found a way back to life. Powerful, honest, and dramatic, *Basketball Junkie* is a remarkable memoir, harrowing in its descent, and heartening in its return.

The New York Times bestselling work of undercover reportage from our sharpest and most original social critic, with a new foreword by Matthew Desmond, author of *Evicted* Millions of Americans work full time, year round, for poverty-level wages. In 1998, Barbara Ehrenreich decided to join them. She was inspired in part by the rhetoric surrounding welfare reform, which promised that a job—any job—can be the ticket to a better life. But how does anyone survive, let alone prosper, on \$6 an hour? To find out, Ehrenreich left her home, took the cheapest lodgings she could find, and accepted whatever jobs she was offered. Moving from Florida to Maine to Minnesota, she worked as a waitress, a hotel maid, a cleaning woman, a nursing-home aide, and a Wal-Mart sales clerk. She lived in trailer parks and crumbling residential motels. Very quickly, she discovered that no job is truly "unskilled," that even the lowliest occupations require exhausting mental and muscular effort. She also learned that one job is not enough; you need at least two if you int to live indoors. *Nickel and Dimed* reveals low-rent America in all its tenacity, anxiety, and surprising generosity—a land of Big Boxes, fast food, and a thousand desperate stratagems for survival. Read it for the smoldering clarity of Ehrenreich's perspective and for a rare view of how "prosperity" looks from the bottom. And now, in a new foreword, Matthew Desmond, author of *Evicted: Poverty and Profit in the American City*, explains why, twenty years on in America, *Nickel and Dimed* is more relevant than ever.

"*Nickel and Dimed* for the Amazon age," (Salon) the biting funny, eye-opening story of finding work in the automated and time-starved world of hourly low-wage labor After the local newspaper where she worked as a reporter closed, Emily Guendelsberger took a pre-Christmas job at an Amazon fulfillment center outside Louisville, Kentucky. There, the vending machines were stocked with painkillers, and the staff turnover was dizzying. In the new year, she travelled to North Carolina to work at a call center, a place where even bathroom breaks were timed to the second. And finally, Guendelsberger was hired at a San Francisco McDonald's, narrowly escaping revenge-seeking customers who pelted her with condiments. Across three jobs, and in three different parts of the country, Guendelsberger directly took part in the revolution changing the U.S. workplace. Offering an up-close portrait of America's actual "essential workers," *On the Clock* examines the broken social safety net as well as an economy that has purposely had all the slack drained out and converted to profit. Until robots pack boxes, resolve billing issues, and make fast food, human beings supervised by AI will continue to get the job done. Guendelsberger shows us how workers went from being the most expensive element of production to the cheapest - and how low wage jobs have been remade to serve the ideals of efficiency, at the cost of humanity. *On the Clock* explores the lengths that half of Americans will go to in order to make a living, offering not only a better understanding of the modern workplace, but also surprising solutions to make work more humane for millions of Americans.

Written by an experienced school psychologist, this unique resource gives classroom teachers and specialists at all levels the key information and practical strategies they need to recognize and respond effectively to 30 of the most common problems encountered in today's classrooms, including: academic problems, behavioral problems, and physical problems.

Returning to his childhood home after his wife kicks him out, Benjamin lives with his 81-year-old father and tries to put his life back together while he rekindles a friendship with his high school crush, who has troubles of her own.

Widely praised for its balanced treatment of computer ethics, *Ethics for the Information Age* offers a modern presentation of the moral controversies surrounding information technology. Topics such as privacy and intellectual property are explored through multiple ethical theories, encouraging readers to think critically about these issues and to make their own ethical decisions.

The Themed Space: Locating Culture, Nation, and Self is the first edited collection focused on the significance of the theme space. The first section of the text discusses the ways in which theming acts as a form of authenticity. Included are articles on the theme park Dollywood, the historic Coney Island, the uses of theming in Flagstaff, Arizona, and the Las Vegas Strip. Section two considers theming as a reflection of nation, and its authors focus on Chinese theme parks and shopping malls, the Lost City theme park in South Africa, and the Ain Diab resort district in Casablanca. The third section of the book illustrates how theming often targets the person—whether famous or everyday. The authors look at spaces ranging from the Liverpool John Lennon Airport, love hotels in Japan, and the Houston, Texas theme park AstroWorld. The final section emphasizes theming as a projection of the mind and psychology. The authors focus on behind-the-scenes tourism at Universal Studios and the Ford Rouge Factory Tour, the use of theming in unexpected spaces like Florida themed clinics, theming in virtual reality spaces of video games, and the social controversies related to theming in various parts of the world. The book includes a comprehensive bibliography on theming and a list of key terms. The Themed Space is of great interest to students of all levels and scholars of anthropology, urban studies and sociology.

A successful writer describes how she survived a bout with severe depression by undergoing rigorous training as an EMT, describing her experiences in a classroom run by an ex-Marine, the confusion of her first calls as a rookie EMT, and her new vocation's eye-opening ability to reveal the secrets of human nature. Reprint. 30,000 first printing. After college, Rick Lax moved back into his parents' house. The closest thing he had to a job was eating his parents' food, sitting on his parents' couch, and watching The Price is Right. An amateur magician, he spent the rest of his time practicing card tricks and rope tricks. And though he could tie four different slipknots, the necktie posed some difficulties. Rick's father, a successful Michigan attorney, told Rick it was time to move out and enter the real world. Rick certainly wasn't going to get a job, so he went to law school instead. This is the story of Rick's journey from childhood to lawyerhood. In Lawyer Boy, Rick uses the skills he developed as a magician to succeed in class, and learns how to become a lawyer without becoming his father. His journey through law school was exhausting, exciting, and infuriating, and, the way he tells it, so funny it's criminal. From the author of the comedy, "Five-Star FLEECING," comes a parody about online dating that'll make you gasp in laughter and horror at the same time: eDating the Old School Way. Clear, concise and scathing, eDating the Old School Way hysterically cuts to the core and introduces the parade of characters who populate internet dating sites, e.g., catfish, Damaged Goods, the Crazy Lady, zombies and escorts. Novices as well as jaded online dating enthusiasts learn the ins and outs while navigating the tangled web en route to romance.

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