

Making Their Mark

Radically updated in light of new research and developments, the new edition of this important book gives clear guidance on how to support young childrens language and literacy development.

The world of brands is undergoing a sea change in the domain of consumer culture, and it has become a challenge to cater to the taste and needs of audiences. The process of creating iconic brands varies from product to product and market to market. Effective branding strategies are imperative for success in a competitive marketplace. *Brand Culture and Identity: Concepts, Methodologies, Tools, and Applications* is a vital reference source for the latest research findings on the use of theoretical and applied frameworks of brand awareness and culture. Highlighting a range of topics such as consumer behavior, advertising, and emotional branding, this multi-volume book is ideally designed for business executives, marketing professionals, business managers, academicians, and researchers actively involved in the marketing industry.

Reputation can be a pivotal factor to potential success throughout one's academic career. By utilizing available technological assets and tools, professionals can effectively manage their personal brands. *Digital Tools for Academic Branding and Self-Promotion* is an authoritative reference source for the latest research on the interrelationship between digital branding and academic reputation.

Showcasing relevant digital platforms and techniques, this book is a compendium of vital material for academics, professionals, practitioners, and marketers interested in effective reputation management.

Switzerland as an international financial centre secrecy. In

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addition, the development of Swiss banks and finance companies in recent years has During the last forty years, Switzerland - shown no tendency whatever to slow down; indeed which already possessed a long tradition in banking these have been experiencing a new impetus which matters - has been able to develop its banking and in many cases has shown itself in record profits. financial sector with great success and has become This development may also be seen in the large one of the most active and the most admired finan increase of Swiss banks in foreign hand- cial centres in the world. This has been due largely expressed both in absolute numbers and in the sum to a number of favourable circumstances, such as of the balance sheets involved. political and social stability, legal certainty, a rapid In a world which is characterised by an ever return to freedom of transactions, currency stability, greater internationalisation of economic and finan as well as the reputation for efficiency and reliabili cial transactions, however, the operations and ty which has been achieved by its banks. prospects of one financial centre cannot be consid In absolute terms and globally speaking, there ered without taking into account the development of is no question of Switzerland as a financial centre the international environment.

Sir Richard Burton is best known as an explorer and translator of Arabian and Indian books, many of them sexually explicit. He was known as "Ruffian Dick" and led a life well beyond the pale of the typical Victorian. Richard Burton was a very famous actor with a brilliant voice and the looks to accompany it. Sometimes known as "Beer Burton", he married Elizabeth Taylor twice and led a life which was often as dramatic as the characters that he played. Howard Marks became famous as a cannabis smuggler. He used the alias "Mr Nice" and adopted this as the title of a book that describes his exploits and ultimate incarceration in an

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American jail. Each of these men has a roguish streak to their character, but they also have a number of other things in common – one of which is that they each began their adult life at Oxford University. In fact they attended three colleges which stand, cheek by jowl on Oxford's Broad Street: Exeter, Balliol and Trinity. Each was a master of disguise, though for rather different ends. Each was a great traveller, Howard for the drug trafficking, Richard for the film sets and Sir Richard for exploration and consular duties. They were all writers. Two of them were Welsh, two shared a name, two are dead, and all three are famous in their different ways. Finally they were all iconoclasts, mould breakers in different times and in different worlds. This book illuminates the fascinating lives of each of these interesting men, but also speculates on how they might react to each other. It recreates the Oxford that bred them, traces their subsequent lives, and then leads them back to the city so that they can meet and discourse upon: American hegemony, the freedom to consume drugs, the role of feminism and the value of education. These topics are exposed to the soaring intellectuality and conservatism of the older Burton, the articulation of the younger Burton and the liberality of Marks. The results are sometimes shocking, always interesting, and often edifying.

Asian Anthropology raises important questions regarding the nature of anthropology and particularly the production and consumption of anthropological knowledge in Asia. Instead of assuming a universal standard or trajectory for the development of anthropology in Asia, the contributors to this volume begin with the appropriate premise that anthropologies in different Asian countries have developed and continue to develop according to their own internal dynamics. With chapters written by an international group of experts in the field, Asian Anthropology will be a useful teaching tool and a valuable resource for scholars working in

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Asian anthropology.

The demand for greater computer power in numerical weather prediction and meteorological research is as strong as ever. The world meteorological community has tried to meet this demand by exploiting parallelism. In this field, the European Centre for Medium-Range Weather Forecasts has established itself as the central venue for bringing together operational weather forecasters, climate researchers and parallel computer manufacturers to share their experiences through a series of workshops held every other year. This book reports on the latest workshop (2-6 December 1996) and is an excellent overview of the success which parallel systems have gained in meteorology worldwide, and how it was achieved. In addition, future trends in computer hardware and software development and its implications for meteorological computing are outlined.

Discusses the inequality that still existed between blacks and whites around the world after slavery was abolished; efforts by blacks to fight for their rights; and African American involvement in war, the arts, music, and sports.

Here is a complete volume offering lettering arts techniques as well as project ideas.

Alexis Catori is ready to let go of her past and move forward with her future. She wants to commemorate the moment with a tattoo. And she wants Bo Nantan, the best artist she knows, to do the ink. For Bo Nantan tattooing his is life. He loves helping his clients tell a story with ink. But he has one rule: No tattooing his friends. When Alexis asks him to commemorate her past and help her move forward he's faced with a decision. Will he ignore his own rule in order to help the woman who drives him crazy? Or will Bo refuse to bend and find Alexis someone else to leave their mark?

The Honorable Marvin S. Arrington, Sr., of Atlanta, Georgia, was born into the segregated South and went on to break

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down racial barriers and build walls of inclusion and harmony. Judge Arrington was the first African American to become partner at an all-white Atlanta law firm, established one of the largest and most successful minority law firms in the country, and today is a distinguished judge on the Fulton County Superior Court.

Cincinnati Magazine taps into the DNA of the city, exploring shopping, dining, living, and culture and giving readers a ringside seat on the issues shaping the region.

Capturing actual dialogues of people discussing subjects as diverse as marriage, poverty, poetry, and the emotional lives of servants, 'The Pen and the People' will be enjoyed by everyone interested in history, literature, and the intimate experiences of ordinary people.

Covers the life and achievements of the record-breaking runner, Jackie Joyner-Kersey.

Everyone agrees that an understanding of phonics is essential to cracking the code for reading. Getting Ready for Phonics discusses early language development. It focuses on the phonics debate; and provides activities to support multi-sensory learning environments for the teaching of phonological development in the Foundation Stage and early Key Stage 1.

Looking for Learning: Mark Making is a full-colour, practical guide to mark making in Early Years settings. It will help you spark children's natural curiosity in seeing what happens when they make marks with their fingers, bodies and toys, as well as

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materials from nature and from your art supplies. From drawing around shadows and swirling paint in water, to printing animal footprints, Laura England, creator of Little Miss Early Years, provides a wealth of creative ideas for incorporating mark making into all child-led play, both indoors and outside.

Developing mark making and building language skills are crucial as young children begin to build their confidence in communicating. This dip-in-and-out book is linked to the Characteristics of Effective Learning and presents real-life examples and images as well as practical pointers. With tips from setting up the environment to the adult's role in this child-led play, *Looking for Learning: Mark Making* is ideal for all Early Years practitioners searching for accessible ideas for using mark making in their settings. *Looking for Learning* books are the number one tool for identifying learning opportunities in child-led play. All four books are packed full of tried-and-tested ideas for indoor and outdoor activities, helpful hints and tips and full-colour photographs. Written by Laura England, known as Little Miss Early Years, these are a must-have for any nursery or pre-school. Discusses the meaning of illness and health, looks at western attitudes towards illness, and describes the lessons we learn from being sick

Offers insights and advice from twenty-one entrepreneurs and experts on building a creative business.

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Looks at paintings, sculpture, drawings, and videotapes by modern women artists and offers brief profiles of each individual

"Advice for those who work -- or desire to work -- in creative fields, such as writing, painting, acting, composing, or making crafts, with a focus on overcoming blocks and completing projects. Author has over three decades of experience working as a therapist and coach to creative clients"--Provided by publisher.

A comprehensive guide in a compact format on doing business in Russia. This book contains everything business-minded individuals need to know, using practical information and numerous tips to succeed in Russia. 'Russia Business' discusses the economy, highlights the challenges Russia would face after the Coronavirus crisis, and covers key societal topics. In addition, it gives a greater insight into the work culture, business regulation and provides first-hand advice on how to manage a business in Russia. This book covers topics of interest to business professionals looking to enter the Russian market, to grow their Russian operations, and to all managers who intend to update their knowledge about Russia in relevant business areas.

Who was Jesus? What was his story? What mark did he leave? What's your story? What will be your mark? Join celebrity photographer and social artist Jeremy Cowart as he presents 16 compelling stories of people who are making their mark today. Their stories are just a sampling of the stories that all followers of Jesus can tell—stories from those in all walks of life whose inspiration is rooted in the truths found in the Gospel of Mark. And you'll be inspired to make your mark—whether through your occupation, your talents or your selfless love and giving to others. Your mark may be teaching children at a school or at home, helping the homeless, or providing food to the hungry. Your mark might be an

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accidental mark, a reluctant mark, or an intentional mark. Whatever your mark, you'll be inspired by the stories inside this new ebook *What's Your Mark? Become a mark-maker today, and make every moment of your life count.* This ebook includes:

- 112 full-color pages of Scripture, stories, and photography by renowned photographer Jeremy Cowart
- 16 photos and stories of people—some names you'll recognize, others not so well known—making their mark
- Scripture text of the Gospel of Mark from the bestselling New International Version (NIV) Bible

An overview of the celebrated contemporary artist and her work

Children are naturally drawn to mark-making. Long before they pick up a pencil or a paintbrush, they will experiment with making marks using their own bodies as well as various found objects that they come across in day-to-day life. By collecting together a whole host of ideas for different mark-making utensils, as well as exploring numerous substances and surfaces that children can mark-make on and in, this book supports both individual and group mark-making.

Secrets and lies. When everything changed, Kelli thought she would be happy. But nothing really changed. Kelli's life has never been easy. She's always faced her problems head on. She's strong and savvy and in charge of herself. All of that is about to change. Her life is turned upside down when she discovers the secret that her mother has been hiding from her for years. Kelli thinks this is her one chance at happiness. But is it?

The visual imagery of Neolithic Britain and Ireland is spectacular. While the imagery of passage tombs, such as Knowth and Newgrange, are well known the

rich imagery on decorated portable artefacts is less well understood. How does the visual imagery found on decorated portable artefacts compare with other Neolithic imagery, such as passage tomb art and rock art? How do decorated portable artefacts relate chronologically to other examples of Neolithic imagery? Using cutting edge digital imaging techniques, the Making a Mark project examined Neolithic decorated portable artefacts of chalk, stone, bone, antler, and wood from three key regions: southern England and East Anglia; the Irish Sea region (Wales, the Isle of Man and eastern Ireland); and Northeast Scotland and Orkney. Digital analysis revealed, for the first time, the prevalence of practices of erasure and reworking amongst a host of decorated portable artefacts, changing our understanding of these enigmatic artefacts. Rather than mark making being a peripheral activity, we can now appreciate the central importance of mark making to the formation of Neolithic communities across Britain and Ireland. The volume visually documents and discusses the contexts of the decorated portable artefacts from each region, discusses the significance and chronology of practices of erasure and reworking, and compares these practices with those found in other Neolithic contexts, such as passage tomb art, rock art and pottery decoration. A contribution from Antonia Thomas also discusses the settlement art and

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mortuary art of Orkney, while Ian Dawson and Louisa Minkin contribute with a discussion of the collaborative fine art practices established during the project.

Keeping It Living brings together some of the world's most prominent specialists on Northwest Coast cultures to examine traditional cultivation practices from Oregon to Southeast Alaska. It explores tobacco gardens among the Haida and Tlingit, managed camas plots among the Coast Salish of Puget Sound and the Strait of Georgia, estuarine root gardens along the central coast of British Columbia, wapato maintenance on the Columbia and Fraser Rivers, and tended berry plots up and down the entire coast. With contributions from a host of experts, Native American scholars and elders, Keeping It Living documents practices of manipulating plants and their environments in ways that enhanced culturally preferred plants and plant communities. It describes how indigenous peoples of this region used and cared for over 300 species of plants, from the lofty red cedar to diminutive plants of backwater bogs. Winner of the 2019 Textbook & Academic Authors Association's The Most Promising New Textbook Award How can public relations play a more active role in the betterment of society? Introduction to Strategic Public Relations: Digital, Global, and Socially Responsible Communication prepares you

for success in today's fast-changing PR environment. Recognizing that developments in technology, business, and culture require a fresh approach, Janis T. Page and Lawrence Parnell have written a practical introductory text that aligns these shifts with the body of knowledge from which the discipline of public relations was built. Because the practice of public relations is rooted in credibility, the authors believe that you must become ethical and socially responsible communicators more concerned with building trust and respect with diverse communities than with creating throwaway content. The authors balance this approach with a focus on communication theory, history, process, and practice and on understanding how these apply to strategic public relations planning, as well as on learning how to create a believable and persuasive message. Key Features Chapter-opening Scenarios capture your attention by discussing current PR challenges—such as the Wells Fargo cross-selling, VW emissions cover-up, and P&G's "Like a Girl" campaign—and thus frame the chapter content and encourage active reading. At the end of the chapter, you explore various aspects of socially responsible communication to "solve" the PR challenge. Socially Responsible Case Studies in each chapter illustrate the key responsibilities of a modern public relations professional such as media relations, crisis communications, employee communications, applied

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communications research, and corporate and government-specific communications. Each case features problem-solving questions to encourage critical thinking. Social Responsibility in Action boxes feature short, specific social responsibility cases—such as Universals' #NoFoodWasted, Nespresso in South Sudan, and Merck's collaboration with AIDS activists—to highlight best practices and effective tactics, showing the link between sound public relations strategy and meaningful social responsibility programs. Insight boxes spark classroom discussion on particularly important or unique topics in each chapter.

Personality Profile boxes will inspire you with stories from PR veterans and rising stars such as the U.S. CEO of Burson-Marsteller, the Chief Communication Officer of the United Nations Foundation, and the Executive VP at HavasPR.

JT Gray was an avid collector of sporting autographs from his boyhood in the 1860s through to the 1930s. Born in Victoria he moved to South Australia in the 1890s. This collection features individual cricketers and teams from international to club level, leading Australian Rules footballers, lawn bowlers, walkers, journalists and administrators."--Back cover.

Discusses the life and achievements of the award-winning professional volleyball star who also shines as a fashion model, basketball player, magazine writer, and television personality.

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