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1GO7P7 - KEMP MCKENZIE

THE INSTANT NEW YORK TIMES BESTSELLER An addictive psychological thriller about a group of women whose lives become unexpectedly connected when one of their newborns goes missing. A night out. A few hours of fun. That's all it was meant to be. They call themselves the May Mothers—a group of new moms whose babies were born in the same month. Twice a week, they get together in Brooklyn's Prospect Park for some much-needed adult time. When the women go out for drinks at the hip neighborhood bar, they want a fun break from their daily routine. But on this hot Fourth of July night, something goes terrifyingly wrong: one of the babies is taken from his crib. Winnie, a single mom, was reluctant to leave six-week-old Midas with a babysitter, but her fellow May Mothers insisted everything would be fine. Now he is missing. What follows is a heart-pounding race to find Midas, during which secrets are exposed, marriages are tested, and friendships are destroyed. Thirteen days. An unexpected twist. The Perfect Mother is a "true page turner." —B.A. Paris, author of *Behind Closed Doors*

When justice is for sale, every jury has a price. In Biloxi, Mississippi, a landmark trial against a tobacco company begins. Millions of dollars are at stake and soon the case swerves mysteriously off course. The jury begin behaving strangely, and one of the jurors is convinced he is being watched. Soon they have to be sequestered. But then an anonymous tip from a young woman suggests she knows why the jury are behaving oddly. Someone has a plan. But who? And, more importantly, what do they want?

'A master at the art of deft characterisation and the skilful delivery of hair-raising crescendos' Irish Independent 'John Grisham is the master of legal fiction' Jodi Picoult 'The best thriller writer alive' Ken Follett 'John Grisham has perfected the art of cooking up convincing, fast-paced thrillers' Telegraph 'Grisham is a superb, instinctive storyteller' The Times 'Grisham's storytelling genius reminds us that when it comes to legal drama, the master is in a league of his own' Daily Record 'Masterful - when Grisham gets in the courtroom he lets rip, drawing scenes so real they're not just alive, they're pulsating' Mirror 'A giant of the thriller genre' - TimeOut

Must-reading for every manager, entrepreneur, corporate executive, and anyone looking to increase customer satisfaction, boost employee engagement, and significantly enhance the bottom line. In order to build a successful company today, you must create an unbreakable bond of loyalty between your customers and employees. Few have done this better than Enterprise Holdings, owner of the Enterprise, National, and Alamo rental car brands. While Enterprise has long been known for offering excellent customer service, it faced a huge challenge after buying National and Alamo in 2007. Among other things, it had to integrate different cultures, manage a varied workforce, and meet the needs of a much larger and highly divergent customer base. In *Driving Loyalty*, you'll get an inside look at how Enterprise began operating these three distinct brands in a way that ultimately led to rising profitability and some of the highest customer and employee satisfaction scores in the industry. You'll also discover how other thriving companies—from JetBlue and Starbucks to Costco and even Chobani Yogurt—use similar techniques to outsmart the competition and turn customers and employees into raving fans. *Driving Loyalty* provides a blueprint that businesses of all types can use to deliver exceptional customer service, create a high-performing work environment, build strong brands, instill loyalty, market effectively online and off, and, in turn, power overall performance. In the pages of *Driving Loyalty*, you'll learn:

- Specific strategies for offering exceptional service that will help to increase sales and grow your business.
- Principles for developing engaged, high-performing teams
- Why the rules of brand building differ based on your target audience
- How to effectively leverage social media to better connect with your customers and employees
- Why forming strong partnerships can take your company—and your career—to the next level
- And much more

When they drink a cup of 'magic' coffee, Rahul and Neha are entrusted with a quest that promises to lead to great treasure. As they race from the plantations of Coorg to Japanese graveyards, they are trailed by the Yamamoto brothers-bearing grudges and carrying swords. Accompanied by a friendly ghost and armed with an extreme love of coffee, Rahul and Neha discover their passion for warm frothy concoctions and each other. But will they manage to evade their Japanese assailants and find the treasure they first set out for?

The Mom Test is a quick, practical guide that will save you time, money, and heartbreak. They say you shouldn't ask your mom whether your business is a good idea, because she loves you and will lie to you. This is technically true, but it misses the point. You shouldn't ask anyone if your business is a good idea. It's a bad question and everyone will lie to you at least a little. As a matter of fact, it's not their responsibility to tell you the truth. It's your responsibility to find it and it's worth doing right. Talking to customers is one of the foundational skills of both Customer Development and Lean Startup. We all know we're supposed to do it, but nobody seems willing to admit that it's easy to screw up and hard to do right. This book is going to show you how customer conversations go wrong and how you can do better.

For almost two years now, Kiera's boyfriend, Denny, has been everything she's ever wanted: loving, tender, and endlessly devoted to her. When they head off to a new city to start their lives together, Denny at his dream job and Kiera at a top-notch university, everything seems perfect. Then an unforeseen obligation forces the happy couple apart. Feeling lonely, confused, and in need of comfort, Kiera turns to an unexpected source - a local rock star named Kellan Kyle. At first, he's purely a friend that she can lean on, but as her loneliness grows, so does their relationship. And then one night everything changes . . . and one thing's for sure - nothing will ever be the same.

Rock star, crowdfunding pioneer, and TED speaker Amanda Palmer knows all about asking. Performing as a living statue in a wedding dress, she wordlessly asked thousands of passersby for their dollars. When she became a singer, songwriter, and musician, she was not afraid to ask her audience to support her as she surfed the crowd (and slept on their couches while touring). And when she left her record label to strike out on her own, she asked her fans to support her in making an album, leading to the world's most successful music Kickstarter. Even while Amanda is both celebrated and attacked for her fearlessness in asking for help, she finds that there are important things she cannot ask for—as a musician, as a friend, and as a wife. She learns that she isn't alone in this, that so many people are afraid to ask for help, and it paralyzes their lives and relationships. In this groundbreaking book, she explores these barriers in her own life and in the lives of those around her, and discovers the emotional, philosophical, and practical aspects of The Art of Asking. Part manifesto, part revelation, this is the story of an artist struggling with the new rules of exchange in the twenty-first century, both on and off the Internet. The Art of Asking will inspire readers to rethink their own ideas about asking, giving, art, and love.

The authors of the international bestseller *Business Model Generation* explain how to create value propositions customers can't resist. Value Proposition Design helps you tackle the core challenge of every business — creating compelling products and services customers want to buy. This highly practical book, paired with its online companion, will teach you the processes and tools you need to create products that sell. Using the same stunning visual format as the authors' global bestseller, *Business Model Generation*, this sequel explains how to use the "Value Proposition Canvas" to design, test, create, and manage products and services customers actually want. Value Proposition Design is for anyone who has been frustrated by new product meetings based on hunches and intuitions; it's for anyone who has watched an expensive new product launch fail in the market. The book will help you understand the patterns of great value propositions, get closer to customers, and avoid wasting time with ideas that won't work. You'll learn the simple process of designing and testing value propositions, that perfectly match customers' needs and desires. In addition the book gives you exclusive access to an online companion on Strategyzer.com. You will be able to assess your work, learn from peers, and download pdfs, checklists, and more. Value Proposition Design is an essential companion to the "Business Model Canvas" from *Business Model Generation*, a tool embraced globally by startups and large corporations such as MasterCard, 3M, Coca Cola, GE, Fujitsu, LEGO, Colgate-Palmolive, and many more. Value Proposition Design gives you a proven methodology for success, with value propositions that sell, embedded in profitable business models."

Patti's Smith's exquisite prose is generously illustrated in this full-color edition of her classic coming-of-age memoir, *Just Kids*. New York locations vividly come to life where, as young artists, Patti Smith and Robert Mapplethorpe met and fell in love: a first apartment in Brooklyn, Times Square with John and Yoko's iconic billboard, Max's Kansas City, or the gritty fire escape of the Hotel Chelsea. The extraordinary people who passed through their lives are also pictured: Sam Shepard, Harry Smith, William Burroughs, Allen Ginsberg. Along with never-before-published photographs, drawings, and ephemera, this edition captures a moment in New York when everything was possible. And when two kids seized their destinies as artists and soul mates in this inspired story of love and friendship.

Ally Nightingale has secrets. Secrets she doesn't even share with the Rock Chicks. But two men know what she's up to. One has her back. The other has her heart, but he doesn't know it. As Ally rewinds the last year of her life, she knows two things. One, she's never going to get what every Rock Chick should have—her own Hot Bunch guy. And two, she's a Nightingale through and through. She just isn't sure what to do about it. But as her secrets are revealed, the men in her life react. Darius Tucker, a lifelong friend, as usual, takes her back. Ren Zano, the man she loves, isn't quite so sure. The Rock Chicks, Hot Bunch and the entire gang at Fortnum's weigh in, and a Rock Chick Revolution starts brewing. It's up to Ally to control it and prove what she knows down to her bones. She's a Rock Chick, she deserves her hot guy and she's going to keep the one she wants... Because bottom line: she's a Nightingale.

After two decades in the corporate world, author Phillip Tomasso found himself tossed into the realm of public safety. He went from handling legal employment issues to working for a busy 911 Center. In this collection, Tomasso shares impactful stories from thirteen years of dispatching on the overnight shift. The work is salted and peppered with funny, heartbreaking, quirky and bizarre renditions of actual 911 calls, interactions of dispatchers between calls, as well as life and the attempt to find and sustain balance outside of a 911 Center.

Why do consumers pay a premium for a Dell or Hewlett-Packard laptop, when they could get a generic machine with similar features for a lower price? The answer lies in the power of branding. A brand is not just a logo. It is the image your company creates of itself, from your advertising look to your customer interaction style. It makes a promise for your business, and that promise becomes the sticking point for customer loyalty. And that loyalty and trust is why, so to speak, your laptops sell and your competitors' don't. Whatever your business is, whether it's large or small, global or local, *Branding For Dummies* gives you the nuts and bolts know-how to create, improve, or maintain a brand. This plain-English guide will help you brand everything from products to services to individuals. It gives you step-by-step advice on assembling a top-notch branding team, positioning your brand, handling advertising and promotion, avoiding blunders, and keeping your brand viable, visible, and healthy. You'll get familiar with branding essentials like: Defining your company's identity Developing logos and taglines Launching your brand marketing plan Managing and protecting your brand Fixing a broken brand Making customers loyal brand champions Filled with easy-to-navigate icons, charts, figures, top ten lists, and humor, *Branding For Dummies* is the straight-up, jargon-free resource for making your brand stand out from the pack—and for positioning your business to reap the ensuing rewards.

Retail Marketing and Branding, 2nd Edition looks at how retailers can make more out of their marketing money with retail best practices in branding and marketing spend optimization. The second edition of *Retail Marketing and Branding* includes the following updates:

- * New and updated case examples
- * Updated figures and examples throughout
- * New interviewees with recent experiences
- * Additional chapters

While some lovers were born to run, Jody and Tommy were born to bite. Well, reborn, that is, now that they're vampires. Good thing theirs is an undying love, since their Goth Girl Friday, Abby Normal, has imprisoned them in a bronze statue. Abby is keen to be one of the undead, too, but first she and her PhD-candidate boyfriend Steve have to deal with the huge vampire cat, Chet, who is stalking the city - and creating his own minions. And then Jody and Tommy free themselves from the statue and they are NOT happy...

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*).

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.

When Richard Rumelt's *Good Strategy/Bad Strategy* was published in 2011, it immediately struck a chord, calling out as bad strategy the mish-mash of pop culture, motivational slogans and business buzz speak so often and misleadingly masquerading as the real thing. Since then, his original and pragmatic ideas have won fans around the world and continue to help readers to recognise and avoid the elements of bad strategy and adopt good, action-oriented strategies that honestly acknowledge the challenges being faced and offer straightforward approaches to overcoming them. Strategy should not be equated with ambition, leadership, vision or planning; rather, it is coherent action backed by an argument. For Rumelt, the heart of good strategy is insight into the hidden power in any situation, and into an appropriate response - whether launching a new product, fighting a war or putting a man on the moon. Drawing on examples of the good and the bad from across all sectors and all ages, he shows how this insight can be cultivated with a wide variety of tools that lead to better thinking and better strategy, strategy that cuts through the hype and gets results. Reveals the scientific foundation for an understanding of human nature and the mysteries of human behavior.

Self-publishing can be daunting if you don't know where to start. That's where IngramSpark comes in, providing you with the easiest way to self-publish your book with affordable, high-quality book production and distribution to thousands of retailers worldwide. For those who have a manuscript ready but no idea how to get it out into the world, this newly updated edition of *The IngramSpark Guide* walks you through the book production process from start to finish: from editing, designing, printing, and marketing your manuscript to other abundant services IngramSpark offers to independent authors everywhere. You'll learn how to enhance the visibility of your book through metadata tips, get the most out of your publishing budget, convert your physical book into digital e-book form, efficiently fulfill orders for your book, and generate buzz beyond your local community of acquaintances. This guidebook is not just a manual for utilizing IngramSpark but also a crash course in the intricacies of becoming a successful independently published author.

New York Times bestselling author Monica Murphy takes you back to the Lancaster Prep world with a sizzling enemies to lovers, new adult romance -- Amazon.

THE TIKTOK SENSATION Rediscover the million-copy bestselling fantasy read with a different kind of magic, now in a stunning anniversary edition to mark 10 years since it's paperback debut. The circus arrives without warning. It is simply there, when yesterday it was not. Against the grey sky the towering tents are striped black and white. A sign hanging upon an iron gates reads: Opens at Nightfall Closes at Dawn Full of breath-taking amazements and open only at night, *Le Cirque des Rêves* seems to cast a spell over all who wander its circular paths. But behind the glittering acrobats, fortune-tellers and contortionists a fierce competition is underway. Celia and Marco are two young magicians who have been trained since childhood for a deadly duel. With the lives of everyone at the Circus of Dreams at stake, they must test the very limits of the imagination, and of their love. Complete the gorgeous anniversary collection with *The Starless Sea*, the second novel from the author of *The Night Circus*, out now. 'The only response to this novel is simply: wow. It is a breathtaking feat of imagination, a flight of fancy that pulls you in and wraps you up in its spell!' *The Times*

Though India has become a lucrative market for various companies, the unique characteristics of its market throw up a variety of challenges. *Sales and Distribution Management: An Indian Perspective* aims to understand these challenges. Building on an understanding of the consumer decision process, the book defines the roles of marketing and selling strategies. Secondly adopting a customer-centric approach to sales and distribution management, the book deals with making strategic decisions keeping the end consumer in mind and making operational decisions keeping the channel member and the sales force in focus. It highlights the importance of behavioural transactions in completing a sale and also discusses the service orientation required for selling different products. With its unique approach, generalized frameworks, elaborate research and extensive data analysis, this book will be of immense value to sales and distribution professionals of the Indian corporate sector and marketing departments of national and multinational companies in India. It is a highly recommended reading for students and teachers in Indian business schools studying *Sales Management and Distribution Management*.

Fabricated tells the story of 3D printers, humble manufacturing machines that are bursting out of the factory and into schools, kitchens, hospitals, even onto the fashion catwalk. *Fabricated* describes our emerging world of printable products, where people design and 3D print their own creations as easily as they edit an online document. A 3D printer transforms digital information into a physical object by carrying out instructions from an electronic design file, or 'blueprint.' Guided by a design file, a 3D printer lays down layer after layer of a raw material to 'print' out an object. That's not the whole story, however. The magic happens when you plug a 3D printer into today's mind-boggling digital technologies. Add to that the Internet, tiny, low cost electronic circuitry, radical advances in materials science and biotech and voila! The result is an explosion of technological and social innovation. *Fabricated* takes the reader onto a rich and fulfilling journey that explores how 3D printing is poised to impact nearly every part of our lives. Aimed at people who enjoy books on business strategy, popular science and novel technology, *Fabricated* will provide readers with practical and imaginative insights to the question 'how will this technology change my life?' Based on hundreds of hours of research and dozens of interviews with experts from a broad range of industries, *Fabricated* offers readers an informative, engaging and fast-paced introduction to 3D printing now and in the future.

Landon Gibson as he leaves Washington to navigate love and life in New York City.

This publication introduces startups to IP. Through step-by-step guidance, useful case studies and simple checklists, it illustrates how small

Ten laws of simplicity for business, technology, and design that teach us how to need less but get more. Finally, we are learning that simplicity equals sanity. We're rebelling against technology that's too complicated, DVD players with too many menus, and software accompanied by 75-megabyte "read me" manuals. The iPod's clean gadgetry has made simplicity hip. But sometimes we find ourselves caught up in the simplicity paradox: we want something that's simple and easy to use, but also does all the complex things we might ever want it to do. In *The Laws of Simplicity*, John Maeda offers ten laws for balancing simplicity and complexity in business, technology, and design—guidelines for needing less and actually getting more. Maeda—a professor in MIT's Media Lab and a world-renowned graphic designer—explores the question of how we can redefine the notion of "improved" so that it doesn't always mean something more, something added on. Maeda's first law of simplicity is "Reduce." It's not necessarily beneficial to add technology features just because we can. And the features that we do have must be organized (Law 2) in a sensible hierarchy so users aren't distracted by features and functions they don't need. But simplicity is not less just for the sake of less. Skip ahead to Law 9: "Failure: Accept the fact that some things can never be made simple." Maeda's concise guide to simplicity in the digital age shows us how this idea can be a cornerstone of organizations and their products—how it can drive both business and technology. We can learn to simplify

without sacrificing comfort and meaning, and we can achieve the balance described in Law 10. This law, which Maeda calls "The One," tells us: "Simplicity is about subtracting the obvious, and adding the meaningful."

Innovation principles to bring about meaningful and sustainable growth in your organization Using a list of more than 2,000 successful innovations, including Cirque du Soleil, early IBM mainframes, the Ford Model-T, and many more, the authors applied a proprietary algorithm and determined ten meaningful groupings—the Ten Types of Innovation—that provided insight into innovation. The Ten Types of Innovation explores these insights to diagnose patterns of innovation within industries, to identify innovation opportunities, and to evaluate how firms are performing against competitors. The framework has proven to be one of the most enduring and useful ways to start thinking about transformation. Details how you can use these innovation principles to bring about meaningful—and sustainable—growth within your organization Author Larry Keeley is a world renowned speaker, innovation consultant, and president and co-founder of Doblin, the innovation practice of Monitor Group; BusinessWeek named Keeley one of seven Innovation Gurus who are changing the field The Ten Types of Innovation concept has influenced thousands of executives and companies around the world since its discovery in 1998. The Ten Types of Innovation is the first book explaining how to implement it.

A reverse twist on the Robin Hood story filled with romance, adventure, twists, and turns, a treat for all fans of historical fiction and medieval stories, featuring a strong female character who can kick butt in a cloak. For three years, the Cloaked Bandit has terrorized Wessex, robbing the nobility by knife point and a well-placed arrow. But little does anyone know, this bandit is in fact Juliana Wessex, the rightful ruler of the land, and a girl her tyrannical uncle—the current Lord Wessex—believes was killed along with father. Juliana has become skilled at hiding from Lord Wessex in the forest, using her stolen goods to provide food and shelter to the peasants her uncle has taxed into poverty. But when she robs Collin Goodrich, her red hair betrays her true identity. Lord Collin remembers Juliana from their childhood—and challenges her to stay on his estate for a week in hopes she will leave her thieving ways and become a proper lady once more. Juliana is intrigued by Collin and his charms, but only time will tell if he can overcome her distaste of the nobility—as well as win her heart. Praise for the An Uncertain Choice series: "An enjoyable read." —Christian Library Journal "This sweet story will not disappoint!" —USA Today Happy Ever After blog A Daring Sacrifice: Is a medieval, clean, YA romance novel by Judy Hedlund Features a strong female heroine Is a reverse twist on the Robin Hood story, featuring a female Robin Hood-type lead Is a perfect mix of romance and action and adventure Is the second book in the An Uncertain Choice series

When Mimi Wallingford, the great-granddaughter of a legendary stage actress, is transported into Shakespeare's Verona, she experiences the feud between the Capulets and Montagues firsthand and is determined to give this famous tragedy a happily-ever-after ending.

A practical guide to making more informed investment decisions Investors often buy or sell stocks too quickly. When you base your purchase decisions on isolated facts and don't take the time to thoroughly understand the businesses you are buying, stock price swings and third-party opinion can lead to costly investment mistakes. Your decision making at this point becomes dangerous because it is dominated by emotions. The Investment Checklist has been designed to help you develop an in-depth research process, from generating and researching investment ideas to assessing the quality of a business and its management team. The purpose of The Investment Checklist is to help you implement a principled investing strategy through a series of checklists. In it, a thorough and comprehensive research process is made simpler through the use of straightforward checklists that will allow you to identify quality investment opportunities. Each chapter contains detailed demonstrations of how and where to find the information necessary to answer fundamental questions about investment opportunities. Real-world examples of how investment managers and CEOs apply these universal principles are also included and help bring the concepts to life. These checklists will help you consider a fuller range of possibilities in your investment strategy, enhance your ability to value your investments by giving you a holistic view of the business and each of its moving parts, identify the risks you are taking, and much more. Offers valuable insights into one of the most important aspects of successful investing, in-depth research Written in an accessible style that allows aspiring investors to easily understand and apply the concepts covered Discusses how to think through your investment decisions more carefully With The Investment Checklist, you'll quickly be able to ascertain how well you understand your investments by the questions you are able to answer, or not answer, without making the costly mistakes that usually hinder other investors.

"A city that doesn't believe in magic. A weredragon invasion. Good thing this reckless playboy is a wizard... It's been said that monsters cry when a good man goes to war. But they should run screaming like terrified school girls when that man is a wizard, and not necessarily good..."—Author's website.

Los Angeles magazine is a regional magazine of national stature. Our combination of award-winning feature writing, investigative reporting, service journalism, and design covers the people, lifestyle, culture, entertainment, fashion, art and architecture, and news that define Southern California. Started in the spring of 1961, Los Angeles magazine has been addressing the needs and interests of our region for 48 years. The magazine continues to be the definitive resource for an affluent population that is intensely interested in a lifestyle that is uniquely Southern Californian.

WINNER OF THE 2022 NOBEL PRIZE IN LITERATURE Shortlisted for the 2019 Man Booker International Prize Considered by many to be the iconic French memoirist's defining work and a breakout best-seller when published in France in 2008 *The Years* is a personal narrative of the period 1941 to 2006 told through the lens of memory, impressions past and present—even projections into the future—photos, books, songs, radio, television and decades of advertising, headlines, contrasted with intimate conflicts and writing notes from 6 decades of diaries. Local dialect, words of the times, slogans, brands and names for the ever-proliferating objects, are given voice here. The voice we recognize as the author's continually dissolves and re-emerges. Ernaux makes the passage of time palpable. Time itself, inexorable, narrates its own course, consigning all other narrators to anonymity. A new kind of autobiography emerges, at once subjective and impersonal, private and collective. On its 2008 publication in France, *The Years* came as a surprise. Though Ernaux had for years been hailed as a beloved, bestselling and award-winning author, *The Years* was in many ways a departure: both an intimate memoir "written" by entire generations, and a story of generations telling a very personal story. Like the generation before hers, the narrator eschews the "I" for the "we" (or "they", or "one") as if collective life were inextricably intertwined with a private life that in her parents' generation ceased to exist. She writes of her parents' generation (and could be writing of her own book): "From a common fund of hunger and fear, everything was told in the "we" and impersonal pronouns." Co-winner of the 2018 French-American Foundation Translation Prize in Nonfiction Winner of the 2017 Marguerite Yourcenar Prize for her entire body of work Winner of the 2016 Strega European Prize

Marketer Perry Marshall converts the widely known 80/20 principle into a master framework that multiplies the power of everything you do in sales and marketing and makes scary-accurate predictions. It's the ultimate secret to selling more while working less. Guided by famed marketing consultant and best-selling author Perry Marshall, sales and marketing professionals save 80 percent of their time and money by zeroing in on the right 20 percent of their market - then apply 80/202 and 80/203 to

gain 10X, even 100X the success. With a powerful 80/20 software tool (online, included with the book), sellers and marketers uncover how to slash time-wasters; advertise to hyper-responsive buyers and avoid tire-kickers; gain coveted positions on search engines; differentiate themselves from competitors and gain esteem in their marketplace. With the included tools they'll see exactly how much money they're leaving on the table, and how to put it back in their pockets. Sellers will identify untapped markets, high-profit opportunities and incremental improvements, gaining time and greater profit potential. Supported by online tools from Marshall, including The 80/20 Power Curve, a tool that helps you see invisible money, and a Marketing DNA Test, a personal assessment that zeroes in on one's natural selling assets, this timeless guide promises to change the game for seasoned and novice marketers and sellers.

From the author of the thrilling Sunday Times bestseller *Dear Amy* _____ What if your parents had been lying to you since the day you were born? Sophia's parents lived quiet, ordinary lives. At least she thought so, until she came home to discover her mother hanged, and her father in a pool of blood. Sophia is certain her mother didn't try to kill her father - but clearing her name will draw Sophia deep into a past she never imagined. A past that hides a dark and twisted secret . . . Because if everything you've been told is lies, then how dangerous is the truth? _____ Praise for Helen's breakout thriller, *Dear Amy* 'Riveting' Sunday Times 'An accomplished psychological twister' Daily Mail 'A brilliant book . . . superb' Rachel Abbott 'The most exciting and terrifying thing I have read in a very long time' Elizabeth Haynes 'A tense plot, imaginative twists and smart writing' Julia Heaberlin 'Thrilling' Sun 'You'll be hooked' Fabulous If you thought Everything is Lies was thrilling and want other readers like you to discover this gripping read, then leave a review below . . .

Kids' Indie Next pick for November/December! Amazon Best Book of October 2021! A scrappy maid must outsmart both palace nobles and Low Gods in a new YA fantasy by Margaret Owen, author of the Merciful Crow series. Once upon a time, there was a horrible girl... Vanja Schmidt knows that no gift is freely given, not even a mother's love—and she's on the hook for one hell of a debt. Vanja, the adopted goddaughter of Death and Fortune, was Princess Gisele's dutiful servant up until a year ago. That was when Vanja's otherworldly mothers demanded a terrible price for their care, and Vanja decided to steal her future back... by stealing Gisele's life for herself. The real Gisele is left a penniless nobody while Vanja uses an enchanted string of pearls to take her place. Now, Vanja leads a lonely but lucrative double life as princess and jewel thief, charming nobility while emptying their coffers to fund her great escape. Then, one heist away from freedom, Vanja crosses the wrong god and is cursed to an untimely end: turning into jewels, stone by stone, for her greed. Vanja has just two weeks to figure out how to break her curse and make her getaway. And with a feral guardian half-god, Gisele's sinister fiancé, and an overeager junior detective on Vanja's tail, she'll have to pull the biggest grift yet to save her own life. Margaret Owen, author of *The Merciful Crow* series, crafts a delightfully irreverent retelling of "The Goose Girl" about stolen lives, thorny truths, and the wicked girls at the heart of both.

What induced the British to adopt foreign coffee-drinking customs in the seventeenth century? Why did an entirely new social institution, the coffeehouse, emerge as the primary place for consumption of this new drink? In this lively book, Brian Cowan locates the answers to these questions in the particularly British combination of curiosity, commerce, and civil society. Cowan provides the definitive account of the origins of coffee drinking and coffeehouse society, and in so doing he reshapes our understanding of the commercial and consumer revolutions in Britain during the long Stuart century. Britain's virtuosi, gentlemanly patrons of the arts and sciences, were profoundly interested in things strange and exotic. Cowan explores how such virtuosi spurred initial consumer interest in coffee and invented the social template for the first coffeehouses. As the coffeehouse evolved, rising to take a central role in British commercial and civil society, the virtuosi were also transformed by their own invention.

From the bestselling author of *The Black Swan*, a bold book that challenges many of our long-held be-

liefs about risk and reward, politics and religion, finance and personal responsibility 'Skin in the game means that you do not pay attention to what people say, only to what they do, and how much of their neck they are putting on the line' Citizens, artisans, police, fishermen, political activists and entrepreneurs all have skin in the game. Policy wonks, corporate executives, many academics, bankers and most journalists don't. It's all about having something to lose and sharing risks with others. In his most provocative and practical book yet, Nassim Nicholas Taleb shows that skin in the game, often seen as the foundation of risk management, in fact applies to all aspects of our lives. In his inimitable style, Taleb draws on everything from Antaeus the Giant to Hammurabi to Donald Trump, from ethics to used car salesmen, to create a jaw-dropping framework for understanding this idea. Among his insights: For social justice, focus on symmetry and risk sharing. Minorities, not majorities, run the world. You can be an intellectual yet still be an idiot. Beware of complicated solutions (that someone was paid to find). Just as *The Black Swan* did during the 2007 financial crisis, *Skin in the Game* comes at precisely the right moment to challenge our long-held beliefs about risk, reward, politics, religion and business - and make us rethink everything we thought we knew.

The White Rose marches for war. The angels will weep, the devils will cry, and mankind may die. Callie Penrose wields the Spear of Destiny and wears Envy's Halo—the corrupting power of darkness balanced by the legendary blade of light. Both fight for dominance of the White Rose, but which force will win? Her best friend, Claire, has been abducted or killed, and her only surviving family has been ritualistically murdered to hide the truth of the Divines and the Sev'n Most Sinist'r. Heaven has deemed her a criminal and Hell begs her to be their queen or die. The Vatican is preparing to march on the City of Fountains to defend mankind against the horrors of the White Rose, the new Master Dracula, once and for all. The answers to her past—and mankind's future—are hidden deep within Solomon's Temple, locked away for very good reason. Callie will have to face some dark, painful truths to bring harmony to a world gone mad. To discover why Heaven and Hell are so eager to bring her under their control. But the Horsewoman of Despair is not alone. The Horseman of Justice and Absolution ride to Kansas City to lay waste to her foes. Three of the Dread Four will march against the forces of Heaven, Hell, and the Vatican. And Kansas City is not the only battleground. The Garden of Eden is in grave peril, and no one knows if Callie is the danger or if she's the savior. After all, how good can Master Dracula be? The Halo Breaker rides a path as thin as the edge of a sword, and even she doesn't know what is right or wrong. But that's what family is about. Getting into—and out of—trouble. Let's just hope the city can survive. Let us pray that the Garden of Eden will thrive. The flip of a coin will decide the fate of the world.

Melissa Bashardoust's acclaimed debut novel *Girls Made of Snow and Glass* is "Snow White as it's never been told before...a feminist fantasy fairy tale not to be missed" (BookPage)! "Utterly superb." —ALA Booklist, starred review "Dark, fantastical, hauntingly evocative." —Kirkus Reviews, starred review "An empowering and progressive original retelling." —SLJ, starred review Sixteen-year-old Mina is motherless, her magician father is vicious, and her silent heart has never beat with love for anyone—has never beat at all, in fact, but she'd always thought that fact normal. She never guessed that her father cut out her heart and replaced it with one of glass. When she moves to Whitespring Castle and sees its king for the first time, Mina forms a plan: win the king's heart with her beauty, become queen, and finally know love. The only catch is that she'll have to become a stepmother. Fifteen-year-old Lynet looks just like her late mother, and one day she discovers why: a magician created her out of snow in the dead queen's image, at her father's order. But despite being the dead queen made flesh, Lynet would rather be like her fierce and regal stepmother, Mina. She gets her wish when her father makes Lynet queen of the southern territories, displacing Mina. Now Mina is starting to look at Lynet with something like hatred, and Lynet must decide what to do—and who to be—to win back the only mother she's ever known...or else defeat her once and for all. Entwining the stories of both Lynet and Mina in the past and present, *Girls Made of Snow and Glass* traces the relationship of two young women doomed to be rivals from the start. Only one can win all, while the other must lose everything—unless both can find a way to reshape themselves and their story.