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## KEY=PDF - JOSE RIGGS

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**Salt, Fat, Acid, Heat Mastering the Elements of Good Cooking Simon and Schuster** *Whether you've never picked up a knife or you're an accomplished chef, there are only four basic factors that determine how good your food will taste. Salt, Fat, Acid, and Heat are the four cardinal directions of cooking, and they will guide you as you choose which ingredients to use and how to cook them, and they will tell you why last minute adjustments will ensure that food tastes exactly as it should. This book will change the way you think about cooking and eating, and help you find your bearings in any kitchen, with any ingredients, while cooking any meal. --*

**Design and Equipment for Restaurants and Foodservice A Management View John Wiley & Sons** *This text shows the reader how to plan and develop a restaurant or foodservice space. Topics covered include concept design, equipment identification and procurement, design principles, space allocation, electricity and energy management, environmental concerns, safety and sanitation, and considerations for purchasing small equipment, tableware, and table linens. This book is comprehensive in nature and focuses on the whole facility—with more attention to the equipment—rather than emphasizing either front of the house or back of the house.*

**Stock Market 101 From Bull and Bear Markets to Dividends, Shares, and Margins—Your Essential Guide to the Stock Market Simon and Schuster** *"Provides details about how the stock market works, it's history, and who the the biggest winners, losers, and schemers in the stock market are"--*

**What Great Brands Do The Seven Brand-Building Principles that Separate the Best from the Rest John Wiley & Sons** *Discover proven strategies for building powerful, world-class brands It's tempting to believe that brands like Apple, Nike, and Zappos achieved their iconic statuses because of serendipity, an unattainable magic formula, or even the genius of a single visionary leader. However, these companies all adopted specific approaches and principles that transformed their ordinary brands into industry leaders. In other words, great brands can be built—and Denise Lee Yohn knows exactly how to do it. Delivering a fresh*

*perspective, Yohn's What Great Brands Do teaches an innovative brand-as-business strategy that enhances brand identity while boosting profit margins, improving company culture, and creating stronger stakeholder relationships. Drawing from twenty-five years of consulting work with such top brands as Frito-Lay, Sony, Nautica, and Burger King, Yohn explains key principles of her brand-as-business strategy. Reveals the seven key principles that the world's best brands consistently implement Presents case studies that explore the brand building successes and failures of companies of all sizes including IBM, Lululemon, Chipotle Mexican Grill, and other remarkable brands Provides tools and strategies that organizations can start using right away Filled with targeted guidance for CEOs, COOs, entrepreneurs, and other organization leaders, What Great Brands Do is an essential blueprint for launching any brand to meteoric heights.* **Oaxaca al Gusto An Infinite Gastronomy**

**University of Texas Press** A James Beard Foundation Award-winning record of the traditional regional cuisines of Oaxaca, from one of the world's foremost authorities on Mexican cooking. No one has done more to introduce the world to the authentic, flavorful cuisines of Mexico than Diana Kennedy. Acclaimed as the Julia Child of Mexican cooking, Kennedy has been an intrepid, indefatigable student of Mexican foodways for more than fifty years and has published several classic books on the subject, including *The Cuisines of Mexico* (now available in *The Essential Cuisines of Mexico*, a compilation of her first three books), *The Art of Mexican Cooking*, *My Mexico*, and *From My Mexican Kitchen*. Her uncompromising insistence on using the proper local ingredients and preparation techniques has taught generations of cooks how to prepare—and savor—the delicious, subtle, and varied tastes of Mexico. In *Oaxaca al Gusto*, Kennedy takes us on an amazing journey into one of the most outstanding and colorful cuisines in the world. The state of Oaxaca is one of the most diverse in Mexico, with many different cultural and linguistic groups, often living in areas difficult to access. Each group has its own distinctive cuisine, and Diana Kennedy has spent many years traveling the length and breadth of Oaxaca to record in words and photographs “these little-known foods, both wild and cultivated, the way they were prepared, and the part they play in the daily or festive life of the communities I visited.” *Oaxaca al Gusto* is the fruit of these labors—and the culmination of Diana Kennedy's life's work. Organized by regions, *Oaxaca al Gusto* presents some three hundred recipes—most from home cooks—for traditional Oaxacan dishes. Kennedy accompanies each recipe with fascinating notes about the ingredients, cooking techniques, and the food's place in family and communal life. Lovely color photographs illustrate the food and its preparation. A special feature of the book is a chapter devoted to the three pillars of the Oaxacan regional cuisines—chocolate, corn, and chiles. Notes to the cook, a glossary, a bibliography, and an index complete the volume. **Mining the Social Web Analyzing Data from Facebook, Twitter, LinkedIn, and Other Social Media Sites "O'Reilly Media, Inc."** Provides information on data analysis from a variety of social networking sites, including Facebook, Twitter, and LinkedIn. **Designing Interfaces Patterns for Effective Interaction Design "O'Reilly Media, Inc."** Provides information on designing easy-to-use interfaces. **Big Data in Practice How 45 Successful Companies Used Big Data Analytics to Deliver Extraordinary Results John Wiley & Sons** The best-selling author of *Big Data* is back, this time with a unique

and in-depth insight into how specific companies use big data. Big data is on the tip of everyone's tongue. Everyone understands its power and importance, but many fail to grasp the actionable steps and resources required to utilise it effectively. This book fills the knowledge gap by showing how major companies are using big data every day, from an up-close, on-the-ground perspective. From technology, media and retail, to sport teams, government agencies and financial institutions, learn the actual strategies and processes being used to learn about customers, improve manufacturing, spur innovation, improve safety and so much more. Organised for easy dip-in navigation, each chapter follows the same structure to give you the information you need quickly. For each company profiled, learn what data was used, what problem it solved and the processes put it place to make it practical, as well as the technical details, challenges and lessons learned from each unique scenario. Learn how predictive analytics helps Amazon, Target, John Deere and Apple understand their customers Discover how big data is behind the success of Walmart, LinkedIn, Microsoft and more Learn how big data is changing medicine, law enforcement, hospitality, fashion, science and banking Develop your own big data strategy by accessing additional reading materials at the end of each chapter

**Custodians of the Internet Platforms, Content Moderation, and the Hidden Decisions That Shape Social Media** Yale University Press A revealing and gripping investigation into how social media platforms police what we post online—and the large societal impact of these decisions Most users want their Twitter feed, Facebook page, and YouTube comments to be free of harassment and porn. Whether faced with “fake news” or livestreamed violence, “content moderators”—who censor or promote user†posted content—have never been more important. This is especially true when the tools that social media platforms use to curb trolling, ban hate speech, and censor pornography can also silence the speech you need to hear. In this revealing and nuanced exploration, award†winning sociologist and cultural observer Tarleton Gillespie provides an overview of current social media practices and explains the underlying rationales for how, when, and why these policies are enforced. In doing so, Gillespie highlights that content moderation receives too little public scrutiny even as it is shapes social norms and creates consequences for public discourse, cultural production, and the fabric of society. Based on interviews with content moderators, creators, and consumers, this accessible, timely book is a must†read for anyone who’s ever clicked “like” or “retweet.”

**Seriously Simple Easy Recipes for Creative Cooks Chronicle Books** The subtitle says it all. One of the biggest challenges for the good home cook is creating delicious, healthy meals using just a few ingredients and simple steps. And good cooks know that Diane Worthington is an expert at finding the one strong flavor component that will turn a ho-hum dish into something memorable—without spending the whole day in the kitchen. In *Seriously Simple: Easy Recipes for Creative Cooks* she does it again. Here are over 90 recipes for everything from Butternut Squash Soup with Chipotle Creme to Lemon-Lime Pound-cake that come together in a snap. Gorgeously photographed, *Seriously Simple* is full of practical tips for saving time without sparing the savor, such as advice on developing a busy cooks pantry, making one-pot meals, and creating sauces, rubs, and marinades that will spice up any dish in a flash. Guaranteed to cut down on the prep time, streamline techniques,

and pump up the flavor, heres a new kitchen standby thats seriously fast, seriously delicious... Seriously Simple. **The Community Manager's Playbook How to Build Brand Awareness and Customer Engagement** Apress Savvy companies recognize the value of a strong community. Think of Nike and its community of runners, Nike+, and you'll quickly understand that creating and fostering an online community around a product or brand is a powerful way to boost marketing efforts, gain valuable insight into consumers, increase revenue, improve consumer loyalty, and enhance customer service efforts. Companies now have the unprecedented opportunity to integrate their brand's messaging into the everyday lives of their target audiences. But while supporting the growth of online communities should be at the top of every company's priority list, all too often it falls by the wayside. That's why brand strategy expert and digital marketer Lauren Perkins wrote *The Community Manager's Playbook* (#CMplaybook on Twitter), a must-read guide for business and brand builders who need to strengthen their approach to online B2C community management and customer engagement. As Perkins explains, if companies want to create thriving online communities focused on their product or brand, they must do more than simply issue a few tweets a day, create (and then abandon) a Facebook page, and blog every once in a while. Instead, organizations of all sizes must treat community management as a central component of their overall marketing strategy. When they do, they will be rewarded handsomely with greater brand awareness, increased customer use and retention, lower acquisition costs, and a tribe of consumers who can't wait to purchase their next product. Perkins not only teaches readers how to build an engaging community strategy from the ground up, but she also provides them with the tactical community management activities they need to acquire and retain customers, create compelling content, and track their results along the way. Distinctive in its comprehensive, step-by-step approach to creating online communities that are fully consistent with a company's existing brand voice, *The Community Manager's Playbook: Explains how excellent community management provides a competitive advantage with a large impact on sales* Provides an in-depth overview of brand and business alignment Teaches readers how to identify their community's online target audience and influence their needs and wants Details the appropriate online channels through which content should be distributed Champions the use of an agile approach through repeated testing to maximize the return on every company investment Discusses the many diverse metrics that can be used to measure community scope Today, there is no brand strategy without a community strategy. Companies that are not developing communities are losing control of their brands and missing opportunities to optimize their marketing investments. With *The Community Manager's Playbook* as their guide, however, marketing professionals and the companies and brands they represent will be equipped with the tools they need to manage their online marketing efforts, engage their core customers at every level, leverage community insights into the product development cycle, and ensure that their messaging is heard across all corners of the digital landscape. **Designing the Internet of Things** John Wiley & Sons Take your idea from concept to production with this unique guide Whether it's called physical computing, ubiquitous computing, or the Internet of Things, it's a hot topic in technology: how to channel your inner Steve

*Jobs and successfully combine hardware, embedded software, web services, electronics, and cool design to create cutting-edge devices that are fun, interactive, and practical. If you'd like to create the next must-have product, this unique book is the perfect place to start. Both a creative and practical primer, it explores the platforms you can use to develop hardware or software, discusses design concepts that will make your products eye-catching and appealing, and shows you ways to scale up from a single prototype to mass production. Helps software engineers, web designers, product designers, and electronics engineers start designing products using the Internet-of-Things approach Explains how to combine sensors, servos, robotics, Arduino chips, and more with various networks or the Internet, to create interactive, cutting-edge devices Provides an overview of the necessary steps to take your idea from concept through production If you'd like to design for the future, Designing the Internet of Things is a great place to start.*

**Contemporary Strategy Analysis Text Only Wiley Global Education** Robert M. Grant combines a highly accessible writing style with a concentration on the fundamentals of value creation and an emphasis on practicality in this leading strategy text. In this new edition, he includes an even greater focus on strategy implementation that reflects the needs of firms to reconcile scale economies with entrepreneurial flexibility, innovation with cost efficiency, and globalization with local responsiveness. This edition also incorporates some of the key strategic issues of today including: post-financial crisis adjustment, the continuing rise of China, India and Brazil, and the increased emphasis on ethics and sustainability. Coverage is also provided on strategy in not-for-profit organizations. *Contemporary Strategy Analysis, 8th Edition, is suitable for both MBA and advanced undergraduate students. It has been adopted by leading business schools all across the world.*

**Hacker, Hoaxer, Whistleblower, Spy The Many Faces of Anonymous Verso Books** Here is the ultimate book on the worldwide movement of hackers, pranksters, and activists that operates under the non-name Anonymous, by the writer the Huffington Post says “knows all of Anonymous’ deepest, darkest secrets.” Half a dozen years ago, anthropologist Gabriella Coleman set out to study the rise of this global phenomenon just as some of its members were turning to political protest and dangerous disruption (before Anonymous shot to fame as a key player in the battles over WikiLeaks, the Arab Spring, and Occupy Wall Street). She ended up becoming so closely connected to Anonymous that the tricky story of her inside-outside status as Anon confidante, interpreter, and erstwhile mouthpiece forms one of the themes of this witty and entirely engrossing book. The narrative brims with details unearthed from within a notoriously mysterious subculture, whose semi-legendary tricksters—such as Topiary, tflow, Anachaos, and Sabu—emerge as complex, diverse, politically and culturally sophisticated people. Propelled by years of chats and encounters with a multitude of hackers, including imprisoned activist Jeremy Hammond and the double agent who helped put him away, Hector Monsegur, *Hacker, Hoaxer, Whistleblower, Spy* is filled with insights into the meaning of digital activism and little understood facets of culture in the Internet age, including the history of “trolling,” the ethics and metaphysics of hacking, and the origins and manifold meanings of “the lulz.”

**Setting up and running a small-scale business producing high-value foods CTA** Whether you want to start a new business, or improve or diversify an existing

operation, this unique text collects for the first time essential information on the demand for high-value foods, their production, marketing and quality management. Aiming to raise awareness of opportunities in high-value foods and ingredients in ACP countries, the handbook also highlights routes to access different types of value chains for these products. Clearly laid out, with helpful summaries and 'tips for success', this comprehensive publication presents numerous real-life case studies to inspire entrepreneurs to improve their production and profitability.

**Social Media Engagement For Dummies John Wiley & Sons** Put "engage" front and center in your social media marketing engagement strategies! When you focus on the engagement side of a social media marketing strategy, you'll build and grow relationships with followers and customers, craft content just for them, analyze how they're responding, and refocus and refresh your campaigns accordingly. This smart guide shows you how to do all that, and then some. From building trust to sparking conversation to using video and other tools, this creative book is a must read if you want to discover all that goes into the most important aspect of today's social marketing. Helps you build and foster social media relationships with potential customers, fans, followers, and current customers Shows you how to spark actions, reactions, or interactions--and make things happen Explores the fundamentals, especially for do-it-yourself small-business owners and marketers Covers building trust and credibility, creating connections, encouraging sharing, using social networks to engage, using email marketing or SEO to engage, and much more Social Media Engagement For Dummies will help you connect to followers, convert them to customers, turn them into evangelists for your company, and boost your bottom line!

**Mining the Social Web Data Mining Facebook, Twitter, LinkedIn, Instagram, GitHub, and More O'Reilly Media** Mine the rich data tucked away in popular social websites such as Twitter, Facebook, LinkedIn, and Instagram. With the third edition of this popular guide, data scientists, analysts, and programmers will learn how to glean insights from social media—including who's connecting with whom, what they're talking about, and where they're located—using Python code examples, Jupyter notebooks, or Docker containers. In part one, each standalone chapter focuses on one aspect of the social landscape, including each of the major social sites, as well as web pages, blogs and feeds, mailboxes, GitHub, and a newly added chapter covering Instagram. Part two provides a cookbook with two dozen bite-size recipes for solving particular issues with Twitter. Get a straightforward synopsis of the social web landscape Use Docker to easily run each chapter's example code, packaged as a Jupyter notebook Adapt and contribute to the code's open source GitHub repository Learn how to employ best-in-class Python 3 tools to slice and dice the data you collect Apply advanced mining techniques such as TFIDF, cosine similarity, collocation analysis, clique detection, and image recognition Build beautiful data visualizations with Python and JavaScript toolkits

**The 4-Hour Body An Uncommon Guide to Rapid Fat-loss, Incredible Sex and Becoming Superhuman Random House** Do you want to lose fat, double testosterone, get the perfect posterior or give your partner a fifteen-minute female orgasm? Whatever your physical goal, The 4-Hour Body eclipses every other health manual by sharing the best kept secrets in the latest science and research to provide new strategies for redesigning the human body. And you don't need to exhaust yourself. International

bestselling author, Timothy Ferriss, helps you reach your true genetic potential in 3-6 months with a commitment of less than four hours per week. You can pick and choose from a menu of options, from simple to extreme, for dramatic body changes. Based on over 15 years of research and with personal stories, amazing before and after photos, recipes and sidebars, *The 4-Hour Body* will give unbelievable results and change the way you look forever.

**Holy Smoke The Big Book of North Carolina Barbecue Univ of North Carolina Press** North Carolina is home to the longest continuous barbecue tradition on the North American mainland. Authoritative, spirited, and opinionated (in the best way), *Holy Smoke* is a passionate exploration of the lore, recipes, traditions, and people who have helped shape North Carolina's signature slow-food dish. Three barbecue devotees, John Shelton Reed, Dale Volberg Reed, and William McKinney, trace the origins of North Carolina 'cue and the emergence of the heated rivalry between Eastern and Piedmont styles. They provide detailed instructions for cooking barbecue at home, along with recipes for the traditional array of side dishes that should accompany it. The final section of the book presents some of the people who cook barbecue for a living, recording firsthand what experts say about the past and future of North Carolina barbecue. Filled with historic and contemporary photographs showing centuries of North Carolina's "barbeculture," as the authors call it, *Holy Smoke* is one of a kind, offering a comprehensive exploration of the Tar Heel barbecue tradition.

**The Healing Powers of Honey The Healthy & Green Choice to Sweeten Packed with Immune-Boosting Antioxidants Kensington Publishing Corp.** Boost your immune system with antioxidants, lower your risk for the flu, cancer, diabetes, heart disease, and more—with honey—the healthy sweetener that's also the green choice for today's fast-changing world! Drawing on the latest honey buzz and interviews with medical doctors, beekeepers, and researchers, this charming and enlightening book (sweetened with stories about honey bees and humans) reveals 30 healing honey varieties paired with cinnamon and teas, tells you how to incorporate honey into Mediterranean-style, heart-healthy recipes like Honey Custard French Toast, Honey-Glazed Game Hen, and Filo Pear and Honey Tarts, and provides more than 50 home cures that combat digestive woes to skin woes, while boosting immunity. You'll also enjoy Cleopatra's milk-and-honey beauty treatments and eco-friendly beeswax household uses—all made with the amazing honey bee's gifts! Did you know?... Known as Mother Nature's "nectar of the gods," honey was praised for its healing powers as far back as 5,000 years ago by Egyptians. Eating honey can help lower the risk of heart disease, cancer, diabetes—even help reduce body fat and unwanted weight!—and increase longevity and raise immunity. Pure, raw, unprocessed honey is a healthier sweetener than table sugar and high fructose corn syrup. It's chock-full of antioxidants, minerals, and vitamins—and only has 21 calories per teaspoon. Super "bee foods" (including nutrient-rich bee pollen, propolis, and royal jelly) are used and touted for their healing powers by beekeepers and medical experts in the present-day. Honey can relieve a variety of ailments, including allergies, coughs, fatigue, pain, and stress, as well as boost libido. The honey bee pollinates about one-third of the food we consume (including nutritious fruits and nuts). "A fascinating read about a natural remedy that is a rich source of antioxidants." —Ray Sahelian, M.D., author of *Mind Boosters* "This eye-opening book provides you with a delicious

truth of the traditional Mediterranean diet: Honey is a sumptuous route to optimal health." —Dr. Will Clower, Ph.D., author of *The French Don't Diet Plan*

**Big Data Understanding How Data Powers Big Business** John Wiley & Sons Leverage big data to add value to your business Social media analytics, web-tracking, and other technologies help companies acquire and handle massive amounts of data to better understand their customers, products, competition, and markets. Armed with the insights from big data, companies can improve customer experience and products, add value, and increase return on investment. The tricky part for busy IT professionals and executives is how to get this done, and that's where this practical book comes in. *Big Data: Understanding How Data Powers Big Business* is a complete how-to guide to leveraging big data to drive business value. Full of practical techniques, real-world examples, and hands-on exercises, this book explores the technologies involved, as well as how to find areas of the organization that can take full advantage of big data. Shows how to decompose current business strategies in order to link big data initiatives to the organization's value creation processes Explores different value creation processes and models Explains issues surrounding operationalizing big data, including organizational structures, education challenges, and new big data-related roles Provides methodology worksheets and exercises so readers can apply techniques Includes real-world examples from a variety of organizations leveraging big data *Big Data: Understanding How Data Powers Big Business* is written by one of Big Data's preeminent experts, William Schmarzo. Don't miss his invaluable insights and advice.

**Introduction to Sociology 2e** Introduction to Sociology 2e adheres to the scope and sequence of a typical, one-semester introductory sociology course. It offers comprehensive coverage of core concepts, foundational scholars, and emerging theories, which are supported by a wealth of engaging learning materials. The textbook presents detailed section reviews with rich questions, discussions that help students apply their knowledge, and features that draw learners into the discipline in meaningful ways. The second edition retains the book's conceptual organization, aligning to most courses, and has been significantly updated to reflect the latest research and provide examples most relevant to today's students. In order to help instructors transition to the revised version, the 2e changes are described within the preface. The images in this textbook are grayscale. Authors include: Heather Griffiths, Nathan Keirns, Eric Strayer, Susan Cody-Rydzewski, Gail Scaramuzzo, Tommy Sadler, Sally Vyain, Jeff Bry, Faye Jones

**Capital Compounders How to Beat the Market and Make Money Investing in Growth Stocks** Robin R. Speziale FROM NATIONAL BESTSELLING AUTHOR ROBIN R. SPEZIALE - LEARN HOW TO MAKE MONEY INVESTING IN GROWTH STOCKS In *Capital Compounders, DIY Investor & National Bestselling Author* Robin R. Speziale makes it easy for anyone to beat the market and make money investing in growth stocks! Robin R. Speziale shares his journey building a \$300,000+ stock portfolio before 30 (and how you can too!) by investing in growth stocks or "Capital Compounders" - stocks that double, and then double again, and again on the market. Capital Compounder stocks have achieved the "tenbagger" (\$1 turns into \$10), and some even the "100-bagger" (\$1 turns into \$100) status. Mr. Speziale discusses the commonalities of today's market-beating growth stocks so that you can find the next ones in the future. **WHAT YOU WILL**

*LEARN IN THE BOOK: How you can turn \$0 into \$300,000 (and more) by saving, and then investing in growth stocks Why growth investing is better than value investing What top growth stocks ("Capital Compounders") have in common 72 Rules for investing stocks; winning in the market, and managing a portfolio Actual examples of tenbagger (10x return) and 100-bagger (100x return) stocks 75+ events, and corporate developments that move stocks How a hedge fund manager achieved a 24% compound annual return (since 1998!) 50+ predictions for the future Exclusive interviews with a small-cap technology analyst, and a growth hedge fund manager How to decode market psychology, and control your own behavioural biases Growth investing strategies from the world's top growth investors Daily routine – how to stay on top of the stock market, and find new growth ideas 100+ Free DIY investor resources (all of my favourites!) PLUS – FREE Investment Newsletter Subscription (inside the book) Capital Compounders is for both budding and seasoned investors. It's entertaining (because finance can be dry), and includes lots of easy-to-learn tips and strategies on growth investing that you can apply in the stock market. Robin R. Speziale is a DIY Investor and Globe and Mail National Bestselling Author; Market Masters (2016). He's been investing in the stock market since 2005, and built a \$300,000+ portfolio before 30. Mr. Speziale lives in Toronto, Ontario. Visit RobinRSpeziale.com and email Robin – r.speziale@gmail.com. **The Ketogenic Bible The Authoritative Guide to Ketosis Simon and Schuster** The Ketogenic Bible is the most complete, authoritative source for information relating to ketosis. This book is a one-stop-shop that explains the history, the science, and the therapeutic benefits of the ketogenic diet, outlines the general guidelines for following this diet, and provides a wide variety of keto recipes. Readers will come away with a firm understanding of the ketogenic diet, its potential uses, and the ways it can be implemented. Using a scientific approach, the authors have drawn from both extensive research and practical experience to bring readers an all-encompassing approach. **Big Farms Make Big Flu Dispatches on Influenza, Agribusiness, and the Nature of Science NYU Press** Thanks to breakthroughs in production and food science, agribusiness has been able to devise new ways to grow more food and get it more places more quickly. There is no shortage of news items on hundreds of thousands of hybrid poultry – each animal genetically identical to the next – packed together in megabarns, grown out in a matter of months, then slaughtered, processed and shipped to the other side of the globe. Less well known are the deadly pathogens mutating in, and emerging out of, these specialized agro-environments. In fact, many of the most dangerous new diseases in humans can be traced back to such food systems, among them Campylobacter, Nipah virus, Q fever, hepatitis E, and a variety of novel influenza variants. Agribusiness has known for decades that packing thousands of birds or livestock together results in a monoculture that selects for such disease. But market economics doesn't punish the companies for growing Big Flu – it punishes animals, the environment, consumers, and contract farmers. Alongside growing profits, diseases are permitted to emerge, evolve, and spread with little check. "That is," writes evolutionary biologist Rob Wallace, "it pays to produce a pathogen that could kill a billion people." In Big Farms Make Big Flu, a collection of dispatches by turns harrowing and thought-provoking, Wallace tracks the ways influenza and other pathogens emerge from an agriculture*

controlled by multinational corporations. Wallace details, with a precise and radical wit, the latest in the science of agricultural epidemiology, while at the same time juxtaposing ghastly phenomena such as attempts at producing featherless chickens, microbial time travel, and neoliberal Ebola. Wallace also offers sensible alternatives to lethal agribusiness. Some, such as farming cooperatives, integrated pathogen management, and mixed crop-livestock systems, are already in practice off the agribusiness grid. While many books cover facets of food or outbreaks, Wallace's collection appears the first to explore infectious disease, agriculture, economics and the nature of science together. *Big Farms Make Big Flu* integrates the political economies of disease and science to derive a new understanding of the evolution of infections. Highly capitalized agriculture may be farming pathogens as much as chickens or corn.

**Damn Delicious 100 Super Easy, Super Fast Recipes Time Inc. Books** The debut cookbook by the creator of the wildly popular blog *Damn Delicious* proves that quick and easy doesn't have to mean boring. Blogger Chungah Rhee has attracted millions of devoted fans with recipes that are undeniable 'keepers'-each one so simple, so easy, and so flavor-packed, that you reach for them busy night after busy night. In *Damn Delicious*, she shares exclusive new recipes as well as her most beloved dishes, all designed to bring fun and excitement into everyday cooking. From five-ingredient Mini Deep Dish Pizzas to no-fuss Sheet Pan Steak & Veggies and 20-minute Spaghetti Carbonara, the recipes will help even the most inexperienced cooks spend less time in the kitchen and more time around the table. Packed with quickie breakfasts, 30-minute skillet sprints, and speedy takeout copycats, this cookbook is guaranteed to inspire readers to whip up fast, healthy, homemade meals that are truly 'damn delicious!'

**Smoke, Roots, Mountain, Harvest Recipes and Stories Inspired by My Appalachian Home Chronicle Books** Go deep into the heart and soul of American southern cooking. *Smoke Roots Mountain Harvest* by Lauren McDuffie, writer of the award-winning food blog *Harvest and Honey* (and a *Saveur* Best Blog finalist for "Best New Voice"), captures the flavors and modern cooking techniques of Appalachia and the Blue Ridge Mountains in this evocative cookbook. This beautiful cookbook showcases 70 recipes and 80 photographs organized by seasons. Each chapter opens with storytelling that echoes the folklore and tall tales of the region, centered on rediscovering the unique food culture of the region. Menu suggestions and wine pairings encompass a variety of meal occasions, from small plates to soups, salads, mains, sides, drinks, dessert, along with tips and techniques on canning, pickling, and preserving. Recipes include:

- Shaved Summer Squash Salad with Pickled Pepper Vinaigrette
- Slow-Roasted Onion and Golden Apple Soup
- Baked Pork Chops with Cran-Apple Moonshine Compote
- Drunken Short Ribs with Smoky Gouda Grits & Mountain Gremolata
- Pan-Seared Carrots with Bourbon-Maple Glaze
- Triple Orange Cake with Honey-Lavender Buttercream

**Encyclopedia of American Indian Contributions to the World 15,000 Years of Inventions and Innovations Infobase Publishing** Describes the lives and achievements of American Indians and discusses their contributions to the world.

**Advertising Media Planning A Brand Management Approach Routledge** Updated and greatly expanded to reflect the explosive growth of new media, this acclaimed and widely-adopted text offers practical guidance for those involved in media planning on a daily basis as well as those who

must ultimately approve strategic media decisions. Its current, real-world business examples and down-to-earth approach will resonate with students as well as media professionals on both the client and agency side. **Web Marketing For Dummies John Wiley & Sons** Get the latest tools and trends in web marketing with this new edition of a bestseller The rapidly changing landscape of web marketing requires those in the field to quickly adopt new technologies as they emerge. This updated edition provides the basics that every web marketer needs to know, including how to create web properties, exploit search engine optimization (SEO), and create effective e-mail campaigns. This new edition offers a broad revision in order for the content to catch up to the latest tools and trends in web marketing. This fun-but-straightforward guide explores trends in search engine, mobile, location-based, and consumer site marketing and examines ways to maximize success by analyzing results, avoiding legal issues, and keeping everything fresh and exciting. Reflects current marketing trends Explores social media and mobile marketing and offers insight into creating an effective landing page and retaining customers Guides you through creating a marketing plan, adjusting already-existing marketing materials for the web, and building an online presence Details ways to maximize the potential of SEO, e-mail campaigns, online advertising, blogging, e-commerce tools, and more Provides valuable advice for avoiding common mistakes and ways to liven up web marketing plans Web Marketing For Dummies, 3rd Edition has expanded its coverage so you can expand your web marketing reach. **Social Content Marketing for Entrepreneurs Business Expert Press** This book will provide a practical overview of how digital content, social media, and search engine optimization work together in driving website traffic and sales leads. The goal is to educate readers on the new mindset and social technologies required to drive this traffic in a timely and non-intrusive way. Readers will benefit from a comprehensive but succinct overview of how social networking, search friendly blogging, trustworthy content, contextually-targeted online campaigns, and mobile marketing techniques are transforming companies that embrace inbound marketing. Unlike books that cover social media one platform or technology at a time, Social Content Marketing for Entrepreneurs is organized for readers to master elements of strategy in the order of their implementation. In so doing, it will help order the steps of professionals in the midst of launching new digital marketing initiatives as well as students tasked with completing social media marketing plans. **This Changes Everything Capitalism Vs. The Climate Simon and Schuster** Explains why the environmental crisis should lead to an abandonment of "free market" ideologies and current political systems, arguing that a massive reduction of greenhouse emissions may offer a best chance for correcting problems. **Introduction to Hospitality Management John Wiley & Sons** The hospitality industry's rapid evolution provides career-seekers with tremendous opportunity—and unique challenges. Changes in the global economy, rising interest in ecotourism, the influence of internet commerce, and a myriad of other trends contribute to the dynamic nature of this exciting field. Introduction to Hospitality Management presents a thorough overview of historical perspectives, current trends, and real-world practices. Coverage of bar and restaurant management, hotel and lodging operations, travel and tourism, and much more gives students a comprehensive analysis of this rewarding field. Focusing on

practicality, this text presents real-world examples of traditional methods alongside insightful discussions surrounding changes in consumer demands and key issues affecting the industry. The industry's multifaceted nature lends itself to broad exploration, and this text provides: Clear guidance through topics related to foodservice operations, convention management, meeting planning, casino and gaming management, leadership and staffing, financial and business models, and promotion and marketing Emphasis on career planning and job placement strategies, giving students a head start in charting their future in hospitality A combination of Drs. Reynolds and Barrows' two leading textbooks, *Introduction to Management in the Hospitality Industry* and *Introduction to the Hospitality Industry*, into one cohesive, comprehensive edition Substantial coverage of internet commerce and marketing Case studies, including actual interviews with industry professionals, to reinforce primary learning objectives and build critical thinking skills An emphasize on real-world skills and practical methods employed by management professionals Methods to prepare students for job placement in multiple areas of the hospitality and tourism industry *Introduction to Hospitality Management* is an essential text for students learning about, or with an interest in, the hospitality industry. Written in a clear and accessible style, this important book leaves readers with a strong grasp of the topics and trends most important to a career in the hospitality industry **For the Love of the South Recipes and Stories from My Southern Kitchen HarperCollins** Named by *Garden & Gun* as one of the best books of 2018, *For the Love of the South* captures the essence of Southern culture—a deep devotion to family, friends, and food—in a charming cookbook featuring delicious, comforting recipes, her recollections of growing up on the bayous of Louisiana, and more than 100 full-color and black-and-white photographs. Amber Wilson's popular blog, *For the Love of the South*, reflects the generosity, cordiality, and sense of tradition that are the heart of Southern culture. In her engaging posts, she shares personal, entertaining stories about her childhood in the deep South, pays tribute to her heritage, and presents mouthwatering recipes that showcase the best of the region's cooking, accompanied by gorgeous photos. In this first book, drawn from her popular website, she brings together 100 delectable, accessible, and easy-to-make recipes for Southern classics, and mixes them with delightful family anecdotes, which convey her love and respect for her roots. A terrific cook and captivating writer, Amber is also an accomplished photographer. *For the Love of the South* showcases 100 of her pictures—both black-and-white and color images of ingredient prep and finished dishes, as well as photos that evoke quintessential Southern life. No matter where in the country you live, no matter if you've barely used a stove or are an old hand around the kitchen, Amber teaches you how to master a host of Southern dishes, from starters to desserts. The recipes use inexpensive, readily available ingredients and come with instructive, encouraging directions. Learn to make a roux, perfect the popover, fry okra, lattice a piecrust, and create irresistible gumbos and jambalayas like a true Southerner. From *Pain Perdu*, *Pimento Hushpuppies*, *Corn Bisque*, and *Spicy Oven-Roasted Okra* to *Tomato and Bacon Sandwich with Chipotle Mayonnaise*, *Nashville Hot Chicken*, *Cajun Jambalaya*, and *Bacon-Latticed Apple Pie*, there's something tasty for everyone. Amber offers a pantry-full of time- and money-saving kitchen tips—from storing and

freezing bacon to prolonging fresh berries in the fridge, seasoning cast-iron skillet, and making vanilla extract—and provides helpful do-ahead and leftover-saving tips for many recipes as well. Grab a chair, sit down for a spell, and enjoy a taste of Southern life and food with *For the Love of the South*. **The World Trading System at Risk** Princeton University Press Jagdish Bhagwati, one of the world's leading economists, offers a fascinating overview of the perils and promise facing the world trading system. That system is now being subjected to powerful centrifugal forces. Concerns with unfair trade are rampant, managed trade is increasingly popular, and regionalism is spreading. The United States, the traditional bulwark of multilateralism, has recently resorted to aggressive, unilateral tactics in trade policy. To a consideration of these developments, Bhagwati brings a unique blend of economic theory, historical scholarship, and familiarity with the institutions of world trade. Bhagwati refutes facile but fashionable criticisms of the General Agreement on Tariffs and Trade (GATT). Warning of the dangers of flouting the GATT's provisions, he shows that its underlying conception of trading by rules will be undermined if we extend accusations of "unfair trade" practices to areas as diverse as retail distribution systems, infrastructure spending, saving rates, and workers' rights. He challenges the economic and cultural stereotypes of Japan that fuel the sentiments supporting managed trade and aggressive unilateralism. In addition, he provides novel suggestions for rebuilding the GATT and with it the world trading system itself—suggestions that should prove useful at the Uruguay Round and beyond. Originally published in 1991. The Princeton Legacy Library uses the latest print-on-demand technology to again make available previously out-of-print books from the distinguished backlist of Princeton University Press. These editions preserve the original texts of these important books while presenting them in durable paperback and hardcover editions. The goal of the Princeton Legacy Library is to vastly increase access to the rich scholarly heritage found in the thousands of books published by Princeton University Press since its founding in 1905. **A Reader in Themed and Immersive Spaces** Lulu.com **How to Run a City Like Amazon, and Other Fables Echo A Dark Billionaire Romance** Createspace **Independent Publishing Platform** How far would you go to save someone you love? Would you give up your body? Your mind? Your heart? I did and it cost me everything. He says he owns me. And it's true. I've signed over complete control of my body and life for six months to a man I don't know. Five years he's been planning this. They say revenge is a dish best served cold. But my blackmailer serves it up white hot. He's addicted to my innocence, and I'm addicted to him. He likes to hurt me. I love to let him. He brings me to life. He sets me free. He makes my heart feel things it shouldn't. But he also scares me. He holds the fate of my brother's life in his hands. A life behind bars for crimes I know he didn't commit. My blackmailer can't give up his revenge on my family, and I can't be with him if he doesn't. But I'm nothing more than a butterfly caught in his net. Do I really have a choice? **YumUniverse Infinite Possibilities for a Gluten-Free, Plant-Powerful, Whole-Food Lifestyle** BenBella Books, Inc. More than 150 plant-based, gluten-free, soy-free recipes! No matter where you land on the diet spectrum, more whole, plant-based foods can enrich your life and improve your health. If you're transitioning to a plant-based diet or you just want some ideas for preparing scrumptious veggie dishes, Heather

Crosby provides a step-by-step guide to simply adding more delicious, health-boosting meals to your existing routine, whether you're a meat-eater or a vegan. *YumUniverse: Infinite Possibilities for a Gluten-Free, Plant-Powerful, Whole-Food Lifestyle* offers a creative collection of more than 150 craveable recipes without meat, dairy, gluten, or soy. But this is more than just a cookbook—it's a treasure chest that will help you build health-promoting habits and recipes of your own for a lifetime. As a former veggie-phobe, Heather knows firsthand how overwhelming yet rewarding the transition toward a plant-powerful diet can be, so she offers expert advice for folks seeking to adopt and maintain a whole-food approach to what they eat. Fans of YumUniverse.com, Heather's inspirational food website, and new readers alike will discover recipe goodness like her Fig & Caramelized Onion Tart and Almond-Cardamom Cream Chia Pudding with Fresh Berries, as well as divine desserts like Mexican Unfried Ice Cream and Chocolate & Salted Caramel Stack Cake. A plant-powerful, gluten-free lifestyle is delicious and doable. So, say "goodbye" to the dieting roller coaster and embrace a long-term wellness adventure with tasty, healthy, plant-inspired cuisine. **The Hippocrates Diet and Health Program A Natural Diet and Health Program for Weight Control, Disease Prevention, and Penguin** For more than forty years, Ann Wigmore, founder of the renowned Hippocrates Health Institute and internationally acclaimed holistic health educator, taught that what we eat profoundly affects our health. She was among the first to note that our modern diet of "convenience food" was the prime cause of illness and obesity, and she offered a positive alternative. Developed over a twenty-year period at the Hippocrates Health Institute, one of the nation's first and finest holistic health centers, the Hippocrates Diet allows the body to correct its problems naturally and at its own pace. Through a diet of fresh fruits, vegetables, grains, nuts, and super nutritious foods such as sprouts and wheatgrass juice, all of which are prepared without cooking, the body is able to restore its internal balance—and its capacity to maintain a healthy weight, fight disease, and heal itself. The Hippocrates Diet and Health Program is an indispensable guide to healthy living, filled with easy-to-follow recipes and money-saving health tips. It is never easy for anyone to break bad eating habits, but when you are ready to make the decision to lose weight, regain youthful energy, or prevent illness, The Hippocrates Diet and Health Program can be your guide.