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A candid look into the new American life of \$100 million pitching sensation Daisuke Matsuzaka. Every publisher dreams of selling 100 million books. E. Haldeman Julius made it happen. Year after year, publishers go under before they even see a fraction of that number. The reason is simple. Few publishers truly know what the American public wants to read. Fewer still know what key words in a title can trigger a buying frenzy. Be different and gain control of your publishing success by applying the results of E. Haldeman Julius's amazing, scientific experiment. He published thousands of books, all with the same cover design, size and price. The only thing that set them apart was the title. He discovered that a change of a single word literally could mean thousands more in sales. Gain an insight into the American public's buying habits without breaking the bank. Apply key words that trigger your buyers' insatiable appetites and be the next publishing success. Don't hesitate, because your competitors sure won't. DISCOVER THE DEEPLY ROMANTIC AND UNFORGETTABLE TIKTOK SENSATION THAT WILL GRIP YOU UNTIL THE VERY LAST PAGE 'Wren and Crew stole my heart and neither of them will give it back. I cannot explain how much I adore this story . . . Full of angst, drama and steam' READER REVIEW 'Addictive, angsty and unforgettable . . . their chemistry was explosive' READER REVIEW 'Wren and Crew are perfection and the chemistry they have is sizzling! I was sweating it out with nerves at Chapter 4 and the rollercoaster never ended' READER REVIEW \_\_\_\_\_ Wren Beaumont is a model student. Kind, clever and beautiful, she is loved by everyone at Lancaster Prep. Everyone but brooding campus bad boy Crew Lancaster. Son of the family who own the school, Crew's life seems easy - but with an overbearing father and high expectations, it's anything but. Which is why he has no time for people like Wren. But when their lives unexpectedly collide, Wren discovers there's more to life than good grades - and Crew finally understands what it's like to care about someone other than himself . . . Could they - should they - become the school's most unlikely couple? \_\_\_\_\_ Steamy, romantic and totally addictive, this is a story that proves that true love really does happen when you least expect it . . . 'Crew . . . really had me wrapped around his finger by the end of the book' READER REVIEW 'I fell madly in love with Wren and Crew. A delightful balance of slow burn and enemies to friends to lovers, and will capture every romance reader's heart' READER

REVIEW *BUTTON MASH TO VICTORY* On the verge of flunking out of Grand Swordcraft Academy due to his total lack of talent, Allen Rodol's life goes from bad to worse when the class prodigy challenges him to a duel where it's win or face expulsion. However, the night before his hopeless bout, a mysterious hermit grants Allen a button that will give him one hundred million years to train in an alternate reality when pressed. Allen not only gladly accepts the offer but also goes back for seconds, thirds, tenths even! With over a billion years of straight practice under his belt, the world is about to see what the "Reject Swordsman" can really do! From the creators of *Biz Kid\$* and *Bill Nye the Science Guy*, here is a comprehensive guide for kids to the basics of earning, saving, spending, and investing money. Written in a humorous but informative voice that engages young readers, it's the book that every parent who wants to raise financially savvy and unspoiled children should buy for their kids. It is packed with lively illustrations to make difficult concepts easy to understand—all as a way of building financial literacy, good decision-making, and the appreciation of a hard-earned dollar. This international bestseller plumbs recently opened archives in the former Soviet bloc to reveal the accomplishments of communism around the world. The book is the first attempt to catalogue and analyse the crimes of communism over 70 years. Rewriting the "origin stories" of the Anthropocene

No geology is neutral, writes Kathryn Yusoff. *Tracing the color line of the Anthropocene, A Billion Black Anthropocenes or None* examines how the grammar of geology is foundational to establishing the extractive economies of subjective life and the earth under colonialism and slavery. Yusoff initiates a transdisciplinary conversation between feminist black theory, geography, and the earth sciences, addressing the politics of the Anthropocene within the context of race, materiality, deep time, and the afterlives of geology. *Forerunners* is a thought-in-process series of breakthrough digital works. Written between fresh ideas and finished books, *Forerunners* draws on scholarly work initiated in notable blogs, social media, conference plenaries, journal articles, and the synergy of academic exchange. This is gray literature publishing: where intense thinking, change, and speculation take place in scholarship. Described as 'unforgettable' by *The Mail on Sunday*, *A Hundred Million Years and a Day* is a pocket-sized epic adventure story of a professor's journey to an Alpine

glacier. 'Powerful' Sunday Times When he hears a story about a huge dinosaur fossil locked deep inside an Alpine glacier, university professor Stan finds a childhood dream reignited. Whatever it takes, he is determined to find the buried treasure. But Stan is no mountaineer and must rely on the help of old friend Umberto, who brings his eccentric young assistant, Peter, and cautious mountain guide Gio. Time is short: they must complete their expedition before winter sets in. As bonds are forged and tested on the mountainside, and the lines between determination and folly are blurred, the hazardous quest for the Earth's lost creatures becomes a journey into Stan's own past. This breathless, heartbreaking epic-in-miniature speaks to the adventurer within us all. 'Vivid, thrilling, a delight ... Tim Flannery is a palaeontologist and ecologist of global standing, and this is a compelling and authoritative narrative of the evolution of Europe's flora and fauna, from the formation of the continent to its near future ... an exciting book, full of wonder' James McConnachie, Sunday Times A place of exceptional diversity, rapid change, and high energy, Europe has literally been at the crossroads of the world ever since the interaction of Asia, North America and Africa formed the tropical island archipelago that would become the continent of today. In this unprecedented evolutionary history, Tim Flannery shows how for the past 100 million years Europe has absorbed wave after wave of immigrant species; taking them in, transforming them, and sometimes hybridising them. Flannery reveals how, in addition to playing a vital role in the evolution of our own species, Europe was once the site of the formation of the first coral reefs, the home of some of the world's largest elephants, and now has more wolves than North America. This groundbreaking book charts the history of the land itself and the forces shaping life on it - including modern humans - to create a portrait of a continent that continues to exert a huge influence on the world today. In 1996, the Institute of Medicine (IOM) released its report *Telemedicine: A Guide to Assessing Telecommunications for Health Care*. In that report, the IOM Committee on Evaluating Clinical Applications of Telemedicine found telemedicine is similar in most respects to other technologies for which better evidence of effectiveness is also being demanded. Telemedicine, however, has some special characteristics-shared with information technologies generally-that warrant particular notice from evaluators and decision makers. Since that time, attention to

telehealth has continued to grow in both the public and private sectors. Peer-reviewed journals and professional societies are devoted to telehealth, the federal government provides grant funding to promote the use of telehealth, and the private technology industry continues to develop new applications for telehealth. However, barriers remain to the use of telehealth modalities, including issues related to reimbursement, licensure, workforce, and costs. Also, some areas of telehealth have developed a stronger evidence base than others. The Health Resources and Service Administration (HRSA) sponsored the IOM in holding a workshop in Washington, DC, on August 8-9 2012, to examine how the use of telehealth technology can fit into the U.S. health care system. HRSA asked the IOM to focus on the potential for telehealth to serve geographically isolated individuals and extend the reach of scarce resources while also emphasizing the quality and value in the delivery of health care services. This workshop summary discusses the evolution of telehealth since 1996, including the increasing role of the private sector, policies that have promoted or delayed the use of telehealth, and consumer acceptance of telehealth. The Role of Telehealth in an Evolving Health Care Environment: Workshop Summary discusses the current evidence base for telehealth, including available data and gaps in data; discuss how technological developments, including mobile telehealth, electronic intensive care units, remote monitoring, social networking, and wearable devices, in conjunction with the push for electronic health records, is changing the delivery of health care in rural and urban environments. This report also summarizes actions that the U.S. Department of Health and Human Services (HHS) can undertake to further the use of telehealth to improve health care outcomes while controlling costs in the current health care environment. As serialized in the New Yorker, a roiling, behind-the-scenes look at the high-pressure race to turn around Newark's failing schools, with Facebook's Mark Zuckerberg, Governor Chris Christie, and Senator Cory Booker in eyebrow-raising leading roles A book on how to improve a companies products, services and offerings to increase conversions, pricing, and profit. Contained within:How to charge lots of money for stuff using:The perfect niche finding processThe price to value flip...so you never get price compared again (that's a promise)The 4-step niche pricing formula?.how companies 100x'd our pricing (and get more people to say yes)The

price flywheel?.to make you unbeatableHow to make your product appear so good, people find a way to pay for it using?.The Unbeatable value Equation?.to make what you sell worth more than you can imagineThe Delivery Cube?.to make delivering your products and services cost less time and effort than you can imagineThe Trim & Stack?.to select the absolute best delivery methods for profit (this is a secret almost no entrepreneurs know that I've never shared publicly)How to enhance your offer so much that people feel stupid saying no using?.3 Ways to Create Scarcity in every offer (without lying)4 Ways to Create Urgency by using everyday life to create true time pressureBonuses to force your prospects obstacles to melt away (they'll even become selling points for them now!)Guarantees so good they make anyone say yes (even people who would never normally consider buying). I'll show you all 4 types and my 13 favorites.Magic Naming Formula to get the absolute most out of every minute, dollar, and How to make start making more sales, for lower effort and cost, at higher prices...overnight. Using:The \$100,000 consulting formula to create more cash flow than you ever imagined was possible (it's weird being on the other side of this now?.) Success in 50 Steps has been 10 years in the making, with the author researching and compiling over 500 book summaries into video, audio and written format on his website Bestbookbits.com. The book takes the reader through the steps of taking their dreams out of their head and making them a reality. Walking the reader through the steps to success such as dreams, passions, desire, purpose, goals, planning, time, knowledge, ideas, thinking, beliefs, attitude, action, work, habits, happiness, growth, failure, fear, courage, motivation, persistence, discipline, results and success. With the pathway to success outlined in 50 easy steps, anyone can put into practice the wisdom to take their personal dreams and goals out of their head into reality. Featuring a treasure trove of quotations from the legends of personal development such as Tony Robbins, Jim Rohn, Napoleon Hill, Les Brown, Zig Ziglar, Wayne Dyer, Brian Tracy, Earl Nightingale, Dale Carnegie, Norman Vincent Peale, Og Mandino and Bob Proctor to name a few, let this book inspire you to become the best version of yourself. Dr. Gunter Pauli is challenging the green movement he has been so much a part of to do better, to do more. He is the entrepreneur who launched Ecover; those products are probably in many of your homes. He built the largest ecologically-sound

factory in the world. His participation in the Club of Rome and the founding of Zero Emissions Research Institute (ZERI) has made an immense contribution to sustainability both in terms of research, public awareness and articulating a visionary direction. He has dedicated himself to teaching and the hands-on implementation of projects that have brought healthy environments, good nutrition, health care and jobs in sustainable commerce to a myriad of places in the world. The brain ... There is no other part of the human anatomy that is so intriguing. How does it develop and function and why does it sometimes, tragically, degenerate? The answers are complex. In *Discovering the Brain*, science writer Sandra Ackerman cuts through the complexity to bring this vital topic to the public. The 1990s were declared the "Decade of the Brain" by former President Bush, and the neuroscience community responded with a host of new investigations and conferences. *Discovering the Brain* is based on the Institute of Medicine conference, *Decade of the Brain: Frontiers in Neuroscience and Brain Research*. *Discovering the Brain* is a "field guide" to the brain—an easy-to-read discussion of the brain's physical structure and where functions such as language and music appreciation lie. Ackerman examines: How electrical and chemical signals are conveyed in the brain. The mechanisms by which we see, hear, think, and pay attention—and how a "gut feeling" actually originates in the brain. Learning and memory retention, including parallels to computer memory and what they might tell us about our own mental capacity. Development of the brain throughout the life span, with a look at the aging brain. Ackerman provides an enlightening chapter on the connection between the brain's physical condition and various mental disorders and notes what progress can realistically be made toward the prevention and treatment of stroke and other ailments. Finally, she explores the potential for major advances during the "Decade of the Brain," with a look at medical imaging techniques—what various technologies can and cannot tell us—and how the public and private sectors can contribute to continued advances in neuroscience. This highly readable volume will provide the public and policymakers—and many scientists as well—with a helpful guide to understanding the many discoveries that are sure to be announced throughout the "Decade of the Brain." Whether you're thinking about starting a new business or growing an existing one, *Ready, Fire, Aim* has what you need to succeed



in your entrepreneurial endeavors. In it, self-made multimillionaire and bestselling author Masterson shares the knowledge he has gained from creating and expanding numerous businesses and outlines a focused strategy for guiding a small business through the four stages of entrepreneurial growth. Along the way, Masterson teaches you the different skills needed in order to excel in this dynamic environment. Grade level: 7, 8, 9, e, i, s. Want to achieve levels of sales success you never thought possible? You need to read this book. This is a no-nonsense, straight to the point guide for anyone who wants to understand the fundamentals of selling. It's a practical guide and reference book to everything you need to know to be successful in sales. Written by an entrepreneur with over 100 Million Dollars in sales income over his career to date, This book shares the key activities you need to undertake to take your sales career to the next level. Perfect if you are:- New to sales- An aspiring entrepreneur- Wanting to take your sales career to the next level- Looking to achieve financial freedom- Eager to grow your business- Wanting to close multi-million dollar contracts Each chapter focuses on a particular element of the sales cycle and provides real-world examples of how the lessons of the book were applied to secure multi-million dollar wins. If you are serious about upping your sales game you'll find the advice in this book invaluable. You'll find advice on- Sales process- Strategic selling- Presenting and the art of story-telling- Qualifying your deals- Organizational coverage- Team selling- Demonstrating your product or service- Reference selling- Negotiation techniques- Hiring the right kind of sales people- What it takes to make it in sales- Closing techniques The lessons of the book are ideal for anyone with an interest in taking their sales ability to the next level, but especially for those involved in sales in the technology sector. The author has 20+ years of experience in the tech scene as a quota-carrying sales rep right through to his experience as CEO of a Silicon Valley software company. This is not a hype-filled book, it's a step-by-step guide to enable you to accelerate your sales cycles, control the sales process and maximize your chances of securing the deal. The actions proposed in each chapter have proven results over many years and are not complex to master. The author provides practical proven advice that you can start to implement immediately. If you put into practice the advice proposed in this book you will:- See sales revenue increase

dramatically- Improve your deal closure rate- Maximize each sales opportunity- Avoid time-wasting work on deals that will never happen- Learn how to qualify opportunities quickly- Get the most from every negotiation- Realize your potential as a sales professional

A commonsense parenting guide to your baby's first 100 days. Who has time to read a big reference book when a new baby has arrived? There are lots of baby books out there - but nothing as fresh, simple and accessible as this guide to surviving the first 100 days. *Baby's First 100 Days* simply and clearly demystifies baby's behaviour -- including crying, tired signs, sleeping, feeding, settling -- and provides short tips and suggestions to new parents' frequently asked questions. Compact, authoritative, reassuring and complete with photographs to clarify the advice, it's easy to refer to when you are in the middle of a crisis! *Baby's First 100 Days* is a commonsense parenting guide to:

- \* Crying -- types of crying and what each one means, how to cope when baby cries;
- \* Tired signs -- clues such as frowning, clenched fists and grizzling;
- \* Sleeping -- a learned skill, baby's sleep pattern and development;
- \* Feeding -- how often? how much? how to avoid fussing;
- \* Settling -- surefire methods to get baby to sleep;
- \* The 'newborn parent' -- how to look after yourself during these early months and how to get the most enjoyment out of the whole experience!

Simple, fresh, accessible and full of gorgeous photographs throughout, *Baby's First 100 Days* is the perfect gift for new parents and a godsend for a babysitter or grandparent.

Change the way you look at money before you turn twenty... and become a FI Freak! Most teenagers are only told about one financial path: Work until you're old and then retire. But what if you want to spend your adult life traveling, creating, or bettering the world instead of working all day, every day? Financial independence (FI) is the only way to win the resource you can't rewind: TIME. Time for yourself, time for your family and friends, and time for your dreams. Build the freedom to define your own future by building a strong financial base--which means saving more, spending less, and starting to invest as soon as possible. *First to a Million* explores the many advantages of FI while explaining the secrets of investing, living frugally, and maintaining an entrepreneurship mindset. Treating your finances differently than the average teenager will put you miles ahead of your peers, and with time (and compound interest) on your side, you can win the game before it even starts! Be different with money.

Be bold about your future. Be a FI Freak! Inside the Book, You'll Learn: Why the typical "American Dream" pathway is not for everyone How a FI Freak can take control of their financial future The four mechanisms of early FI (Spoiler: they're ridiculously simple!) How to make more money as a teen with creative jobs and side hustles How to be frugal and live richly with a life full of happiness and flexibility The difference between income and wealth, real and false assets, and good and bad debt Personal finance basics--like tracking income and expenses, building a credit score from the ground up, and calculating your net worth Investing basics--like earning passive income, understanding the power of compound interest, and how index funds and real estate can build your wealth A place of exceptional diversity, rapid change, and high energy, for the past 100 million years Europe has literally been at the crossroads of the world: ever since the interaction of Asia, North America and Africa formed the tropical island archipelago that would become the continent of today. In this unprecedented ecological history, Tim Flannery shows how Europe has absorbed wave after wave of immigrant species ever since; taking them in, transforming them, and sometimes hybridising them. Flannery reveals how, in addition to playing a vital role in the evolution of our own species, Europe was once the site of the formation of the first coral reefs, the home of some of the world's largest elephants, and now has more wolves than North America. This groundbreaking book charts the history of the land itself and the forces shaping life on it - including modern humans - to create a portrait of a continent that continues to exert a huge influence on the world today. Manny Khoshbin's Contrarian PlayBook gives you a successful strategy for building your \$100 million real estate portfolio. If you are already a real estate investor, this will become the go-to book for taking your game to the next level. If you are a new investor, this book will provide you a powerful way to enter the game of real estate investment. The PlayBook will take you through twelve "Plays," each one an important part of your real estate investing strategy. In the end, you will have a complete blueprint for building your own \$100 million real estate portfolio. Let's Gooooo! "Raegan Moya-Jones is one of today's most fascinating entrepreneurs. Ten years ago, seeing a huge opening in the baby products market, she started aden + anais, which introduced cotton muslin swaddles to the U.S. On the heels

of that success she's now launching another idea, Saint Luna, a boutique liquor company poised to turn the stereotype of moonshine on its head. This book is the story of her entrepreneurial journey: how she stopped holding herself back and learned to go after her dreams. The John Burroughs quote "Leap, and the net will appear" has been Moya-Jones' guiding principle in business. But she wasn't always that bold. She was a party girl in high school in Australia, then ended up dropping out of college. When she finally got her act together, she went into sales, but quickly realized the corporate world wasn't for her. It was obvious that her (mostly male) bosses didn't like being challenged by an outspoken Aussie chick. So she decided to start a company, on her own terms. But instead of quitting her sales executive job at the Economist right away, she quietly built her business every night after putting her young daughters to bed. And when aden + anais reached \$1 million in revenue in less than two years, she was finally ready to make the leap. Today her little company is a thriving global brand, and Raegan has moved on to make another entrepreneurial leap. This empowering story will show the hopeful entrepreneur or career changer that she doesn't have to know it all--as long as she's willing to leap. If Raegan can do it, anyone can"-- He's made \$100 million, is the hottest DJ in the world and has worked with the pop royalty - but who is Calvin Harris? And how did he go from stacking shelves in his local supermarket to such astonishing global success? He's come a long way from making music in his bedroom in his native Dumfries but since bursting onto the music scene with 'Acceptable in the 80s' in 2007, he has broken Michael Jackson's record for most hits from one album, become the first British artist to have one billion plays on Spotify and turned hit-maker for stars like Kylie Minogue, Rihanna, Cheryl Cole and Dizzee Rascal. This is the astonishing story of Calvin Harris's journey from struggling musician to international star, revealing what makes him tick, why he has the Midas touch, how he went from being a lanky kid with little self-confidence to a modelling deal with Armani and how he became a global megastar. A fascinating tour through the evolution of the human diet, and how we can improve our health by understanding our complicated history with food. There are few areas of modern life that are burdened by as much information and advice, often contradictory, as our diet and health: eat a lot of meat, eat no meat; whole-grains are

healthy, whole-grains are a disaster; eat everything in moderation; eat only certain foods--and on and on. In *100 Million Years of Food* biological anthropologist Stephen Le explains how cuisines of different cultures are a result of centuries of evolution, finely tuned to our biology and surroundings. Today many cultures have strayed from their ancestral diets, relying instead on mass-produced food often made with chemicals that may be contributing to a rise in so-called "Western diseases," such as cancer, heart disease, and obesity. Travelling around the world to places as far-flung as Vietnam, Kenya, India, and the US, Stephen Le introduces us to people who are growing, cooking, and eating food using both traditional and modern methods, striving for a sustainable, healthy diet. In clear, compelling arguments based on scientific research, Le contends that our ancestral diets provide the best first line of defense in protecting our health and providing a balanced diet. Fast-food diets, as well as strict regimens like paleo or vegan, in effect hijack our biology and ignore the complex nature of our bodies. In *100 Million Years of Food* Le takes us on a guided tour of evolution, demonstrating how our diets are the result of millions of years of history, and how we can return to a sustainable, healthier way of eating. It's the moment when you say, "There's gotta be a better way." It's the moment when you ask, "How can I solve this problem?" Donny Deutsch's hit CNBC show *The Big Idea* has put the spotlight on that ordinary moment and the people who have the courage and stamina to make their dreams come true. Some people think a big idea is like a lightning bolt striking out of the blue that slams you in the head. But it's hardly ever like that. The big idea isn't an act of God. It's an act of daily life. Simply put, the idea that will make millions starts with an observation. A carpenter gets tired of almost losing a finger every time he slices a bagel. Bam! The Bagel Guillotine. A mother is frustrated that her pantry is full of stale food because the packages don't close. Bam! Quick Seals. Howard Schultz notices on a trip to Italy that there are coffee bars on almost every corner. Bam! Starbucks. None of them had a barrel of cash. None of them had a ton of experience. They had a big idea and the will to follow through. In *The Big Idea*, Deutsch draws not only on his own tremendous focus and expertise, but on that of dozens of the successful entrepreneurs whom he has interviewed, to help you create your own enterprise. From the "Gut Check Moment" to

"Mom Power," The Big Idea takes aspiring entrepreneurs along every step of the way. The Big Idea is your road map to the American dream. This review gathers astronomers, geologists, biologists, and chemists around a common question: how did life emerge on Earth? The ultimate goal is to probe an even more demanding question: is life universal? This not-so linear account highlights problems, gaps, and controversies. Discussion covers the formation of the solar system; the building of a habitable planet; prebiotic chemistry, biochemistry, and the emergence of life; the early Earth environment, and much more.

"How to Win Friends and Influence People" is one of the first best-selling self-help books ever published. It can enable you to make friends quickly and easily, help you to win people to your way of thinking, increase your influence, your prestige, your ability to get things done, as well as enable you to win new clients, new customers.

Twelve Things This Book Will Do For You:

- Get you out of a mental rut, give you new thoughts, new visions, new ambitions.
- Enable you to make friends quickly and easily.
- Increase your popularity.
- Help you to win people to your way of thinking.
- Increase your influence, your prestige, your ability to get things done.
- Enable you to win new clients, new customers.
- Increase your earning power.
- Make you a better salesman, a better executive.
- Help you to handle complaints, avoid arguments, keep your human contacts smooth and pleasant.
- Make you a better speaker, a more entertaining conversationalist.
- Make the principles of psychology easy for you to apply in your daily contacts.
- Help you to arouse enthusiasm among your associates.

Dale Carnegie (1888-1955) was an American writer and lecturer and the developer of famous courses in self-improvement, salesmanship, corporate training, public speaking, and interpersonal skills. Born into poverty on a farm in Missouri, he was the author of *How to Win Friends and Influence People* (1936), a massive bestseller that remains popular today.

An American classic with a refrain that millions of kids love to chant: Hundreds of cats, thousands of cats, millions and billions and trillions of cats. Once upon a time there was an old man and an old woman who were very lonely. They decided to get a cat, but when the old man went out searching, he found not one cat, but millions and billions and trillions of cats! Unable to decide

which one would be the best pet, he brought them all home. How the old couple came to have just one cat to call their own is a classic tale that has been loved for generations. Winner of a Newbery Honor, this collector's edition—featuring a heavy interior stock, spot gloss and embossing on the cover, and a thread-sewn binding—will bring this beloved tale to a whole new generation of readers. During the Second World War, the Japanese government stirred the people to support its war effort with the image of ‘One hundred million hearts beating as one human bullet to defeat the enemy.’ Kerri Sakamoto, winner of the Commonwealth Writers’ Prize and the Japan-Canada Literary Award for her first novel *The Electrical Field*, draws on this wartime propaganda in her second novel as she casts light on a fascinating figure from wartime Japan: the kamikaze pilot. These devout young men offered their lives to fly planes into enemy artillery; both human sacrifice and deadly weapon. A cherry blossom painted on the sides of the bomber symbolized the beauty and ephemerality of nature. Coming back alive from a sacred mission was shameful failure. To succeed meant transformation into an eternal flower – reincarnation – as the plane exploded like a fiery blossom in the sky. In *One Hundred Million Hearts*, Miyo is a young Canadian woman who has been cared for all her life by her uncommunicative but devoted Japanese-Canadian father. Her mother died soon after her birth, and a disfigurement prevented the left side of her body from developing the same way as the right, causing her to be reliant on her father’s help. One day, commuting to work by subway when he can no longer drive her around, she is accidentally caught in the train doors, and rescued by a man who quickly professes his love for her. The joy of this nurturing and joyful relationship removes her from the almost claustrophobic shelter of home, but as she grows distant from her father, his strength begins to fade; until one day she receives the terrible news of his death. It is only then that she discovers his secret past. The woman he always called his girlfriend was in fact his wife; they had a daughter in Japan, but gave her up for adoption. Now the daughter, Hana, is an artist in Tokyo. Amazed that she has a half-sister, Miyo travels there to meet her. Hana is bitter about being abandoned by her father, and has thrown herself into her work with almost destructive intensity. Through Hana, Miyo learns more of their father’s hidden past. Though born in Canada, he was sent to university in Japan; in 1943, Japan was losing the war and the

army began conscripting even students. He volunteered as a kamikaze pilot; yet he survived. Hana's obsession with their father's wartime history takes the shape of huge paintings of flowers adorned with the faces of kamikaze pilots and the red threads that one thousand schoolgirls sewed onto the white sash of every pilot that made this suicidal mission. "If only he had not hoarded his secrets," thinks Miyo as she struggles to understand modern Japan and her father's past. Why did he not fulfill his ultimate sacrifice, but live to care for her? The reader is drawn into the daily struggles of each of the characters and their rich interior lives through a lyrical portrait of Japanese life that has been compared to David Guterson's *Snow Falling on Cedars* and Arthur Golden's *Memoirs of a Geisha*. The *Montreal Gazette* said Kerri Sakamoto has created in Miyo "a marvelously complex, compelling character who is transformed..to a woman who runs and dances and loves, not in innocence, but in full, terrifying knowledge." The first book by the reclusive inventor of the world's most iconic puzzle *THE RUBIK'S CUBE*. Erno Rubik inspires us with what he's learned in a lifetime of creating, curiosity, and discovery. Erno Rubik was a child when he first became obsessed with puzzles of all kinds. "Puzzles," he writes, "bring out important qualities in each of us: concentration, curiosity, a sense of play, the eagerness to discover a solution." To Rubik puzzles aren't just games—they're creativity machines. He encourages us to embrace our inner curiosity and find the puzzles that surround us in our everyday lives. "If you are determined, you will solve them," he writes. Rubik's own puzzle, the Cube, went on to be solved by millions worldwide for over forty years, become one of the bestselling toys of all time, and to be featured as a global symbol of intelligence and ingenuity. In *Cubed*, Rubik covers more than just his journey to inventing his eponymous cube. He makes a case for always being an amateur—something he has always considered himself to be. He discusses the inevitability of problems during any act of invention. He reveals what it was like to experience the astonishing worldwide success of an object he made purely for his own play. And he offers what he thinks it means to be a true creator (hint: anyone can do it). Steeped in the wisdom and also the humility of a born inventor, *Cubed* offers a unique look at the imperfect science of creation. Never has advice on making money been so essential! Many of the world's most successful businesses started during an economic



downturn, so don't let the credit crunch stop you. *Make Your First Million* shows you how to go it alone and make the money come rolling in! This straight-talking reality-check is one of the UK's bestselling entrepreneurship titles of the last 18 months and in this new edition Martin shows you just how important it still is to follow your dreams - even in tough times. This edition includes a brand new introduction on why entrepreneurship is the right choice, even in the current financial climate. Martin Webb started his first business in the recession of the early 90s and expounds the myths surrounding starting in a recession and outlines the possible benefits and advantages - as well as the cautions. Includes: A look at the personal attributes you'll need and how to develop them A real understanding of the impact of starting a business on your lifestyle and relationships An outline of the skills and knowledge needed to make your enterprise thrive Information on finance and how to minimise risk A unique Entrepreneur's Toolkit packed with practical steps to success "The book contains a lot of advice for those with ambitious growth plans in mind." (*Growing Business*, June 2007) "As a highly readable primer in the art of making a success of a start-up it takes some beating." (*Better Business*, June 2007) Series title and numbering taken from CIP information. #1 Best-Seller in 5 Startup & Entrepreneurship Categories \*Named Top 5 Business Growth Book by Entrepreneur Magazine This compelling and inspiring narrative gives entrepreneurs a rare behind-the-scenes look inside a fast-growing startup that created the first online dating app and grew to 100 million users. *Explosive Growth* combines lively and often hilarious storytelling, revealing genius growth tactics, numerous case-studies, and its step-by-step playbook to help your startup grow massively. Due to its raw storytelling style, practical lessons, compelling content, and fast-paced read, *Explosive Growth* is a one-of-a-kind business book that transcends the narrow entrepreneurial audience to also appeal to readers and business students looking to learn about startup life and entrepreneurship. It holds nothing back while detailing the highest highs and lowest lows of what it's really like to run a startup. Cliff Lerner's online dating startup, Snap Interactive, was running out of money when he bet the company's fortunes on a then-unknown platform called Facebook. The app suddenly began to acquire 100,000 new users daily for free, and soon after the stock price skyrocketed 2,000

percent, setting off an extraordinary chain of events filled with sudden success and painful lessons. You will learn how to:

- \* **IGNITE EXPLOSIVE GROWTH** by creating a remarkable product
- \* Identify the **ONLY 3 METRICS THAT MATTER**
- \* Explore valuable **VIRAL GROWTH** strategies to grow rapidly
- \* Execute the **GENIUS MEDIA HACKS** that helped us acquire 100 million users
- \* Create a thriving culture of **PASSIONATE EMPLOYEES** and **CONSTANT INNOVATION**

**PRAISE:** "A must read for founders and CEOs who want to achieve rapid growth while also building a great product and company."  
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"Explosive Growth is without question one of the most useful and entertaining business books I have ever read. Cliff gives you a roadmap to massively grow your startup with specific tactical lessons made memorable through engaging stories. This book is a must-read." -David Perry, Digital Sales & Business Development Expert at Google, Adobe, Amazon, Startup Advisor

"Want to know how to grow your startup to 100 million users? Then this is the book for you. Explosive Growth gives step-by-step instructions, case studies and proven tactics on how to explode your growth."  
-Entrepreneur Magazine by Syed Balkhi

"Lessons for startups and CEOs on growth hacking, marketing, and innovation from one of the smartest founders I know." -Andrew Weinreich, Inventor of Social Networking

A collection of T.S. Eliot's poems which concern cats including "Mr. Mistoffelees," and "Skimbleshanks: The Railway Cat."

To face the future, Canada needs more Canadians. But why and how many? Canada's population has always grown slowly, when it has grown at all. That wasn't by accident. For centuries before Confederation and a century after, colonial economic policies and an inward-facing world view isolated this country, attracting few of the people and building few of the institutions needed to sustain a sovereign nation. In fact, during most years before 1967, a greater number of people fled Canada than immigrated to it. Canada's growth has faltered and left us underpopulated ever since. At Canada's 150th anniversary, a more open, pluralist and international vision has largely overturned that colonial mindset and become consensus across the country and its major political parties. But that consensus is ever fragile. Our small population continues to hamper our competitive clout, our ability to act independently in an increasingly unstable world, and our capacity to build the resources we need to make our future viable. In *Maximum Canada*, a bold and detailed vision for Canada's future, award-winning

*author and Globe and Mail columnist Doug Saunders proposes a most audacious way forward: to avoid global obscurity and create lasting prosperity, to build equality and reconciliation of indigenous and regional divides, and to ensure economic and ecological sustainability, Canada needs to triple its population.*

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