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The Plan

Tomas Young's War is the tragic yet life affirming story of a paralyzed Iraq War veteran who spent his last ten years battling heroically with his injuries, while courageously speaking against America's wars. Based on hours of interviews with Young and those close to him, the book puts the reader alongside Young as he struggles with life as a paralyzed veteran, suffering frustration and humiliation as he attempts to reenter society and resume as normal an existence as possible. It shows his fight to balance his precarious health with his drive to speak out for veterans care and against the war, and the impact his catastrophic injuries had on his family and his relationships. This emotional and powerful book sheds light on many crucial but often overlooked issues such as veterans' care, public attitudes toward the disabled, medical marijuana, and the terminally ill. Tomas Young's War shares everything, as unflinchingly honest as Tomas himself: the depression, the pain, the love, and laughter . . . the life of this man whose world was turned upside down by an Iraqi bullet more than ten years ago. Throughout, it serves as a powerful testament to the true cost of war.

Brand Against the Machine

NATIONAL BESTSELLER We all know the system isn't working. Our governments are corrupt and the opposing parties pointlessly similar. Our culture is filled with vacuity and pap, and we are told there's nothing we can do: "It's just the way things are." In this book, Russell Brand hilariously lacerates the straw men and paper tigers of our conformist times and presents, with the help of experts as diverse as Thomas Piketty and George Orwell, a vision for a fairer, sexier society that's fun and inclusive. You have been lied to, told there's no alternative, no choice, and that you don't deserve any better. Brand destroys this illusory facade as amusingly and deftly as he annihilates Morning Joe anchors, Fox News fascists, and BBC stalwarts. This book makes revolution not only possible but inevitable and fun.

Stigma

From an Oxford economist, a visionary account of how technology will transform the world of work, and what we should do about it From mechanical looms to the combustion engine to the first computers, new technologies have always provoked panic about workers being replaced by machines. For centuries, such fears have been misplaced, and many economists maintain that they remain so today. But as Daniel Susskind demonstrates, this time really is different. Breakthroughs in artificial intelligence mean that all kinds of jobs are increasingly at risk. Drawing on almost a decade of research in the field, Susskind argues that machines no longer need to think like us in order to outperform us, as was once widely believed. As a result, more and more tasks that used to be far beyond the capability of computers – from diagnosing illnesses to drafting legal contracts, from writing news reports to composing music – are coming within their reach. The threat of technological unemployment is now real. This is not necessarily a bad thing, Susskind emphasizes. Technological progress could bring about unprecedented prosperity, solving one of humanity's oldest problems: how to make sure that everyone has enough to live on. The challenges will be to distribute this prosperity fairly, to constrain the burgeoning power of Big Tech, and to provide meaning in a world where work is no longer the center of our lives. Perceptive, pragmatic, and ultimately hopeful, *A World Without Work* shows the way.

The Epiphany Machine

Provides information on the concepts of machine theory, covering such topics as statistical data processing, data visualization, and forecasting.

UnBranding

Garry Kasparov's 1997 chess match against the IBM supercomputer Deep Blue was a watershed moment in the history of technology. It was the dawn of a new era in artificial intelligence: a machine capable of beating the reigning human champion at this most cerebral game. That moment was more than a century in the making, and in this breakthrough book, Kasparov reveals his astonishing side of the story for the first time. He describes how it felt to strategize against an implacable, untiring opponent with the whole world watching, and recounts the history of machine intelligence through the microcosm of chess, considered by generations of scientific pioneers to be a key to unlocking the secrets of human and machine cognition. Kasparov uses his unrivaled experience to look into the future of intelligent machines and sees it bright with possibility. As many critics decry artificial intelligence as a menace, particularly to human jobs, Kasparov shows how humanity can rise to new heights with the help of our most extraordinary creations, rather than fear them. *Deep Thinking* is a tightly argued case for technological progress, from the man who stood at its precipice with his own career at stake.

12 Months to \$1 Million

Out of Control chronicles the dawn of a new era in which the machines and

systems that drive our economy are so complex and autonomous as to be indistinguishable from living things.

The Story of Purpose

From the author hailed by the New York Times Book Review for his “drive-by brilliance” and dubbed by the New York Times Magazine as “one of the country’s most eloquent and acid-tongued critics” comes a ruthless challenge to the conventional wisdom about the most consequential cultural development of our time: the Internet. Of course the Internet is not one thing or another; if anything, its boosters claim, the Web is everything at once. It’s become not only our primary medium for communication and information but also the place we go to shop, to play, to debate, to find love. Lee Siegel argues that our ever-deepening immersion in life online doesn’t just reshape the ordinary rhythms of our days; it also reshapes our minds and culture, in ways with which we haven’t yet reckoned. The web and its cultural correlatives and by-products—such as the dominance of reality television and the rise of the “bourgeois bohemian”—have turned privacy into performance, play into commerce, and confused “self-expression” with art. And even as technology gurus ply their trade using the language of freedom and democracy, we cede more and more control of our freedom and individuality to the needs of the machine—that confluence of business and technology whose boundaries now stretch to encompass almost all human activity. Siegel’s argument isn’t a Luddite intervention against the Internet itself but rather a bracing appeal for us to contend with how it is transforming us all. Dazzlingly erudite, full of startlingly original insights, and buoyed by sharp wit, *Against the Machine* will force you to see our culture—for better and worse—in an entirely new way.

Honorable Influence

A pair of technology experts describe how humans will have to keep pace with machines in order to become prosperous in the future and identify strategies and policies for business and individuals to use to combine digital processing power with human ingenuity.

Whatever It Takes

Through an engaging and humorous narrative, Peter Coughter presents the tools he designed to help advertising and marketing professionals develop persuasive presentations that deliver business. Readers will learn how to develop skills to create the perfect presentation.

The Art of the Pitch

Everyone else knows the truth about you, now you can know it, too. That’s the slogan. The product: a junky contraption that tattoos personalized revelations on its users’ forearms. It’s an old con, playing on the fear that we are obvious to everybody except ourselves. This particular one’s been circulating New York since the 1960s. The ad works. And, oddly enough, so might the device. A small stream of city dwellers buy into this cult of the epiphany machine, including Venter

Lowood's parents. This stigma follows them when they move upstate, where Venter can't avoid the whispers of teachers and neighbors any more than he can ignore the machine's accurate predictions: his mother's abandonment and his father's disinterest. So when Venter's grandmother finally asks him to confront the epiphany machine and inoculate himself against his family's mistakes, he's only too happy to oblige. Like his parents before him, Venter is quick to fall under the spell of the device's sweat-stained, profane, and surprisingly charming operator, Adam Lyons. But unlike them, Venter gets close enough to Adam to learn a dark secret. There's an undeniable pattern between specific epiphanies and violent crimes. And Adam won't jeopardize the privacy of his customers by alerting the police. It may be a hoax, but that doesn't mean what Adam is selling isn't also spot-on. And in this sprawling, snarling tragicomedy about accountability in contemporary America, the greater danger is that Adam Lyon's apparatus may just be right about us all.

The Fire

FROM THE BESTSELLING AUTHOR OF THE CARTEL. Frankie Machianno, a hard-working entrepreneur, passionate lover, part-time surf bum, and full-time dad, is a pillar of his waterfront community—and a retired hit man. Once better known as Frankie Machine, he was a brutally efficient killer. Now someone from his past wants him dead, and after a botched attempt on his life, Frankie sets out to find his potential killers. However, the list of suspects is longer than the California coastline. With the mob on his heels and the cops on his tail, Frankie hatches a plan to protect his family, save his life, and escape the mob forever. Then things get really complicated. From the Trade Paperback edition.

Sinking in the Swamp

Revolution

Explores how computers are reshaping ideas about what it means to be human profiling the annual Turing Test to assess a computer's capacity for thought while analyzing related philosophical, biological, and moral issues.

The Quest for Artificial Intelligence

Artificial intelligence (AI) is a field within computer science that is attempting to build enhanced intelligence into computer systems. This book traces the history of the subject, from the early dreams of eighteenth-century (and earlier) pioneers to the more successful work of today's AI engineers. AI is becoming more and more a part of everyone's life. The technology is already embedded in face-recognizing cameras, speech-recognition software, Internet search engines, and health-care robots, among other applications. The book's many diagrams and easy-to-understand descriptions of AI programs will help the casual reader gain an understanding of how these and other AI systems actually work. Its thorough (but unobtrusive) end-of-chapter notes containing citations to important source materials will be of great use to AI scholars and researchers. This book promises to

be the definitive history of a field that has captivated the imaginations of scientists, philosophers, and writers for centuries.

Caravan of Martyrs

Brand Against the Machine

An eyewitness account of Donald Trump's clown car of lieutenants and lackeys who have polluted the corridors of power with their unprecedented awfulness. Two of Washington's most meddlesome reporters take readers on a deep dive into the murky underworld of President Trump's Washington, dishing the hilarious and frightening dirt on the charlatans, conspiracy theorists, ideologues, and run-of-the-mill con artists who have infected the highest echelons of American political power. For the past three years, reporting from the White House, the Trump hotel, and other dens of intrigue and influence, Lachlan Markay and Asawin Suebsaeng have revealed the sordid shenanigans of a rogue's gallery of Trumpworld incompetents and improbable A-listers -- earning them angry denunciations (or at least some vexed side-eye) from Trumpists such as the actor Jon Voight and Trump's former campaign czar and renowned obfuscator Corey Lewandowski as well as requisite threats of physical violence and ruin. Sinking in the Swamp will similarly pull no punches. Everyone from assorted Trump family members to Stephen Miller, Sean Hannity, and Diamond & Silk to Trumpworld's even more obscure accomplices will be plumbed, prodded, and exposed for their roles in the most shambolic moment in modern American political history. When they go low, Swin and Lachlan are right there with them, recorders running and notebooks at the ready. Sinking in the Swamp is an uncompromising account of the financial and moral degradation of our capital, told with righteous indignation and through the lens of key power players and foot soldiers whose own antics have often escaped the notice of the overworked press corps. As the 2020 election approaches, this page-turning, letting-it-all-hang-out narrative shows how the nation got to this nadir, tracing the story back to years before Trump's improbable run for the White House and cataloguing the stomach-turning moments that followed.

Against the Machine

Here is everything you need to know to build your own low temperature differential (LTD) Stirling engines without a machine shop. These efficient hot air engines will run while sitting on a cup of hot water, and can be fine-tuned to run from the heat of a warm hand. Four engine projects are included. Each project includes a parts list, detailed drawings, and illustrated step-by-step assembly instructions. The parts and materials needed for these projects are easily obtained from local hardware stores and model shops, or ordered online. Jim Larsen's innovative approach to Stirling engine design helps you achieve success while keeping costs low. All of the engines described in this book are based on a conventional pancake style LTD Stirling engine format. These projects introduce the use of Teflon tubing as an alternative to expensive ball bearings. An entire chapter is devoted to the research and testing of various materials for hand crafted bearings. The plans in this book are detailed and complete. This collection of engine designs is a stand-

alone companion to Jim Larsen's first book, "Three LTD Stirling Engines You Can Build Without a Machine Shop."

IBM and the Holocaust

Engaging, enlightening, provocative, and sensational are the words people use to describe compelling experiences and these words also describe this extraordinary book by Bernd Schmitt. Moving beyond traditional "features-and-benefits" marketing, Schmitt presents a revolutionary approach to marketing for the branding and information age. Schmitt shows how managers can create holistic experiences for their customers through brands that provide sensory, affective, and creative associations as well as lifestyle marketing and social identity campaigns. In this masterful handbook of tools and techniques, Schmitt presents a battery of business cases to show how cutting-edge companies use "experience providers" such as visual identity, communication, product presence, Web sites, and service to create different types of customer experiences. To illustrate the essential concepts and frameworks of experiential marketing, Schmitt provides: SENSE cases on Nokia mobile phones, Hennessy cognac, and Procter & Gamble's Tide Mountain Fresh detergent; FEEL cases on Hallmark, Campbell's Soup, and Häagen Dazs Cafés in Asia, Europe, and the United States; THINK cases on Apple Computer's revival, Genesis ElderCare, and Siemens; ACT cases on Gillette's Mach3, the Milk Mustache campaign, and Martha Stewart Living; RELATE cases on Harley-Davidson, Tommy Hilfiger, and Wonderbra. Using the New Beetle and Sony as examples, Schmitt discusses the strategic and implementation intricacies of creating holistic experiences for customers. In an intriguing final chapter, he presents turn-around techniques such as "Objective: To Dream," "Send in the Iconoclasts," and "Quit the Bull," to show how traditional marketing firms can transform themselves into experience-oriented organizations. This book will forever change your perception of customers, marketing, and brands -- from Amtrak and Singapore Airlines to Herbal Essences products and Gwyneth Paltrow.

Charges Against the Federal Board for Vocational Education

A proven methodology for building a purpose-powered organization Some ideas are bigger than others, and the MasterIdea—your company's purpose—is the biggest. Whether addressing communication between leadership and associates, suppliers to manufacturers, sales force to customers, or brand to consumers, The Story of Purpose details a proven methodology for businesses, small to large, how to build a purpose-inspired organization to positively impact employees, customers, and the bottom line. It reveals the process for uncovering what makes a company distinctive and guides you to discover the fundamental force behind the organization that no competitor can replicate or replace. The Story of Purpose incorporates stories of purpose from Procter & Gamble, McDonald's, Newell Rubbermaid and many more purpose-driven companies. These stories come to life in a comprehensive book that promises to guide, inspire, and transform your organization Offers a blueprint for creating powerful internal and external messages for current and future customers, employees, and shareholders The Story of Purpose will leave you asking yourself "what gets me up in the morning?" instead of "what keeps me up at night?"

Brand Against the Machine

This is the road map to a seven-figure business . . . in one year or less The word “entrepreneur” is today’s favorite buzzword, and any aspiring business owner has likely encountered an overwhelming number of so-called “easy paths to success.” The truth is that building a real, profitable, sustainable business requires thousands of hours of commitment, grit, and hard work. It’s no wonder why more than half of new businesses close within six years of opening, and fewer than 5 percent will ever earn more than \$1 million annually. 12 Months to \$1 Million condenses the startup phase into one fast-paced year that has helped hundreds of new entrepreneurs hit the million-dollar level by using an exclusive and foolproof formula. By cutting out the noise and providing a clear and proven plan, this roadmap helps even brand-new entrepreneurs make decisions quickly, get their product up for sale, and launch it to a crowd that is ready and waiting to buy. This one-year plan will guide you through the three stages to your first \$1 million: The Grind (Months 0-4): This step-by-step plan will help you identify a winning product idea, target customers that are guaranteed to buy, secure funding, and take your first sale within your first four months. The Growth (Months 5 - 8): Once you’re in business, you will discover how to use cheap and effective advertising strategies to get your product to at least 25 sales per day, so you can prove you have a profitable business. The Gold (Months 9-12): It’s time to establish series of products available for sale, until you are averaging at least 100 sales per day, getting you closer to the million-dollar mark every single day. Through his training sessions at Capitalism.com, Ryan Daniel Moran has helped new and experienced entrepreneurs launch scalable and sustainable online businesses. He’s seen more than 100 entrepreneurs cross the seven-figure barrier, many of whom go on to sell their businesses. If your goal is to be a full-time entrepreneur, get ready for one chaotic, stressful, and rewarding year. If you have the guts to complete it, you will be the proud owner of a million-dollar business and be in a position to call your own shots for life.

The Machine God

Ditch traditional corporate branding to create a powerful, recognizable brand Brand Against the Machine offers proven and actionable steps for companies and entrepreneurs to increase their brand visibility and credibility, and to create an indispensable brand that consumers can relate to, thus becoming life-long customers. Discover the aspirational currency that makes your brand one that people want to be or want to be friends with. Learn how to be real with your audience and make strategic associations to establish credibility. Brand Against the Machine will help you stand out, get noticed, and be remembered. Brand Against the Machine is the blueprint for how to market your brand to attract better clients and stand out from the clutter that is traditional corporate branding and marketing. Instant Positioning Method: How to instantly stand out from the crowd and position yourself as a resource, not just another service provider The 20/60/20 Rule: Why it's important to take a stand and why it's okay to have haters—because it creates a stronger bond with those who love you Ditch your traditional corporate branding and marketing, and exchange it for something memorable. Your customers will thank you for it.

Deep Thinking

Folklore Professor Oladel Adewole has lost tenure, and the beloved, much-younger sister he's raised has died; with no reason to stay, he leaves his homeland for the University of Eisenstadt. One thing makes his new life bearable: the mysterious island floating a mile above the city, his all-consuming interest for years. When a brilliant engineer makes it to the island in her new invention, the government sends Adewole up with its first survey team. The expedition finds civilization, and Adewole finds a powerful, forbidden fusion of magic and metal: the Machine God. The government wants it. So does a sociopath bent on ruling Eisenstadt. But when Adewole discovers who the mechanical creature is--and what it can do--he risks his heart and his life to protect the Machine God from the world, and the world from the Machine God. Interests: African hero, lost civilization, betrayal, adventure, fantasy adventure, science fiction adventure, science fantasy, magic, folklore, Victorian, Victorianaesque, 19th century, first contact, fantasy first contact, survival, exile, academia, academic politics, academic hero, child, talking birds, owls, German-based culture, African-based culture, mythology, steampunk fantasy, black lead character

Body and Soul

'A fascinating and delightfully written book about some very smart people who may not, or may, be about to transform humanity forever' JON RONSON This is a book about AI and AI risk. But it's also more importantly about a community of people who are trying to think rationally about intelligence, and the places that these thoughts are taking them, and what insight they can and can't give us about the future of the human race over the next few years. It explains why these people are worried, why they might be right, and why they might be wrong. It is a book about the cutting edge of our thinking on intelligence and rationality right now by the people who stay up all night worrying about it. Along the way, we discover why we probably don't need to worry about a future AI resurrecting a perfect copy of our minds and torturing us for not inventing it sooner, but we perhaps should be concerned about paperclips destroying life as we know it; how Mickey Mouse can teach us an important lesson about how to program AI; and how a more rational approach to life could be what saves us all.

Dark Pools

What if the inhabitants of Earth received a message from the future warning of an upcoming calamity that could wipe out the entire planet? That's the plot that propels "The Machine that Saved the World" by prolific SF luminary Murray Leinster. When the denizens of the future propose a solution, however, one man harbors suspicions. Is he merely paranoid, or are his misgivings well founded?

The Most Human Human

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More Ltd Stirling Engines You Can Build Without a Machine Shop

In the final phase of the World War II, the Allies launched a bombing campaign that inflicted unprecedented destruction on Germany. This work attempts to document life under the Allied bombing, and renders the annihilation of cities such as Dresden.

Against the Machine

A Wall Street Journal reporter evaluates the cost and consequences of high-speed trading, arguing that the development of automatic, super-intelligent trading machines is eliminating necessary human interests and compromising regulation measures. 50,000 first printing.

The AI Does Not Hate You

IBM and the Holocaust is the award-winning, New York Times bestselling shocker--a million copies in print--detailing IBM's conscious co-planning and co-organizing of the Holocaust for the Nazis, all micromanaged by its president Thomas J Watson from New York and Paris. This Expanded Edition offers 37 pages of previous unpublished documents, pictures, internal company correspondence, and other archival materials to produce an even more explosive volume. Originally published to extraordinary praise in 2001, this provocative, award-winning international bestseller has stood the test of time as it chronicles the story of IBM's strategic alliance with Nazi Germany. IBM and the Holocaust provides nothing less than a chilling investigation into corporate complicity. Edwin Black's monumental research exposes how IBM and its subsidiaries helped create enabling technologies for the Nazis, step-by-step, from the identification and cataloging programs of the 1930s to the selections of the 1940s.

The Second Machine Age: Work, Progress, and Prosperity in a Time of Brilliant Technologies

The legacy of the Black Panther Party's commitment to community health care, a central aspect of its fight for social justice

Machine Learning in Action

'We are all leaving money on the table.' So begins *The Plan: Running The Machine That Runs the World* (publication July 1, 2016). The book is a novella about a wealthy family and a notebook of the actual system used in the story. It is an instructional and thought-provoking book in the class of Eliyahu M. Goldratt's 1984 influential bestseller, "The Goal." Anyone seeking stability, predictability in their personal investments and critical life decisions will want to absorb the wisdom and

ideas in this fascinating book.

The Machine that Saved the World

"I'm both blessed and cursed to be a guitar player. I didn't choose it, it chose me. The challenge was to find a way to weave my convictions into my music in a meaningful way." - Tom Morello As the cofounder and guitarist of Rage Against the Machine, Audioslave, and Prophets of Rage, and as a solo artist and collaborator with artists as diverse as Bruce Springsteen and Wu-Tang Clan, few musicians have been as groundbreaking as Tom Morello. Now, for the first time, Morello's remarkable life as a guitarist, songwriter, singer, and political activist is captured in *Whatever It Takes*. Telling the story, from his first guitar to the present day, Morello's commentary is accompanied by a wealth of photographs, handwritten notes, and set lists, many of which are previously unpublished and come from the author's personal archives. Stunning images of Morello's heavily customized guitars complete this jam-packed photographic memoir, and the result, like his incendiary guitar playing, is fascinating, honest, and completely unique. Introduced by the Oscar-winning filmmaker Michael Moore, Jann Wenner, the cofounder of Rolling Stone, Morello's Prophets of Rage collaborator Chuck D, and Nora Guthrie, daughter of the legendary Woody Guthrie, *Whatever It Takes* is the defining document of one of the greatest rock guitar players of our times. "He's not only a brilliant musician, but he has a deep heart and a social conscience, just like Bob Dylan, Bruce Springsteen, Bono, or Jackson Browne. Tom is right up there with that gang. I think this excellent book helps prove why." - Jann Wenner "Tom Morello is a Visionary Activist, meaning what he sees in his mind goes full throttle into him making IT happen." - Chuck D "Fascists, white supremacists, centrists beware: Tom Morello is armed and dangerous, and his weapon is his music." - Michael Moore

The Machine in the Garden

Ditch traditional corporate branding to create a powerful, recognizable brand Brand Against the Machine offers proven and actionable steps for companies and entrepreneurs to increase their brand visibility and credibility, and to create an indispensable brand that consumers can relate to, thus becoming life-long customers. Discover the aspirational currency that makes your brand one that people want to be or want to be friends with. Learn how to be real with your audience and make strategic associations to establish credibility. Brand Against the Machine will help you stand out, get noticed, and be remembered. Brand Against the Machine is the blueprint for how to market your brand to attract better clients and stand out from the clutter that is traditional corporate branding and marketing. Instant Positioning Method: How to instantly stand out from the crowd and position yourself as a resource, not just another service provider The 20/60/20 Rule: Why it's important to take a stand and why it's okay to have haters—because it creates a stronger bond with those who love you Ditch your traditional corporate branding and marketing, and exchange it for something memorable. Your customers will thank you for it.

The Winter of Frankie Machine

Stigma is a corrosive social force by which individuals and communities throughout history have been systematically dehumanised, scapegoated and oppressed. From the literal stigmatizing (tattooing) of criminals in ancient Greece, to modern day discrimination against Muslims, refugees and the 'undeserving poor', stigma has long been a means of securing the interests of powerful elites. In this radical reconceptualisation Tyler precisely and passionately outlines the political function of stigma as an instrument of state coercion. Through an original social and economic reframing of the history of stigma, Tyler reveals stigma as a political practice, illuminating previously forgotten histories of resistance against stigmatization, boldly arguing that these histories provide invaluable insights for understanding the rise of authoritarian forms of government today.

Why Men Rape: An Indian Undercover Investigation

'Diane DiMassa can thrill the female soul' The New York Times

Tomas Young's War

Few things impact our lives more than marketing, yet few people consider how that influence can be a force for good. Honorable Influence shines the light of Christian faith on the field, revealing how marketers can avoid negative impact, and instead influence consumers to their benefit. Individuals and organizations will find in Honorable Influence practical guidance for doing what seems impossible to many—using marketing to show love to God and others.

The Dottie Rambo Collection

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The Complete Hothead Paisan

In Why Men Rape, Tara Kaushal sets out to understand the reasons through a detailed investigation which includes meetings with nine men who have an inclination to commit acts of sexual violence. The men interviewed for the book

belong to all sections of society: a doctor who raped his twelve-year-old patient; an unemployed youth who decided to kill his former lover; a youth who gang raped; a serial gang rapist who doesn't believe rape exists. Alongside, the author gives insights from myriad survivors; world-famous experts; a jail inmate who observes and provides us with a commentary on the worldview of rape convicts inside a prison; and many more. At a time when sexual violence is crippling our society, *Why Men Rape* marks an important contribution towards making us aware of the problem, and finding a way to stop it.

Experiential Marketing

By examining the difference between pastoral and progressive ideals that characterised early 20th century American culture, the author shows how American thinkers have considered the relationship between technology and culture in their writings.

A World Without Work

UnBranding breaks through the noise of disruption. We live in a transformative time. The digital age has given us unlimited access to information and affected all our traditional business relationships – from how we hire and manage, to how we communicate with our current and would-be customers. Innovation continues to create opportunities for emerging products and services we never thought possible. With all the excitement of our time, comes confusion and fear for many businesses. Change can be daunting, and never have we lived in a time where change came so quickly. This is the age of disruption – it's fast-paced, far-reaching and is forever changing how we operate, create, connect, and market. It's easy to see why brand heads are spinning. Businesses are suffering from 'the next big thing' and we're here to help you find the cure. UnBranding is about focus – it's about seeing that within these new strategies, technologies and frameworks fighting for our attention, lay the tried and true tenants of good business – because innovation is nothing but a bright and shiny new toy, unless it actually works. UnBranding is here to remind you that you can't fix rude staff, mediocre products and a poor brand reputation with a fancy new app. We are going to learn from 100 branding stories that will challenge your assumptions about business today and teach valuable, actionable lessons. It's not about going backwards, it's about moving forward with purpose, getting back to the core of good branding while continuing to innovate and improve without leaving your values behind. Some topics will include: Growing and maintaining your brand voice through the noise How to focus on the right tools for your business, for the right reasons Maintaining trust, consistency and connection through customer service and community The most important question to ask yourself before innovation The importance of personal branding in the digital age How to successfully navigate feedback and reviews It's time for a reality check. It's time to solve problems, create connections, and provide value rather than rush strategy just to make headlines. UnBranding gives you the guidance you need to navigate the age of disruption and succeed in business today.

Out Of Control

From the author hailed by the New York Times Book Review for his “drive-by brilliance” and dubbed by the New York Times Magazine as “one of the country’s most eloquent and acid-tongued critics” comes a ruthless challenge to the conventional wisdom about the most consequential cultural development of our time: the Internet. Of course the Internet is not one thing or another; if anything, its boosters claim, the Web is everything at once. It’s become not only our primary medium for communication and information but also the place we go to shop, to play, to debate, to find love. Lee Siegel argues that our ever-deepening immersion in life online doesn’t just reshape the ordinary rhythms of our days; it also reshapes our minds and culture, in ways with which we haven’t yet reckoned. The web and its cultural correlatives and by-products—such as the dominance of reality television and the rise of the “bourgeois bohemian”—have turned privacy into performance, play into commerce, and confused “self-expression” with art. And even as technology gurus ply their trade using the language of freedom and democracy, we cede more and more control of our freedom and individuality to the needs of the machine—that confluence of business and technology whose boundaries now stretch to encompass almost all human activity. Siegel’s argument isn’t a Luddite intervention against the Internet itself but rather a bracing appeal for us to contend with how it is transforming us all. Dazzlingly erudite, full of startlingly original insights, and buoyed by sharp wit, *Against the Machine* will force you to see our culture—for better and worse—in an entirely new way.

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