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'Baverstock is to book marketing what Gray is to anatomy; the undisputed champion.' Richard Charkin, Executive Director of Bloomsbury Publishing and President Elect of the International Publishers Association Over four editions, Alison Baverstock's *How to Market Books* has established itself as the industry standard text on marketing for the publishing industry, and the go-to reference guide for professionals and students alike. With the publishing world changing like never before, and the marketing and selling of content venturing into uncharted technological territory, this much needed new edition seeks to highlight the role of the marketer in this rapidly changing landscape. The new edition is thoroughly updated and offers a radical reworking and reorganisation of the previous edition, suffusing the book with references to online/digital marketing. The book maintains the accessible and supportive style of previous editions but also now offers: a number of new case studies detailed coverage of individual market segments checklists and summaries of key points several new chapters a foreword by Michael J Baker, Professor Emeritus of Marketing, Strathclyde University. The official book on the Rust programming language, written by the Rust development team at the Mozilla Foundation, fully updated for Rust 2018. The Rust Programming Language is the official book on Rust: an open source systems programming language that helps you write faster, more reliable software. Rust offers control over low-level details (such as memory usage) in combination with high-level ergonomics, eliminating the hassle traditionally associated with low-level languages. The authors of *The Rust Programming Language*, members of the Rust Core Team, share their knowledge and experience to show you how to take full advantage of Rust's features-- from installation to creating robust and scalable programs. You'll begin with basics like creating functions, choosing data types, and binding variables and then move on to more advanced concepts, such as: Ownership and borrowing, lifetimes, and traits Using Rust's memory safety guarantees to build fast, safe programs Testing, error handling, and effective refactoring Generics, smart pointers, multithreading, trait objects, and advanced pattern matching Using Cargo, Rust's built-in package manager, to build, test, and document your code and manage dependencies How best to use Rust's advanced compiler with compiler-led programming techniques You'll find plenty of code examples throughout the book, as well as three chapters dedicated to building complete projects to test your learning: a number guessing game, a Rust implementation of a command line tool, and a

multithreaded server. New to this edition: An extended section on Rust macros, an expanded chapter on modules, and appendixes on Rust development tools and editions. Exploring the importance of megacities and megacity-regions as one of the defining features of the 21st century, this Handbook provides a clear and comprehensive overview of current thinking and debates from leading scholars in the field. Highlighting major current challenges and dimensions of megaurbanization, chapters form a thematic focus on governance, planning, history, and environmental and social issues, supported by case studies from every continent. This custom book was compiled by the School of Nursing and Midwifery at Monash University for undergraduate nursing students undertaking NUR1110, NUR1111 and NUR1113. It includes handpicked content from the following bestselling nursing titles: Communication: Core Interpersonal Skills for Health Professionals, 3rd Edition Psychology for Health Professionals, 2nd Edition Patient and Person: Interpersonal Skills in Nursing, 5th Edition The Clinical Placement: An essential guide for nursing students, 3rd Edition Potter and Perry's Fundamentals of Nursing - ANZ, 5th Edition Contexts of Nursing: An Introduction, 4th Edition Introduction to Public Health, 3rd Edition Essentials of Law for Health Professionals, 4th Edition This issue of 'Library Technology Reports' introduces the concept of altmetrics in relation to existing citation-based research metrics, positioning its use in the larger academic community. Discussing both the promise and the controversy of altmetrics, the authors offer practical guidance on many topics. Designated a Doody's Core Title! "Writing for publication is essential for disseminating nursing knowledge, and this book will surely prepare budding authors and serve as a resource for experienced authors. It is a great reference for authors at all levels." Score: 100, Five Stars --Doody's Medical Reviews This in-depth resource on writing for nurses—clinicians, graduate students, researchers, and faculty—guides users through the entire process of writing evidence-based research papers and journal articles, disseminating clinical project findings and innovations, and preparing manuscripts for publication. The completely updated fourth edition expands the content on conducting and writing systematic, integrative, and literature reviews; disseminating evidence and writing papers on clinical topics; and reporting quality-improvement studies. It provides new examples of excellent writing from a varied selection of nursing journals. Woven throughout is an explanation of current writing guidelines for research such as CONSORT and PRISMA. Also included are electronic versions of useful forms and updated web resources relevant to each chapter. Chapters feature helpful tables, figures, and illustrations; learner exercises to guide development of competencies; and discussion topics designed to address the variety of challenges posed when writing for publication. The print version of the book includes searchable digital access to entire contents. New to the Fourth Edition: Updated chapters and new examples from a wide variety of nursing journals Expanded content on conducting and writing systematic, integrative, and literature reviews Guidelines for reporting different types of research Criteria for evaluating the quality of a nursing journal and avoiding predatory journals Examination of open-access journal markets Strategies for interprofessional collaboration Updated content on quality-improvement reporting Tips to avoid plagiarism Guidance on writing case studies, case reports, policy papers, and articles Expanded discussion and examples of searchable databases Electronic versions of useful forms Updated web resources in each chapter and in an appendix Key Features: Takes the reader step by step through the entire process of writing for publication Covers conducting and writing a literature review and writing research, review, quality-improvement, evidencebased practice, and clinical practice articles Delivers strategies for writing all types of journal articles, chapters, books, and other forms of writing Includes tips for turning dissertations, DNP projects, and course assignments into manuscripts Details the submission, editorial review, and publication processes Includes a module for online courses in each chapter Includes Instructor's Manual, PowerPoints, and sample syllabus Recent breakthroughs in the study and treatment of anxiety are empowering countless people to find relief from chronic fears, worrying, phobias, and obsessions. This inviting workbook shows how. The state-of-the-art program presented here is grounded in cognitive-behavioral therapy, the most effective treatment for anxiety. No matter what type of anxiety problem you suffer from, leading experts Drs. Martin M. Antony and Peter J. Norton provide an unrivaled

toolkit of proven strategies to help you: *Understand what anxiety is and how it gets out of control *Identify your anxiety triggers *Change the beliefs and behaviors that make symptoms worse *Develop a safe, gradual plan for confronting feared situations *Learn the facts about medications and herbal remedies *Achieve a new level of calm with relaxation and meditation techniques *Find the right professional help, if and when you need it Vivid examples and user-friendly worksheets (you can download and print additional copies as needed) guide you to put the book's science-based techniques into action. Effective problem-solving tips ease you through the rough spots in recovery. If you're ready to take back your life from anxiety, you've come to the right place. Association for Behavioral and Cognitive Therapies (ABCT) Self-Help Book of Merit How are curriculum policies translated into opportunities to learn in the classroom? According to the Book presents findings from the largest cross-national study of textbooks carried out to date - the curriculum analysis of the 1995 Third International Mathematics and Science Study (TIMSS). This study included a detailed, page-by-page, inventory of the mathematics and science content, pedagogy, and other characteristics collected from hundreds of textbooks in over forty countries. Drawing on these data, the authors investigate the rhetorical and pedagogical features of textbooks to understand how they promote and constrain educational opportunities. They investigate how textbooks are constructed and how they structure diverse elements into prescriptions for teaching practice. The authors break new ground in understanding textbooks in terms of different educational opportunities that they make possible. The book examines policy implications from these new understandings. In particular, conclusions are offered regarding the role of textbooks in curriculum-driven educational reform, in light of their role as promoters of qualitatively distinct educational opportunities. Distills key concepts from linear algebra, geometry, matrices, calculus, optimization, probability and statistics that are used in machine learning. -- Current coverage of diagnosis and treatment on a wide spectrum of active cancer research. Forecasting is required in many situations. Stocking an inventory may require forecasts of demand months in advance. Telecommunication routing requires traffic forecasts a few minutes ahead. Whatever the circumstances or time horizons involved, forecasting is an important aid in effective and efficient planning. This textbook provides a comprehensive introduction to forecasting methods and presents enough information about each method for readers to use them sensibly. It's an ice-cool new adventure for everyone's favourite flat hero in this colour-illustrated early reader. Perfect for children learning to read. Stanley and his brother Arthur are super-excited to go ice-skating on the frozen lake. And as Arthur is slipping and sliding around, it turns out Stanley is an ice-skating superstar. But then cracks start to appear . . . is the ice rink about to disappear? The Reading Ladder series helps children to enjoy learning to read. It features well-loved authors, classic characters and favourite topics, so that children will find something to excite and engage them in every title they pick up. It's the first step towards a lasting love of reading. Level 1 Reading Ladder titles are perfect for new readers who are beginning to read simple stories with help. - Short, simple sentences - Familiar, repeated words - Big, clear type - 1 - 5 lines per page - Bright, fun pictures to help talk about the story All Reading Ladder titles are developed with a leading literacy consultant, making them perfect for use in schools and for parents keen to support their children's reading. Book band: Green Our elementary, middle, and high school teaching about Jews, Judaism, and Israel is driven by textbook misstatements about Jewish theology, social structure, and the history of Israel that comprise an unsavory picture of Jews and Israel. This book will be an extremely valuable reference tool for educators and members of the public interested in religion and the Middle East. Humanistic Contributions to Psychology 101 is the first of its kind: a supplemental text cataloging the major contributions of humanistic psychology often not included in general psychology courses or textbooks. The book mirrors a standard Introduction to Psychology textbook with chapters covering the typical topics while focusing on humanistic contributions: History and Methods, Sensation and Perception, Memory, Personality, and Psychotherapy, amongst others. Endorsed by five presidents of the Society for Humanistic Psychology, this makes Humanistic Contributions to Psychology 101 an ideal supplementary textbook for introduction to psychology courses. The book is written in an easy to understand

language utilizing an opening vignette or example that the chapter refers back to when a difficult concept arises. The subtitle-Growth, Choice, and Responsibility-highlights main themes of Humanistic Psychology that are seen throughout the book and particularly relevant to the contemporary times. Growth is the movement away from disease-based psychology toward a goal of psychological betterment. Choice refers to an emphasis on people making intentional decisions rather than being situationally or genetically determined respondents. Responsibility points toward the ability to take control of one's actions and own them as well as recognizing oneself as an important contributor to one's community. Humanistic Contributions for Psychology 101 is a remarkable book in terms of clarity, scope, and community building. Whether looking for an introduction to humanistic psychology or to discover how humanistic psychology has contributed to the major topics in the field, this book is an important contribution to the field. Python for Everybody is designed to introduce students to programming and software development through the lens of exploring data. You can think of the Python programming language as your tool to solve data problems that are beyond the capability of a spreadsheet. Python is an easy to use and easy to learn programming language that is freely available on Macintosh, Windows, or Linux computers. So once you learn Python you can use it for the rest of your career without needing to purchase any software. This book uses the Python 3 language. The earlier Python 2 version of this book is titled "Python for Informatics: Exploring Information". There are free downloadable electronic copies of this book in various formats and supporting materials for the book at www.pythonlearn.com. The course materials are available to you under a Creative Commons License so you can adapt them to teach your own Python course. In the 21st century, digital tools enable information to be generated faster and in greater profusion than ever before, to the point where its extent and value are literally beyond imagining. Such quantities can only be meaningfully addressed using more digital tools, and thus our relationship to information is fundamentally changed. This situation presents a particular challenge to processes of learning and teaching, and demands a response from both information professionals and educators. Enabling education in a digital environment means not only changing the form in which learning opportunities are offered, but also enabling students to survive and prosper in digitally based learning environments. This collection brings together a global community of educators, educational researchers, librarians and IT strategists, to consider how learners need to be equipped in an educational environment that is increasingly suffused with digital technology. Traditional notions of literacy need to be challenged, and new literacies, including information literacy and IT literacy, need to be considered as foundation elements for digitally involved learners. Leading international experts from the USA, Canada, Australia, New Zealand, South Africa, Mexico and throughout Europe contribute to the debate, and Hannelore Rader, Librarian and Dean of the University Libraries, University of Louisville, Kentucky, provides the foreword. The book is in two parts: In Part 1, Literacies in the Digital Age, the contributors analyse how digital technologies have enabled transformative change in the ways in which learning can be constructed, and discuss the nature of the new literacies that have emerged in this new virtual and e-learning environment. In Part 2, Enabling and Supporting Digital Literacies, the contributors go on to consider the ways in which digital literacies can be made available to learners, and how these literacies are being relocated in a more student-centred environment within the broader perspective of learning. Readership: This book takes the issues raised in the successful Information and IT Literacy, also co-edited by Allan Martin, into a broader context. It is essential reading for all information professionals and educators involved in developing strategies and practices for learning in a digital age. Excerpt from Country Love Vs; City Flirtation: Or, Ten Chapters From the Story of a Life Of golden noons and glorious eves, And the downward flight of forest leaves Begins this truthful chronicle A lonesome traveler might have been seen, Oh the turnpike road near the Village green, In a grotesque suit of ultra-marine And a hat broad-brimmed and conical, Awkwardly perched in a family cart The very antiques kind Of an umbrella arching o'er him, A long black trunk behind And a short white pony before him, That ambles on with a jerk and a start, As though it were taking an active part In a piece of German machinery. His face, a mild picture of calm content, Speaks, in each

smile and lineament, Of a noble heart and a firm intent. About the Publisher Forgotten Books publishes hundreds of thousands of rare and classic books. Find more at www.forgottenbooks.com

This book is a reproduction of an important historical work. Forgotten Books uses state-of-the-art technology to digitally reconstruct the work, preserving the original format whilst repairing imperfections present in the aged copy. In rare cases, an imperfection in the original, such as a blemish or missing page, may be replicated in our edition. We do, however, repair the vast majority of imperfections successfully; any imperfections that remain are intentionally left to preserve the state of such historical works.

The Publication Manual of the American Psychological Association is the style manual of choice for writers, editors, students, and educators in the social and behavioral sciences, nursing, education, business, and related disciplines. An introduction to a broad range of topics in deep learning, covering mathematical and conceptual background, deep learning techniques used in industry, and research perspectives. "Written by three experts in the field, Deep Learning is the only comprehensive book on the subject." —Elon Musk, cochair of OpenAI; cofounder and CEO of Tesla and SpaceX

Deep learning is a form of machine learning that enables computers to learn from experience and understand the world in terms of a hierarchy of concepts. Because the computer gathers knowledge from experience, there is no need for a human computer operator to formally specify all the knowledge that the computer needs. The hierarchy of concepts allows the computer to learn complicated concepts by building them out of simpler ones; a graph of these hierarchies would be many layers deep. This book introduces a broad range of topics in deep learning. The text offers mathematical and conceptual background, covering relevant concepts in linear algebra, probability theory and information theory, numerical computation, and machine learning. It describes deep learning techniques used by practitioners in industry, including deep feedforward networks, regularization, optimization algorithms, convolutional networks, sequence modeling, and practical methodology; and it surveys such applications as natural language processing, speech recognition, computer vision, online recommendation systems, bioinformatics, and videogames. Finally, the book offers research perspectives, covering such theoretical topics as linear factor models, autoencoders, representation learning, structured probabilistic models, Monte Carlo methods, the partition function, approximate inference, and deep generative models. Deep Learning can be used by undergraduate or graduate students planning careers in either industry or research, and by software engineers who want to begin using deep learning in their products or platforms. A website offers supplementary material for both readers and instructors. "This book is organized around three concepts fundamental to OS construction: virtualization (of CPU and memory), concurrency (locks and condition variables), and persistence (disks, RAIDS, and file systems"--Back cover.

The Model Chapter on Infant and Young Child Feeding is intended for use in basic training of health professionals. It describes essential knowledge and basic skills that every health professional who works with mothers and young children should master. The Model Chapter can be used by teachers and students as a complement to textbooks or as a concise reference manual. An Introduction to Statistical Learning provides an accessible overview of the field of statistical learning, an essential toolset for making sense of the vast and complex data sets that have emerged in fields ranging from biology to finance to marketing to astrophysics in the past twenty years. This book presents some of the most important modeling and prediction techniques, along with relevant applications. Topics include linear regression, classification, resampling methods, shrinkage approaches, tree-based methods, support vector machines, clustering, and more. Color graphics and real-world examples are used to illustrate the methods presented. Since the goal of this textbook is to facilitate the use of these statistical learning techniques by practitioners in science, industry, and other fields, each chapter contains a tutorial on implementing the analyses and methods presented in R, an extremely popular open source statistical software platform. Two of the authors co-wrote The Elements of Statistical Learning (Hastie, Tibshirani and Friedman, 2nd edition 2009), a popular reference book for statistics and machine learning researchers. An Introduction to Statistical Learning covers many of the same topics, but at a level accessible to a much broader audience. This book is targeted at statisticians and non-statisticians alike who wish to use cutting-

edge statistical learning techniques to analyze their data. The text assumes only a previous course in linear regression and no knowledge of matrix algebra. Bringing together leading international practitioners and theorists in the field, ranging from the 1960s pioneers of participation to some of the major contemporary figures in the field, *Architecture and Participation* opens up the social and political aspects of our built environment, and the way that the eventual users may shape it. Divided into three sections, looking at the politics, histories and practices of participation, the book gives both a broad theoretical background and more direct examples of participation in practice. Respectively the book explores participation's broader context, outlining key themes and including work from some seminal European figures and shows examples of how leading practitioners have put their ideas into action. Illustrated throughout, the authors present to students, practitioners and policy makers an exploration of how a participative approach may lead to new spatial conditions, as well as to new types of architectural practices, and investigates the way that the user has been included in the design process. With "Sustainability: A Comprehensive Foundation," first and second-year college students are introduced to this expanding new field, comprehensively exploring the essential concepts from every branch of knowledge - including engineering and the applied arts, natural and social sciences, and the humanities. As sustainability is a multi-disciplinary area of study, the text is the product of multiple authors drawn from the diverse faculty of the University of Illinois: each chapter is written by a recognized expert in the field. Covering all commonly used interventions for acute and chronic low back pain conditions, *Evidence-Based Management of Low Back Pain* consolidates current scientific studies and research evidence into a single, practical resource. Its multidisciplinary approach covers a wide scope of treatments from manual therapies to medical interventions to surgery, organizing interventions from least to most invasive. Editors Simon Dagenais and Scott Haldeman, along with expert contributors from a variety of clinical and academic institutions throughout the world, focus on the best available scientific evidence, summarizing the results from the strongest to the weakest types of studies. No other book makes it so easy to compare the different interventions and treatment approaches, giving you the tools to make better, more informed clinical decisions. A multidisciplinary approach covers treatments from manual therapies to medical interventions to surgery, and many others in between. An interdisciplinary approach enables health care providers to work together. A logical, easy-to-follow organization covers information by intervention type, from least invasive to most invasive. Integration of interventions provides information in a clinically useful way, so it's easier to consider more than one type of treatment or intervention for low back pain, and easier to see which methods should be tried first. 155 illustrations include x-rays, photos, and drawings. Tables and boxes summarize key information. Evidence-based content allows you to make clinical decisions based on the ranking the best available scientific studies from strongest to weakest. Patient history and examination chapters help in assessing the patient's condition and in ruling out serious pathology before making decisions about specific interventions. Experienced editors and contributors are proven authors, researchers, and teachers, and practitioners, well known in the areas of orthopedics, pain management, chiropractic, physical therapy, and behavioral medicine as well as complementary and alternative medicine; the book's contributors include some of the leading clinical and research experts in the field of low back pain. Coverage based on *The Spine Journal* special issue on low back pain ensures that topics are relevant and up to date. A systematic review of interventions for low back pain includes these categories: patient education, exercise and rehabilitation, medications, manual therapy, physical modalities, complementary and alternative medicine, behavioral modification, injections, minimally invasive procedures, and surgery. Surgical interventions include decompression, fusion, disc arthroplasty, and dynamic stabilization. Additional coverage includes patient education and multidisciplinary rehabilitation. "What is your name?" That's what Nora asks her neighbors as she rides up and down the elevator of her apartment house. She doesn't mean to be a busybody. She just wants to be like doorman Henry and know all the people in her building--all 200 of them! And then one day Nora gets a great idea: they'll have a giant party, for everyone in the building! Researching and tracing information is an essential skill that

students need to master in order to succeed in their legal studies and future careers. This practical guide to effective legal research presents the information in a step-by-step format leading students through the world of legal research both in a law library and researching online. Learn how to use R to turn raw data into insight, knowledge, and understanding. This book introduces you to R, RStudio, and the tidyverse, a collection of R packages designed to work together to make data science fast, fluent, and fun. Suitable for readers with no previous programming experience, *R for Data Science* is designed to get you doing data science as quickly as possible. Authors Hadley Wickham and Garrett Grolemund guide you through the steps of importing, wrangling, exploring, and modeling your data and communicating the results. You'll get a complete, big-picture understanding of the data science cycle, along with basic tools you need to manage the details. Each section of the book is paired with exercises to help you practice what you've learned along the way. You'll learn how to:

Wrangle—transform your datasets into a form convenient for analysis
Program—learn powerful R tools for solving data problems with greater clarity and ease
Explore—examine your data, generate hypotheses, and quickly test them
Model—provide a low-dimensional summary that captures true "signals" in your dataset
Communicate—learn R Markdown for integrating prose, code, and results

Introductory Business Statistics is designed to meet the scope and sequence requirements of the one-semester statistics course for business, economics, and related majors. Core statistical concepts and skills have been augmented with practical business examples, scenarios, and exercises. The result is a meaningful understanding of the discipline, which will serve students in their business careers and real-world experiences. *Introduction to Business* covers the scope and sequence of most introductory business courses. The book provides detailed explanations in the context of core themes such as customer satisfaction, ethics, entrepreneurship, global business, and managing change. *Introduction to Business* includes hundreds of current business examples from a range of industries and geographic locations, which feature a variety of individuals. The outcome is a balanced approach to the theory and application of business concepts, with attention to the knowledge and skills necessary for student success in this course and beyond. "The standard one-volume biography of Lincoln." —Washington Post "Certainly the most objective biography of Lincoln ever written." —David Herbert Donald, *New York Times Book Review*

The definitive life of Abraham Lincoln, *With Malice Toward None* is historian Stephen B. Oates's acclaimed and enthralling portrait of America's greatest leader. In this award-winning biography, Lincoln steps forward out of the shadow of myth as a recognizable, fully drawn American whose remarkable life continues to inspire and inform us today. Oates masterfully charts, with the pacing of a novel, Lincoln's rise from bitter poverty in America's midwestern frontier to become a self-made success in business, law, and regional politics. The second half of this riveting work examines his legendary leadership on the national stage as president during one of the country's most tumultuous and bloody periods, the Civil War years, which concluded tragically with Lincoln's assassination.

Emerald Term Book Class 02 Term 01 Chocolate is available to today's consumers in a variety of colours, shapes and textures. But how many of us, as we savour our favourite brand, consider the science that has gone into its manufacture? This book describes the complete chocolate making process, from the growing of the beans to the sale in the shops. *The Science of Chocolate* first describes the history of this intriguing substance. Subsequent chapters cover the ingredients and processing techniques, enabling the reader to discover not only how confectionery is made but also how basic science plays a vital role with coverage of scientific principles such as latent and specific heat, Maillard reactions and enzyme processes. There is also discussion of the monitoring and controlling of the production process, and the importance, and variety, of the packaging used today. A series of experiments, which can be adapted to suit students of almost any age, is included to demonstrate the physical, chemical or mathematical principles involved. Ideal for those studying food science or about to join the confectionery industry, this mouth-watering title will also be of interest to anyone with a desire to know more about the production of the world's favourite confectionery. Ready to write your book? So why haven't you done it yet? If you're like most nonfiction authors, fears are holding you back. Sound familiar? Is my idea good enough? How do I structure a book? What exactly are the steps to

write it? How do I stay motivated? What if I actually finish it, and it's bad? Worst of all: what if I publish it, and no one cares? How do I know if I'm even doing the right things? The truth is, writing a book can be scary and overwhelming—but it doesn't have to be. There's a way to know you're on the right path and taking the right steps. How? By using a method that's been validated with thousands of other Authors just like you. In fact, it's the same exact process used to produce dozens of big bestsellers—including David Goggins's *Can't Hurt Me*, Tiffany Haddish's *The Last Black Unicorn*, and Joey Coleman's *Never Lose a Customer Again*. The Scribe Method is the tested and proven process that will help you navigate the entire book-writing process from start to finish—the right way. Written by 4x New York Times Bestselling Author Tucker Max and publishing expert Zach Obront, you'll learn the step-by-step method that has helped over 1,500 authors write and publish their books. Now a Wall Street Journal Bestseller itself, *The Scribe Method* is specifically designed for business leaders, personal development gurus, entrepreneurs, and any expert in their field who has accumulated years of hard-won knowledge and wants to put it out into the world. Forget the rest of the books written by pretenders. This is the ultimate resource for anyone who wants to professionally write a great nonfiction book.