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Drawing on an uncanny sense of perception and her experience with temporary blindness to achieve success as a self-help celebrity, Rachel struggles to maintain a professional relationship with Detective Mason Brown, with whom she investigates a series of murders at a snowbound resort. By the RITA Award-winning author of The Portal. Original. This book is the first full-length critical study to explore the rapidly growing cadre of amateur-authored, independently-published, and niche-market picture books that have been released during the opening decades of the twenty-first century. Emerging from a powerful combination of the ease and affordability of desktop publishing

software; the promotional, marketing, and distribution possibilities allowed by the Internet; and the tremendous national divisiveness over contentious socio-political issues, these texts embody a shift in how narratives for young people are being creatively conceived, materially constructed, and socially consumed in the United States. Abate explores how titles such as *My Parents Open Carry* (about gun laws), *It's Just a Plant* (about marijuana policy), and *My Beautiful Mommy* (about the plastic surgery industry) occupy important battle stations in ongoing partisan conflicts, while they are simultaneously changing the landscape of American children's literature. The book demonstrates how texts like *Little Zizi* and *Me Tarzan, You Jane* mark the advent of not simply a new commercial strategy in texts for young readers; they embody a paradigm shift in the way that narratives are being conceived, constructed, and consumed. Niche market picture books can be seen as a telling barometer about public perceptions concerning children and the social construction of childhood, as well as the function of narratives for young readers in the twenty-first century. At the same time, these texts reveal compelling new insights about the complex interaction among American print culture, children's reading practices, and consumer capitalism. Amateur-authored, self-published, and specialty-subject titles reveal the way in which children, childhood, and children's literature are both highly political and heavily politicized in the United States. The book will be of interest to scholars and students in the fields of American Studies, children's literature, childhood studies, popular culture, political science, microeconomics, psychology, advertising, book history, education, and gender studies. Philip Gross addresses a new opportunity for growing brands that may reside within a sponsorship alliance. Typically, brands vie for image transfer from an event or other property when entering a sponsorship engagement. Yet this practice leaves a valuable part of a sponsorship alliance unexploited. Specifically, the author infers from theories of social and cognitive psychology to propose and test a research model that accounts for a sponsor to also gain from brand attitude and personality traits innately tied to a co-sponsor of the same event. The

results provide evidence for direct image transfer between two sponsor brands. Hence, pairing with a co-sponsor might fortify or dilute a sponsor brand's image depending on the expediency of the image conveyed by that ally. How are brands built? Is an advertising campaign capable enough to build a brand? What are the criteria for making a brand successful? Is building and managing a brand in India different than elsewhere? How Customer Relationship Management shapes a branding paradigm? Do extensions dilute the master brand???? Many more intriguing questions answered in this book by researchers, academicians, CEOs, brand gurus and consultants.

Bridget Matawapit is an Indigenous activist, daughter of a Catholic deacon, and foster mother to Kyle, the son of an Ojibway father—the ex-fiancé she kicked to the curb after he chose alcohol over her love. With Adam out on parole and back in Thunder Bay, she is determined to stop him from obtaining custody of Kyle. Adam Guimond is a recovering alcoholic and ex-gangbanger newly paroled. Through counseling, reconnecting with his Ojibway culture and twelve-step meetings while in prison, Adam now understands he's worthy of the love that frightened him enough to pick up the bottle he'd previously corked. He can't escape the damage he caused so many others, but he longs to rise like a true warrior in the pursuit of forgiveness and a second chance. There's nothing he isn't willing to do to win back his son—and Bridget. When an old cell mate's daughter dies under mysterious circumstances in foster care, Adam begs Bridget to help him uncover the truth. Bound to the plight of the Indigenous children in care, Bridget agrees. But putting herself in contact with Adam threatens to resurrect her long-buried feelings for him, and even worse, she risks losing care of Kyle, by falling for a man who might destroy her faith in love completely this time.

Fluency has two basic parts. Reading fluency is the ability to read quickly and accurately while using expression and proper phrasing. Speaking fluency is the ability to express oneself easily and gracefully. Each book has over 80 reading passages that are designed to engage young students by using humor, compelling plots, and exciting new words. SUMMARY: Maggie

McKinley spends the summer holiday in a Scottish glen with her grandmother. To her the Frazer family, who holiday in the nearest house are over-confident snobs. But events reveal otherwise and she finds that they too share the doubts and uncertainties that beset young people growing up. Starting at a new school in sixth grade isn't easy. But when Maggie stumbles across a magical bakery in her new neighborhood, life starts getting a little sweeter. The book, now in its second edition, continues to elucidate the concepts and topics of Product Policy and Brand Management in concise and clear manner. The book is divided into four parts—Part I on Fundamentals of Product Management throws light on the concepts of product and its management, role of product managers, product life cycle, diffusion models, developing a product manager, and the product planning system and strategies. Part II on New Product Development shows what are the barriers faced while developing a new product, the test marketing stages and its alternatives, launching of the product, future trends of product management and success stories. Part III on Brand Management defines branding, branding decisions, brand equity, brand identity, and brand positioning. Part IV gives an analytical and practical insight on the discussed concepts with the help of Live Case Studies. The book is primarily intended for the students of MBA, MMS, and ME/MTech (industrial Management). Besides, would also be useful for the professional managers as well. New To This Edition The new edition is packed with 11 new cases on: Tracking of a Product Launch Long-run Market Share Estimation Conversion of a Commodity to a Brand New Product Development Approach to a Food Product Portfolio Matrix Application After the unexpected death of her husband, Maggie Locke's perfect life is shattered. Keeping to herself at first, she slowly finds solace in new and old friendships. But still, Maggie is cautious, especially when she discovers that Danny Pulver, her ranch veterinarian, and Ian Lane, the vibrant new minister, both have feelings for her. Then a terrible blizzard hits the town on Thanksgiving night while Maggie is away from home, and she finds she must rely on both Danny and Ian in order to fight the howling winds and get back to her

horses. Even while battling the snow and ice, Maggie wonders where her heart really lies. Will she overcome the grief that nearly smothered her spirit in time to find a new love? And if so, how can she choose between the two godly men who seek her heart? The true story of a murder-suicide at Kalamazoo College and its rippling effects on the campus community. In this first book of a new chapter book series by E. D. Baker, one girl has the adventure of her young life! Eight-year-old Maggie has a keen eye for noticing things in the Enchanted Forest that no one else does -- like unicorns, griffins, and tiny flying horses with wings. One day while Maggie is herding sheep with her pesky stepbrother, she stumbles upon an injured flying horse. The only way to help the horse is to take it to a kindly stableman named Bob, who cares for many different magical animals! But in order to do so, Maggie must set out on her own and journey through the Enchanted Forest, which is full of dangerous trolls and goblins who get in her way. Will Maggie reach Bob in time to save her new friend? This new, black-and-white illustrated series is perfect for fans of Princess Ponies, Magic Horses, and Critter Club.

THE TEXAS BRAND Baby on his doorstep
SURPRISE: IT'S A BOY! Sheriff Garrett Brand was shocked to find a baby on his doorstep. While his siblings joked that maybe he wasn't such a responsible guy after all, Garrett knew he was nobody's daddy. But the Texan was intent on discovering the identity of this little cowboy's mama . All Chelsea Brennan wanted when she arrived at the Brand ranch was her nephew and answers about her sister's mysterious death. But she never expected a rough and rugged lawman to act like a proud father and lavish the baby with love. Especially when Garrett claimed he didn't have love to give. And now Chelsea wanted much more than she'd bargained for to be a Brand herself .

THE TEXAS BRAND: This family was born, bred and bound to be wed in Texas! The first three stories of the USA TODAY bestselling Seasoned Southern Sleuths Mysteries by Kelsey Browning and Nancy Naigle available as a box set!

IN FOR A PENNY When Lillian Summer Fairview's husband up and dies on her, it leaves the last living member of the most prestigious family in Summer Shoals, Georgia, in a hot

money mess. Desperate to keep up the family name and give the man a decent burial, penniless Lil makes a shady deal that lands her smack-dab in the slammer. Burdened by her shameful secret and a crumbling family estate, Lil entrusts Summer Haven's care to her best friend, Maggie, who recruits two more over-fifty ladies to help. But when Maggie discovers that Lil's restitution is ten times the amount she "borrowed" from the federal government, she's convinced Lil has taken the fall for someone else's crime. Will these gals be able to prove Lil was duped, or will the swindler get away with hoodwinking a sweet little old lady?

COLLARD GREENS & CATFISHING Southern matriarch Lillian Summer Fairview is settling right nice into prison, until Big Martha, the toughest broad on the cellblock, comes asking for a favor. Her niece has fallen for a guy she met online, and Martha's convinced Mr. Too-Good-To-Be-True is up to no good. All Lil's friends have to do is check out the guy and report back. Already tied up with a cantankerous septic system on Lil's family estate, the grannies don't have time for another investigation. If Summer Haven isn't in shipshape before the historic society's inspection, they'll be in deep you-know-what. But Big Martha is as persuasive as she is tough, and when the gals poke around, they find the guy doesn't really exist. Will they be able to track down the elusive Romeo in the scam-filled world of online dating, or will they find themselves in trouble right up to their granny panties?

CHRISTMAS COOKIES & A CONFESSION Sheriff Teague Castro made a mistake ten years ago that cost him the love of his life. But Jenny Northcutt has always been the woman for him, and he's ready to do whatever it takes to get a second chance at love. Jenny is a divorced mother, and she has zero time or energy for romance. But her own mother's recent move is forcing Jenny to come face-to-face with Teague, the man who destroyed her belief in happily ever. Now, Jenny can't deny the spark is still alive, but this time more than her heart is at risk. Teague cooks up a plan to woo Jenny, but a local theft could ruin both the Christmas holiday and his odds of winning her over. Now, with a mysterious crime to solve, Teague must once again keep a secret from Jenny. Will their painful past repeat

itself, or will they get the gift of a second chance at love? Comparing the major Pacific Rim cities of Sydney, Hong Kong and Shanghai, this book examines world city branding. Whilst all three cities compete on the world's stage for events, tourists and investment, they are also at the centre of distinct film traditions and their identities are thus strongly connected with a cinematic impression. Using an interdisciplinary approach, this book not only analyses the city branding of these cities from the more widely researched perspectives of tourism, marketing and regional development, but also draws in cultural studies and psychology approaches which offer fresh and useful insights to place branding and marketing in general. The authors compare and contrast qualitative and quantitative original data as well as critically analyzing current texts and debates on city branding. In conclusion, they argue that city branding should contribute not only to regional development and identity, but also to sustainable economic well-being and public happiness. Written by experts on global marketing, *Contemporary Brand Management* focuses on the essentials of Brand Management in today's global marketplace. The text succinctly covers a natural sequence of branding topics, from the building of a new brand, to brand extension and the creation of a global brand, to the management of a firm's brand portfolio. The authors uniquely explore global branding as a natural expansion strategy across markets and offer numerous international brands as examples throughout. Designed for shorter strategic branding courses (half-term or 6 weeks in length), this text is the ideal companion for upper-level, graduate, or executive-level students seeking a practical knowledge of brand management concepts and applications.

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