[eBooks] Technique And Ideas In The Aeneid

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A Technique for Producing Ideas - James Webb Young - 2021-02-19
This short but powerful book has helped thousands of writers, artists, scientists, and engineers to solve problems and generate ideas. Now let James Webb Young's unique insights help you be more creative in every area of life. Advertising mogul William Bernbach wrote, "James Webb Young is in the tradition of some of our greatest thinkers when he describes the workings of the creative process. The results of many years in advertising have proved to him that the key element in communications success is the production of relevant and dramatic ideas." This is THE classic on creative thinking, written with the clarity, knowledge, and experience of a skilled advertising man. A Technique For Producing Ideas is a step-by-step technique for sparking creativity in advertising and marketing or ANY other field

Any Ideas? - Rob Eastaway - 2017-03-16
Every great creation starts with an idea, but where does that special spark come from? What do you do when your mind goes blank? And how do you recognise the ideas that are worth taking further?

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More Making Books By Hand - Peter Thomas - 2011-02-09
This must-have book for newcomers to the popular art of bookmaking teaches all the basics and features easy and interesting projects that allow self-expression and experimentation. More experienced bookmakers and paper enthusiasts will also note that it offers a wealth of practical tips and techniques in one handy resource. All the basic bookmaking techniques include lots of specialized tips. Simple book structures, miniature books,
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Little Book of Book Making - Charlotte Rivers - 2014
Inspirational guidelines by 30 of today's top binderies are complemented by 21 visual tutorials outlining the techniques for making books by hand, featuring such techniques as concertina bindings, sumi-e ink marbling and wheat-paste treatments. By the author of I Heart Stationery.

Sharpie Art Pack - Timothy Goodman - 2016-04-01
Make your mark and explore hours of exercises using everyone's favorite marker- anywhere! Now in an all-new format, the creative technique exercises from Sharpie Art Workshop by designer, artist, and art director Timothy Goodman are reconfigured into this useful art pack which includes an informational book and companion sketchpad featuring prompts and drawings to get you started. Sharpie Art Pack includes a wide range of Sharpie techniques that demonstrate how to make different kinds of marks, patterns, images on a variety of surfaces, and mixing media with Sharpie. Be bold, and work through this inspiring book and enjoy the intricate and impressive works created from an everyday tool.

Generating Product Ideas - Artiom Dashinsky - 2020-08
Find ideas for your new next business, side hustle, or indie startup. FROM THE AMAZON BEST-SELLING AUTHOR Today every skill for building a product can be learnt online -- coding, design, marketing -- besides one: generating new product ideas. With this book, you will learn 17 actionable techniques for finding ideas to start your next profitable SaaS, physical, digital, services or content business. "The way to get good ideas is to get lots of ideas" -- Linus Pauling, Nobel Prize laureate What will you learn from this book? Find ideas -- Discover actionable techniques to immediately find problems to build businesses around. Notice opportunities -- Learn the mental models that will help you to start noticing problems in the future and convert them into products later. Find niche markets -- Learn how to define the audiences that you'd enjoy serving and explore opportunities in their
In Pencil Art Workshop, artist and illustrator Matt Rota shows to achieve your business and personal goals. What’s inside? 17 actionable techniques for finding business problems through scientific research, web search analysis, market trends, your own experience, open data sets, unrelated industries, business model patterns, etc. 60+ examples of product ideas 6 printable PDF canvases for practicing the techniques No upsale, no fluff This book will benefit indie hackers building a bootstrapped business from home, entrepreneurs starting a lifestyle business, full-time employees exploring a side hustle, freelancers diversifying their income, or students looking for ideas for their school projects.

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Find ideas for your new next business, side hustle, or indie startup. FROM THE AMAZON BEST-SELLING AUTHOR Today every skill for building a product can be learnt online -- coding, design, marketing -- besides one: generating new product ideas. With this book, you will learn 17 actionable techniques for finding ideas to start your next profitable SaaS, physical, digital, services or content business. “The way to get good ideas is to get lots of ideas” -- Linus Pauling, Nobel Prize laureate What will you learn from this book? Find ideas -- Discover actionable techniques to immediately find problems to build businesses around. Notice opportunities -- Learn the mental models that will help you to start noticing problems in the future and convert them into products later. Find niche markets -- Learn how to define the audiences that you'd enjoy serving and explore opportunities in their niches. Prioritize ideas -- Sort ideas with the biggest potential impact to fit your business and personal goals. What's inside? 17 actionable techniques for finding business problems through scientific research, web search analysis, market trends, your own experience, open data sets, unrelated industries, business model patterns, etc. 60+ examples of product ideas 6 printable PDF canvases for practicing the techniques No upsale, no fluff This book will benefit indie hackers building a bootstrapped business from home, entrepreneurs starting a lifestyle business, full-time employees exploring a side hustle, freelancers diversifying their income, or students looking for ideas for their school projects.

**Pencil Art Workshop** - Matt Rota - 2017-06
In Pencil Art Workshop, artist and illustrator Matt Rota shows to achieve various techniques using graphite, and includes the work of an international gallery of artists for inspiration. --

**Teaching Artist Handbook, Volume One** - Nick Jaffe - 2015-02-04
Teaching Artist Handbook is based on the premise that teaching artists have the unique ability to engage students as fellow artists. In their schools and communities, teaching artists put high quality art-making at the center of their practice and open doors to powerful learning across disciplines. This book is a collection of essays, stories, lists, examples, dialogues, and ideas, all offered with the aim of helping artists create and implement effective teaching based on their own expertise and strengths. The Handbook addresses three core questions: “What will I teach?” “How will I teach it?” and “How will I know if my teaching is working?” It also recognizes that teaching is a dynamic process that requires critical reflection and thoughtful adjustment in order to foster a supportive artistic environment. Instead of offering rigid formulas, this book is centered on practice—the actual doing and making of teaching artist work. Experience-based and full of heart, the Teaching Artist Handbook will encourage artists of every experience level to create an original and innovative practice that inspires students and the artist.

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last infinitely longer than fresh flowers. This gorgeous book offers a new teaching is a dynamic process that requires critical reflection and thoughtful adjustment in order to foster a supportive artistic environment. Instead of offering rigid formulas, this book is centered on practice—the actual doing and making of teaching artist work. Experience-based and full of heart, the Teaching Artist Handbook will encourage artists of every experience level to create an original and innovative practice that inspires students and the artist.

**Simple Five-step Formula Anyone Can Use to be More Creative in Business and Life** - James Webb Young - 2013

**Dried Flowers** - Morgane Illes - 2020-05-12
Forget everything you thought you knew about dried flowers! If the thought of dried flower arrangements is conjuring up images of stuffy decor that hasn't seen the light of day in decades – think again. Preserved floral arrangements are cool again, and not only are they beautiful, they'll also last infinitely longer than fresh flowers. This gorgeous book offers a new approach to flower arranging with dried botanicals, exploring ways to preserve flowers' beauty forever through drying and pressing, and then presents a catalogue of 30 flowers that are interesting for colour, texture and sculptural appeal in arrangements. 15 step-by-step projects then give you creative ideas for displaying dried flowers including bouquets, wreaths, wall hangings, wall art, flower crowns and buttonholes for weddings, terrariums, candles and more. These exquisite floral creations will give a bohemian and poetic touch to your interior décor and everlasting beauty to your home.

**Total Participation Techniques** - Pérsida Himmele - 2017-07-27
Here are 51 easy-to-use, classroom-tested alternatives to the "stand and deliver" teaching techniques that cause so many students to tune out or drop out. Teachers report that these techniques motivate students to participate in learning, as they build confidence and are supported by compelling and safe ways to demonstrate their knowledge and understanding of lessons. Refined through years of classroom experiences and supported by updated research, this 2nd edition delivers a dozen new techniques to engage K–12 students in active learning. The authors provide detailed descriptions of the Total Participation Techniques (TPTs) with step-by-step instructions--plus reproducible blackline masters for student response cards as well as posters to remind you to use the techniques. They also suggest how you can adapt and personalize the techniques to fit your context and content. Packed with examples from authentic classrooms, Total Participation Techniques is an essential toolkit for teachers who want to present lessons that are relevant, engaging, and cognitively challenging. Pérsida Himmele and William Himmele are professors who regularly work with preservice teachers and consult with educators in U.S. and international schools. They are also the authors of Total Literacy Techniques.
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- **Devices, Techniques and Ideas for Secondary Mathematics Teachers** - Marguerite Kluttz - 1960
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- **Coaching for Innovation** - Cristina Bianchi - 2014-05-02
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- **Become an Idea Machine** - Claudia Azula Altucher - 2014-12-27
  HOW DO I TRANSFORM MY LIFE? The answer is simple: come up with ten ideas a day. It doesn't matter if they are good or bad the key is to exercise your 'idea muscle', to keep it toned, and in great shape. People say ideas are cheap and execution is everything but that is NOT true. Execution is a
time you list those last ideas to make it to ten you will see for yourself what work. Ideas may be easy if we are only coming up with one or two but if you open this book to any of the pages and try to produce more than three, you will feel a burn, scratch your head, and you will be sweating, and working hard. There is a turning point when you reach idea number 6 for the day, you still have four to go, and your mind muscle is getting a workout. By the time you list those last ideas to make it to ten you will see for yourself what "sweating the idea muscle" means. As you practice the daily idea generation you become an idea machine. When we become idea machines we are flooded with lots of bad ideas but also with some that are very good. This happens by the sheer force of the number, because we are coming up with 3,650 ideas per year (at ten a day). When you are inspired by an extraordinary idea, all of your thoughts break their chains, you go beyond limitations and your capacity to act expands in every direction. Forces and abilities you did not know you had come to the surface, and you realize you are capable of doing great things. As you practice with the suggested prompts in this book your ideas will get better, you will be a source of great insight for others, people will find you magnetic, and they will want to hang out with you because you have so much to offer. When you practice every day your life will transform, in no more than 180 days, because it has no other evolutionary choice. Life changes for the better when we become the source of positive, insightful, and helpful ideas. Don't believe a word I say. Instead, challenge yourself to try it for the 180 days and see your life transform, in magical ways, in front of your very eyes.

**Become an Idea Machine** - Claudia Azula Altucher - 2014-12-27

**HOW DO I TRANSFORM MY LIFE?** The answer is simple: come up with ten ideas a day. It doesn't matter if they are good or bad the key is to exercise your 'idea muscle', to keep it toned, and in great shape. People say ideas are cheap and execution is everything but that is NOT true. Execution is a consequence, a subset of good, brilliant idea. And good ideas require daily work. Ideas may be easy if we are only coming up with one or two but if you open this book to any of the pages and try to produce more than three, you will feel a burn, scratch your head, and you will be sweating, and working hard. There is a turning point when you reach idea number 6 for the day, you still have four to go, and your mind muscle is getting a workout. By the
**Simply Brilliant** - Bernhard Schroeder - 2016-10-19
Using his CreativityWorks framework, creativity and innovation expert Bernhard Schroeder explains how to break out of your mental box, reignite natural curiosity, and move step-by-step through a set of exercises that help individuals and teams. --

**Creative Journaling** - Renee Day - 2020-01-14
Spark your creativity and keep yourself organized with the beautiful pages and easy-to-follow instructions of Creative Journaling. With 52 projects, from simple tricks, like making your own washi tape, to more ambitious projects, like crafting a custom planner, you’ll soon have the best-looking to-do list around. Author Renee Day will take you on an artistic adventure as you take on each new task and become an expert on amazing DIY ideas! You’ll learn to work with watercolors, acrylic paint, brush pens, and much more as you personalize your stuff, making things uniquely you. Going beyond basic tools, this stunning book offers tips, tricks, and creative ways to transform your notebook into a treasured life companion, including: • Ornamental lettering • Personalized habit trackers • Colorful calendars • Decorative headers • Customized productivity lists • Inspiring artwork • Creative future logs • Unique planning pages

**Generating Story Ideas** - Rachel Shane - 2016-09-16
Need an idea for your next novel? Or maybe you’re blocked on where to start? This writing guide will show you how to generate story ideas out of thin air using a variety of tried and true techniques. Each technique includes an exercise you can try yourself. The methods work for any genre! You can also use these tips and tricks to combat writer’s block or help you dive deeper into a scene to make it come alive. Inside the book, you’ll learn: - Fool proof methods for finding inspiration when nothing inspires you - Tons of different techniques to quickly help you generate ideas, including the X meets Y method, using targeted research to hatch an idea, combining tropes or formulas to prompt a unique idea, the What If method, and loads more! - Examples of ideas generated from the various techniques to illustrate just how easy they are. - Over seventeen easy exercises to help you come up with a new idea from scratch - Instructions on how to write an effective, hooky log line - Methods for expanding your log line into a full length pitch or blurb to help you raise stakes and enhance conflict - Tips and tricks for taking your initial premise and fleshing out the idea into scenes, chapters, and a full outline - Tactics for writing an effective first draft based on your new idea Other books give you writing prompts with pre-written ideas, this book empowers you with the tools you need to create your own ideas!
### Artful Alphabets - Joanne Sharpe - 2018-04-17

Create uniquely artful words with secrets from Joanne Sharpe! Joanne Sharpe—author of the popular book The Art of Whimsical Lettering—has gathered together 55 of her favorite hand-drawn alphabets for this light-hearted collection. Follow simple illustrated steps to replicate each stylony lengthy instructions or extensive practice required. Any "imperfections" only add to their charm! Try your hand at letterforms inspired by feathers, flowers, postage stamps, vintage type, doodles, taxi cabs, chalkboards and more. Equally exciting are the variety of media used, from colored pencils and markers to paints and inks. Looking to add an artful touch to the world around you? These letters are perfect for personalizing anything from family calendars and daily planners to wall art, art journals, cards and one-of-a-kind gifts. You can even use the techniques and inspiration in this book to invent completely original alphabets of your own. With this A to Z guide, there’s no limit to the statements you can make! • Awesome alphabets—55 in all, ranging from basic block and stick letters to fanciful illustrated fonts • Beginner-friendly instructions—Each alphabet is broken down into just a few simple steps • Creative variety of tools and media—pens, markers, brushes, inks, paints, colored pencils, fountain pens, cardstock and much more

### How to Win Friends and Influence People - Dale Carnegie - 2020-09-02

In the present book, How to Win Friends and Influence People, Dale Carnegie says, “You can make someone want to do what you want them to do by seeing the situation from the other person's point of view and arousing in the other person an eager want.” You learn how to make people like you, win people over to your way of thinking, and change people without causing offense or arousing resentment. For instance, “let the other person feel that the idea is his or hers” and “talk about your own mistakes before criticizing the other person.” This book is all about building relationships. With good relationships, personal and business successes are easy and swift to achieve. Twelve Ways to Win People to Your Way of Thinking 1. The only way to get the best of an argument is to avoid it. 2. Show respect for the other person's opinions. Never say "You're wrong." 3. If you're wrong, admit it quickly and emphatically. 4. Begin in a friendly way. 5. Start with questions to which the other person will answer yes. 6. Let the other person do a great deal of the talking. 7. Let the other person feel the idea is his or hers. 8. Try honestly to see things from the other person's point of view. 9. Be sympathetic with the other person's ideas and desires. 10. Appeal to the nobler motives. 11. Dramatize your ideas. 12. Throw down a challenge.
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Sprint

From three design partners at Google Ventures, a unique five-day process—called the sprint—for solving tough problems using design, prototyping, and testing ideas with customers.

Creative Lettering and Beyond

Creative Lettering and Beyond combines the artistic talents, inspirational tips, and tutorials of four professional hand letterers and calligraphers for a dynamic and interactive learning experience. After a brief introduction to the various tools and materials, artists and lettering enthusiasts will learn how to master the art of hand lettering and typography through easy-to-follow step-by-step projects, prompts, and exercises. From the basic shape and form of letters to cursive script, spacing, and alignment, artists will discover how to transform simple words, phrases, and quotes into beautiful works of hand-lettered art. The interactive format and step-by-step process offers inspirational instruction for a wide variety of fun projects and gift ideas, including hand-rendered phrases on paper and digitally enhanced note cards. Artists will also discover how to apply lettering to linen, coffee mugs, calendars, and more. Numerous practice pages and interactive prompts throughout the book invite readers to put their newfound lettering skills to use, as well as work out their artistic ideas. Covering a variety of styles and types of lettered art, including calligraphy, illustration, chalk lettering, and more, artists will find a plethora of exercises and tips to help them develop their own unique lettering style.
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Jewelry: Jewelry Techniques & Selling - Jewelry Business Ideas, Jewelry Lessons & Marketplaces To Sell Jewelry Beyond Etsy & eBay - Mary Kay Hunziger - 2014-07-12
This is a 4 In 1 box set compilation of 4 books. This compilation includes Mary Kay Hunziger's 4 titles: Book 1: Jewelry: Sell Your Jewelry Craft & Design With Zero Cost Marketing: Beyond eBay, Etsy & Pinterest Book 2: Jewelry: Sell Jewelry Crafts + Guide: 99 Places To Sell Your Crafts Online Beyond eBay, Etsy & Pinterest By Using Zero Cost Marketing Book 3: Jewelry: Sell Your Jewelry Craft Design & Creativity Using Zero Cost Marketing: Entrepreneur & Business Skills Book 4: Crafting Is Like you! Do you want to discover all of my previously released profitable jewelry making stories and opportunities plus have access to 3 of the most complete and updated jewelry making and craft resource reference guides? Now you can access all at once. This book is a master compilation of my Profitable Jewelry Making Stories. I have also added 3 ultimate resource reference guides to this Master Compilation. You'll get access to one Master Compilation that is easy to consume and includes all jewelry making stories and opportunities plus all jewelry making resources. Did you know this: according to an April 2011 article in Inc. magazine, the average Etsy seller makes just $785 a year. You can do much better! Let me introduce myself. My name is Mary Kay Hunziger, and I am a very passionate crafter. In this master jewelry making compilation, I am going to show you how you can do much better than the average Etsy jewelry seller! You will be amazed once you have taken a peek into my own personal jewelry making and craft resource reference guides & personal rolodex of resources. You will receive my ultimate Craft Resource Reference Guide that includes 250+ creative & inspirational craft resources as well. This will show you so many marketplaces where you can sell your homemade jewelry and it goes way beyond Etsy.

Jewelry: Jewelry Techniques & Selling - Jewelry Business Ideas, Jewelry Lessons & Marketplaces To Sell Jewelry Beyond Etsy & eBay - Mary Kay Hunziger - 2014-07-12
Did you know this: according to an April 2011 article in Inc. magazine, the average Etsy seller makes just $785 a year. You can do much better! Let me introduce myself. My name is Mary Kay Hunziger, and I am a very passionate crafter. In this master jewelry making compilation, I am going to show you how you can do much better than the average Etsy jewelry seller! You will be amazed once you have taken a peek into my own personal jewelry making and craft resource reference guides & personal rolodex of resources. You will receive my ultimate Craft Resource Reference Guide that includes 250+ creative & inspirational craft resources as well. This will show you so many marketplaces where you can sell your homemade jewelry and it goes way beyond Etsy.
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**Painting with Mixed Media** - Paula Guhin - 2012-07-01
How to use painting mediums such as acrylic, watercolor, oil paint, ink, tempera, and pastels in combination with glazes, gesso, wax, and other materials for use in collages, scrapbooks, memory boxes, photo albums, and individual art pieces.

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**TIPS - Techniques Ideas Principles & Strategies** - Errol A Williams - 2012

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**Disruptive Technologies for Society 5.0** - Vikram Bali - 2021-11-23
This book investigates how we as citizens of Society 5.0 borrow the disruptive technologies like Blockchain, IoT, cloud and software-defined networking from Industry 4.0, with its automation and digitization of manufacturing verticals, to change the way we think and act in cyberspace incorporated within everyday life. The technologies are explored in Non-IT sectors, their implementation challenges put on the table, and new directions of thought flagged off. Disruptive Technologies for Society 5.0: Exploration of New Ideas, Techniques, and Tools is a pathbreaking book on current research, with case studies to comprehend their importance, in technologies that disrupt the de facto. This book is intended for researchers and academicians and will enable them to explore new ideas, techniques, and tools.

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This book investigates how we as citizens of Society 5.0 borrow the disruptive technologies like Blockchain, IoT, cloud and software-defined networking from Industry 4.0, with its automation and digitization of manufacturing verticals, to change the way we think and act in cyberspace incorporated within everyday life. The technologies are explored in Non-IT sectors, their implementation challenges put on the table, and new directions of thought flagged off. Disruptive Technologies for Society 5.0: Exploration of New Ideas, Techniques, and Tools is a pathbreaking book on current research, with case studies to comprehend their importance, in technologies that disrupt the de facto. This book is intended for researchers and academicians and will enable them to explore new ideas, techniques, and tools.

Do you ever want to stage a home so it will appear more attractive to prospective buyers? Hi, my name is Parker Alex and I’m about to reveal the secrets professional stagers don’t want you to know All the materials and equipments is readily available at the local hardware stores Even the simplest changes at home can have a powerful effect on potential buyer Do you want to know more? Inside this guide you’ll find: -all about creating the perfect focal points throughout your home. -how to stage a home for the first time! -how to differentiate between home staging and home decorating -which paint colors you should use to improve the interior and exterior of a home -how to prevent home buyers from backing away and never coming back. -and many many more If you want to double or even triple your house value before you put it into the market, this guide is for you If you’ve tried home staging before and you failed, this guide is for you Why are you still here? Go and get this guide.
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**Testing Business Ideas** - David J. Bland - 2019-11-06
A practical guide to effective business model testing. 7 out of 10 new products fail to deliver on expectations. Testing Business Ideas aims to reverse that statistic. In the tradition of Alex Osterwalder’s global bestseller Business Model Generation, this practical guide contains a library of hands-on techniques for rapidly testing new business ideas. Testing Business Ideas explains how systematically testing business ideas dramatically reduces the risk and increases the likelihood of success for any new venture or business project. It builds on the internationally popular Business Model Canvas and Value Proposition Canvas by integrating Assumptions Mapping and other powerful lean startup-style experiments. Testing Business Ideas uses an engaging 4-color format to: Increase the success of any venture and decrease the risk of wasting time, money, and resources on bad ideas. Close the knowledge gap between strategy and experimentation/validation. Identify and test your key business assumptions with the Business Model Canvas and Value Proposition Canvas. A definitive field guide to business model testing, this book features practical tips for making major decisions that are not based on intuition and guesses. Testing Business Ideas shows leaders how to encourage an experimentation mindset within their organization and make experimentation a continuous, repeatable process.

**Teach Like a Champion 2.0** - Doug Lemov - 2015-01-12
One of the most influential teaching guides ever—updated! Teach Like a Champion 2.0 is a complete update to the international bestseller. This teaching guide is a must-have for new and experienced teachers alike. Over 700,000 teachers around the world already know how the techniques in this book turn educators into classroom champions. With ideas for everything from classroom management to inspiring student engagement, you will be able to perfect your teaching practice right away. The first edition of Teach Like a Champion influenced thousands of educators because author Doug Lemov’s teaching strategies are simple and powerful. Now, updated techniques and tools make it even easier to put students on the path to college readiness. Here are just a few of the brand new resources available in the 2.0 edition: Over 70 new video clips of real teachers modeling the
and Innovative Approaches - Paula Watson-Lakamp - 2015-05-07 visit my.teachlikeachampion.com) A selection of never before seen techniques inspired by top teachers around the world Brand new structure emphasizing the most important techniques and step by step teaching guidelines Updated content reflecting the latest best practices from outstanding educators With the sample lesson plans, videos, and teachlikeachampion.com online community, you will be teaching like a champion in no time. The classroom techniques you'll learn in this book can be adapted to suit any context. Find out why Teach Like a Champion is a "teaching Bible" for so many educators worldwide.

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Fun and easy to read, this marketing and promotion guide offers you the "big picture" of how best to spend your limited funds and energy to create a successful marketing strategy—from traditional promotions such as advertising and posters to social media marketing. • Takes you through a step-by-step process of creating a marketing campaign that meets the needs of your patrons and your library • Covers conventional marketing strategies such as print and broadcast media along with new social media venues • Includes a guide to marketing plans and content calendars • Offers chapter-by-chapter" Moxie Tips and Tricks" to help you get started and succeed in marketing your library • Presents ways to bolster your creativity toolkit when the ideas just won't come

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How to Take Smart Notes - Sönke Ahrens - 2017-02-21
The key to good and efficient writing lies in the intelligent organisation of ideas and notes. This book helps students, academics and nonfiction writers to get more done, write intelligent texts and learn for the long run. It teaches you how to take smart notes and ensure they bring you and your projects forward. The Take Smart Notes principle is based on established psychological insight and draws from a tried and tested note-taking-technique. This is the first comprehensive guide and description of this system in English, and not only does it explain how it works, but also why. It
intriguing patterns using tools like sponges, textured rollers and homemade
nonfiction writers and others who are in the business of reading, thinking
and writing. Instead of wasting your time searching for notes, quotes or
references, you can focus on what really counts: thinking, understanding
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Gelli Plate Printing - Joan Bess - 2014-08-12
Meet your dream plate and fall in love with a faster, friendlier approach to
printmaking. For artists and crafters who love the creative possibilities of
monoprinting on gelatin but not the prep time, mess and inconvenience that
comes with it, the Gelli Arts Gel Printing Plate is a dream come true! It's
durable, reusable, stored at room temperature, and ready to get creative
whenever you are. Simply apply paint with a soft rubber brayer, make your
marks and pull your print. It's that simple! Wipe the plate down with a
spritz of water and a paper towel, and you're ready to go again. In this
premier guide, artist Joan Bess--inventor of the concept for the Gelli plate--
unleashes the fun through more than 60 step-by-step techniques. Create
Enterprise Risk Management - David L Olson - 2007-12-21
This book expands the scope of risk management beyond insurance and finance to include accounting risk, terrorism, and other issues that can threaten an organization. It approaches risk management from five perspectives: in addition to the core perspective of financial risk management, it addresses perspectives of accounting, supply chains, information systems, and disaster management. It also covers balanced scorecards, multiple criteria analysis, simulation, data envelopment analysis, and financial risk measures that help assess risk, thereby enabling a well-informed managerial decision making. The book concludes by looking at four case studies, which cover a wide range of topics. These include such practical issues as the development and implementation of a sound risk management structure; supply chain risk and enterprise resource planning systems in information systems, and disaster management.

Hegarty on Creativity: There Are No Rules - John Hegarty - 2014-04-22
A look into what lies behind creativity from one of the advertising industry's leading players Creativity isn't an occupation; it's a preoccupation. It is a challenge for everyone in the modern world—from business and advertising to education and beyond. Here, the world-famous advertising creative John Hegarty offers a pocket bible of creative thinking, aimed at provoking, challenging, and inspiring greater heights of innovation. From Renaissance art to rock ‘n’ roll, Hegarty takes a wide-angle view of creativity as he sets out to demystify the many ups-and-downs that can arise during the creative process. Paralyzed by the blank page? Daunted by cynics in the workplace? Money leading you astray? Hegarty combines personal experience and anecdotes along with clear, pragmatic, and good-humored insight into tackling all creative challenges head on. Over fifty entries, including “Good is the Enemy of Great,” “Respect Don’t Revere,” “Get Angry,” and “Bad Weather” relay useful and generous advice on how best to improve, sustain, and nurture creativity in any profession. Accompanied by copious irreverent line drawings from Hegarty’s own sketchpad, Hegarty on Creativity is concise, accessible, and richly rewarding.