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to have ...

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assessment and group discussions, students
gain a sense of belonging at Miami, plan

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how ...

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While organizers of this year ' s tournament are hoping all players can participate, they have not yet released any formal vaccination or quarantine guidelines for the athletes. And neither ...

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Trump University books are practical, straightforward primers on the basics of

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doing business the Trump way-
successfully. Each book is written by a
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real-life examples from Trump and other
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to: * Build a powerful brand that increases
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Launch your entrepreneurial brand *
Manage the differences between service
branding and product branding * Develop
a brand for your real estate investments *
Make your brand far more than just a
name or logo * Develop clear positioning

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and brand strategy * Successfully communicate your brand * Choose an appropriate brand name and logo * Reinvigorate a struggling brand * Use guerrilla branding for your small business * Build your own personal brand for career development * Keep your brand image consistent * Grow your brand over time * Use your brand to increase the overall value of your business

The NASA Graphics Standards Manual, by Richard Danne and Bruce Blackburn, is a futuristic vision for an agency at the cutting edge of science and exploration. Housed in a special anti-static package, the book features a foreword by Richard Danne, an essay by Christopher Bonanos, scans of the original manual (from Danne's personal copy), reproductions of the original NASA 35mm slide presentation, and scans of the Managers Guide, a follow-

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up booklet distributed by NASA.

In Logo Design Love, Irish graphic designer David Airey brings the best parts of his wildly popular blog of the same name to the printed page. Just as in the blog, David fills each page of this simple, modern-looking book with gorgeous logos and real world anecdotes that illustrate best practices for designing brand identity systems that last.

Written for Higher Education managers and administrators, A Practical Guide to University and College Management is a highly accessible text that offers practical guidance on how to manage the day-to-day life of universities. The authors take a proactive approach and offer a range of good practice examples and solutions, designed to resolve the dilemmas that arise in today ' s rapidly changing higher

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education environment. Drawing on a wealth of management experience, this edited collection pulls together advice and practical guidance from expert managers working in the field of Higher Education. Each chapter is underpinned by theoretical perspectives to support invaluable pragmatic hints, mini-case studies, practical examples, and sample guidelines. The book covers four main areas: Selecting and inducting students: This section outlines the essential process for targeting, attracting, recruiting and inducting students Managing throughout the university year: Advice on the student experience, from the admissions process right up to graduation Assuring the quality of the student learning experience: How to manage course administration, student learning through assessment, student complaints and issues of quality assurance Maximising staff and student engagement:

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This section looks at how to maximise commitment and involvement by both staff and students, and includes approaches and examples of engagement implementation at other universities. A Practical Guide to College and University Management will be of interest to Higher Education managers, administrators, and anyone looking for a pragmatic "how to" navigational guide that informs the working life of a university, from attracting students through to graduation. It offers managers and administrators essential training and support required to promote highly successful and efficient Higher Education Institutions, and is essential reading for anyone who works in university administration or aspires to do so. Sally Brown is Pro-Vice-Chancellor for Assessment, Learning and Teaching at Leeds Metropolitan University. She has published widely on innovations in

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teaching, learning and particularly assessment. Steve Denton is Pro-Vice-Chancellor and Registrar and Secretary at Leeds Metropolitan University bringing together University-wide student administrative and support services, including governance and legal matters, the academic registry, planning, student services, communication and marketing and widening access and participation.

Drawing on his varied, extensive teaching and administrative career, Grassian leaves readers with a better understanding of what those in college and university administration do and the important practical, political, and ethical issues with which they engage.

Searchable electronic version of print product with fully hyperlinked cross-references.

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Emphasizing the importance of effective brands in a competitive market, an expert in the field discusses the basics of good branding, including the importance of testing in a market, the essential link of the design and message of a brand with its meaning, and the need to avoid unnecessary and complicated strategies. Reprint.

EMPTY SPACE is a space adventure. We begin with the following dream: An alien research tool the size of a brown dwarf star hangs in the middle of nowhere, as a result of an attempt to place it equidistant from everything else in every possible universe. Somewhere in the fractal labyrinth beneath its surface, a woman lies on an allotropic carbon deck, a white paste of nanomachines oozing from the corner of her mouth. She is neither conscious nor

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unconscious, dead nor alive. There is something wrong with her cheekbones. At first you think she is changing from one thing into another - perhaps it's a cat, perhaps it's something that only looks like one - then you see that she is actually trying to be both things at once. She is waiting for you, she has been waiting for you for perhaps 10,000 years. She comes from the past, she comes from the future. She is about to speak... EMPTY SPACE is a sequel to LIGHT and NOVA SWING, three strands presented in alternating chapters which will work their way separately back to this image of frozen transformation.

As marketing specialists know all too well, our experience of products is prefigured by brands: trademarks that identify a product and differentiate it from its competitors. This process of branding has hitherto

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gained little academic discussion in the field of literary studies. Literary authors and the texts they produce, though, are constantly 'branded': from the early modern period onwards, they have been both the object and the initiator of a complex marketing process. This book analyzes this branding process throughout the centuries, focusing on the case of the Netherlands. To what extent is our experience of Dutch literature prefigured by brands, and what role does branding play when introducing European authors in the Dutch literary field (or vice versa)? By answering these questions, the volume seeks to show how literary scholars can account for the phenomenon of branding.

How does a so-called bad neighborhood go about changing its reputation? Is it simply a matter of improving material conditions or picking the savviest

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marketing strategy? What kind of role can or should the arts play in that process? Does gentrification always entail a betrayal of a neighborhood ' s roots? Tackling these questions and offering a fresh take on the dynamics of urban revitalization, *The Philadelphia Barrio* examines one neighborhood ' s fight to erase the stigma of devastation. Frederick F. Wherry shows how, in the predominantly Latino neighborhood of Centro de Oro, entrepreneurs and community leaders forged connections between local businesses and cultural institutions to rebrand a place once nicknamed the Badlands. Artists and performers negotiated with government organizations and national foundations, Wherry reveals, and took to local galleries, stages, storefronts, and street parades in a concerted, canny effort to reanimate the spirit of their neighborhood. Complicating

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our notions of neighborhood change by exploring the ways the process is driven by local residents, The Philadelphia Barrio presents a nuanced look at how city dwellers can make commercial interests serve the local culture, rather than exploit it.

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