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this is a brand book like no other and i heartily recommend it enjoy dylan jones editor in chief gq make your business a house hold name don t let your business fade into the background it s time to stand out and get seen there are so many brands out there in all sectors you need yours to shine above the competition it s time to take your brand to the next level and that s what brand famous helps you do whether you want to build renovate or just refresh your brand written by linzi boyd a savvy entrepreneurial brand guru whose glamorous communications agency has helped elevate some of the country s most famous high street consumer brands this book outlines a winning formula for success from idea to execution along with hidden branding secrets practical tips and real life examples linzi maps out five stages to work through from discovering the true essence of your brand to nailing that all important recognition you can use the same exact tools and processes that linzi uses with some of the country s most famous brands discover what tactics will actually make your business or product a desirable recognisable brand learn how to maximize new school brand building approaches for today s consumer world gain insights on common mistakes to avoid when building your brand read about some of linzi s recent campaigns from recognised household brand names be guided through the five step process required to achieve stand out status an easy peasy step by step guide to achieving what all businesses need reputation desirability accessibility and of course love tiffanie darke editor style the sunday times essential reading for anyone wanting to grasp the fundamentals of driving brand exposure and fame simon jobson global marketing director dr martens every industry revolves around key people of influence people think it takes decades of hard work academic qualifications and good luck to become a key person of influence this book shows that there is a strategy for fast tracking your way to the inner circle of the industry you love your ability to succeed depends on your ability to influence authored by members of the british bobath tutors association bobath concept theory and clinical practice in neurological rehabilitation is a practical illustrated guide that offers a detailed exploration of the theoretical underpinning and clinical interventions of the bobath concept the evolution of the bobath concept is brilliantly captured in this volume the recognition that the best inhibition may come from engaging the patient in normal activities is an example of the way one of the notions central to the original bobath concept has developed in short the bobath concept lies at the heart of an approach to neurorehabilitation that is ready to take advantage of the rapidly advancing understanding coming from neuroscience of brain function in particular of the effects of and responses to damage and the factors that may drive recovery it is no coincidence that neuroplasticity figures so prominently in the pages that follow emeritus professor raymond tallis bm bch ba frcp fmedsci litt d litt frsa this book guides the reader through general principles to more specific application of neurophysiological principles and movement re education in the recovery of important areas including moving between sitting and standing locomotion and recovery of upper limb function bobath concept theory and clinical practice in neurological rehabilitation will be invaluable to undergraduate and qualified physiotherapists occupational therapists and all professionals working in neurological rehabilitation covers the theoretical underpinning of the bobath concept presents a holistic 24 hour approach to functional recovery focuses on efficient movement and motor learning to maximise function forges links between theory and clinical practice illustrated throughout this history considers 100 years of education at the adelaide dental school it contains a history of the formation and development of the school from 4 october 2017 the date the establishment of a dental school that would be affiliated with the university and the hospital for the education of dental students was first proposed it also contains three chapters in which former students of the dental school provide personal viewpoints of their education at the adelaide dental school the final section contains a potpourri of archival material including copies of documents and examples of lecture notes and examination papers learn how to be a retail champion all the knowledge and skills you need to make your retail business a scalable saleable enterprise the retail champion 10 steps to retail success is aimed at every small retailer who is serious about growing their business clare rayner who is known as the retail champion has developed a practical ten step methodology that helps retail business owners to create their own unique action plan and to design their success template the 10 steps to retail success methodology enables retailers to develop robust and repeatable processes and systems in order to become scalable saleable businesses throughout this book clare rayner will give you the tools techniques and motivation you need to thrive in the highly competitive retail market as an added bonus when you buy this book you will be given exclusive client only access to a whole range of downloadable resources such as business plan range plan promotional plan and cash flow plan templates that will put you on the fast track to success provides the latest qmra methodologies to determine infection risk cause by either accidental microbial infections or deliberate infections caused by terrorism reviews the latest methodologies to quantify at every step of the microbial exposure pathways from the first release of a pathogen to the actual human infection provides techniques on how to gather information on how each microorganism moves through the environment how to determine their survival rates on various media and how people are exposed to the microorganism explains how qmra can be used as a tool to measure the impact of interventions and identify the best policies and practices to protect public health and safety includes new information on genetic methods techniques use to develop risk models for drinking water groundwater recreational water food and pathogens in the indoor environment upping your elvis is best described as a big energetic boost in a book learn how we re not naturally designed for business and how we spend far too much energy trying to fit in with its needs rather than the other way around we re fish out of water and it s sucking the life out of us packed full of simple tips and behaviours that will transform the way you show up chris barez brown s latest book helps people understand what makes them tick liberating them from the restrictive systems of traditional business and opening their eyes to a new way of working and living this is the handbook to help you find your inner elvis that special mix of authenticity energy focus talent and courage that is unique to you you re never too old to make a bad decision after twenty winters on the road tanyth fairport makes one last pilgrimage in her quest to learn all she can about the herbs and medicinal plants of korlay before settling down to write her magnum opus her journey is interrupted when she decides to help a small village and learns that much of what she knows of the world may not be quite as it seems nathan lowell blends wiccan tradition and shamanistic lore into a fantasy quest for a new if unlikely heroine she learns that the familiar sometimes hides the fantastic and that even when you think you ve made your decisions life doesn t always agree be so good they can t ignore you how to succeed at business and life by one of australia s leading entrepreneurs and founder of the remarkable group success isn t made up of huge leaps forward but instead small repetitive actions completed each day these small steps eventually lead to great achievements in the pursuit of your goals this book is an inspiring look at the lessons lorraine has learned during her entrepreneurship journey through study trial and error the strategies she has developed and the habits she religiously follows be remarkable in work and life following the advice of one of australia s most exciting thought leaders explains emotrance and also the many applications that have led people from various different walks of life to embrace emotrance as the an emotional healing technique for the 21st century this is a brand book like no other and i heartily recommend it enjoy dylan jones editor in chief gq make your business a house hold name don t let your business fade into the background it s time to stand out and get seen there are so many brands out there in all sectors you need yours to shine above the competition it s time to take your brand to the next level and that s what brand famous helps you do whether you want to build renovate or just refresh your brand written by linzi boyd a savvy

entrepreneurial brand guru whose glamorous communications agency has helped elevate some of the country's most famous high street consumer brands this book outlines a winning formula for success from idea to execution along with hidden branding secrets practical tips and real life examples linzi maps out five stages to work through from discovering the true essence of your brand to nailing that all important recognition you can use the same exact tools and processes that linzi uses with some of the country's most famous brands discover what tactics will actually make your business or product a desirable recognisable brand learn how to maximize new school brand building approaches for today's consumer world gain insights on common mistakes to avoid when building your brand read about some of linzi's recent campaigns from recognised household brand names be guided through the five step process required to achieve stand out status an easy peasy step by step guide to achieving what all businesses need reputation desirability accessibility and of course love tiffanie darke editor style the sunday times essential reading for anyone wanting to grasp the fundamentals of driving brand exposure and fame simon jobson global marketing director dr martens professional skateboarder aaron kyro breaks down the basics of skateboarding in this easy to follow book with clear video descriptions the most detailed how to skateboard video ever made put into a book all 50 minutes of the full skateboarding made simple vol 1 video tutorial is included the tricks are broken up into chapters and the step by step process for each trick is clearly laid out for you to follow in this book you will learn the basics of riding your skateboard ollie frontside 180 backside 180 pop shove it frontside pop shove it heelflip and kickflip follow the steps in this book and progress super fast in your skateboarding now ever wondered how the stars stay so trim and always look so good for the first time the best weight loss tricks from the most admired celebrities are revealed in this insightful health guide recipes for delicious low fat meals as well as exercise regimens and dieting hints from such stars as ashley judd halle berry drew barrymore gwyneth paltrow and others are provided to help you obtain your dream figure and keep it packed with simple tips easy exercise regimes and advice that can be easily adapted to any daily routine the book is an easy to use wealth of information filled with exclusive secrets from stars on both sides of the atlantic from angelina to zeta jones how to regain your figure after pregnancy create that show stopping red carpet moment the usa today bestseller inspired by a true story now a major motion picture starring samantha bond emily berrington and ben lloyd hughes a habit forming work of genius stylist adrienne is here to motivate and encourage us all fearne cotton bursting with ideas independent read this book emma gannon from the popular podcast power hour comes a book about making the most of the first hour of your day to pursue your passions and unlock your full potential how many times have you said i'd love to do that but i don't have time the power hour message is simple one hour a day is all you need to change your life for the better we all have an hour to dedicate to ourselves and our dreams whether we think we do or not power hour will show you how to harness the first hour of your day in order to achieve your goals whether those are writing a book getting fit or pursuing your passion before the rest of the world wakes up and starts competing for your attention from the importance of developing a growth mindset to creating powerful habits and the significance of daily movement it will help you reclaim your time and unlock your full potential most importantly it will make you realise that there is no better time than now to make a change and create a life you love stop waiting for the right time or for more time start with just one hour today a bible evening standard invaluable marie claire a must read glamour hugely inspirational lauren arnes authentic vogue i love this book jake humphrey get a clear introduction to the emerging field of supply chain finance and learn how to approach the key issues by drawing on both theory and practice i never thought i'd be singing happy birthday to myself in a dungeon and yet when a sinfully sexy demon crashes happy hour that's exactly what happens he's known as the lord of chaos he's mistaken me for my succubus doppelgänger happy birthday to me when he tastes my blood he finally understands i'm mortal and i realize we have something in common we both crave revenge so we make a deal i can stay in the forbidden city to hunt for my mom's killer in return i'll help him get the vengeance he craves i just have to pose as a sexy succubus one problem he's my number one suspect and that's increasingly hard to remember as he teaches me my role seduction with each heated touch i drift further into peril and if i fall under his seductive spell death awaits me i flew through this book hot demon lord check action check romance check and there's spice if you love my books you definitely want to read this one laura thalassa this accessible guide to the rapidly growing and interdisciplinary field of modern economic sociology offers critical insights into its fundamental concepts and developments international in scope contributions from leading economic sociologists and sociologically minded economists explore the intersections and implications for theory and empirical research in both disciplines describes the methods used to make artistic literary documentary and political forgeries and the recent scientific advances in their detection includes over 600 objects from the british museum and many other major collections from ancient babylonia to the present day discover how to transform stress and other unwanted states into resilience clarity and improved wellbeing with this insightful new book resilience by design how to survive and thrive in a complex and turbulent world delivers the world's most detailed and research backed how to manual to integrate advances from neuroscience and complexity theory with real world expertise providing practical techniques that you'll want to use every day alongside well explained scientific theory each chapter contains dramatic real life stories of people from frontline services elite sports and everyday survivors who learned to thrive in high pressure demanding and often deadly situations you'll discover how resilience isn't just the ability to tough it out it's dependent upon an interconnected set of skills techniques creative processes and new understandings of how we think act and interact with our environments and each other if you or someone you care about experiences unwanted stress anxiety decision fatigue overwhelm or burnout by applying the step by step techniques in this book you'll learn to develop resilience clarity improved energy wellbeing and overall performance you'll also learn there's no such thing as an inherently stressful situation workplace or event how to appreciate and benefit from the hidden information in your unconscious signals and intuitions how to adapt your decision making to meet the challenges of uncertainty from the complicated and complex to the outright chaotic when to define your limits and line in the sand so that you never expose yourself to unmanageable risk or potential burnout what is it to know thyself through techniques that change perspective and bring clarity even in uncertain turbulent times techniques that can be easily taught to people you care about lifelong resilience and being at your best is available to each of us no matter what life throws at you resilience by design was derived from the experiences of hundreds of people on the frontline of emergency services defense olympic level sports business art science and many other areas of expertise from firefighters and paramedics to social workers and athletes this book is written for students and teachers parents and children caregivers and patients athletes and coaches managers and employees entrepreneurs and fortune 500 ceos and anyone who wishes to know how to survive and thrive in an ever more complex and turbulent world when christian singer and speaker staci frenes learned her teenage daughter was gay she found her dreams for the future along with her lifelong faith collapsing around her coming to terms with a new reality was a challenge and an invitation to make room for many things along the way the inevitability of uncertainty hope in the midst of loss awkward and tough conversations an expanding faith and a greater understanding of how people are more the same than different in love makes room frenes helps readers see that a reimagined future may look different than our old hoped for pictures of ourselves and our families but it can also be wider deeper and more fulfilling than we ever dreamed on the one hand nobody wants to be a dick on the other hand dicks are everywhere they cut in line talk behind our backs recline into our seats and even have the power to morph into trolls online their powers are impressive but with a little foresight and thoughtfulness we can take a stand against dickishness today how not to be a dick is packed with honest and straightforward advice but it also includes playful illustrations showing two well meaning but not always well behaved young people as they confront moments of potential dickishness in their everyday lives sometimes they falter sometimes they triumph but they always seek to find a better way and with their help you can too just see the agreement at the beginning of the book i pledge to use the tools and techniques provided in this book to help make the world a less dickish place doherty fires absurd twenty first century zingers that happen to be really really really funny starred booklist contains ideas for making money while having fun and learning new skills how many times have you ogled the figures of the rich and famous and wished that you too could achieve that perfect body how often have you wondered how the world's biggest celebrities keep gorgeous and in trim this book is full of all those secrets you've always wanted to know including michelle pfeiffer's exercise regime liz hurley's slimming recipes just how geri halliwell lost so much weight how brad pitt has created a body to die for and jennifer aniston's wardrobe tips for looking slim he crushed her heart so many times she didn't know if she could give him another chance kaylene's friends talked her into a charity auction what could go wrong when you're auctioned off in a room full of billionaires a lot when the one man you want to show up is nowhere in sight the auction had a one date rule but the guy who paid ten million dollars had a different idea he was flying her to a private island jared tried to keep his distance from kaylene for years he knew he wasn't good enough for her especially his dark side but when his long time friend takes her to his secret bdsm island everything changed now that he finally has her will he keep her safe from the one person who also set his eyes on her the key to awareness will unlock the door to the life you long for do you know what you want to do but you're just not doing it perhaps stress and overwhelm are destroying your dreams now step by expert step fiona maguire bsc applies her 20 years of professional experience to guide you to the life you desire she calls it freedom of awareness feedback to fiona's work is forceful i respond so differently now by being more confident and assertive says reader angela davis ed lincoln publishing consultant comments it's packed full of useful ideas and techniques it definitely does what fiona claims it does fiona explains i created the key to awareness to end the clutter and confusion in my own life i was stuck in a world of anger and disappointment and i want to share how i broke free the key to awareness is a manual to find serenity and purpose an explosive thriller in the spider shepherd series dan spider shepherd's career path soldier cop mi5 officer has always put a strain on his family so he is far from happy to learn that mi5 is using teenagers as informants parents are being kept in the dark and shepherd fears that the children are being exploited as an undercover specialist shepherd is tasked with protecting a 15 year old schoolboy who is being used to gather evidence against violent drug dealers and a right wing terrorist group but when the boy's life is threatened shepherd has no choice but to step in and take the heat and while shepherd's problems mount up on the job front he has even greater problems closer to home his son liam has fallen foul of the serbian mafia and if shepherd doesn't intervene liam will die praise for stephen leather a master of the thriller genre irish times as tough as british thrillers get gripping irish independent the sheer impetus of his story telling is damned hard to resist sunday express the age of light forests cover ansalon under the legendary silvanos the elves of krynn begin to tame the wilds and raise their crystal cities but as the elderwild kaganos journeys toward a mystical encounter high in the mountains he knows that for his tribe the woodlands must remain their eternal home as centuries pass and dragonwars rage the tribe of kaganos battles encroaching humans and the minions of the dark queen aided by a potent legacy guided by revered pathfinders until the wild elves stand upon the brink of the deadliest challenge of all a challenge that marks a choice between annihilation and survival the lost histories series probes the historical roots and epic struggles of the heretofore little known peoples of krynn how can this book change your life imagine what your life would be like if you could follow your dreams in your business or career now imagine doing just that and enjoying extraordinary financial success as a result this is what the freedom revolution is all about and it is taking the business world by storm the freedom revolution is a visionary book written in a quirky intimate and engaging manner it will inspire you to escape the never ending rat race overcome the fears that paralyse you from giving it a go be remarkable and stand out in a sea of mediocrity negate the odds and make them work in your favour thrive on your passion and love what you do enjoy financial successful and be free when your business life is aligned with your core values purpose and passion that's when you know that freedom has trumped fear you feel enlightened present and full of consciousness you feel alive like you have never felt before now more than ever it is the time to set yourself free and join the revolution reviews as an entrepreneur i wholeheartedly agree with penina's views of the modern revolutionary entrepreneur if you take her words to heart you can follow your dream and be profitable kevin byrne entrepreneur founder of checktrade and checkprofessional the freedom revolution an inspiring book written in an engaging quirky and intimate manner offers a profound insight into our core as business people it exposes the real asset we all have freely available to become remarkably successful changemakers in business dee blick fcim international bestselling author about the author penina is a multi award winning entrepreneur business lawyer and founder of acumen business law a top 50 innovative law firms in the uk and europe she set up the firm on a shoestring budget in a tough recession with a newborn third child and a life threatening illness in the freedom revolution she shares her compelling story and approach to being remarkable in this new and extraordinary business world are you frustrated by the challenges of growing your business organically have you ever wondered how to grow exponentially this book shows you how to fund explore options to raise money acquire master

the steps to take when you buy a business consolidate know your real challenge putting businesses together exit realise your dream business branding is big business but the biggest growth area of branding and marketing today is personal branding in this highly competitive business landscape it's easy to get lost in a field of red poppies this book is designed to help practitioners and students in a wide range of construction project management professions to understand what building information modelling bim and big data could mean for them and how they should prepare to work successfully on bim compliant projects and maintain their competencies in this essential and expanding area in this book the state of the art information technologies that support high profile bim implementation are introduced and case studies show how bim has integrated core quantity surveying and cost management responsibilities and how big data can enable informed decision making for cost control and cost planning the authors combined professional and academic experience demonstrates with practical examples the importance of using bim and particularly the fusion of bim and big data to sharpen competitiveness in global and domestic markets this book is a highly valuable guide for people in a wide range of construction project management and quantity surveying roles in addition implications for project management facilities management contract administration and dispute resolution are also explored through the case studies making this book essential reading for built environment and engineering professionals the dream is to bring really good food at a good price to as many people as possible it makes leon sound like a new religion if so it's one that can count our judges as among its growing congregation of worshippers observer food monthly awards the first leon restaurant in london's carnaby street opened its doors in july 2004 for its founders henry dimbleby john vincent and allegra mcevedy the aim was to change the face of fast food by bringing fresh wholesome cooking to the high street six months later leon was named the best new restaurant in great britain at the observer food monthly awards the menu is based around bold flavours using simply cooked fresh local natural ingredients with an emphasis on seasonal dishes it also reflects how our eating habits change as the daylight house get longer and shorter leon naturally fast food is again a book of two halves the first half is fast food which contains recipes for every occasion that take a maximum of 20 minutes to prepare from a work day breakfast and children's meals to simple suppers and party food the second half is slow fast food which contains things that can be made in advance when you have time to enjoy when you don't have time there is plenty in both halves for both the experienced cook and the culinary adventurer in search of inspiration leon's food message is a simple and honest one cook and eat with the best ingredients available and don't forget the naughty bits that are so necessary for a fully rounded life offers a simple and effective step by step process to help you discover and live your life purpose now in this groundbreaking book richard jacobs explains that we each have our own individual purpose in life but until we name it we can never really know what potential it can unleash in us finding our purpose is about finding a way of living that truly expresses our core values about life living to our purpose and sharing the best of ourselves is what brings us our greatest peace happiness and fulfilment but to find your purpose you have to ask yourself the right questions answering is easy finding out what the right questions are is the tricky bit 7 questions to find your purpose offers an effective means of discovering and defining your own life purpose through answering a series of seven unique and deeply revealing questions you can distil a statement that encapsulates who you really are and what is most important to you once you've found it this book will show you how to formulate ways to put your newfound purpose into action as well as to develop motivational techniques to keep you on track for living a life that is entirely true to yourself what's more the questions themselves short simple easy and to the point can be answered in one sitting inside the tent it's cozy but what is going on outside is it dark is it scary not if you have your trusty flashlight a charming story told solely through images through neatly drawn illustrations and a spare yet dramatic color palette artist lizi boyd offers an enchanting exploration of night nature and art with flashlight both lyrical and humorous this visual poem like the flashlight beam itself reveals there is magic in the darkness we just have to look for it a wordless storybook with stunning visuals that aims to lighten the fear of the dark and the noises that come with it book inspires the imagination and creativity in young minds lizi boyd is the author and illustrator of many children's books including inside outside and flashlight and also creates papers ribbons cards and other works of delight flashlight allows readers to experience the wonder and excitement of nighttime exploration in the woods and wordlessly entices readers to explore the hidden nature outside their own homes the busy librarian appeals to readers of all ages with the calming yet adventurous tone books for kids ages 5-6 children's picture books for preschool through first grade this essential and aspirational text is aimed at all beginning teachers whatever your training route age phase and setting it explicitly adopts and builds on a new metaphor for teachers professional learning as interplay between the body of public knowledge and the practical wisdom of teachers within a particular school setting it also accepts that telling you how to teach is ineffective you need to become a teacher because it involves identity and practice inquiry based critically reflective learning with a clear focus on the learning of pupils is proposed as the core strategy by which you can build your knowledge and skills to become an outstanding teacher core topics including planning inclusion teaching assessment and professional development are tackled in an accessible and refreshing way using key research informed evidence the focus is relentlessly on learning rather than performance in order to support you becoming an excellent professional teacher rather than a competent technician who makes a difference to learners colleagues schools and policy think of this book as a temporary or additional mentor challenging you with different ways of thinking about learning and providing strategies to guide your professional learning it takes 10 years or more to begin to be a brain surgeon but sometimes we get 1-3 years at most before we are allowed to work with children's brains as teachers so we need inspirational teachers and this is the focus of this compact powerful and insightful book it is wonderfully designed around five of the most critical dilemmas in our classrooms belief vs ability autonomy vs compliance abstract vs concrete feedback vs praise and collaboration vs competition the power of the book is that it illustrates the new move to focus on learning power and such a focus permits every student to become smarter through effort and deep practice as they struggle with the high challenge learning activities in the presence of inspirational impactful and passionate teachers the perfect book for those who want to make most of their opportunity to enhance students brain power john hattie director melbourne education research institute a mature young midwestern couple describe their training experiences and afterthoughts of two years of community development and teaching for the peace corps in a coastal fishing town of ecuador

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