Canadian Marketing Pocket Book The

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inspired by mao s little red book this work is full of quotes to inspire and teach revolution with quotes from the combahee river collective mao lenin bell hooks assata shakur 2pac malcolm x stalin les feinberg fred hampton fanon and more this book is bound to inspire

the revolutionary spirit inside you and your comrades to organize educate and revolt full list of authors jamil abdullah al amin mumia abu jamal sundiata acoli james baldwin amilcar cabral fidel castro che guevara combahee river collective angela davis dimitrov frederick douglass friedrich engels frantz fanon les feinberg paulo freire anuradha ghandy fred hampton harry haywood ho chi min bell hooks enver hoxha dolores ibarruri kim il sung george jackson jonathan jackson marsha p johnson claudia jones frida kahlo ghasson kanafani leila khaled martin luther king jr alexandra kollantai james and grace lee boggs vladimir lenin audre lorde rosa luxemburg nelson mandela mao tse tung sub marcos josé mariátegui carlos marighella karl marx chico mendes evo morales toni morrison huey p newton kwame nkrumah michael parenti rashid paul robeson walter rodney arundhati roy thomas sankara bobby seale chief seattle assata shakur tupac shakur nina simone bhagat singh joseph stalin sukarno kwame ture malcolm x xi jinping malala yousafzai

this fascinating pocket book draws on numerous primary sources from the early days of the rail network through to the big four british railways and beyond to present a unique guide to the knowledge and skills required for locomotive drivers engineers and firemen beginning with an introduction to steam from about 1890 the book outlines the rules of the rail network locomotive management from driving to servicing a guide to signalling and operations and rules of the running shed along with a wealth of practical advice and conditions of service for the men on the footplate the railwayman s pocket book offers a unique insight into the age of steam that will appeal to all railway enthusiasts

this handy guide is packed full of information to support medical students junior doctors and other health professionals in making an accurate diagnosis in relation to different presenting complaints now in its fifth edition the pocketbook takes the reader through the key steps of narrowing a differential diagnosis including history examination and investigation findings it has been fully updated to cover the full range of common presenting problems facing clinicians today this book is easy to read and logical making it useful for all clinicians within a variety of settings from the classroom to emergency department and primary care traffic light system to allow consideration of common before rarer diagnoses hazard symbols to highlight diagnoses that may need rapid assessment and management summary boxes with a focus on malignancy red flag symptoms updated terminology and investigations this fifth edition covers 125 common presenting problems in both medicine and surgery in a consistent format each topic includes a list of all potential causes of the condition colour coded to indicate common occasional or rare causes important

geographical variations are also highlighted two sections cover the differential diagnosis of biochemical and haematological disorders which provide a ready check when reviewing abnormal results the text includes a targeted guide to the relevant general and specific follow up investigations which should be carried out as appropriate each topic ends with a box highlighting important learning points or indicating symptom and signs suggestive of significant pathology which require urgent action a new authorial team have thoroughly revised the contents and ensured the coverage is entirely appropriate for the book s readership

put the world in your pocket with this atlas of planet earth this detailed and colorful global guide puts the world at your fingertips two world maps six continent maps and 103 regional maps present our world in close up the pocket book of the world is an ideal companion for students travelers and the whole family physical and political maps of the world maps of all the continents 103 regional maps 90 page index color coded for ease of use the latest cartographic data the pocket book of the world the ultimate pocket reference

models that explain what happened that predict what will happen and that reveal how to get results are described in the management models pocketbook a practical resource for trainers coaches and facilitators and a ready reference for managers the range of models described 10 in total includes john adair s action centred leadership model bruce tuckman s team development and behaviour model eric berne s parent adult child theory of transactional analysis and john boyd s ooda decision making model there are models too covering delegation motivation and communications for each model described author mike clayton outlines the problem that the model addresses explains how it works first an overview followed by a more detailed explanation and uses examples to demonstrate how it works in practice a diagrammatic view of each model and references to related models add to the practical approach according to the 5 star review on amazon this is a brilliant book the author has clearly and simply explained the models and how they apply to everyday business a must for every training professional

sixty practical suggestions for reducing absenteeism are detailed in this title followed by a look at the legal aspects of employment and advice on how to introduce an absence control policy the author management psychologist max a eggert also looks at the costs of absenteeism monetary and psychological and five ways of measuring absence this is a new edition of the controlling absenteeism pocketbook 978 1 870471 64 0 first published in 2000 other pocketbooks by the same author include assertiveness managing your appraisal

motivation and resolving conflict

this pocket book contains up to date clinical guidelines based on available published evidence by subject experts for both inpatient and outpatient care in small hospitals where basic laboratory facilities and essential drugs and inexpensive medicines are available it is for use by doctors senior nurses and other senior health workers who are responsible for the care of young children at the first referral level in developing countries in some settings these guidelines can be used in the larger health centres where a small number of sick children can be admitted for inpatient care

the fourth edition of quantity surveyor s pocket book remains a must have guide for students and qualified practitioners its focused coverage of the data techniques and skills essential to the quantity surveying role makes it an invaluable companion for everything from initial cost advice to the final account stage key features and updates included in this new edition are as follows the impact of brexit on construction and public procurement new developments in digital construction renewed focus on ethics in the industry up to date analysis of nrm1 2 and 3 latest practice guidance notes and government publications post contract administration a companion website with alternative approaches to taking off quantities using spreadsheets this text includes recommended formats for cost plans developer s budgets financial reports financial statements and final accounts this is the ideal concise reference for quantity surveyors project and commercial managers and students of any of the above

as media law becomes more complicated and some of the leading textbooks thicker and larger this concise guide provides core information without patronizing those with existing knowledge or bamboozling those with little expertise suitable for journalists media workers and anyone in the cultural or publishing industries the book engages and addresses the internet and blogging social networking instant messaging digital multi media publication and consumption as well as traditional print and broadcast each chapter covers substantive black letter law and regulation ethics and kept in mind throughout will be the difference in duties and obligations between words and pictures print and broadcasting the focus is on the law relating to england wales but with references to key differences to bear in mind in scotland and northern ireland chapters start with bullet points then flesh out the details and summarize pitfalls to avoid readers are left in no doubt about liabilities and potential penalties anticipating a dynamically changing arena the text is also backed up by downloadable sound podcasts videocasts internet source links

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the business planning pocketbook 3rd edition explains what issues to address how to write a business plan what questions to ask how much detail to include and the time frame to adopt in the chapter on planning theory the author identifies eight different planning styles followed in the next chapter with a description of the seven stages of the planning process in his summary the author says a plan is a statement of what you intend to achieve how when and with what resources a complex subject made simple author neil russell jones is widely published speaks internationally lectures and is a special advisor for the princes youth business trust in the management pocketbooks series he has also written books on decision making strategy managing change and marketing

the icebreakers pocketbook contains some 40 original activities that will enable trainers to add impact to their training workshops the activities are grouped together according to their suitability for particular areas of training for example assertiveness communication coaching mentoring people management teams and trainer training for each activity the authors describe the aims outcomes and relevance of the learning and provide full user instructions along with information on timing number of participants materials required necessary trainer knowledge and possible variations most of the activities take between 10 and 30 minutes to complete there are those suitable for small groups and those appropriate for any number of people a good read

whether you re teaching novice writers older children or adults you ll benefit from julie bennett s enthusiasm and expertise she presents handwriting as both an art and a science either way it can be mastered julie covers all bases teaching improving and troubleshooting handwriting starting with the basics seating posture paper and writing implements she then fixes the goalposts with a handwriting checklist this is the reference point for remedying a range of common problems e g uneven spacing between words and letters or inconsistent slope and slant using julie s multi sensory key notes method a chapter on teaching beginner writers moves through the stages of writing from pre literate to fluency and a section on solving handwriting problems e g for left handers or those with dysgraphia or arthritis is followed by a treasure trove of resources schemes aids software websites and books sign up for your copies now

we all know teachers who exude an air of authority the minute they walk into a room

like magic they command attention without a word being spoken when they speak and interact they are engaging and compelling their classes are calm and focused teacher and students work well together and behaviour is rarely a problem how do they do it classroom presence is the effect created by your teacher persona drawing on material from the worlds of acting and improvisation sports psychology and nlp this book demonstrates how to develop your persona and radiate presence learn about status techniques and how to tap into a shared energy with your audience master the triad of skills that create presence work with your cultural architects and see your classroom as a stage where voice breathing spatial awareness and costume all play a part it s not magic but with a few tricks up your sleeve you can transform the atmosphere relationships and behaviour in your classes in just a short spell

this updated accessible pocketbook is a helpful addition for all practitioners and decision makers operating within the mental health act process jason brandon mental health social work lead office of the chief social worker for adults england uk this book s remarkable strength lies in its ability to navigate the intricacies of the amhp role with both practicality and simplicity i eagerly anticipate our candidates delving into this text as it promises to provide invaluable insight and guidance for amhp practice sandra wilkinson senior lecturer programme lead in advanced mental health practice uk returning in its revised and updated third edition this celebrated and handy pocketbook provides key advice for busy professionals on the day to day aspects of using and applying the mental health act the practicing amhp and student will find this guide invaluable for quickly finding the information they need to set up undertake and complete an assessment under the mental health act the new edition features brand new and updated key points of law highlights from the code of practice checklists key issues and reminders updated references to deprivation of liberty safeguards additional information around assessing in specific situations including a guide to undertaking assessments of people on the autistic spectrum updated guidance on joint working with the police particularly in relation to sections 135 136 this quick reference guide to law regulations and good practice is essential reading for student and experienced amhps health professionals the police and all those practicing and studying to undertake mental health act assessments claire barcham has been a qualified social worker for over 30 years and an amhp a role she has maintained through a range of other professional roles for more than 25 years she currently combines work supporting organisational development with a policy and practice role with adass

the home guards are an attacking force lying in wait for and ready to destroy and enemy who dares to set foot on out shores the home guard has been immortalised in british culture in the tv series dad s army formed by men not eligible for active service too old too young in reserved occupations vital to the war effort who were expected to resist a german invasion with any resources they had to hand the home guard is the embodiment of plucky british resolve against the odds the home guard pocket book evokes this spirit written by brig gen green commanding 4th battalion sussex home guard and training adviser for the sussex zone this book is based on his experience and in his own words is the result of my ransacking the dusty pigeon holes of memory and the condensation of many books official instructions and writings its tone is informal and colloquial such as march discipline troops will always march off the parade ground at the slope as soon as this has been done the order march at ease should be given when marching at ease the rifle may be carried in any way a soldier fancies nevertheless the book is full of sound advice on training organisation and discipline fire arms reconnaissance and field engineering the responsibilities of the group pigeon officer the proper position to adopt for surviving a dive bomb attack and how to set a trap for an unwary advancing german cyclist

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researching and providing patients with accurate drug information expanded information on communication and management skills emphasize the importance of these skills for both community and hospital pharmacists improved more user friendly format features a two color design to make finding information easier

focusing on qualitative methods the pocketbook of audience research uses contemporary global television and cross media examples to explain essential approaches to audience research and outline how they can be employed this handy guide is divided into three parts the first part watching post television offers television as a shortcut to understanding today s platform media and gives an introduction to key theoretical terms such as representation identity and community the second part methods with method introduces different methodological tools to study cross media texts and practices from an audience led perspective with individual chapters covering ethnography textual analysis and visual methodologies this part also functions as a toolset and starting point for small research projects the third part methods in action offers a variety of recent case studies to show how these methodological principles work in practice drawing on different genres from drama to sports the pocketbook of audience research gives a sense of what audience led cross media research can achieve this concise accessible book gives students early career researchers and creative professionals the tools to do useful and inspiring audience research whether for a paper a proposal or a market survey

functional taping is now recognised as a skill which is essential for those involved in the treatment and rehabilitation of sports injuries and many other conditions such as muscle imbalance unstable joints and neural control this exceptional new pocketbook of taping techniques takes the place of the highly successful text which was also edited by rose macdonald it incorporates all the basic techniques vital to the practice of good taping but also includes chapters on new evidence based procedures written by experts from around the world to aid in the development of these techniques this pocketbook demonstrates many new methods which may be used as indicated or modified to suit the clinical situation structured by body region with highly illustrated descriptions of relevant taping techniques covers all aspects of functional taping new techniques to alter muscle activity and proprioception based on scientific evidence handy portable size for easy reference in the field

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