



GOODREADS CHOICE AWARDS
part 1

Goodreads Choice Price

Yan Bai



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Artificial Intelligence in Marketing K. Sudhir, Olivier Toubia, 2023-03-13 Review of Marketing Research pushes the boundaries of marketing broadening the marketing concept to make the world a better place Here leading scholars explore how marketing is currently shaping and being shaped by the evolution of Artificial Intelligence AI **Global Public Goods Communication** Sónia Pedro Sebastião, Anne-Marie Cotton, 2025-06-06 This book examines the critical role of communication in advancing knowledge and participation in the governance of global public goods GPG Central to any theory of GPG is the role of information as raising awareness requires creating credible messages and narratives The book highlights the importance of agency understanding actors their interconnections and how they negotiate and govern GPG The book argues for a nuanced understanding of democracy suggesting a broader interpretation that prioritizes public deliberation and reflection Key premises include the necessity of institutional legitimacy active citizen participation structured partnerships and transparent communication channels for sustainable development The book underscores that communication is fundamental to change processes sustainable citizenship and the realization of human rights including the right to information and freedom of expression By doing so it advocates for an eighteenth Sustainable Development Goal responsible communication The book will appeal to students scholars and researchers of international relations communication and public policy as well as to policy makers and professionals at international organizations think tanks and NGOs seeking theoretical foundations for communication strategies and stakeholder engagement practices *The Cultural Sociology of Reading* María Angélica Thumala Olave, 2022-12-12 This book showcases recent work about reading and books in sociology and the humanities across the globe From different standpoints and within the broad perspectives within the cultural sociology of reading the eighteen chapters examine a range of reading practices genres types of texts and reading spaces They cover the Anglophone area of the United States the United Kingdom and Australia the transnational multilingual space constituted by the readership of the Colombian novel *One Hundred Years of Solitude* nineteenth century Chile twentieth century Czech Republic twentieth century Swahili readings in East Africa contemporary Iran and China during the cultural revolution and the post Mao period The chapters contribute to current debates about the valuation of literature and the role of cultural intermediaries the iconic properties of textual objects and of the practice of reading itself how reading supports personal social and political reflection bookstores as spaces for sociability and the interplay of high and commercial cultures the political uses of reading for nation building and propaganda and the dangers and gratifications of reading under repression In line with the cultural sociology of reading s focus on meaning materiality and emotion this book explores the existential ethical and political consequences of reading in specific locations and historical moments On Trails Robert Moor, 2016-07-12 New York Times Bestseller Winner of the National Outdoor Book Award Winner of the Saroyan International Prize for Writing Winner of the Pacific Northwest Book Award The best outdoors book of the year Sierra Club

From a talent who's been compared to Annie Dillard, Edward Abbey, David Quammen, and Jared Diamond, *On Trails* is a wondrous exploration of how trails help us understand the world from invisible ant trails to hiking paths that span continents from interstate highways to the Internet. While thru hiking the Appalachian Trail, Robert Moor began to wonder about the paths that lie beneath our feet. How do they form? Why do some improve over time while others fade? What makes us follow or strike off on our own? Over the course of seven years, Moor traveled the globe exploring trails of all kinds from the miniscule to the massive. He learned the tricks of master trail builders, hunted down long lost Cherokee trails, and traced the origins of our road networks and the Internet. In each chapter, Moor interweaves his adventures with findings from science, history, philosophy, and nature writing. Throughout, Moor reveals how this single topic, the oft overlooked trail, sheds new light on a wealth of age-old questions: How does order emerge out of chaos? How did animals first crawl forth from the seas and spread across continents? How has humanity's relationship with nature and technology shaped world around us? And ultimately, how does each of us pick a path through life? Moor has the essayist's gift for making new connections, the adventurer's love for paths untaken, and the philosopher's knack for asking big questions. With a breathtaking arc that spans from the dawn of animal life to the digital era, *On Trails* is a book that makes us see our world, our history, our species, and our ways of life anew.

Violence in Popular Culture Laura L. Finley, 2018-11-09 A comprehensive resource, this book reviews current and historical examples of violence in film, television, radio, music, music videos, video games, and novels. Despite decades of attention and various attempts to enact legislation that limits violence in American popular culture, it remains ubiquitous across films, television, radio, music, music videos, video games, and popular fiction. Studies have shown that programs marketed to children are often remarkably violent, and that viewing or otherwise consuming such violence has numerous negative effects on children's psychological health. This book sheds light on the scholarship related to violence in popular culture and compares historical and current examples, analyzing popular shows such as *Game of Thrones*, video games such as *Mortal Kombat*, young adult fiction including the trilogy *The Hunger Games*, and more. Not only does *Violence in American Popular Culture* provide a comprehensive review of the research about the effects of violence in media, but it also offers detailed assessments of violent content in various expressions of popular culture. In addition, it invites readers to compare violence in American popular culture with that globally via entries on violence in popular culture outside the United States. An appendix of additional resources and primary sources gives readers further tools for deepening their understanding of this complex and controversial issue.

Pricing and Human Capital Stephan Liozu, 2015-07-03 The pricing profession has come a long way from having a pure clerical function back in the 1970s to a more strategic one today. Pricing professionals are increasingly accepted as fully fledged members of marketing and finance teams. However, in many of these organizations, pricing professionals are often misunderstood and neglected from a career and talent perspective. Furthermore, the literature is still silent on how to manage and develop pricing teams. *Pricing and Human Capital* explores the specific nature of pricing

human resources and focuses on how to manage pricing teams pricing talent pricing careers and how to organize the pricing function for success It is dedicated to the pricing function and is aimed at helping pricing professionals manage their career within marketing finance sales or IT departments By focusing on specific practical tips tools and recommendations that pricing and HR teams can adopt to improve their relationships and including extensive interviews with senior pricing executives it is the perfect toolkit for both HR and pricing professionals This valuable textbook with its collection of cases in pricing will also be essential for students and tutors of marketing and sales Choice & Voice Stephanie Fleck,Jolene Heinemann,2020-08-15 What we allow our students to read tells them which stories we value and which we don t Give students the power to develop reading lives that will endure beyond school walls Collaborative Reader Workshop allows for student choice in reading writing and speaking provides an authentic audience for student work strengthens academic ELA skills builds a wider school community of readers and fosters lifelong reading habits Fleck and Heinemann offer teachers a clear model to establish this interactive reader workshop model in their classrooms as well as tools to get them started Readers will have a reinvigorated excitement about independent reading and justification for its relevance in the classroom

Value-creation in Middle Market Private Equity John A. Lanier,2016-02-17 Value creation in Middle Market Private Equity by John A Lanier holistically examines the ecosystem relationships between middle market private equity firms and their portfolio companies Small business is the job creating engine in the US economy and consequently is a prime target market for private equity investment Indeed private equity backs over six of each 100 private sector jobs Both the small businesses in which private equity firms invest and the private equity firms making the investments face inter and intra company fiduciary leadership challenges while implementing formulated strategy The architecture of each private equity firm portfolio company relationship must be uniquely crafted to capitalize on the projected return on investment that is memorialized in the investment thesis Given the leveraged capital structure of portfolio companies the cost of a misstep is problematic Individual private equity professionals are typically members of multiple investment teams for the firm Not only may each investment team have its own unique leadership style but its diverse members have to assimilate styles for each team in which they participate relative to a specific portfolio company Acquisitions and their subsequent integrations add exponential complexity for both private equity investment and portfolio company leadership teams indeed cultural integration ranks among the most chronic acquisition obstacles Accordingly the stakeholders of private equity transactions do well to embrace leadership best practices in applying value creation toolbox best practices The perspectives of both the private equity investment team and the portfolio company leadership team are within the scope of these chapters #1 Best Seller Bryan W. Heathman,2018-06-01 The rules of book marketing are changing and the traditional rules of book marketing no longer apply A new era of marketing books is upon us an approach in which authors are authenticity engaging their audiences But how do you start Today s mega success authors are no longer writers but they are entrepreneurs who

expertly work a strategy which leverages the power of social media search engine optimization SEO advertising speaking bookstore signings and a combination of other program that are incredibly rewarding to the author Every author wants a roadmap or a step by step guide for a successful book launch To book marketing professionals in large publishing houses this is the Holy Grail so they can repeat the success of their last book launch campaign With this system you will no longer have the guesswork associated with which marketing programs to run for a successfully launch of your book Bryan Heathman has managed hundreds of book marketing campaigns and scientifically created a repeatable 15 week system to promote non fiction books Bryan s approach to book marketing in this book was inspired by running massively successful campaigns which have resulted in New York Times best sellers Wall Street Journal best sellers Amazon 1 best sellers This book isn t like most marketing books which list a hundred things to do when marketing a book This approach is distilled into a manageable system of a 15 week burst of activity which when completed in a scheduled time frame are proven to produce the results you desire for a successful book launch Trust the system and eliminate the guesswork as you work towards your 1 best selling book

Social eCommerce Stephan Spencer,Jimmy Harding,Jennifer Sheahan,2014-08-01 Want to make money online Then ignore social media at your own risk Social media is vital if you want to your business to thrive and though you can t control the conversations you can influence them This book will teach you how If mismanaged social media can create more noise than signal It can be a time and energy suck for you and your audience Or worse still it can become an echo chamber for negative PR If done well guerrilla social media marketing can help you persuade command attention establish dialogue differentiate yourself capture new markets and outmaneuver the competition all on a shoestring budget Whether you re selling digital goods and services physical goods or local services this book has the answers Strategize and optimize your social presence in ways you didn t know were possible Drive more clicks and sales with better performing Facebook ads Develop remarkable content with viral potential Manage your online reputation instead of letting it manage you Integrate social media into your SEO strategy and vice versa Leverage online influencers to promote your brand and become an influencer yourself

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Maggie McVay Lynch,2017-08-02 **111 Tips on How to Market Your Book for Free** Doris-Maria Heilmann,2021-03-31

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STEAM Meets Story Gloria D. Campbell-Whatley, Diane Rodriguez, Jugnu Agrawal, 2021 This innovative STEAM guide will help general and special education teachers to increase effective instruction with adolescents grades 5-10 The authors show teachers how to link STEM concepts with popular fiction and film selections as a catalyst to launch student interactions discussions projects and investigations This approach will promote problem solving and reasoning skills by initiating the scientific process rather than simply presenting established facts The book includes a wealth of lesson plans that connect abstract STEM ideas to realistic experiences that students encounter Sample lessons call on students to produce drawings and models that move STEM to STEAM Grounded in popular film and the 31 books most read by adolescent students the text includes teaching strategies found to be effective with traditionally underserved students and those with disabilities Book Features Standards based STEM lessons are interrelated and interwoven with writing reading speaking and other skills Practical ideas and hands on activities for engaging adolescents in both traditional and virtual environments Guidance for working with diverse populations such as students with different abilities culturally and linguistically diverse students translingual students and transnational students Includes full lessons templates and handouts

Crimson Flames Ashley Robertson, 2013-02-25 Half vampire Abby Tate is determined to learn more about the sorceress powers that were awakened inside her when she was turned into a vampire making her a whole new hybrid species There's a group of rogue vamps banding together and forming a Resistance against the vampire governing body The Head Council and Abby's newly discovered powers are the key to the Council's victory Now the Resistance will do anything possible to remove the hybrid threat and with no other options Abby is forced to rely on the aid of the Council yet can she trust the very vampires that hunt for her human lover And even worse can she fight the unwelcome attraction that's growing between her and one of those ancient vampire rulers

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Recharge Your Library Programs with Pop Culture and Technology: Linda D. Behen, 2013-06-17 Learn how to integrate pop culture and technology into school library programs and classrooms and make today s digital content mobile devices and students changing interests work to the educator s advantage Today s school libraries need to evolve and meet the needs of 21st century students the instruction programming and library services must be relevant to today s learners Additionally the interactions between educators and the students are what make the critical difference in the students learning and turn the library and classroom into places where they will find assimilate experience and understand information This book provides practical strategies for using pop culture and technology trends to connect with easily distracted middle and high school students and hold their attention Author Linda D Behen addresses why school libraries are in transition and why there is a need for dramatic change She discusses the evolution of all libraries in response to digital content ubiquitous mobile devices such as smart phones iPads and other tablet computers patrons changing interests and the ways in which schools and school libraries have found to effectively adapt to technology changes and student needs This book is essential for middle and high school librarians and educators library school students and instructors and young adult public librarians

Confessions of an AI Brain Elena Fersman, Paul Pettersson, Athanasios Karapantelakis, 2023-05-17 Have you thought of how it feels to be an AI brain in the world of humans This book allows such a brain to tell us how it takes on its mission of helping humans to develop a more efficient sustainable diverse and inclusive society This book explains the principles and applications of artificial intelligence for a broad audience Artificial intelligence as part of computer science is often inspired by human intelligence At the same time there is still reluctance in the applications and usability of artificial intelligence among citizens Industries are deploying AI in their products and processes but the level of maturity is varying The book is written as a first person narrative from an AI perspective having the AI brain tell the story

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Table of Contents Goodreads Choice Price

1. Understanding the eBook Goodreads Choice Price
 - The Rise of Digital Reading Goodreads Choice Price
 - Advantages of eBooks Over Traditional Books
2. Identifying Goodreads Choice Price
 - Exploring Different Genres
 - Considering Fiction vs. Non-Fiction
 - Determining Your Reading Goals
3. Choosing the Right eBook Platform
 - Popular eBook Platforms
 - Features to Look for in an Goodreads Choice Price
 - User-Friendly Interface
4. Exploring eBook Recommendations from Goodreads Choice Price
 - Personalized Recommendations
 - Goodreads Choice Price User Reviews and Ratings
 - Goodreads Choice Price and Bestseller Lists
5. Accessing Goodreads Choice Price Free and Paid eBooks
 - Goodreads Choice Price Public Domain eBooks
 - Goodreads Choice Price eBook Subscription Services
 - Goodreads Choice Price Budget-Friendly Options
6. Navigating Goodreads Choice Price eBook Formats

- ePub, PDF, MOBI, and More
 - Goodreads Choice Price Compatibility with Devices
 - Goodreads Choice Price Enhanced eBook Features
7. Enhancing Your Reading Experience
 - Adjustable Fonts and Text Sizes of Goodreads Choice Price
 - Highlighting and Note-Taking Goodreads Choice Price
 - Interactive Elements Goodreads Choice Price
 8. Staying Engaged with Goodreads Choice Price
 - Joining Online Reading Communities
 - Participating in Virtual Book Clubs
 - Following Authors and Publishers Goodreads Choice Price
 9. Balancing eBooks and Physical Books Goodreads Choice Price
 - Benefits of a Digital Library
 - Creating a Diverse Reading Collection Goodreads Choice Price
 10. Overcoming Reading Challenges
 - Dealing with Digital Eye Strain
 - Minimizing Distractions
 - Managing Screen Time
 11. Cultivating a Reading Routine Goodreads Choice Price
 - Setting Reading Goals Goodreads Choice Price
 - Carving Out Dedicated Reading Time
 12. Sourcing Reliable Information of Goodreads Choice Price
 - Fact-Checking eBook Content of Goodreads Choice Price
 - Distinguishing Credible Sources
 13. Promoting Lifelong Learning
 - Utilizing eBooks for Skill Development
 - Exploring Educational eBooks
 14. Embracing eBook Trends
 - Integration of Multimedia Elements
 - Interactive and Gamified eBooks

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