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Joacim Rocklöv



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Check & Mate Ali Hazelwood, 2023-11-07 In this clever and swoonworthy new novel from the New York Times and Sunday Times bestselling author of *The Love Hypothesis* life's moving pieces bring rival chess players together in a match for the heart Mallory Greenleaf is done with chess Every move counts nowadays after the sport led to the destruction of her family four years earlier Mallory's focus is on her mom her sisters and the dead end job that keeps the lights on That is until she begrudgingly agrees to play in one last charity tournament and inadvertently wipes the board with notorious Kingkiller Nolan Sawyer current world champion and reigning Bad Boy of chess Nolan's loss to an unknown rookie shocks everyone What's even more confusing His desire to cross pawns again What kind of gambit is Nolan playing The smart move would be to walk away Resign Game over But Mallory's victory opens the door to sorely needed cash prizes and despite everything she can't help feeling drawn to the enigmatic strategist As she rockets up the ranks Mallory struggles to keep her family safely separated from the game that wrecked it in the first place And as her love for the sport she so desperately wanted to hate begins to rekindle Mallory quickly realizes that the games aren't only on the board the spotlight is brighter than she imagined and the competition can be fiercely attractive And intelligent and infuriating This novel is suitable for both young adult and adult audiences

Unwavering Choices Author Cookbook Pete Klein, 2019-02-20 If you are an aspiring author or new author this book will be your loyal companion along your writing journey and help you get your book from blank page to published All the tools you need are in these pages With this book you will get useful steps on how to plan prepare write edit and publish your book There are valuable resources and how to directions from setting up your writing space to gathering all the tools that you will need to how and where to publish It's all here

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Revenue Management for the Hospitality Industry David K. Hayes,Joshua D. Hayes,Peggy A. Hayes,2021-11-09 REVENUE MANAGEMENT FOR THE HOSPITALITY INDUSTRY Explore intermediate and advanced topics in the field of revenue management with this up to date guide In the newly revised second edition of Revenue Management for the Hospitality Industry an accomplished team of industry professionals delivers a comprehensive and insightful review of hospitality pricing and revenue optimization strategies The book offers realistic industry examples from hotels restaurants and other hospitality industry segments that use differential pricing as a major revenue management tool The authors discuss concepts critical to the achievement of hospitality professionals revenue management goals and include new examinations of the growing importance of effective data collection and management A running case study helps students learn how to incorporate the revenue management principles and strategies included in the book s 14 chapters Written for students with some prior knowledge and understanding of the hospitality industry the new edition also includes A brand new chapter on data analysis and revenue management that addresses many of the most important data and technology related developments in the field including the management of big data data safety and data security In depth discussions of revenue management topics including Net Revenue Per Available Room Direct Revenue Ratio and other KPIs Major changes to the book s instructor support materials and an expansion of the instructor s test bank items and student exercises An indispensable resource for students taking courses in hospitality management or business administration Revenue Management for the Hospitality Industry Second Edition is also ideal for managers and executives in the hospitality industry

AI for Marketing and Product Innovation A. K. Pradeep,Andrew Appel,Stan Sthanunathan,2018-11-26 Get on board the

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Reading russia, vol. 3 Damiano Rebecchini,Raffaella Vassena,2022-06-03 Scholars of Russian culture have always paid close attention to texts and their authors but they have often forgotten about the readers These volumes illuminate encounters between the Russians and their favorite texts a centuries long and continent spanning love story that shaped the way people think feel and communicate Surf the Waves of Opportunity Dietrich Legat,2016-10-24 Are you managing a business or a business unit or is your goal to achieve such positions Then this book is for you It summarizes what I have learned about operational leadership over more than 50 years as a business manager and top management consultant Operational leadership determines company success Top management job is to spot the waves of opportunity and lead the company in riding them Visionary and strategic thinking is required to spot waves Operational leadership leads the company in riding them It is like surfing big waves To spot one is important but success lies in riding it operational execution without falling off the surfboard For success in operational leadership you must do five things right in a never ending cycle of agile leadership 1 Set the right operational goals to establish the line on which you want to surf your wave You only need one single goal 2 Plan Build your surfboard Design the right plan Focus it on resolving constraints Write it down on one single page 3 Execute Surf your wave Follow the goal to deliver the obligations outlined in your operational plan 4 Check Review progress against your goals and execution of your operational plan Go back to planning if the operational plans need to be adjusted 5 Contribute the value required from operational leaders Lead your Plan Execute Check cycle to spin faster than

your competitors Institutionalize the culture of operational excellence Operational leadership is all about surfing monster waves of opportunity It strains us to our limits Yet it is the most fascinating and rewarding task in business management

Lacewood Jessica James,2019-06-18 2020 John Esten Cooke Award for Southern Fiction A love story that spans centuries Two people trying to escape their pasts find a connection through an old house and fulfill a destiny through the secrets it shares Part love story part ghost story Lacewood is a timeless novel about love and loss roots and belonging and spirits of the past that refuse to be quieted MOVING TO A SMALL TOWN in Virginia is a big change for New York socialite Katie McCain But when she stumbles across an abandoned 200 year old mansion she is enthralled by the enduring beauty of the neglected estate and captivated by the haunting portrait of a woman in mourning Purchasing the property on a whim Katie attempts to fit in with the colorful characters in the town of New Hope while trying to unravel the mystery of the widow of Lacewood As she pieces together the previous owner's heartrending story Katie uncovers secrets the house has held for centuries and discovers the key to coming to terms with her own sense of loss The past and present converge when hometown hero Will Durham returns and begins his own healing process by helping restore the place that holds so many memories As the mystic web of destiny is woven a love story that might have been lost forever is exposed and a destiny that has been waiting in the shadows for centuries is fulfilled A powerful and poignant tale that vividly conveys the heartache of war the tragedy of loss and the fulfillment of destiny even when souls are separated by centuries Lacewood takes readers on a journey that connects the past with the present and the present with eternity

Inside Book Publishing Giles Clark,Angus Phillips,2014-06-27 Now in its fifth edition Inside Book Publishing remains the classic introduction to the book publishing industry being both a manual for the profession for over two decades and the bestselling textbook for students of publishing This new edition has been fully updated to respond to the rapid changes in the market and technology Now more global in its references and scope the book explores the tensions and trends affecting the industry including the growth of ebooks self publishing and online retailing and new business models and workflows The book provides excellent overviews of the main aspects of the publishing process including commissioning product development design and production marketing sales and distribution The book remains essential reading for publishing students those seeking a career in publishing recent entrants to the industry and authors seeking an insider's view The accompanying website supports the book by providing up to date and relevant content

Designing Retail Experience in the 21st Century D.J. Huppertz,2025-04-03 Covering 2001 to today Designing Retail Experience in the 21st Century presents readers with a critical cross disciplinary perspective on retail design bringing together scholarship from design architecture branding cultural studies and social studies Our retail experience has changed profoundly over the past two decades largely due to the impact of digital technologies While the rise of smartphones and online commerce threatened to displace bricks and mortar stores physical shopping has survived and in some cases thrived Today the most successful brands design experiences that engage customers both within the physical

store and in the digital realm In this book D J Huppertz analyses how corporations design these experiences how we interact with them and how they align with broader social cultural and economic changes Eight case studies reveal how some of the largest global retail chains including Apple Amazon Nike Zara IKEA and LEGO and smaller chains such as Aesop and Gentle Monster utilize design to create engaging experiences Unlike in the past such corporations consider design in a continuum that extends from architecture and interiors to product and service design and from website and digital interactions to social media At the intersection of design and cultural studies this book provides a critical survey and understanding of design and retail experience in the 21st century

The Elitist Supremacy Niranjana K, 2022-09-04 Alexander Selwood is hiding many secrets Being the first immortal is only one of them He is also hunted by the despotic ruler of Cynfor Cesar Thaxter the man ruling the galaxy for centuries Unknown to Alexander the group of rebels who had been fighting Thaxter in secret is also seeking to use his company to build a safe haven He would do anything to keep himself from falling into the clutches of either the Resistance or the Supreme Ruler When the consequences of his actions cascade into a torrent of events that threatens to engulf him and everyone he cares for in danger Alexander can't sit on the sidelines any longer Having stayed out of the conflict for this long he has to make a choice but can he handle the repercussions of that decision

Why Odin Drinks: Norse Mythology retelling for fans of Terry Pratchett, Douglas Adams, Calvin & Hobbes Bjørn Larssen, 2022-04-01 A delightfully quirky satire I didn't know I needed Jenny Lawson NYT bestselling author of Broken In the Best Possible Way Funny quirky and surreal this is the Norse Myth you've been craving Joanne Harris NYT bestselling author of The Gospel of Loki Poor Odin only just started existing and already has a Universe to decorate a smug Tree to ignore and two competitive brothers who think they'd make better All Fathers His wife who knows the future won't tell him a word because of his cheating which he hasn't even invented yet Horrible things such as celery mosquitoes Loki's dubious sense of humour and people keep happening at him The esteemed egg whisk and highly regarded feather duster Not so much There are only two sensible things Odin can do 1 hang from the judgy Tree for nine days with a spear through his side and 2 drink from the Well of Wisdom whose guardian Sir Daddy Mimir likes one of a kind gifts In his head Odin's idea seems wise Perfect for fans of Terry Pratchett Douglas Adams Jenny Lawson and Calvin Hobbes Why Odin Drinks is suitable for readers aged 14 The book features no graphic content although some characters wish it would

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Secrets to Effective Author Marketing

Marguerita McVay Lynch,2017-12-09 Have you put your book out there and been disappointed in your sales Perhaps you ve tried a variety of marketing tactics to boost discoverability blog posts social media book tours paid ads in a variety of venues But nothing is working The publishing landscape changes every year The number of books published has increased and the competition for readers is more than it has been before The key is to define your audience and then convince those potential readers of the value of your book Your marketing time and money should primarily be spent on a message of value not price not story and not genre This book provides specific techniques to exploit that value without resorting to the typical overexposure in social media and newsletters with Buy My Book sales messaging Instead focus on the top three proven techniques that actually sell books Follow step by step instructions and timelines to learn how to 1 Create an Effective Plan for Communicating to Readers 2 Use Social Media and Email lists to Engage with Your Readers and 3 Plan for Effective Campaigns for both Book Launches and Backlist Rejuvenation throughout the year In addition this book provides techniques to Distinguish specific groups of readers most likely to buy your novel or nonfiction book Understand your competition and the advantages that your book offers Clarify hooks that capture attention of the media reviewers and readers Identify where and how to reach readers reviewers and media Create and implement a consistent brand throughout all marketing efforts Effectively select from 100 options the appropriate marketing tactics and timing that matches your book intentions and values Maximize organic reach and stay to a budget of less than 100 per book campaign Develop a long term online marketing plan

A Career in Books

Kate Gavino,2022-08-02 A Publishers Weekly Best Books 2022 Comics pick A Career in Books is a graphic novel for everyone

who s wanted to work with books and had NO idea what it entailed It s for those who were taken aback by that first paycheck It s for those who wanted a literary career even in the face of systemic racism who dealt with the unique challenges of coming from an immigrant family and whose group chat is their lifeline Shirin Nina and Silvia have just gotten their first jobs in publishing at a University Press a traditional publisher and a trust fund kid s indie publisher respectively And it s great _ _ They know they re paying their dues and the challenges they meet Shirin s boss just assumes she knows Cantonese Nina cannot get promoted by sheer force of will and Silvia has to deal with daily microaggressions are just part of a career in books When they meet their elderly neighbor Veronica Vo and discover she s a Booker Prize winner dubbed the Tampax Tolstoy by the press each woman finds a thread of inspiration from Veronica s life to carry on her own path And the result is full of twists and revelations that surprise not only the reader but the women themselves Charming wry and with fantastic black and white illustrations A Career in Books is a modern ode to Rona Jaffe s The Best of Everything and perfect for fans of Good Talk Younger and The Bold Type as readers chart the paths of three Asian American women trying to break through the world of books with hilarious incisive and heartbreaking results **Friend Me** Michelle McCraw,2021-08-02 She knows better than to think she ll get a happily ever after like the romance stories she loves until her nerdy work friend starts to act like Prince Charming Romance reading executive assistant Marlee can t show up to her boss s wedding without a date Not after her crush invites a beautiful brainy Amazon So when her best buddy Tyler offers to be her plus one she s all in for a little jealousy sparking fun Until a magical kiss on the dance floor makes her forget her own name and question who she s crushing on Suddenly their date doesn t feel so fake Leveling up their friendship is a risk she s not ready to take So is Tyler asking for more than she can give She never meant to break up with her best friend Especially when she suspects she s falling for him Friend Me is a slow burn to red hot friends to lovers fake relationship romantic comedy featuring a starry eyed heroine a sweet cinnamon roll hero and a pair of cranky cats It can be read as a standalone and is the second book in the Synergy series Working with Library Collections Hali R. Keeler,2017-01-05 Working with Collections An Introduction for Support Staff deals with the technical service aspect of library work the processes that put a book on the shelf or online It provides an introduction to publishers vendors preparing items for use and caring for items in the collections and is both a text for professors who teach in library support staff programs and their students and an introductory manual for support staff who work in libraries This material is written in clear language with practical examples of how performance can contribute to exemplary library service It is aligned with the ALA support staff standards and prepares library support staff to Know how to use an integrated library system and other appropriate online tools Know the basic principles of collection development and management Assist with decisions regarding selection de selection retention and replacement of all types of library resources Know the basic principles and can apply the appropriate procedures to the processes that provide users with access to a wide variety of content Know the various ways in which content in multiple formats is produced and

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