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More and more Americans today are paying attention to how their cars are designed. Auto designers are now celebrities, and the look of your car has become as important as the clothes you wear. According to the New York Times Magazine, You are what you drive. Your car is a bold statement of individual identity. American Car Design Now is the first book to take a critical look at this phenomenon, with in-depth examinations of the creative process behind more than thirty contemporary models that embody the trends of the future, including the Crossfire, Mondeo, Thunderbird, Continental, Mark 9, Bengal, Vizon, Cien, and CTS. The product of more than three years of research, this volume collects the author's essays and interviews with the design directors of General Motors, Ford, and Chrysler. The author gained unprecedented access to the notoriously secretive and guarded design studios of these car giants, and the result is an insider's perspective on the making of new American cars, of new American dreams. American Car Design Now delves deeply into the individual characters behind the industry and shows how their different creative and managerial techniques translate to the finished models. With this unique analytical approach, American Car Design Now is a great addition to the shelves of not only auto industry professionals but designers and car enthusiasts of all types. Freedom House's annual press freedom index, now covering 195 countries and territories, has tracked trends in media freedom worldwide since 1980. Featuring an overview of the state of press freedom from senior researcher and editor Karin Deutsch Karlekar, Freedom of the Press 2008 provides comparative rankings and examines the legal environment for the media, political pressures that influence reporting, and economic factors that affect access to information. The survey is the most authoritative assessment of media freedom around the world. Its findings are widely utilized by policymakers, scholars, press freedom advocates, journalists, and international institutions. With contributions from leading brand experts around the world, this valuable resource delineates the case for brands (financial value, social value, etc.) and looks at what makes certain brands great. It covers best practices in branding and also looks at the future of brands in the age of globalization. Although the balance sheet may not even put a value on it, a company's brand or its portfolio of brands is its most valuable asset. For well-known companies it has been calculated that the brand can account for as much as 80 percent of their market value. This book argues that because of this and because of the power of not-for-profit brands like the Red Cross or Oxfam, all organisations should make the brand their central organising principle, guiding every decision and every action. As well as making the case for brands and examining the argument of the anti-globalisation movement that brands are bullies which do harm, this second edition of Brands and Branding provides an expert review of best practice in branding, covering everything from brand positioning to brand protection, visual and verbal identity and brand communications. Lastly, the third part of the book looks at trends in branding, branding in Asia, especially in China and India, brands in a digital world and the future for brands. Written by 19 experts in the field, Brands and Branding sets out to provide a better understanding of the role and importance of brands, as well as a wealth of insights into how one builds and sustains a successful brand. This textbook will help you learn all the skills you need to pass all Vehicle Electrical and Electronic Systems courses and qualifications. As electrical and electronic systems become increasingly more complex and fundamental to the workings of modern vehicles, understanding these systems is essential for automotive technicians. For students new to the subject, this book will help to develop this knowledge, but will also assist experienced technicians in keeping up with recent technological advances. This new edition includes information on developments in pass-through technology, multiplexing, and engine control systems. In full colour and covering the latest course specifications, this is the guide that no student enrolled on an automotive maintenance and repair course should be without. Designed to make learning easier, this book contains: Photographs, flow charts, quick reference tables, overview descriptions and step-by-step instructions. Case studies to help you put the principles covered into a real-life context. Useful margin features throughout, including definitions, key facts and 'safety first' considerations. It's a miracle they're related Apart from being sisters and living in Dublin, Nessa, Cate, and Bree Driscoll couldn't be more different. Nessa's the happy homemaker, tending to her doting husband Adam and little girl Jill and boasting of marital bliss. Cate, a career go-getter with a knock-out wardrobe, lives with her drop-dead gorgeous boyfriend, Finn -- a famous radio host who's about to break into TV -- and never wants kids. Youngest sis Bree -- a mechanic who's happier riding her motorcycle than chasing guys -- is the free spirit of the family, the one who'll never settle down. No wonder they bicker all the time. In

one way they're the same. When Nessa begins to suspect that Adam isn't the faithful man he seems, all three sisters are shocked. But with the perfect sheen of Nessa's life finally chipped, Cate might just allow herself to admit that things with Finn aren't exactly wonderful either. And, as her two older siblings debate loving and leaving and kicking their men to the curb, Bree dares to embark upon a relationship of her own. Soon all three sisters face unexpected revelations that will show them that they can all stand on their own two feet if they have to...and that they've got each other to lean on no matter what. Diagnostics, or fault finding, is a fundamental part of an automotive technician's work, and as automotive systems become increasingly complex there is a greater need for good diagnostic skills. *Advanced Automotive Fault Diagnosis* is the only book to treat automotive diagnostics as a science rather than a check-list procedure. Each chapter includes basic principles and examples of a vehicle system followed by the appropriate diagnostic techniques, complete with useful diagrams, flow charts, case studies and self-assessment questions. The book will help new students develop diagnostic skills and help experienced technicians improve even further. This new edition is fully updated to the latest technological developments. Two new chapters have been added – On-board diagnostics and Oscilloscope diagnostics – and the coverage has been matched to the latest curricula of motor vehicle qualifications, including: IMI and C&G Technical Certificates and NVQs; Level 4 diagnostic units; BTEC National and Higher National qualifications from Edexcel; International Motor Vehicle qualifications such as C&G 3905; and ASE certification in the USA. This book looks at the new configuration taken by Asia-Europe economic relations. It is set against the background of the inclusion of China in the WTO, the growth of foreign investors from emerging Asian countries, and the economic reforms in a number of crisis-hit South East Asian economies. It is written by a number of well established European and Asian scholars from the fields of economics as well as management. The different chapters in the book highlight key contemporary issues from theoretical, conceptual and empirical perspectives. Provides an account of the key contemporary issues in the area of Asia-Europe economic relations By its interdisciplinary (connecting management with economics), it shows how the linking of the different disciplines is essential to understand the key issues at stake in the area Can be used by students, researchers, as well as by practitioners A devastating indictment of the corruption at the heart of the British State by one of our most popular media figures. George Monbiot made his name exposing the corruption of foreign governments; now he turns his keen eye on Britain. In the most explosive book on British politics of the new decade, Monbiot uncovers what many have suspected but few have been able to prove: that corporations have become so powerful they now threaten the foundations of democratic government. Many of the stories George Monbiot recounts have never been told before, and they could scarcely be more embarrassing to a government that claims to act on behalf of all of us. Some are - or should be - resigning matters. Effectively, the British government has collaborated in its own redundancy, by ceding power to international bodies controlled by corporations. CAPTIVE STATE highlights the long term threat to our society and ultimately shows us ways in which we can hope to withstand the might of big business. The engineering enterprise is a pillar of U.S. national and homeland security, economic vitality, and innovation. But many engineering tasks can now be performed anywhere in the world. The emergence of "offshoring" - the transfer of work from the United States to affiliated and unaffiliated entities abroad - has raised concerns about the impacts of globalization. The Offshoring of Engineering helps to answer many questions about the scope, composition, and motivation for offshoring and considers the implications for the future of U.S. engineering practice, labor markets, education, and research. This book examines trends and impacts from a broad perspective and in six specific industries - software, semiconductors, personal computer manufacturing, construction engineering and services, automobiles, and pharmaceuticals. The Offshoring of Engineering will be of great interest to engineers, engineering professors and deans, and policy makers, as well as people outside the engineering community who are concerned with sustaining and strengthening U.S. engineering capabilities in support of homeland security, economic vitality, and innovation. The international hit returns with even more wit and insight into the hidden rules that make England English. Superintendent Mike Yeading's sergeant, Rosemary Zyczynski, (call her "Z") had a psychic itch about her landlady's celebration dinner. "Did you get a feeling," she asks her lover, Max, "that there's more going on under this roof than readily meets the eye?" Rosemary couldn't have been righter. The dinner was in honor of the new house - a large, once private mansion that had been through numerous changes of face throughout the years. Now Z's landlady had bought it to replace her original dingy building, and Rosemary had moved with her from the old to the new. The party was to welcome the tenants of the several new apartments that had been made in the new house. Z's uneasiness about her fellow tenants was quickly forgotten; she had more pressing problems of her own. Yeading was about to choose either Rosemary or Beaumont, his other sergeant, to promote to inspector, and the unavoidable subsurface rivalry between the two very different police detectives had raised a barrier that hindered them in their work. The work they did have come close to Rosemary herself and startled her into remembering her words to Max. The body of one of the tenants, a single woman who had moved in with her mother, was found brutally murdered, and the case naturally was Yeading's responsibility and thus that of Rosemary and Beaumont. Curzon uncannily keeps on bringing her readers believable characters, both the stalwart Yeading and his Woman Friday, Z, as well as whole groups of once-a-book individuals who set a reader right smack in the middle of the little English town and the puzzling and intriguing crime that can be found there. During the early modern period, western Europe was transformed by the proliferation of new worlds—geographic worlds found in the voyages of discovery and conceptual and celestial worlds opened by natural philosophy, or science. The response to incredible overseas encounters and to the profound technological, religious, economic, and intellectual changes occurring in Europe was one of nearly overwhelming wonder, expressed in a rich variety of texts. In the need to manage this wonder, to harness this imaginative overabundance, Mary Baine Campbell finds both the sensational beauty of early scientific works and the beginnings of the divergence of the sciences—particularly geography, astronomy, and anthropology—from the writing of fiction. Campbell's learned and brilliantly perceptive new book analyzes a cross section of texts in which worlds were made and unmade; these texts include cosmographies, colonial reports, works of natural philosophy and natural history, fantastic voyages, exotic fictions, and confessions. Among the authors she discusses are André Thevet, Thomas Hariot, Francis Bacon, Galileo, Margaret Cavendish, and Aphra Behn. Campbell's emphasis is on developments in England and France, but she considers works in languages other than English or French which were well known in the polyglot book culture of the time. With over thirty well-chosen illustrations, *Wonder and Science* enhances our understanding of the culture of early modern Europe, the history of science, and the development of literary forms, including the novel and ethnography. This unique book written by four world leaders in reputation research, presents the latest cutting-edge thinking on organizational improvement. It covers media management, crisis management, the use of logos and other aspects of corporate identity, and argues the case for reputation management as a way of overseeing long-term organizational strategy. It presents a new approach to managing reputation, one that relies on surveying customers and employees on their view of the corporate character and in harmonizing the values of both. This approach has been trialled in a number of organizations and here the authors demonstrate how improving reputation, merely by learning more about what a company is already doing, is worth some five per cent sales growth. The book is a vital, up to date resource for specialists in corporate communication, public relations, marketing, HRM, and business strategy as well as for all senior management. Highly illustrated with over eighty diagrams and tables, it includes up to the minute illustrative case studies and interviews with leading authorities in the field. Aims to present a unified picture of the core aspects of Australian criminal law. A new novel in the popular DS Gil Mayo series. When the murdered body of a woman is found floating in flooded uplands near an isolated farm and nearby cottage, it poses problems of identification, prompting the press to dub her the 'Mystery Woman.' Who is she? As time goes by, Detective Superintendent Gil Mayo and his assistant Inspector Abigail Moon, begin to fear that question is destined to remain unanswered, until the bursar of a public school, currently involved in controversy over a proposed new entrance to the school, is murdered at his desk. Though the murders are seemingly unrelated, events begin to show that this is not so. As a temporarily unemployed ex-student, Cleo Atkins will do anything rather than take the safe secretarial position her mother has lined up for her, even to taking a job with Maid to Order, a firm of cleaning contractors, something her mother feels she is singularly unfitted for. The firm is much in demand following the trail of destruction left by the floods, and working with the team Cleo comes across evidence from a totally unexpected source, and ultimately finds herself involved in the investigation. With her cooperation, Mayo and Moon are able to follow a chain of events that eventually lead to the identity of the Mystery Woman being revealed, and to the unexpected solution of both murders. Elizabeth Martin explores the impact of globalization on the language of French advertising, showing that English and global imagery play an important role in tailoring global campaigns to the French market, with media companies undeterred by the attempts through legislation to curb language mixing in the media. This book describes the living-room artifacts, clothing styles, and intellectual proclivities of American classes from top to bottom. Much has been written about the marketing aspects of promotional material in general, and several scholars (particularly in linguistics) have addressed questions relating to the structure and function of advertisements, focusing on images, rhetorical structure, semiotic functions, discourse features and audio-visual media, amongst other aspects of the genre. Not much, on the other hand, has been written within translation studies about the complexities involved in the transfer of an advertising message. Contributors to this volume explore various interdependent aspects of the interlingual and intercultural transfer of an advertising message. They emphasize features of culture specificity, of multi-medial semiotic interaction, of values and stereotypes, and most importantly, they recommend strategies and approaches to assist translators. Topics covered include a critique of the Western-based approach to advertising in the context of the Far East; different perceptions of the concept of cleanliness in advertising texts in Italy, Russia and the UK; the Walls Cornetto strategy of internationalization of product appeal, followed by localization; the role of the translator in recreating appeal in different lingua-cultural contexts; what constitutes 'Italianness' in advertisements for British consumers; and strategies for repackaging France as a tourist destination. Introduction /Robert Chambers, Charles Mitchell, and James Penner --Correctively unjust enrichment /Ernest J Weinrib --Restitution's realism /Hanoeh Dagan --The normative foundations of unjust enrichment /Dennis Klimchuk --Resisting temptations to 'justice' /Mitchell McInnes --The nature of responsibility for gain : gain, harm, and keeping the lid on Pandora's box /Kit Barker --Unjust enrichment : nearer to tort than contract /Stephen A. Smith --The meaning of loss and enrichment /James Edelman --Two kinds of enrichment /Robert Chambers --Philosophical foundations of proprietary remedies /Lionel Smith --Value, property, and unjust enrichment : trusts of traceable proceeds /James Penner --Property, unjust enrichment and defective transfers /Charlie Webb --'Mistakes of law' and legal reasoning : interpreting Kleinwort Benson v Lincoln City Council /Aruna Nair --Unjust enrichment and the idea of public law /Charles Mitchell and Peter Oliver --Unconscionable enrichment? /Prince Saprai. 'John Harvey is one of the all-time greats and remains one of my favourite writers.' IAN RANKIN _____ Frank Elder's last case could be the one that breaks him for good. The heavy manacles around the girl's wrists, perhaps not surprisingly, looked very much like the ones that had been found on the studio floor. For a moment, she had a vision of the chain to which they were attached being swung through the air, taking on force and speed before striking home. Then swung again. When his estranged daughter Katherine appears on his doorstep, ex-Detective Frank Elder knows that something is wrong. Katherine has long been troubled, and Elder has always felt powerless to help her. But now Katherine has begun to self-destruct; the breakdown of her affair with a controversial artist, known for his pornographic paintings, has sent her into a tailspin. But when the artist is found murdered in his studio, suspicion falls on Katherine. The vultures are circling. And as Elder struggles to protect his daughter and prove her innocence, the terrors of the past threaten them both once more... Daily Telegraph Book of the Year _____ 'A

masterpiece from a master of the genre.' MARK BILLINGHAM 'An expertly plotted and moving final act for an old-school investigator of the best sort, from a true master of the genre' GUARDIAN Books of the Month 'This is wonderfully atmospheric crime writing - a tribute to Harvey's exceptional talent' MAIL 'The 79-year-old Harvey has made it clear that Body & Soul is his last novel, and what an excellent farewell it is Elder and Resnick are both greats of British crime fiction.' THE TIMES Book of the Month 'Few writers have even approached Harvey's grasp of atmosphere which, mingled with some sharpish social comment and utterly believable characters, makes them a must read' CRIME REVIEW 'Sadly, this is Harvey's last book after a 40-year crime writing masterclass.' PETERBOROUGH TELEGRAPH In late 20th-century England, inequality was rocketing, yet some have suggested that the politics of class was declining in significance. This book addresses this claim, showing that class remained important to 'ordinary' people's narratives about social change and their own identities throughout the period 1968-2000, but in changing ways 'Operation Retrieve' should have been a simple assignment for Shaun Dalton: gather a ransom demand from the kidnappers of the Head of M.I.6, Sir Miles Booth-Royde. But of course the deadly international organisation responsible for this devious, diabolical scheme - the curiously monikered Araignee Royaume pour Sang Egalite Societe - led by the Dutch master criminal and former one-hit-wonder movie star, Closter vanDoorz, have other plans for Dalton. the banks of London's Thames river with the British Prime Minister, Dalton is thrust into the dangerous world of scheming madmen, fiery femme fatale, grotesque henchfolk and quaking fools, which sees him traveling across the southern costs of France from magnificent Nice - via sabotage, a chance encounter with an old friend, and an explosive car chase - to the picturesque harbour town of Cap d'Agde, where he dodges death by fist, bullet and boat in an adventure full of intrigue and humour which cracks along at a whiplash pace. rampant chaos - the join Shaun Dalton for the rollercoaster ride of his life! Meet the Clanswomen... International bestselling authors Jenny Colgan, Isla Dewar, and Muriel Gray lead off this dazzling collection of stories by popular and rising Scottish women authors. A sometimes wild, sometimes poignant romp through the lives of Scotswomen, Scottish Girls About Town revels in the universal hilarity and strife of being a girl! They're looking for something moor. In Jenny Colgan's "The Fringes," a hapless heroine heads to the Edinburgh "Fringe" -- a massive theatrical and musical festival -- for a night of her own disastrous drama. Isla Dewar offers up "In the Garden of Mrs. Pink," one woman's look back at her girlhood and the life lessons she learned from an eccentric neighbor. In Muriel Gray's "School-Gate Mums," a single mother with killer instincts settles the score with one of the mothers at her son's school. Whether they're racing their flatmates in a weight-loss contest, reconnecting with long-lost friends, or grappling with the men in their lives, these daughters of Scotland prove that no one can top their audacious spirit and Highland charm. Examines the role of the car in contemporary society and its contribution to environmental problems. The Lone Brit on 13 is a gripping true story of violence, degradation and adventure penned in the confines of a grim Malaga prison cell. Imprisoned for drug-smuggling, the lone Brit on Wing 13, Chance, reveals the horrors he experienced among cut-throat villains and screws in the netherworld of the Spanish prison system.Chance takes to writing in his dank prison cell in an attempt to escape his surroundings and recalls various episodes in his life: his time serving as a soldier in Thailand and Malaysia; his involvement with the 3 Para snatch-squad in the 1970s Belfast; and his subsequent descent into drug dealing and trafficking, which culminated in a high-speed boat chase and his imprisonment in a top-security Spanish prison. While inside, Chance fought his way to the surface of a cesspool of iniquitous scumbags using his fists: the only effective means of being understood in an environment of desecrated morality and non-existent integrity. With predators lurking everywhere, Chance had to be constantly on guard and in order to survive he had to be mentally prepared to inflict the necessary violent retribution on any would-be attacker or racist thug. As the sole British inmate, Chance was a prime target for the intimidating Spanish hardmen who thrived on cruelty and treachery. But his martial arts skills and Samurai philosophy proved to be more than a match for the aggressors. Once a respected and successful businessman admired by his peers - he had operated his own martial arts business in Spain before being jailed - Chance took one wrong turn in life and lost everything except the love and support of his loyal wife. This fascinating book offers a comprehensive exploration of Russian English as a World English variety. The authors introduce readers to the history of language contact between Russian and English, which has resulted in the Russianization of English and Englishization of Russian. They also discuss the functions of English as a lingua franca in the domains of politics, business and tourism, as a tool in youth subcultures, education and scholarship, and as a creative means in mass media, advertisement, music and literature. The book engages with the major role of English in expressing a speaker's cultural and personal identity within the global community. This accessible and engaging work presents a great number of concepts within the field of Russian linguistics, as well as introducing readers to the outstanding Russian scholars in the field. Essential reading for students and researchers across a wide range of related fields. In an ever-growing field of study, this is a major contribution to one of the key areas in cultural studies and cultural theory – the spaces, practices and mythologies of our everyday culture. Drawing on the work of such continental theorists as Henri Lefebvre, Michel de Certeau, Marc Augé and Siegfried Kracauer, Joe Moran explores the concrete sites and routines of everyday life and how they are represented through political discourse, news media, material culture, photography, reality TV shows, CCTV and much more. Unique in his focus of the under-explored, banal aspects of everyday culture, including office life, commuting, traffic and mass housing, Moran re-evaluates conventional notions of everyday life in cultural studies, and shows that analysing such 'boring' phenomena can help make sense of cultural and social change. This book is interdisciplinary in its approach and covers many different areas including visual culture, cultural geography, material culture, and cultural history as well as the key areas of cultural studies and sociology. Students from all these subjects will find this clearly written and lively work an invaluable study resource. This guide to the language differences between the United States and United Kingdom is "a fascinating collection full of all kinds of surprises" (Minneapolis Star Tribune). Taxi rank . . . toad in the hole . . . dustman . . . fancy dress . . . American visitors to London (or viewers of British TV shows) might be confused by these terms. But most Britons would be equally puzzled by words like caboose, bleachers, and busboy. In Divided by a Common Language, Christopher Davies explains these expressions and discusses the many differences in pronunciation, spelling, and vocabulary between British and American English. He compares the customs, manners, and practical details of daily life in the United Kingdom and the United States, and American readers will enjoy his account of American culture as seen through an Englishman's eyes. Davies tops it off with an amusing list of expressions that sound innocent enough in one country but make quite the opposite impression in the other. Two large glossaries help travelers translate from one variety of English to the other, and additional lists explain the distinctive words of Australia, New Zealand, and South Africa. This delightful book is the ideal companion for travelers—or anyone who enjoys the many nuances of language. This book shows how governance regimes before the 1970s suppressed rural prospects of housing improvement and created conditions for middle-class capture. Using original archival sources to reveal the intricacies of local and national policy processes, weak rural housing performances are shown to owe more to national governance regimes than local under-performance. Looking `behind the scenes' at policy processes highlights neglected principles in national governance, and shows how investigating rural housing is fundamental to understanding the national scene. With original insights and a new analytical perspective, this volume offers evidence and conclusions that challenge mainstream assumptions in public policy, housing, rural studies and planning. The beginning of the 21st century has seen important shifts in mobility cultures around the world, as the West's media-driven car culture has contrasted with existing local mobilities, from rickshaws in India and minibuses in Africa to cycling in China. In this expansive volume, historian Gijs Mom explores how contemporary mobility has been impacted by social, political, and economic forces on a global scale, as in light of local mobility cultures, the car as an 'adventure machine' seems to lose cultural influence in favor of the car's status character.

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