

Renegade Mindset Techniques For Softball

Deviant Leisure
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Facing history and ourselves
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Deviant Leisure

Meet Blackwater USA, the private army that the US government has quietly hired to operate in international war zones and on American soil. Its contacts run from military and intelligence agencies to the upper echelons of the White House; it has a military base, a fleet of aircraft and 20,000 troops, but since September 2007 the firm has been hit by a series of scandals that, far from damaging the company, have led to an unprecedented period of expansion. This revised and updated edition includes Scahill's continued investigative work into one of the outrages of our time: the privatisation of war.

The Experimental College

This book brings together a collection of critical essays that challenge the existing dogma of leisure as an unmitigated social good, in order to examine the commodification and marketisation of leisure across a number of key sites. Leisure and consumer culture have become symbolic of the individual freedoms of liberal society, ostensibly presenting individuals with the opportunity to display individual creativity, cultural competence and taste. This book problematizes these assertions, and considers the range of harms that emerge in a consumer society predicated upon intense individualism and symbolic competition. Approaching the field of commodified leisure through the lens of social harm, this collection of essays pushes far beyond criminology's traditional interest in 'deviant' forms of leisure, to consider the normalized social, interpersonal and environmental harms that emerge at the intersection of leisure and consumer capitalism. Capturing the current vitality and interdisciplinary scope of recent work which is underpinned by the deviant leisure perspective, this collection uses case studies, original research and other forms of empirical enquiry to scrutinise activities that range from alcohol consumption and gambling, to charity tourism; CrossFit training; and cosmetic pharmaceuticals. Drawn from researchers across the UK, US, Europe and Australia, *Deviant Leisure: Criminological Perspectives on Leisure and Harm* represents the first systematic attempt at a criminological consideration of the global harms of the leisure industry; firmly establishing leisure as a subject of serious criminological importance.

100 Great Businesses and the Minds Behind Them

Describes the investment strategies of the world's most famous stock investor, recounting how he made a fortune by purchasing pieces of outstanding companies since the early 1980s

Facing history and ourselves

How do otherwise considerate human beings do cruel things and still live in peace with themselves? Drawing on his agentic theory, Dr. Bandura provides a definitive exposition of the psychosocial mechanism by which people selectively disengage their moral self-sanctions from their harmful conduct. They do so by sanctifying their harmful behavior as serving worthy causes; they absolve themselves of blame for the harm they cause by displacement and diffusion of responsibility; they minimize or deny the harmful effects of their actions; and they dehumanize those they maltreat and blame them for bringing the suffering on themselves. Dr. Bandura's theory of moral disengagement is uniquely broad in scope. Theories of morality focus almost exclusively at the individual level. He insightfully extends the disengagement of morality to the social-system level through which wide-spread inhumanities are perpetrated. In so doing, he offers enlightening new perspectives on some of the most provocative issues of our time, addressing: Moral disengagement in all aspects of the death penalty—from public policy debates, to jury decisions, to the processes of execution The social and moral justifications of major industries—including gun manufacturers, the entertainment industry, tobacco companies, and the world of "too big to fail" finance Moral disengagement in terrorism, and how terrorists rationalize the use of violence as a means of social change Climate change denial, and the strenuous efforts by some to dispute the overwhelming scientific consensus affirming the impact of human behavior on the environment “ Al Bandura is the most cited individual in the history of psychology for the depth, breadth and originality of his ideas and writings. Now with his ground-breaking new contribution, Moral Disengagement, his reach extends not only to teachers and students but also to the general public --making them aware of everyday evils in many spheres of daily life that must be counteracted by mindful moral engagement. ” ----Phil Zimbardo, Ph.D. Author, The Lucifer Effect; President, The Heroic Imagination Project “ The authoritative statement by the world's most-cited living psychologist, laying out his influential theory. Plunge into these fascinating historical and modern case studies of moral disengagement—morality tales for all time, illuminated by the psychology of how people do harm to themselves and others. ” -- Susan T. Fiske, Psychology and Public Affairs, Princeton University ‘ If you have wondered why good people do bad things, and even terrible and horrible things, then this is the only book you ever will have to read. ” ----Robert J. Sternberg, Professor of Human Development, Cornell University “ Dr. Albert Bandura is one of the great behavioral scientists of our time. His superb contributions include a deep analysis of human morality, its fundamental importance and the complexity of its development. ” ----David A. Hamburg, MD, Visiting Scholar, American Association for the Advancement of Science; DeWitt Wallace Distinguished Scholar, Weill Cornell Medical College; President Emeritus, Carnegie Corporation of New York

Magical Worlds of the Wizard of Ads

This fully revised and updated edition provides an up-to-the-minute look at a diverse collection of people, their businesses and how they make their enterprises work.

Everything Your Coach Never Told You Because You're a Girl

Discusses the roles played by neuroscience, chaos theory, poetry, and art in the field of human persuasion and how to successfully use these fields in advertising.

Living Well with Hypothyroidism Rev Ed

Five-time bestselling author Frank McKinney boldly enters the Christian romance genre with this erotic, seductively spiritual love story. The Other Thief will arouse readers and their faith, leaving them wondering which side of the cross they would choose. Francis Rose, lead singer for a meteorically popular Christian rock band, has it all—fame, fortune, family, and deep faith. With the support of his loving wife, young daughter, and Down-syndrome blessed son, he's gone from performing to an audience of 20 at his tiny Lutheran

church in Keeler, Indiana, to selling out 20,000-seat arenas. His impact is global, soulful, and seemingly unstoppable. The seven deadly sins don't stand a chance against a man of Francis' character, morality, and faith. Or do they? Their alluring assault is relentless as Francis encounters each of them along his ascending path to superstardom. Will the full armor of God protect him, or will his vast talents and blessings be undone by the threats posed by a foreign and unlikely demon? Is it too late? Can he be saved? Should he be saved?

Stealing The Network

The Virtual Self is an engaging and exciting text that addresses issues relating to our rapidly changing society, social structure, and communication needs. In doing so, it addresses major issues in sociology that inform virtually all of a student's course work. Introduces students to concepts of the self and society in an age of rapid technology and high speed communication Examines the relationship between everyday life and social structure in key domains of communication, personality, work/family, leisure and entertainment, and economics Written in a lively, engaging style for readers without a sociological background

The Art and Science of Thyroid Supplementation for the Treatment of Bipolar Depression

When physician Benjamin Smith wakes up eighty-three years in the future--in the year 2071--after a cryonic sleep, he finds that although humankind has mastered cloning and eternal youth, emotional and ethical predicaments are still prevalent

Sport and the Social Significance of Pleasure

The Most Comprehensive Resource Available on the Diagnosis and Treatment of Hypothyroidism For millions of Americans, hypothyroidism often goes untreated or is treated improperly. This book, thoroughly researched by the nation's top thyroid patient advocate—a hypothyroidism patient herself—provides you with answers to all your questions, including: What is hypothyroidism? What are the warning signs, symptoms, and risk factors? Why is getting diagnosed often a challenge, and how can you overcome the obstacles? What treatments are available (including those your doctor hasn't told you about)? Which alternative and holistic therapies, nutritional changes, and supplements may help treat hypothyroidism?

Can't Hurt Me

The Blair Legacy offers a comprehensive examination of the long-term impact of Tony Blair's three New Labour Governments. Bringing together the foremost scholars from both sides of the Atlantic, this volume explores how Labour changed the terms of political debate, established an ideological stamp, reformed public services, revised economic management, transformed governing institutions, and repositioned Britain in a wider world.

The 360 Degree Leader

Welcome to the Big Leagues

This innovative text's critical examination foregrounds the prime reason why so many people participate in or watch sport — pleasure. Although there has been a "turn" to emotions and affect within academia over the last two decades, it has been somewhat remiss that pleasure, as an integral aspect of human life, has not received greater attention from sociologists of sport, exercise and physical education. This book addresses this issue via an unabashed examination of sport and the moving body via a "pleasure lens." It provides new

insights about the production of various identities, power relations and social issues, and the dialectical links between the socio-cultural and the body. Taking a wide-sweeping view of pleasure - dignified and debauched, distinguished and mundane – it examines topics as diverse as aging, health, fandom, running, extreme sports, biopolitics, consumerism, feminism, sex and sexuality. In drawing from diverse theoretical approaches and original empirical research, the text reveals the social and political significance of pleasure and provides a more rounded, dynamic and sensual account of sport.

Heads-Up Baseball

Legendary money manager Peter Lynch explains his own strategies for investing and offers advice for how to pick stocks and mutual funds to assemble a successful investment portfolio. Develop a Winning Investment Strategy—with Expert Advice from “ The Nation ’ s #1 Money Manager. ” Peter Lynch ’ s “ invest in what you know ” strategy has made him a household name with investors both big and small. An important key to investing, Lynch says, is to remember that stocks are not lottery tickets. There ’ s a company behind every stock and a reason companies—and their stocks—perform the way they do. In this book, Peter Lynch shows you how you can become an expert in a company and how you can build a profitable investment portfolio, based on your own experience and insights and on straightforward do-it-yourself research. In *Beating the Street*, Lynch for the first time explains how to devise a mutual fund strategy, shows his step-by-step strategies for picking stock, and describes how the individual investor can improve his or her investment performance to rival that of the experts. There ’ s no reason the individual investor can ’ t match wits with the experts, and this book will show you how.

Run Grow Transform

Legendary women's soccer coach Anson Dorrance teams up with health and fitness expert Gloria Averbuch to deliver this transformational guide to developing soccer excellence at the high school and college levels. *The Vision of a Champion* combines practical strategies for training and competing with the wisdom and advice of a world-class coach.

What Retirees Want

Stealing the Network: How to Own the Box is NOT intended to be a "install, configure, update, troubleshoot, and defend book." It is also NOT another one of the countless Hacker books out there. So, what IS it? It is an edgy, provocative, attack-oriented series of chapters written in a first hand, conversational style. World-renowned network security personalities present a series of 25 to 30 page chapters written from the point of an attacker who is gaining access to a particular system. This book portrays the "street fighting" tactics used to attack networks and systems. Not just another "hacker" book, it plays on "edgy" market success of *Steal this Computer Book* with first hand, eyewitness accounts A highly provocative expose of advanced security exploits Written by some of the most high profile "White Hats", "Black Hats" and "Gray Hats" Gives readers a "first ever" look inside some of the most notorious network intrusions

Setting Course

The book explores the dynamic and dysfunctional relationships between the executive and legislative branches of government and the news media after the attacks of September 11, 2001. Their collective behavior led to the Iraq war in March 2003.

The Blair Legacy

Interested in the nexus between sport, gender, and language, *Sport, Rhetoric, and Gender: Historical Perspectives and Media Representations* contains 21 wide-ranging chapters examining sport vis-à-vis the language surrounding and incorporated by it in the world arena.

The Vision of a Champion

First published in 1932, *The Experimental College* is the record of a radical experiment in university education. Established at the University of Wisconsin in Madison in 1927 by innovative educational theorist Alexander Meiklejohn, the "Experimental College" itself was to be a small, intensive, residence-based program within the larger university that provided a core curriculum of liberal education for the first two years of college. Aimed at finding a method of teaching whereby students would gain "intelligence in the conduct of their own lives," the Experimental College gave students unprecedented freedom. Discarding major requirements, exams, lectures, and mandatory attendance, the program reshaped the student-professor relationship, abolished conventional subject divisions, and attempted to find a new curriculum that moved away from training students in crafts, trades, professions, and traditional scholarship. Meiklejohn and his colleagues attempted instead to broadly connect the democratic ideals and thinking of classical Athens with the dilemmas of daily life in modern industrial America. The experiment became increasingly controversial within the university, perhaps for reasons related less to pedagogy than to personalities, money, and the bureaucratic realities of a large state university. Meiklejohn's program closed its doors after only five years, but this book, his final report on the experiment, examines both its failures and its triumphs. This edition brings back into print Meiklejohn's original, unabridged text, supplemented with a new introduction by Roland L. Guyotte. In an age of increasing fragmentation and specialization of academic studies, *The Experimental College* remains a useful tool in any examination of the purposes of higher education.

"Alexander Meiklejohn's significance in the history of American education stems largely from his willingness to put ideas into action. He tested abstract philosophical theories in concrete institutional practice. The Experimental College reveals the dreams as well as the defeats of a deeply idealistic reformer. By asking sharp questions about enduring purposes of liberal democratic education, Meiklejohn presents a message that is meaningful and useful in any age."--Adam Nelson author of *Education and Democracy: The Meaning of Alexander Meiklejohn* o A reprint of the unabridged, original 1932 edition o Published in partnership with the University of Wisconsin-Madison Libraries

Beating the Street

Queerness in Play examines the many ways queerness of all kinds—from queer as 'LGBT' to other, less well-covered aspects of the queer spectrum—intersects with games and the social contexts of play. The current unprecedented visibility of queer creators and content comes at a high tide of resistance to the inclusion of those outside a long-imagined cisgender, heterosexual, white male norm. By critically engaging the ways games—as a culture, an industry, and a medium—help reproduce limiting binary formations of gender and sexuality, *Queerness in Play* contributes to the growing body of scholarship promoting more inclusive understandings of identity, sexuality, and games.

The GRE Test For Dummies

"This book provides practical strategies for developing the mental skills which help speed you to your full potential."---Dave Winfield What does it mean to play heads-up baseball? A heads-up player has confidence in his ability, keeps control in pressure situations, and focuses on one pitch at a time. His mental skills enable him to play consistently at or near his best despite the adversity baseball presents each day. "My ability to fully focus on what I had to do on a daily basis was what made me the successful player I was. Sure I had some natural ability, but that only gets you so far. I think I learned how to focus; it wasn't something that I was

necessarily born with." -- Hank Aaron "Developing and refining my mental game has played a critical role in my success in baseball. For years players have had to develop these skills on their own. This book provides practical strategies for developing the mental skills that will help speed you toward your full potential." -- Dave Winfield

The Virtual Self

The literary field of ecocriticism appraises texts from the perspective of the natural world, its biosystems, its animals (human and otherwise), and its ecological interconnections. Exploring a range of contemporary American novelists whose narratives resonate with numerous ecological challenges, this work examines humankind's relationship with the environment in the context of Judeo-Christian theological views. It demonstrates how characters from novels such as John Updike's *Rabbit Run*, DeLillo's *White Noise*, Toni Morrison's *Paradise*, and Cormac McCarthy's *The Road* take neopastoral journeys to rediscover an innovative relationship with nature and religion. While some are successful, others turn away from the landscape's spirituality, retreating into technological inventions. The journeys of these fictional American heroes, this volume shows, mirror ongoing, theological, nuclear age convictions.

Fear, Power, and Politics

In Russia, kettlebells have long been revered as the fitness-tool of choice for Olympic athletes, elite special forces and martial artists. The kettlebell's ballistic movement challenges the body to achieve an unparalleled level of physical conditioning and overall strength. But until now, the astonishing benefits of the Russian kettlebell have been unavailable to all but a few women. Kettlebells have mostly been the sacred preserve of the male professional athlete, the military and other hardcore types. That's about to change, as Russian fitness expert and best selling author Pavel, delivers the first-ever kettlebell program for women. It's wild, but women really can have it all when they access the magical power of Russian kettlebells. Pavel's uncompromising workouts give across-the-board, simultaneous, spectacular and immediate results for all aspects of physical fitness: strength, speed, endurance, fat-burning, you name it. Kettlebells deliver any and everything a woman could want -- if she wants to be in the best-shape-ever of her life. And one handy, super-simple tool -- finally available in woman-friendly sizes -- does it all. No bulky, expensive machines. No complicated gizmos. No time-devouring trips to the gym.

Ecocritical Theology

Argues that in the effort to catch terrorists and prevent future terrorist attacks essential American rights to privacy and liberty are being violated and explains how legislation and technology can create an effective and reasonable balance between security and liberty.

Blackwater

Frank McKinney continues his international bestseller tradition of delivering contrarian perspectives and strategies for generational success in real estate. Tired of all the doom and gloom? Frank McKinney helps you wash away the worry—the anxiety financial theorists and misguided media constantly dump into the real-estate marketplace. During his twenty-five-year career, this 'real estate rock czar' (*The Wall Street Journal*) and undisputed 'king of the ready-made dream homes' (*USA Today*) has not only survived but thrived through all economic conditions by taking the contrarian position and making his own markets. *Burst This!* Frank McKinney's *Bubble-Proof Real Estate Strategies* clearly shows you how to prepare for and time the upswings while insulating your real estate investments from the inherent, inevitable corrective cycle. The truth is that opportunities to profit abound during every phase. Lots of people prosper in boom times, of

course, but many set themselves up to make even bigger money during a crisis/correction. Why not do both, now? Investors of all experience levels learn to turn the bubble mentality inside out, transforming it into a protective force field and a crystal ball, allowing you to accurately forecast your real estate future. You will see how you can aspire not just to survival, but also to what McKinney calls "thrival," developing your ability to capitalize on market conditions. McKinney takes you on a factual real estate retrospective, a "post mortem" of the housing markets, beginning with the mid-seventies to today. By studying six distinct real estate cycles over the last thirty-five years, he sifts out critical, recurring trends that highlight significant opportunities while signaling you where history might repeat itself. You will see exactly how McKinney has successfully handled these predictable cycles with timeless financial and investment strategies.

- Hear a resounding counter-opinion to the doomsayers and the get-rich-quick schemers who crawl out of the cesspool whenever the market's pendulum swings too far in one direction--and guard against falling into their traps.
- Discover why the positive and negative excitement (a.k.a. greed and fear) associated with boom and bust times are your worst enemies, brought out by nothing more than recurring market cycles.
- Get the evidentiary truth, not the fear-mongering or the sugar-coating, on real-estate's ups and downs.
- Pinpoint the real-estate investments, and a proven approach to marketing them, that have consistently shown immunity to the market's volatile fluctuations.

The Other Thief

“ Dychtwald and Morison offer a brilliant and convincing perspective: an essential re-think of what ‘ aging ’ and ‘ retirement ’ mean today and an invitation to help mobilize the best in the tidal wave of Boomer Third Agers. ” —Daniel Goleman, PhD, Author, Emotional Intelligence: Why It Can Matter More Than IQ Throughout 99 percent of human history, life expectancy at birth was less than 18 years. Few people had a chance to age. Today, thanks to extraordinary medical, demographic, and economic shifts, most of us expect to live long lives. Consequently, the world is witnessing a powerful new version of retirement, driven by the power and needs of the Baby Boomer generation. Consumers over age 50 account for more than half of all spending and control more than 70% of our total net worth — yet are largely ignored by youth-focused marketers. How will work, family, and retirement be transformed to accommodate two billion people over the age of 60 worldwide? In the coming years, we ’ ll see explosive business growth fueled by this unprecedented longevity revolution. What Retirees Want presents the culmination of 30 years of research by world-famous "Age Wave" expert Ken Dychtwald, Ph.D., and author and consultant Robert Morison. It explains how the aging of the Baby Boomers will forever change our lives, businesses, government programs, and the consumer marketplace. This exciting new stage of life, the "Third Age," poses daunting questions: What will "old" look like in the years ahead? With continued advances in longevity, all of the traditional life-stage markers and boundaries will need to be adjusted. What new products and services will boom as a result of this coming longevity revolution? What unconscious ageist marketing practices are hurting people — and business growth? Will the majority of elder boomers outlive their pensions and retirement savings and how can this financial disaster be prevented? What incredible new technologies of medicine, life extension, and human enhancement await us in the near future? What purposeful new roles can we create for elder boomers so that the aging nations of the Americas, Europe, and Asia capitalize on the upsides of aging? Which pioneering organizations and companies worldwide have created marketing strategies and programs that resonate with the quirky and demanding Boomer generation? In this entertaining, thought-provoking, and wide-ranging book, Dychtwald and Morison explain how individuals, businesses, non-profits, and governments can best prepare for a new era — where the needs and demands of the "Third Age" will set the lifestyle, health, social, marketplace, and political priorities of generations to come.

Burst This!

A totally effective and surprisingly fun guide to the Graduate Record Examination In Fall 2007, the GRE Program is planning to implement significant changes to the verbal measure, quantitative measure, and

analytical writing sections of the GRE. This easy-to-use, refreshingly irreverent revision shares inside information on what to expect with these changes, helping both recent graduates and workforce veterans prepare for the revised test, maximize their score, and get into the graduate program of their choice. It includes all of the secrets of the Internet-based test (iBT)-in which the computer generates unique questions according to correct or incorrect answers-as well as brush-up reviews on math and grammar, two complete practice tests, and proven time-management techniques that make test-prep fun and simple. Suzee Vlk wrote For Dummies guides to the ACT, SAT, GRE, and GMAT and taught test preparation classes for more than 25 years. Michelle Gilman (Solana, CA) is the founder and CEO of Fusion Learning Center. Veronica Saydak (Solana, CA) is Director of student curricula at Fusion and has been tutoring test preparation at all levels for several years.

Case Studies in Project, Program, and Organizational Project Management

Whether you are about to lace up your child's skates for the first time, or you have a young teen who is coming to the end of his or her Minor Hockey career, Lessons from Behind the Glass is the perfect companion to help you through your most crazy moments in the stands. From politics to perspective to passion, this book will help guide you to a balanced and less stressful life in the arena and keep you laughing along the way!

Lessons from Behind the Glass

British Counterinsurgency challenges the British Army's claim to counterinsurgency expertise. It provides well-written, accessible and up-to-date accounts of the post-1945 campaigns in Palestine, Malaya, Kenya, Cyprus, South Yemen, Dhofar, Northern Ireland and more recently in Iraq and Afghanistan.

The Warren Buffett Way

Darrel Chaney made it to the Big Leagues. He played for 7 years on one of the best teams ever to take the field, the Cincinnati Reds—the Big Red Machine. He played in 4 National League Championship Series and 3 World Series. He was in the game that the Major League Baseball Network considered the best game of the last 50 years—game 6 of the 1975 World Series. But Darrel had a nagging frustration that eroded his belief in his significance. Disappointments, setbacks and opposition attacked his dream. He was a utility player among superstars. Most men are utility players. They face the same battles that Darrel faced. They get frustrated and lose enthusiasm for work and life itself. But, when a man discovers his God given significance, he enjoys life more and does better in it. Then, whatever his game, he is in the Big Leagues.

British Counterinsurgency

This is what your coaches would have said to you if you were a boy, told through the story of a small-college soccer team that won more games than it ever had a right to win. It 's an inspiring and straightforward look at the qualities that define the most competitive females, and what separates the ones who get it from the ones who don't. Everything Your Coach Never Told You is the instruction manual for female athletes who want to do more than just play. It's for those girls who want to win, win big, and never apologize for it. It's the call-to-arms for competitive female athletes who dare to color outside of the lines. Not recommended for readers under the age of 13.

From Russia with Tough Love

Today's customers want it all and they want it now: innovation, speed, agility, and value. How can you drive

operational excellence, stimulate growth, and accelerate idea-to-value innovation throughout your enterprise? Shingo Prize-winning author Steve Bell, joined by other thought leaders, offers useful insights and examples you can start using now. Run Grow Transform takes the next logical step to driving enterprise value. This could be the game-changing playbook for IT 3.0. -Mark Katz, CIO & Senior Vice President, Esselte Corporation A powerful read detailing how companies can leverage their Lean IT transformation to supercharge the business. -Tom Paider, IT Build Capability Leader, Nationwide The consistent application of the practices described in this book has enabled Embraer to reap huge gains. I recommend this book as a desktop companion. -Alexandre Baule, Vice President Information Systems, Embraer Run Grow Transform takes the reader a leap forward, ready for immediate application to bridge Lean and innovation. -Melissa Barrett, Enterprise Architecture & IT Strategy, Premera Blue Cross This book focuses on the most critical and challenging issue for any aspect of the development or use of IT: creating a collaborative learning culture. -Jeffrey K. Liker, Shingo Prize-Winning Author of The Toyota Way Run Grow Transform sets out the principles and practices necessary for success in the new economy. -Jez Humble, author of Continuous Delivery Steve Bell has hit another home run with this book. Either your organization will adopt the wisdom contained in this book and thrive, or your competitors will do so and put you out of business. -Scott Ambler, author Disciplined Agile Delivery and 19 other books It's rare to see truly new insight added to the Lean discussion. Steve Bell does just that by continuing to push the frontiers of Lean thinking. -Alexander Brown, COO, Scrum Inc. A powerful read detailing how companies can leverage their Lean IT transformation to supercharge the business. -Tom Paider, IT Build Capability Leader, Nationwide Steve Bell has mapped a new trajectory. I challenge any CIO to read Bell's breakthrough work and not be compelled to start this journey to become a transformative leader in the creation of real and sustainable value. -Jeffrey Barnes, Society for Information Management (SIM), Regional Director, Advanced Practices Council All too often the IT organization is viewed as an impediment to lean transformation, when it truly can be a catalyst. Steve's book sorts out all the noise, the jargon, and the "hero culture", guiding the reader to what is so obvious, yet so hard to see: build your culture around your customer! -Josh Rapoza, Director of Web Strategy and Operations, Lean Enterprise Institute Aligning Lean and IT is a great challenge with a big payoff. This book really shows how Lean and IT can create a strong enterprise; it's a great inspiration. -Klaus Lyck Petersen, Solar A/S A must read for any organization that is pursuing continuous improvement. In today's world, real business improvement cannot be achieved without the IT factor; this book will help any organization achieve the improvement that they are seeking. -Barry J. Brunetto, Vice President, Information Systems, Blount International Precise, concise, and entertaining, this book provides the reader with crucial tips on how IT can help enterprises survive and thrive in a fast-paced technological and economic environment. This is mandatory reading not only for businesses and IT organizations, but also for universities and policy makers. -Fuat Alican, PhD, Vice President, Central American Scientific Research and Education Center Not just for Lean Practitioners, Run Grow Transform is a must-have reference for any IT organization, regardless of size, age or industry, looking to move to the next level of performance. -Sarah Topham, Lean Deployment Leader, Information Technology & Product Management, Paychex, Inc. This is a long overdue book that addresses the key challenges for today's IT organization and puts Lean IT into a context that is too often lacking. -James Finister, Tata Consultancy Services The 'business as usual' scenario is not an option in today's economy and global challenges. A transformation in methods, tools and frameworks is needed to guide our business decisions. This book is your first step! -Khuloud Odeh, IT Director, Grameen Foundation Delivering beyond the helpful folk wisdom and narrow techniques and technologies found elsewhere, Steve Bell and his contributors provide practical full value stream lifecycle methods for continuous improvement using Lean in an IT and customer (business) setting. -Martin Erb, Director of Professional Services, Pink Elephant Run Grow Transform clarifies the eternal quest of IT: to simply "running" of the business and to create innovative solutions to grow the business and create sustainable competitive advantage to transform the way customers interact with your business, in plain, actionable advice from one who has been on the front lines. -Tom Foco, Value Stream Solution

The ever expanding market need for information on how to apply project management principles and the PMBOK® contents to day-to-day business situations has been met by our case studies book by Harold Kerzner. That book was a spin-off from and ancillary to his best selling text but has gained a life of its own beyond adopters of that textbook. All indications are that the market is hungry for more cases while our own need to expand the content we control, both in-print and online would benefit from such an expansion of project management "case content". The authors propose to produce a book of cases that compliment Kerzner's book. A book that offers cases beyond the general project management areas and into PMI®'s growth areas of program management and organizational project management. The book will be structured to follow the PMBOK in coverage so that it can not only be used to supplement project management courses, but also for self study and training courses for the PMP® Exam. (PMI, PMBOK, PMP, and Project Management Professional are registered marks of the Project Management Institute, Inc.)

The First Immortal

For David Goggins, childhood was a nightmare - poverty, prejudice, and physical abuse colored his days and haunted his nights. But through self-discipline, mental toughness, and hard work, Goggins transformed himself from a depressed, overweight young man with no future into a U.S. Armed Forces icon and one of the world's top endurance athletes. The only man in history to complete elite training as a Navy SEAL, Army Ranger, and Air Force Tactical Air Controller, he went on to set records in numerous endurance events, inspiring Outside magazine to name him The Fittest (Real) Man in America. In this curse-word-free edition of *Can't Hurt Me*, he shares his astonishing life story and reveals that most of us tap into only 40% of our capabilities. Goggins calls this The 40% Rule, and his story illuminates a path that anyone can follow to push past pain, demolish fear, and reach their full potential.

Queer Game Studies

Bipolar Depression Bipolar depressions are often intractable and potentially deadly. We find from Kraepelin's lectures that thyroid hormones have been in continuous use in psychiatry for at least 120 years, the oldest continuous treatment in psychiatry with the exception of psychotherapy. The use of high doses of thyroid hormone is recommended for bipolar depression in at least two major treatment guidelines: the Texas Medication Algorithm Project for bipolar I depression and the Canadian/ISBD guidelines for bipolar II (2013). There are numerous studies showing its effectiveness including a randomized double-blind placebo-controlled study. Neuroimaging studies show that high doses of thyroid decrease overactive areas in the brain that are associated with depression. In other words, it helps restore normal neurophysiologic functioning, possibly, by correcting low cellular thyroid levels, caused by dysfunctioning mitochondria and low ATP levels. High dose thyroid is well tolerated and is as safe as or safer than most other treatments used for bipolar disorders. High dose thyroid is far safer and far more effective than antidepressants. In fact, theories predict that high dose thyroid may decrease the medical sequela associated with the bipolar disorders allowing our patients to live healthier and longer. Despite all these factors high dose thyroid is rarely used or even talked about for bipolar depression. Here is a book that packages both the "how to" of the practical day-to-day use of high dose thyroid and the evidence base of its efficacy and safety for treating bipolar. The book debunks the myths surrounding high dose thyroid offering definitive proof that it differs from hyperthyroidism. Given the high rate of morbidity and mortality of bipolar depressions. Given the uncalculable suffering by patients and their families. Given the safety and tolerability of high dose thyroid. Given the tremendous cost to society. Given the dearth of effective treatments the question is no longer why use thyroid hormones for treatment. The question asks itself: Why are we not using thyroid hormones to treat bipolar disorder?

The Naked Crowd

Video games have developed into a rich, growing field at many top universities, but they have rarely been considered from a queer perspective. Immersion in new worlds, video games seem to offer the perfect opportunity to explore the alterity that queer culture longs for, but often sexism and discrimination in gamer culture steal the spotlight. *Queer Game Studies* provides a welcome corrective, revealing the capacious albeit underappreciated communities that are making, playing, and studying queer games. These in-depth, diverse, and accessible essays use queerness to challenge the ideas that have dominated gaming discussions. Demonstrating the centrality of LGBTQ issues to the gamer world, they establish an alternative lens for examining this increasingly important culture. *Queer Game Studies* covers important subjects such as the representation of queer bodies, the casual misogyny prevalent in video games, the need for greater diversity in gamer culture, and reading popular games like *Bayonetta*, *Mass Effect*, and *Metal Gear Solid* from a queer perspective. Perfect for both everyday readers and instructors looking to add diversity to their courses, *Queer Game Studies* is the ideal introduction to the vast and vibrant realm of queer gaming. Contributors: Leigh Alexander; Gregory L. Bagnall, U of Rhode Island; Hanna Brady; Mattie Brice; Derek Burrill, U of California, Riverside; Edmond Y. Chang, U of Oregon; Naomi M. Clark; Katherine Cross, CUNY; Kim d'Amazing, Royal Melbourne Institute of Technology; Aubrey Gabel, U of California, Berkeley; Christopher Goetz, U of Iowa; Jack Halberstam, U of Southern California; Todd Harper, U of Baltimore; Larissa Hjorth, Royal Melbourne Institute of Technology; Chelsea Howe; Jesper Juul, Royal Danish Academy of Fine Arts; merritt kopas; Colleen Macklin, Parsons School of Design; Amanda Phillips, Georgetown U; Gabriela T. Richard, Pennsylvania State U; Toni Rocca; Sarah Schoemann, Georgia Institute of Technology; Kathryn Bond Stockton, U of Utah; Zoya Street, U of Lancaster; Peter Wonica; Robert Yang, Parsons School of Design; Jordan Youngblood, Eastern Connecticut State U.

Moral Disengagement

Essays analyzing the narratives that surround the physical and ritualistic activities of sport.

Renegade Mindset Techniques for Softball

Are you struggling to take your game to the next level? Do you ever feel like no matter how hard you practice, your technique is going nowhere? These are just some of the most common challenges that softball players face. But the good news is that there's a solution. Introducing *Renegade Mindset Techniques for Softball*. It's your definitive guide to mastering the mental aspect of the sport, which is the part of the game that's most difficult to learn and practice, and that which sets amateurs apart from serious athletes. With the help of the tips and exercises inside this book, you'll be able to overcome your fears and anxiety more effectively. And with those out of the way, you can focus on delivering a more effective performance every time you step on the field.

Sport, Rhetoric, and Gender

Don't wait for that promotion! Start leading NOW...right where you are! What's the number one question leadership expert John C. Maxwell is asked while conducting his leadership conferences? "How can I implement what you teach when I'm not the top leader?" Is it possible to lead well when you're not the top dog? How about if the person you work for is a bad leader? The answer is a resounding yes! Welcome to *The 360° Leader*. People who desire to lead from the middle of organizations face unique challenges. And they are often held back by myths that prevent them from developing their influence. Dr. Maxwell, one of the globe's most trusted leadership mentors, debunks the myths, shows you how to overcome the challenges, and teaches you the skills you need to become a 360° leader. If you have found yourself trying to lead from the middle of the organization, as the vast majority of professionals do, then you need Maxwell's insights. You have a unique opportunity to exercise influence in all directions—up (to the

boss), across (among your peers), and down (to those you lead). The good news is that your influence is greater than you know. Practice the disciplines of 360 ° leadership and the opportunities will be endless . . . for your organization, for your career, and for your life.

Case Studies in Sport Communication

"Setting Course, since its first edition in 1984, and now in its 14th edition for the 114th Congress, is a comprehensive guide to managing a congressional office"--Page 4 of cover.

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