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100 iPad 2022 The Search for the Japanese Fleet The Battle The Battle for the Brightstone I Lived on the Battlefield of Poltava The Battle of the Little
Bighorn in United States History The Synchronicity War Part 1 U-boat Tactics in World War II The Battle of Petersburg, June 15-18, 1864 The Out-of-Home Immersive Entertainment
Frontier Human-Driven Experience Why We Fight Perioperative Nursing - EBook-epub Germany, Poland and the Common Security and Defence Policy Effective Monitoring and Alerting
Disney Manga: Tim Burton's The Nightmare Before Christmas - The Battle for Pumpkin King US Destroyers 1934-45 A Crucible of Fire The Battle for Paradise The Samurai and the
Sacred McALISTER'S WAY - Free Serialisation Vol. 01 Lincoln's Gettysburg Address and the Battle of Gettysburg Through Primary Sources The Prussian Army of the Lower Rhine 1815
World War I Battlefield Artillery Tactics Modern Web Development Apache Warrior vs US Cavalryman Politics of the Periphery Petersburg 1864-65 Mysteries of the Norman Conquest
The Suicide Magnet The Longbow The British Sailor of the First World War El Alamein Queen Victoria's Highlanders From Incremental to Exponential

Shoppernomics

2014-09-28

the journey to purchase for the family shop or the b2b buyer is impacted by media advice packaging and trial the sales and marketing challenge is what to say and where to say it shoppernomics based on research and case studies from us and uk examines the path taken by the potential buyer the authors describe the key drivers and barriers on the journey to purchase they identify the need to get key messages key partners and key media all working together and a framework for success the authors challenge the budget split between sales and marketing as possibly the largest barrier to successful shopper marketing and identify core stores and the areas they serve as being equally important targets for investment shoppernomics provides the manual for achieving successful companies serving happy and loyal customers as the ultimate goal for manufacturers retailers and brands it reminds marketers that it is what customers take from their product or service that is important not what they think they are delivering it reminds sales people that nothing is more important than matching supply and demand in the eyes of the customer regardless of who actually makes the ultimate sale shoppernomics is designed to deliver fast results for companies prepared to recognise that they are not perfect and go the extra mile to find out why

British Battle Planning in 1916 and the Battle of Fromelles

2015-05-28

the battle of fromelles 19 20 july 1916 witnessed the first time australian forces were used in offenses on the western front and thus looms large in commonwealth perceptions of bumbling british generals this book follows the battle plan from the supreme commander s strategic designs down through the commands at operational and tactical headquarters until it became the orders sending the infantry into the attack in so doing it provides a unique insight into the strengths and weaknesses of british command structure allowing a more scholarly judgement of its effectiveness

The Battle for Fortune

2018-05-15

based on long term fieldwork in a rural tibetan region in china s northwest 2002 13 the battle for fortune is an ethnography of state local relations among tibetans marginalized under china s great develop the west campaign and during the 2008 military crackdown on tibetan unrest the study brings anthropological approaches to states and development into dialogue with

recent interdisciplinary debates about the very nature of human subjectivity and relations with nonhuman others including deities

Value Creation and the Internet of Things

2015-08-28

value creation and the internet of things describes value delivery and consumption exploring the mechanisms by which new value is captured and created in enterprises dedicated to competing and prospering in this new environment manu revisits existing theories and frameworks of intrinsic motivation explores their validity in the age of co creation and synthesizes a new framework to capture the changes in the mind sets of individuals and organizations the book provides a context in which the internet of things will soon become mainstream forcing organizations to re evaluate their value creation methodologies in light of new consumer behavior and expectations

The Split History of the Battle of Gettysburg

2013-07

describes the opposing viewpoints of the union and the confederacy during the civil war battle of gettysburg

100 iPad 2022

2021-11-29

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The Search for the Japanese Fleet

2015-06-15

in the search for the japanese fleet david w jourdan one of the world s experts in undersea exploration reconstructs the critical role one submarine played in the battle of midway considered to be the turning point of the war in the pacific in the direct line of fire during this battle was one of the oldest boats in the navy uss nautilus the actions of lt cdr william brockman and his ninety three man crew during an eight hour period rank among the most important submarine contributions to the most decisive engagement in u s navy history fifty seven years later jourdan s team of deep sea explorers set out to discover the history of the battle of midway and find the ships that the allied fleet sank key to the mystery was nautilus and its underwater exploits relying on logs diaries chronologies manuals sound recordings and interviews with veterans of the battle including men who spent most of june 4 1942 in the submarine conning tower the story breathes new life into the history of this epic engagement woven into the tale of world war ii is the modern drama of deep sea discovery as explorers deploy new technology three miles beneath the ocean surface to uncover history and commemorate fallen heroes

The Battle

2014-07-01

with the secret of briny deep finally exposed tim and his friends must run for their lives their journey will take them far away to a strange land where more incredible surprises await and as a war between two distant lands begins to erupt tim must have the courage to dig deeper than he ever has before

The Battle for the Brightstone

2014-01-01

mikal must find orry the safety of the world depends on it the rogue wizard master harlano captured mikal s magical friend inside the talking head lies the secret that can end all magic the location of the brightstone if harlano and his band of rogues can find and destroy the brightstone they would have unconquerable power but mikal will stop at nothing to defeat his former master with the help of his trusty friend lyra and werewolf killeen mikal battles pirates wizards and dark magic who will get to the brightstone first prepare for the final battle

I Lived on the Battlefield of Poltava

2024-02-20

this prize winning historical lyrical poem of 1985 on the unequal power relations between russia and ukraine darkly resonates in 2023 alexei parshchikov s long historical poem which dates 1985 is one of the major literary documents of the last years of the ussr alexandra smith in an article of 2006 has called it perhaps the most important achievement of russian post perestroika poetry its significance is historical in its irony towards peter the great and charles xii of sweden in their 1709 battle at poltava and towards the writer s own dual allegiance to ukrainian soil and the russian language while all previous translations of parts of the poem are in free verse translator donald wesling here carries over the rhyme and meter of the original whole poem to aid the reader this volume contains the russian text and also the translator s commentary and notes

The Battle of the Little Bighorn in United States History

2014-09

in montana on june 25 1876 lieutenant colonel george custer and the seventh u s cavalry faced thousands of native american warriors custer s last stand is the battle resulting from years of fighting between the expanding united states and the native americans who already populated the land when the battle ended not one of the united states soldiers in custer s immediate command had survived the trail of events which led to this historic battle are explored in this descriptive account along with the famous and colorful characters who took part including sitting bull crazy horse marcus reno and george custer this book is developed from the battle of the little bighorn in american history to allow republication of the original text into ebook paperback and trade editions

The Synchronicity War Part 1

2014-02-16

when the united earth space force stumbles across a shockingly xenophobic alien race the future of the human race is in peril the space force is outgunned and outnumbered and is pushed back relentlessly one space force officer is able to slow down the onslaught due to his uncontrollable precognitive visions his superiors think he s a tactical genius and give him more and more authority he must solve the mystery of his visions before mankind is pushed over the edge into the abyss follow this thrilling military science fiction series describing desperate space battles and the men women and artificial intelligences that fight and die in them be aware that part 1 has a cliffhanger ending the entire series can be bought as a single

ebook in the synchronicity war omnibus edition for less than the cost of buying all four parts individually

U-boat Tactics in World War II

2012-06-20

at the start of the war german u boat technology vastly out performed that possessed by the allies and under the pressure of the war continual development helped keep pace with wartime needs and improvements in anti submarine weaponry but it was not just the technology that had to change german u boat tactics evolved over time used in a variety of roles from coastal patrolling through to the combined actions of convey hunting wolf packs the tactics used by u boats were diverse this book analyses how the u boats dominated the seas thanks to their innovative and daring tactical deployment and how the cracking of the enigma code effectively hamstrung them greatly reducing their impact a problem that even their advanced tactics failed to solve

The Battle of Petersburg, June 15-18, 1864

2015-06-15

the battle of petersburg was the culmination of the virginia overland campaign which pitted the army of the potomac led by ulysses s grant and george gordon meade against robert e lee s army of northern virginia in spite of having outmaneuvered lee after three days of battle in which the confederates at petersburg were severely outnumbered union forces failed to take the city and their final futile attack on the fourth day only added to already staggering casualties by holding petersburg against great odds the confederacy arguably won its last great strategic victory of the civil war in the battle of petersburg june 15 18 1864 sean michael chick takes an in depth look at an important battle often overlooked by historians and offers a new perspective on why the army of the potomac s leadership from grant down to his corps commanders could not win a battle in which they held colossal advantages he also discusses the battle s wider context including politics memory and battlefield preservation highlights include the role played by african american soldiers on the first day and a detailed retelling of the famed attack of the first maine heavy artillery which lost more men than any other civil war regiment in a single battle in addition the book has a fresh and nuanced interpretation of the generalships of grant meade lee p g t beauregard and william farrar smith during this critical battle

The Out-of-Home Immersive Entertainment Frontier

2014-06-28

digital out of home entertainment is transforming the customer experience in shops cinemas museums almost any environment where consumers are congregating this book provides a state of play exploration of the successes the emerging new applications and the strategies that inform them and is an essential guide for entertainment executives as well as those involved in retailing the hotel industry mobile communications museums and heritage

Human-Driven Experience

2022-10-28

explore the human side of the latest digital technologies and trends in human driven experience the battle for trust in a digital age veteran digital strategist delivers a must read exploration of how to capture the attention of consumers whose tolerance for inauthenticity is at an all time low in the book you ll discover ways to harness the sometimes whiplash inducing pace of change in the marketplace to accelerate innovation in your own organisation the author discusses the need for increased mobility between functional areas like information technology digital and marketing and how privacy and security must become essential components of your brand s promise to consumers you ll also find strategies for creating end to end digital experiences that hit home with consumers techniques for rising above the ever loudening din of inauthentic advertising and marketing that has made consumers increasingly sceptical of new and established brands incisive discussions of how data is becoming ever more targeted identifiable and real time and what to do about it perfect for executives managers and other business leaders human driven experience is also a can t miss resource for marketing digital and it professionals looking for ways to make sense of a consumer landscape that s been turned upside down by digital technologies

Why We Fight

2020-12-17

for decades the canadian armed forces has used the work of foreign scholars and writers in its professional military education to try to understand the human dimension of warfare why and how people are motivated to fight and how they behave once they do fight yet the specific canadian context experience and perspective are often lost in favour of appeals to universal truths the first major canadian study of combat motivation in almost forty years why we fight redresses this imbalance by presenting some of the best new work on the subject bringing together top military practitioners and scholars to discuss some of the most controversial issues of modern warfare why we fight examines the face of battle as experienced by canadians it explores sexual violence in war professionalism organizations leadership shared intent motivation in extremis and the toxicity of the warrior culture its chapters offer key insights on combat motivation theories the modern operating environment and the collective and individual identities of the men and women who fight for canada many worry that technology is leading us towards a post human age particularly in war why we fight affirms the centrality of the human being in warfare in canada s past present and future

Perioperative Nursing – EBook–epub

2016-03-15

perioperative nursing 2e has been written by local leaders in perioperative nursing and continues to deliver a contemporary practical text for australian and new zealand perioperative nurses appropriate for nursing students and graduates entering the perioperative environment perioperative nursing 2e offers a sound foundational knowledge base to underpin a perioperative nursing career this unique text will also be of value to those undertaking postgraduate perioperative studies as well as to more experienced perioperative nurses seeking to refresh their knowledge or expand their nursing practice this essential title examines the roles and responsibilities of nurses working within a perioperative environment providing an overview of key concepts in perioperative care the scope of this book addresses anaesthetic intraoperative and postanaesthetic recovery care as well as day surgery and evolving perioperative practices and environments research boxes where appropriate feature boxes on special populations such as paediatric geriatric and bariatric patients emphasis is placed on the concept of the patient journey working within interprofessional teams communication teamwork patient and staff safety risk management strategies and medico legal considerations now endorsed by acorn aligns with the 2016 acorn and pnc nzno standards reflects the latest national and international standards including the nsqhs standards the new nmba standards for practice for registered and enrolled nurses and the who surgical safety checklist includes two new chapters the perioperative team and interdisciplinary collaboration and perioperative patient safety supporting online resources are available on evolve

Germany, Poland and the Common Security and Defence Policy

2012-08-29

a comparative analysis of an old and new eu member state s perceptions of and contributions to eu security and defence this book focuses on change and continuity in both countries defence policies and where convergence and divergence has occurred this has important implications for the eu s effectiveness as an international security actor

Effective Monitoring and Alerting

2013

the book describes data driven approach to optimal monitoring and alerting in distributed computer systems it interprets monitoring as a continuous process aimed at extraction of meaning from system s data the resulting wisdom drives effective maintenance and fast recovery the bread and butter of web operations the content of the book gives a scalable

perspective on the following topics anatomy of monitoring and alerting conclusive interpretation of time series data driven approach to setting up monitors addressing system failures by their impact applications of monitoring in automation reporting on quality with quantitative means and more

Disney Manga: Tim Burton's The Nightmare Before Christmas – The Battle for Pumpkin King

2023-09-19

the new york times best seller jack skellington is the undisputed pumpkin king of halloween town but it wasn't always that way years ago jack and oogie boogie were close friends both eager to prove themselves they poured all their passion into their fantastical projects to earn their rightful place as the scariest duo in town but there could only be one pumpkin king what could have happened to turn two best friends into such bitter rivals even if you are not familiar with the original film the graphic novel the nightmare before christmas the battle for pumpkin king does justice to the original dan conner's writing flows the story with the right amount of humour deborah allo draws every line as if the environment and the characters are alive and we are there in the town with them we can not miss the finesse in colouring that roberto scalia executes my overall impression is that this story is beautifully illustrated it has easy to follow funny dialogues with cleverly placed subtexts on the importance of friendship and honesty ilgin side soysal the comics beat

US Destroyers 1934–45

2011-12-20

since the beginning of the 20th century destroyers have been all purpose ships indispensable in roles large and small from delivering the mail at sea to screening other vessels and where larger ships were not present forming the front line in battle this title details the 169 ships of ten classes introduced in the 1930s early 1 500 tonners and 1 850 ton destroyer leaders designed to conform to the 1930 london naval treaty plus the successor 1 570 ton sims class and 1 620 and 1 630 ton benson and gleaves classes in wartime most 1 500 tonners and leaders initially saw front line duty in the pacific but were relegated to secondary assignments as newer vessels arrived while the later 1 620 and 1 630 tonners became the standard destroyers of the atlantic war this volume reveals the fascinating design story behind these pioneering classes from the constraints of peacetime treaties to advances in propulsion engineering and wartime modifications with an operational overview of their service and tables listing all ships by class builder and initial squadron this is the definitive guide to the pre war us destroyer classes

A Crucible of Fire

2014-04-07

from the battle of chippawa to lundy s lane a crucible of fire focuses on the period of the war of 1812 leading up to the siege on fort erie in september 1814 following their invasion at fort erie and decisive victory at the battle of chippawa an american army of over 5 000 men seemed poised to sweep across the niagara frontier to lake ontario link up with the american fleet and complete the final expulsion of the british allied forces from upper canada however only a month later the shattered remnants of this force were firmly on the defensive and feverishly digging in as the british advanced to begin the siege of fort erie the fifth book in the upper canada preserved series examines this pivotal period in the course of the war of 1812 1815 with particular emphasis on the events that led up to and took place at the battle of lundy s lane on july 25 1814 excerpts from original accounts letters and diaries and a series of new highly detailed maps place readers on the field where they can follow the action as each phase of this decisive combat took place in the darkness of the night and within earshot of the great falls of niagara

The Battle for Paradise

2015-10-01

correction regarding the book the battle for paradise by jeremy evans the following correction has been made on page 163 in paragraph three 3 to wit weston once worked in concert with government officials in a pre planned sting operation complete with marked bills weston whose role in the operation involved paying a bribe to the golfito mayor for a concession and then documenting the bribe as a way to expose the mayor as a corrupt government official was a former cocaine dealer according to dan and someone who illegally acquired possession of his sawmill property pavones a town located on the southern tip of costa rica is a haven for surfers expatriates and fishermen seeking a place to start over located on the golfo dulce sweet gulf a marine sanctuary and one of the few tropical fjords in the world pavones is home to a legendary surf break and a cottage fishing industry in 2004 a multinational company received approval to install the world s first yellowfin tuna farm near the mouth of the golfo dulce the tuna farm as planned would pollute the area endanger sea turtles affect the existing fish population and threaten the world class wave a lawsuit was filed just in time and the project was successfully stalled thus began an unlikely alliance of local surfers fishermen and global environmental groups to save a wave and one of the most biodiverse places on the planet in the battle for paradise jeremy evans travels to pavones to uncover the story of how this ragtag group stood up to a multinational company and how a shadowy figure from the town s violent past became an unlikely hero in this harrowing but ultimately inspiring story evans focuses in turn on a colorful cast of characters with an unyielding love for the ocean and surfing a company s unscrupulous efforts to expand profits and a government that nearly sold out the perfect wave

The Samurai and the Sacred

2011-08-20

a comprehensive study into the spiritual world of the samurai from the cult of revenge and suicide to zen and martial arts the fierce loyalty and self sacrificing attitude of the samurai have made them both a legend and a cult yet although their military prowess and skills in the martial arts have been studied exhaustively an understanding of their belief system still eludes many this original and exciting work examines the spiritual world of the samurai from their attachment to japan s mainstream religions of shinto and buddhism to their involvement in confucianism christianity and folk religion samurai expert stephen turnbull examines important topics such as zen and the martial arts modern militarism the cult of the sword revenge and suicide hara kiri and the kamikaze pilots the suicide bombers of their day he also looks at the fascinating issue of japanese religious terrorism as well as the growing cult status of the samurai both in japan and in the west

McALISTER'S WAY - Free Serialisation Vol. 01

2018-12-02

zach mcAlister s mother is sick and due to go into hospital for an operation to get him out the way his father puts him on a flight to merimbula new south wales australia where he is met by his grandfather danny mcAlister out on his grandfather s ranch or what s left of it it didn t take zach long to become bored silly hunting around for things to do he finds a box of old photos and a strip of six medals hidden away the photos were mostly dog eared and ragged at the edges mostly they were of young blokes hanging around tanks and military stuff and there were lots of choppers you know those beat up ones you see in all the war movies when he looked closer he realised that most of the guys in the photos didn t look much older than zach himself and then there were the letters from a woman named angela he takes the box to his grandfather and asks him about the medals and the photos and that s where our story starts well kind off keywords tags mcAlister s way action adventure zach danny military helicopters choppers soldiers airmen boarding school priests child abuse attack new south wales australia sydney merimbula plane flight fly young adult ya explore discover new guinea cmf enlist kodoka track mia missing in action japanese surrender wwii war ww2 tropic of capricorn rockhampton

Lincoln's Gettysburg Address and the Battle of Gettysburg Through Primary Sources

2013-01-01

this middle school series brings civil war history to life through true stories descriptions of major events and primary source illustrations that will enhance the reader s experience

The Prussian Army of the Lower Rhine 1815

2014-10-20

the prussian army of the lower rhine led by blücher in 1815 played a crucial part in the allied victory at waterloo and was involved in intense fighting at wavre and ligny delving into original sources including eyewitness accounts and regimental histories known only to german scholars this book tells the story of the soldiers on the ground how they were organised and drilled their previous service their march to the battlefield and what they did when they got there also ideal for all those interested in the actual appearance of the prussian soldiers in 1815 this colourful study combines the latest findings and expert analysis to cast new light on the fateful waterloo campaign

World War I Battlefield Artillery Tactics

2014-12-20

as the first world war bogged down across europe resulting in the establishment of trench systems artillery began to grow in military importance never before had the use of artillery been so vital and to this day the ferocity duration and widespread use of artillery across the trenches of europe has never been replicated featuring specially commissioned full colour artwork this groundbreaking study explains and illustrates the enormous advances in the use of artillery that took place between 1914 and 1918 the central part artillery played in world war i and how it was used throughout the war with particular emphasis on the western front

Modern Web Development

2016-02-22

master powerful new approaches to web architecture design and user experience this book presents a pragmatic problem driven user focused approach to planning designing and building dynamic web solutions you ll learn how to gain maximum value from domain driven design ddd define optimal supporting architecture and succeed with modern ux first design approaches the author guides you through choosing and implementing specific technologies and addresses key user experience topics including mobile friendly and responsive design you ll learn how to gain more value from existing microsoft technologies such as asp net mvc and signalr by using them alongside other technologies such as bootstrap ajax json and jquery by using these techniques and understanding the new asp net core 1 0 you can quickly build advanced web solutions that solve today s problems and deliver an outstanding user

experience microsoft mvp dino esposito shows you how to plan websites and web apps to mirror real world social and business processes use ddd to dissect and master the complexity of business domains use ux driven design to reduce costs and give customers what they want realistically compare server side and client side web paradigms get started with the new asp net core 1 0 simplify modern visual webpage construction with bootstrap master practical efficient techniques for running asp net mvc projects consider new options for implementing persistence and working with data models understand responsive design s pros cons and tradeoffs build truly mobile friendly mobile optimized websites about this book for experienced developers and solution architects who want to plan and develop web solutions more effectively assumes basic familiarity with the microsoft web development stack

Apache Warrior vs US Cavalryman

2016-08-25

from the 1840s onward united states military forces clashed with the apache a group of native american peoples associated with the southwestern part of north america us territorial expansion and conflict first with mexico and then during the civil war led to an escalation of hostilities that culminated in the defeat of the apache leader geronimo in 1886 although fighting continued into the 20th century in this study the clashes at cieneguilla 1854 first adobe walls 1864 and cibecue creek 1881 are assessed in detail fully illustrated and featuring contemporary accounts and specially commissioned artwork this history examines exactly how the apache were able to pose such a grave threat to us forces and how their initial advantages were gradually negated by the cavalry examining the tactics equipment and training available to each side over four decades of evolving conflict this is an eye opening combatant s eye view of one of history s most intriguing campaigns

Politics of the Periphery

2024-01-31

new urban forms characterizing contemporary metropolises reflect a certain continuity with the patterns of the past they also include unexpected forms of settlement and design that have emerged in response to social and economic needs and as a way of leveraging new technologies politics of the periphery sets out to explore sub urban governance in diverse contexts in order to better understand how materiality and space are shaped by the possibilities and constraints of confronting actors this collection edited by pierre hamel examines the empirical aspects of collective action and planning in eight urban regions around the world across north america europe asia and africa and reveals the impacts and consequences of various structures of suburban governance the case studies feature a diverse range of local actors facing both the specificity of their respective milieus and the broader context of extended urbanization as metropolitan regions cope with new territorial challenges the book focuses on suburbanization processes that characterize most of these post metropolitan regions and questions whether it is possible to improve suburban governance in the face of growing uncertainties arising from structural and subjective transformations paying close attention to the

relationship between the local and the global politics of the periphery challenges the planning processes of evolving metropolitan regions

Petersburg 1864–65

2013-03-20

in 1864 general ulysse s grant decided to strangle the life out of the confederate army of northern virginia by surrounding the city of petersburg and cutting off general robert e lee s supply lines the ensuing siege would carry on for nearly ten months involve 160 000 soldiers and see a number of pitched battles including the battle of the crater reams station hatcher s run and white oak road after nearly ten months grant launched an attack that sent the confederate army scrambling back to appomattox court house where it would soon surrender written by an expert on the american civil war this book examines the last clash between the armies of u s grant and robert e lee

Mysteries of the Norman Conquest

2022-07-20

recent challenges to the traditional site of the battle of hastings have led to a surge of interest in the events surrounding england s most famous battle this in turn has increased speculation that the titanic struggle for the english crown in 1066 did not take place on the slopes of what is today battle abbey with a number of highly plausible alternative locations being proposed the time had clearly come to evaluate all these suggestions and robert allred decided to take on that task taking nothing for granted robert hiked round the sites of the three battles of 1066 fulford stamford bridge and hastings armed with the medieval sources and much of the current literature he set out to appraise the evidence and to draw his own unbiased conclusions following in the footsteps of the viking warriors of harald hardrada the knights of william of normandy and the anglo saxon soldiers of king harold the reader is taken on a journey from yorkshire to the south coast and down through the ages to re examine what has been written about that momentous year the intrigues preparations and manoeuvres which culminated on 14 october 1066 on a bloody hill somewhere in sussex whether this will settle the debate over the site of the battle of hastings or prompt further investigations remains to be seen but it will be a book which cannot be ignored and which the reader will be unable to put down

The Suicide Magnet

2023-11-07

the inside story of the grassroots fight to have a suicide barrier erected on toronto s bridge of death most torontonians have no idea their city once hosted the second most popular

suicide magnet in north america behind the golden gate bridge since its completion in 1918 more than four hundred people jumped to their death from the bloor viaduct which spans the cavernous don valley that number might still be rising if not for the tireless efforts of a group of volunteers led by two citizens who fought city hall for years to get a suicide barrier erected not only did they win they saved numerous lives and brought to light valuable research on how barriers actually lower suicide numbers overall the resulting barrier the luminous veil has been praised for its ingenious and inspiring design the suicide magnet tells how the battle was won and explores the ongoing efforts to help those suffering from mental health challenges

The Longbow

2013-09-20

an iconic medieval missile weapon the deadly longbow made possible the english victories at crecy and poitiers at the height of the hundred years war the longbow was the weapon at the heart of the english military ascendancy in the century after 1340 capable of subjecting the enemy to a hail of deadly projectiles the longbow in the hands of massed archers made possible the extraordinary victories enjoyed by english forces over superior numbers at crécy and poitiers and remained a key battlefield weapon throughout the wars of the roses and beyond it also played a leading role in raiding siege and naval warfare its influence and use spread to the armies of burgundy scotland and other powers and its reputation as a cost effective and easily produced weapon led to calls for its widespread adoption among the nascent armies of the american republic as late as the 1770s

The British Sailor of the First World War

2015-04-10

in 1914 great britain had the largest and most powerful navy the world had ever seen a well known fact but what of the everyday experience of those who served in her this fully illustrated book looks at the british sailor s life during the first world war from the falkland islands to the east african coast to the north sea meals in the stokers mess and the admiral s cabin the claustrophobic terrors of the engine room or submarine the long separations from loved ones that were the shared experience of all ranks the perils faced by royal naval air service pilots in the air the possessions treasured by sailors while at sea drawing on a wealth of previously unpublished materials from the national maritime museum archives this is an authoritative and vivid account of lives lived in quite extraordinary circumstances

El Alamein

2012-06-20

before the battle of el alamein in 1942 the british had never won a major battle on land against the germans nor indeed had anyone else drawing on a remarkable array of first hand accounts this book reveals the personal experiences of those on the frontline and provides fascinating details of how the war was actually fought it also includes analysis of the strategic decisions made by the generals el alamein 1942 is the story of exactly how a seemingly beaten and demoralized army turned near defeat into victory in a little over four months of protracted and bloody fighting in the harsh north african desert

Queen Victoria's Highlanders

2011-12-20

in 2006 the title highlanders finally disappeared from the british army s list of infantry regiments after nearly 270 years throughout this period scottish highland units distinguished themselves in battle but it was in the 19th century heyday of the british empire that they acquired an elite reputation and their colourful uniforms evolved to their full complexity this book traces and explains the identity and appearance of the individual regiments throughout queen victoria s reign illustrating a wide variety of their home service uniforms with engravings paintings photographs and full colour plates specially researched and prepared for this tribute to a unique military tradition

From Incremental to Exponential

2020-10-06

this timely book reminds us that innovation is agnostic about where it s created satya nadella ceo microsoft over and over we see big legacy businesses getting beaten to the punch by energetic little start ups it seems like innovation can come from only the bottom up or from the outside in but tech experts vivek wadhwa and ismail amla are here to tell you that big equals slow and stodgy is a myth based on decades of experience working with both the world s leading brands and disruptive start ups this book explores the opportunity legacy companies have to create new markets supercharge growth and remake their businesses by combining the mindset and tool belt of start ups with the benefits of incumbency boatloads of customer data decades of brand equity robust distribution channels enormous financial assets and more wadhwa and amla go deeply into why the pace and dynamics of innovation have changed so dramatically in recent years and show how companies can overcome obstacles like the eight deadly sins of stasis equally important they provide a playbook on how to use their insights in your own company team or career this fast paced anecdote rich story rethinks modern innovation a book every manager executive and ambitious employee will want to read

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