

Divide And Rule

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American culture - the women's movement hijacked, politically correct dysfunction, capitalism's spin and propaganda, the cover-up of the abuse of males, the failure of reason and the rise of single moms - all this and more is outed in Operation: Gender War. Examines one of the most significant and characteristic features of modern medicine - specialization - in historical and comparative context. This title traces the origins of modern medical specialization to 1830s Paris and examines its spread to Germany, Britain, and the US.

"The empire's missing links are found deep in this poet's ever-astonishing states of multiple consciousness—astutely attuned to the pressured, violent, mass conformities forced upon us—brilliantly formed into poems as ambitious and achieved as any written in the English language today."—Lawrence Joseph In these dramatic monologues, Walid Bitar delivers variations on the theme of power: in politics, in the subjugation and abuse of other cultures, and in our divided selves. Using satire, parody, koan, and riddle, Divide and Rule struggles with the mendacity of language and identity. They have no maps. Ours, I'll redraw. Isn't itself, their neck of the woods, needs a rest—something more than a nap, and less than death, though death wouldn't hurt. Walid Bitar's poetry collections include 2 Guys on Holy Land, Bastardi Puri, and The Empire's Missing Links. He was born in Beirut and lives in Toronto, Ontario. Effects on the violence

Written forty years ago, Divide and Rule is a socialist classic which argues that the partition of Ireland was a conscious act of the British ruling class in order to cut across a working-class movement with revolutionary potential. Importantly, it argues that this was not inevitable but that, with a socialist programme and the leadership, a united movement of workers have the capacity to cut across sectarian division, and challenge imperialism and capitalism itself. Herald Books, the publishing house of the Socialist Party, has reprinted Divide and Rule as we approach the centenary of partition, so workers and young people can draw the lessons of this historic period and apply them to the struggle for socialism today. Do you have a teacher in your life that you love and appreciate? Celebrate them with this simple 6x9 blank lined journal notebook. They work hard and deserve more than a card they will just throw away. This paperback is as practical as it is cute. Makes a great gift for appreciation week, birthdays and even Christmas for that special teacher in your life. Perfect for note taking, to do lists and even their memories. They most likely have some very interesting stories to write down. Grab them the gift they deserve today!

Nature has provided defensible borders, rich resources and excellent human capital to India. The country, however, has not been able to use these assets to her advantage – kind courtesy self seeking regional ruling satraps, who have been quarreling among themselves making way for invaders and foreigners. Resultantly, there has been no strategic culture, sense of unity, history and its recording and evaluating. There has seldom been one India. Its traditions have been mostly oral and the religious texts always had greater significance and merit. British during their rule over India pillaged it and took away entire wealth and art pieces of immense value to Britain. On getting independence, India adopted parliamentary system of governance, based on Westminster model, which without proper reforms is not suiting to Indian conditions and is further seemingly dividing us. Rather than narrowing down our diversities, it is further widening the same which is against the unity of the country. Democracy is our strength but its four basic pillars of stability and continuity of the government, its accountability, responsibility and transparency are not being secured. The book is an attempt to analyse the effects of British 'Divide and Rule' Policy on us all and specially our armed forces.

In a future where only the ruling "hoppers" are allowed access to technology, Sir Howard is drawn into a conflict with the "hoppers" when his brother is arrested for doing scientific research.

Dak, Sera and Riq might be in over their heads when they attempt to stop a Viking invasion. Hundreds of ships carrying thousands of warriors are laying siege to medieval Paris. The Parisians are holding their own, but the stalemate can only last so long. And that's bad news - especially since Dak has been captured, forced to work alongside the Vikings while Sera and Riq defend Paris from within. No matter which side wins, the children lose.

The book is a case study of Putin's use of the tactics of divide and rule in relation to, particularly, the hard-line elements among his supporters. It illustrates Putin's methods of staying in power vis-à-vis groups that might put too much pressure on him, or who might even try to oust him. The project also suggests that Putin's survival tactics have brought Russia to a deeply corrupt, state-dominated form of authoritarianism, which lacks deep institutional roots and will probably lead in due course to some form of state collapse. This work will appeal to a wide audience including political scientists, academics, graduate students, and everyone who is interested in contemporary Russian politics.

This is the story of a university lecturer whose marriage, politics and views are violently disrupted when she has an affair with an Italian fascist and intellectual. This is the author's second novel, her first being Swann Song.

A young man becomes the unwilling Shepherd, the ceremonial link between the god and his people.

US government pamphlet describing the techniques and aims of Nazi propaganda tactics within the US.

In Divide and Rule, Walid Bitar delivers a sequence of dramatic monologues, variations on the theme of power, each in rhymed quatrains. Though the pieces grow out of Bitar's personal experiences over the last decade, both in North America and the Middle East, he is not primarily a confessional writer. His work might be called cubist, the perspectives constantly shifting, point followed by counterpoint, subtle phrase by savage outburst. Bitar's enigmatic speakers are partially rational creatures, have some need to explain, and may succeed in partially explaining, but, in the end, communication and subterfuge are inseparable - must, so to speak, co-exist.

"Creativity in marketing communications is one of the most potent ways for companies to increase their productivity. This book contains case after case, which demonstrates the leveraging power of innovative thinking in advertising today." -Joseph E. DeDeo Chairman of Latin America, Young & Rubicam, Inc. The days of expensive network television rollouts of new advertising campaigns are over. Targeted, niche-

driven selective marketing is less expensive, more profitable, and far more sensible in today's thriving culture of special-interest media. Here's your chance to learn all about this revolutionary new marketing strategy. Written by the advertising genius behind some of the most unforgettable campaigns of the past 30 years, *Divide and Conquer* teaches you what you need to know to conduct your own successful selective-marketing campaigns. Fifteen fascinating and instructive case studies demonstrate how to identify your markets precisely, get to know them inside and out, fashion a message that they'll hear and respond to, and find the perfect media mix to deliver your message. No matter what size company you work for, in *Divide and Conquer* you'll learn valuable lessons about how to find your customers, reach out to them, and forge profitable, long-term relationships with them. With the advent of cable TV, the Web, and other new platforms, media have become as diverse as the increasingly fragmented markets they serve -dangerous terrain for one-size-fits-all advertising. In the 1980s, a handful of visionaries began developing an alternative designed to take advantage of today's thriving culture of special-interest media. It's called selective marketing, and unlike mass-market advertising, it doesn't tell people what they want, it asks them. Selective marketing uses sophisticated intelligence-gathering techniques to pinpoint niche markets and learn all about them. It plies everything from print, TV, and radio, to Web technology, fax response, and even performance art to capture specific markets and forge lasting relationships with them. And it helps clients find the best ways to satisfy or surpass customer expectations. In *Divide and Conquer*, Harry Webber reveals the secrets behind this revolutionary new marketing strategy. The advertising genius behind such memorable campaigns as "I am stuck on Band-Aid," Webber clearly and concisely lays out basic selective-marketing principles and practices. With the help of 15 selective-marketing case studies, he demonstrates that any advertiser can use his proven techniques to identify markets, create the right message for a particular market, and develop the most effective media mix to deliver that message. Fascinating and instructive success stories, the case studies provide a unique insider's look at selective marketing in action. You'll learn how selective marketing was used to restore the investment community's faith in Ford; win the alternative adult market for Dr Pepper; entice baby boomers to Kentucky Fried Chicken; and even forge an alliance between the Crips and Bloods street gangs for the Los Angeles city attorney's office. Each case study presents concise descriptions of the target market, marketing challenge, selective-marketing solution, and outcome, and concludes with a quick summary of important selective-marketing lessons learned. Throughout the book, sidebars spell out key selective-marketing principles embodied by the case at hand. The first practical guide to the revolutionary marketing strategy that threatens to make mass marketing a thing of the past, *Divide and Conquer* is essential reading for marketing managers, entrepreneurs, and professionals working in small businesses, midsize companies, and large corporations.

Divide and Fall?, the first full-length analysis of the post-Cold War revival of ethnic partition, is a major intervention in the study of international relations. Radha Kumar examines the carve-up of Bosnia, comparing it to earlier divisions of Ireland, India, Palestine and Cyprus.

Divide and Rule

The second volume in an immense 2-part novel dramatizing the whole history of 'the Troubles' in Northern Ireland through individuals drawn from both sides of the divide. Beginning where the first volume, *THE LONG SLIDE*, ended, in 1969, when war broke out in the province and the British Army moved in, *Volume Two: DIVIDE AND RULE*, takes the story on from there to the precarious peace initiative of 1996. With a broad gallery of finely drawn characters, young and old, good and bad, *DIVIDE AND RULE* covers another period of nearly thirty years, as 'sectarian' Belfast becomes 'criminalized' Belfast, political ideals crumble into corruption, and the leading individuals, as they age, move inexorably toward their tragic or redemptive destinies. *DIVIDE AND RULE* is an extraordinary combination of historical epic and political thriller. And perhaps the most ambitious work of fiction to come out of a deeply troubled, divided city. This is the 'Belfast' novel to end them all.

In Indian context.

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