The Little Blue Book Essential Guide To Thinking And Talking Democratic George Lakoff

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Core strategies for creating a corporate reputation that will provide a competitive advantage in the marketplace: a back-to-basics approach.

How were social media posts, scripted speeches, traditional news media and political cartoons used and understood during the Brexit campaign? What phrases and metaphors were key during and after the 2016 Brexit referendum? How far did the Remain and Leave campaigns rely on metaphor to engage with supporters in communicating their political positions? These questions, and many others, can be answered only through a systematic analysis of the actual language used in relation to Brexit by the different parties involved. By drawing on a range of data sources and types of communication, and presenting them as 'frames' through which individuals can attempt to understand the world, the author provides the first book-length examination of the metaphors of Brexit. This book takes a detailed look at the rhetorical language behind one of the major political events of the era, and it will be of interest to students and scholars of linguistics and political science, as well as anyone with a special interest in metaphor, rhetoric, Brexit, or political communication more broadly.

Illustrating the insights which Social Policy analysis offers to understanding the social world through examples such as the impact decisions about care provision have on workplace opportunities and access to welfare for men and women.

My Little Blue Book of project management presents a concise and succinct guide for managing projects at home, work, or leisure. It is, indeed, a little blue book. Both personal and corporate projects can benefit from the contents of the book, although the primary focus is on personal projects at home. We tend to be more organized at work than we are at home. Thus, a book focusing on applying project management at home is very much needed. The essential elements of project

management are presented in My Little Blue of Project Management, where the common thread for managing any type of project, both big and small, is the personal commitment of the humans to the project at hand. Regardless of the efficacy of the computer tools and analytic techniques available for project management, the underlying foundation for success, in the premise of this book, is personal commitment. If the most effective tools are not used promptly and properly, no amount of wishful practices and corrective actions can make a precarious project successful. My Little Blue Book of project management advocates preempting project problems through advance planning, organizing, resource allocation, scheduling, and control of project activities. For ease of reference, My Little Blue Book of Project Management is organized in seven topical areas of What, Why, Who, Where, When, Which, and How.

Concepts have always been foundational to the social science enterprise. This book is a guide to working with them. Against the positivist project of concept "reconstruction"—the formulation of a technical, purportedly neutral vocabulary for measuring, comparing, and generalizing—Schaffer adopts an interpretivist approach that he calls "elucidation." Elucidation includes both a reflexive examination of social science technical language and an investigation into the language of daily life. It is intended to produce a clear view of both types of language, the relationship between them, and the practices of life and power that they evoke and sustain. After an initial chapter explaining what elucidation is and how it differs from reconstruction, the book lays out practical elucidative strategies—grounding, locating, and exposing—that help situate concepts in particular language games, times and tongues, and structures of power. It also explores the uses to which elucidation can be put and the moral dilemmas that attend such uses. By illustrating his arguments with lively analyses of such concepts as "person," "family," and "democracy," Schaffer shows rather than tells, making the book both highly readable and an essential guide for social science research.

The Little Green Math Book helps readers build essential math and numeracy skills and is suitable for the everyday student, test-prep candidate, or working professional in need of a refresher course. The book's four chapters include: (1) Basic Numeracy Ingredients, (2) Wonderful Math Recipes, (3) Favorite Numeracy Dishes, and (4) Special Math Garnishments. Thirty principles of math highlight common themes among different types of problems and each problem is rated according to a three-tier system - one chili (mild), two chilies (hot), and three chilies (very hot).

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A man shows up one day in the Land of Blue Sky. He does not remember who he is, or where he comes from. But after he shoots an innocent man in public without even a flicker of remorse, the townspeople realise there is more to this solitary man. A tale of abandonment, mystique, and a belief that could change the way you see life, 'Blue Book of Transitory Souls' recounts the story of a man with many identities, many lives, but only one belief – that we are all souls in transit.

Kipper the dog's life changes when he discovers why there is a hole in his toybox.

Fitness and good health are the result of a change in lifestyle. The 393 commonsense tips in this book will lead to a properly conditioned body, a sound mind, and a contented spirit.

Scholars in many of the disciplines surrounding politics explicitly utilize either a narrative perspective or a metaphor perspective (though rarely the two in combination) to analyze issues -- theoretical and practical, domestic and international -- in the broad field of politics. Among the topics they have studied are: competing metaphors for the state or nation which have been coined over the centuries in diverse cultures; the frequency with which communal and international conflicts are generated, at least in part, by the clashing religious and historical narratives held by opposing groups; the cognitive short-cuts employing metaphor by which citizens make sense of politics; the need for political candidates to project a convincing self-narrative; the extent to which the metaphors used to formulate social issues determine the policies which will be developed to resolve them; the failure of narratives around the security of the nation to take account of the individual experiences of women and children. This volume is the first in which eminent

scholars from disciplines as diverse as social psychology, anthropology, political theory, international relations, feminist political science, and media studies, have sought to integrate the narrative and the metaphor perspectives on politics. It will appeal to any scholar interested in the many ways in which narrative and metaphor function in combination as cognitive and rhetorical instruments in discourse around politics.

For Reasoning Aficionados From All Walks of Life! This guidebook addresses one of the most critical yet seldom taught skills. Reasoning skills help us make sense of the world, including how to better make decisions, tackle opportunities, evaluate claims, and solve problems. Interwoven within the book's five sections – Perception & Mindset, Decision Making, Creative Thinking, Analyzing Arguments, and Mastering Logic – reader's will discover 50 reasoning tips that summarize the common themes behind classic reasoning problems and situations. Appendixes contain summaries of fallacious reasoning, analogies, trade-offs, and a review of critical reading skills. A wealth of examples, charts, and insightful problems makes The Little Blue Reasoning Book an invaluable guide for any individual wanting to further sharpen his or her thinking skills. Enjoy the benefits of your own self-paced reasoning course: *Gain insights into the four classic mindsets and how each influences one's outlook. *Make better decisions by framing problems with quantitative tools. *Employ creative thinking to bypass "roadblocks" and unlock novel solutions. *Evaluate claims by challenging the strength of key assumptions. *Use logic to break down arguments in a clear, easy-to-understand manner. *Review the 10 classic trade-offs to speed recognition of core issues. *Read with added clarity, whether your goal involves pleasure or profit. "A wonderful work that shows how reasoning is challenging, yet engaging, rewarding and fun. Because reasoning involves people, it is an art as well as a science. And to remind ourselves just why it's not always easy to mix the two, we owe a cheerful salute to Nobel prize-winning physicist Murray Gell-Mann who observed: 'Think how hard physics would be if particles could think.'" —Dr. William A. McEachern, author, award-winning teacher, and founding editor of The Teaching Economist

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Simplified Chinese edition of The Bluest Eye

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The Little Blue BookThe Essential Guide to Thinking and Talking DemocraticSimon and Schuster

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This book presents methods and approaches used to identify the true author of a doubtful document or text excerpt. It provides a broad introduction to all text categorization problems (like authorship attribution, psychological traits of the author, detecting fake news, etc.) grounded in stylistic features. Specifically, machine learning models as valuable tools for verifying hypotheses or revealing significant patterns hidden in datasets are presented in detail. Stylometry is a multi-disciplinary field combining linguistics with both statistics and computer science. The content is divided into three parts. The first, which consists of the first three chapters, offers a general introduction to stylometry, its potential applications and limitations. Further, it introduces the ongoing example used to illustrate the concepts discussed throughout the remainder of the book. The four chapters of the second part are more devoted to computer science with a focus on machine learning models. Their main aim is to explain machine learning models for solving stylometric problems. Several general strategies used to identify, extract, select, and represent stylistic markers are explained. As deep learning represents an active field of research, information on neural network models and word embeddings applied to stylometry is provided, as well as a general introduction to the deep learning approach to solving stylometric questions. In turn, the third part illustrates the application of the previously discussed approaches in real cases: an authorship attribution problem, seeking to discover the secret hand behind the nom de plume Elena Ferrante, an Italian writer known worldwide for her My Brilliant Friend's saga; author profiling in order to identify whether a set of tweets were generated by a bot or a human being and in this second case, whether it is a man or a woman; and an exploration of stylistic variations over time using US political speeches covering a period of ca. 230 years. A solutions-based approach is adopted throughout the book, and explanations are supported by examples written in R. To complement the main content and discussions on stylometric models and techniques, examples and datasets are freely available at the author's Github website

The Blue Book is an ultimate guide for financial and management accounting in the hotel industry, and it is like no other. Some academic books for the hospitality industry do exist; however, as the term "hospitality industry" refers to lodging, food & beverage, event planning, transportation, and recreation, the industry is already complex on its own. It explains why such books do not conveniently cater to a hotel's needs. Moreover, these books dedicate many pages to corporate financing, which has little or nothing to do with the property level. Although there are some ground rules within the hospitality industry, the hotel has its unique

accounting procedures and techniques, and this is when this book plays a main role.With over twenty years of valuable experience with the best international hotel operators in six countries, the author shares the essential and practical knowledge and guidelines to build a strong Finance Division in hotels. Therefore, this book perfectly caters to all financial professionals, from the start of their careers to becoming finance leaders.The contents of this book are certainly comprehensive and thorough - highly relevant and easy to understand. This makes it suitable for financial professionals, stakeholders including division heads, general managers, auditors, owners, and owner's representatives. All will greatly benefit from it. The Blue Book includes the following twelve parts that provide the most essential needed information to understand the hotel finance functions and to build a strong finance division:Part One: Basic AccountingPart Two: Revenue ManagementPart Three: Cost ManagementPart Four: Labor ManagementPart Five: Other Expenses GuidelinesPart Six: Financial AnalysisPart Seven: Budgeting and ForecastingPart Eight: Cash ManagementPart Nine: Hotel InvestmentsPart Ten: Hotel Management SoftwarePart Eleven: Financial Functions and SOPsPart Twelve: Parent-Child Chart of AccountsThis book uses the Uniform System of Accounts and GAAP as its main reference, ensuring that the information provided to the readers is the most updated and relevant version of the modern hotel industry.
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This handbook developed by the Project Management Institutes Program Management Office Specific Interest Group (PMOSIG) provides practical guidance to the project Management and PMO community on a variety of topics in the areas of: PMO Strategic and Tactical Management, PMO Governance, PMO Services, PMO Set-up and Execution, and PMO Performance and Maturity. It features insightful contributions from more than 20 subject matter experts, successful practitioners, distinguished authors and

thought leaders with a variety of backgrounds and experiences from around the World. The authors include best practices and case studies for successfully aligning PMOs to business objectives, and delivering benefits/ROI, as well as numerous proven tools, templates, policies, procedures, standards, methodologies and processes for successfully developing, and managing PMOs and for expanding their scope of services.

The indispensable handbook for Democrats Voters cast their ballots for what they believe is right, for the things that make moral sense. Yet Democrats have too often failed to use language linking their moral values with their policies. The Little Blue Book demonstrates how to make that connection clearly and forcefully, with hands-on advice for discussing the most pressing issues of our time: the economy, health care, women's issues, energy and environmental policy, education, food policy, and more. Dissecting the ways that extreme conservative positions have permeated political discourse, Lakoff and Wehling show how to fight back on moral grounds and in concrete terms. Revelatory, passionate, and deeply practical, The Little Blue Book will forever alter the way Democrats and progressives think and talk about politics.

Provides guidelines for United States Democrats to connect moral values to important policies, using practical tactics to guide political discourse away from extreme positions.

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In Civility, Nonviolent Resistance, and the New Struggle for Social Justice, contributors expose the roots of injustice and violence, and propose civil, nonviolent ways of challenging them. ??????????,??????????????????????????????......

Light plays a crucial role in mediating relationships between people, things, and spaces, yet lightscapes have been largely neglected in archaeology study. This volume offers a full consideration of light in archaeology and beyond, exploring diverse aspects of illumination in different spatial and temporal contexts from prehistory to the present.

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Though primarily a writer of very accomplished fiction, Chet Williamson has also written non-fiction books, essays, plays, reviews, songs, and letters of complaint. What you'll find in these pages is a grab-bag of his work that is largely unseen by his usual audience. There is one piece of fiction: "Returns." And it is new to all but two readers. About ten years ago, Williamson began a secondary career as a playwright, having had a few produced—the most recent of which was He Comes For His Books, a roman a clef about Harold Pinter and first wife Vivien Merchant. There are two plays in his Little Blue Book—one a dramatic adaptation of one of his short stories, and the other of a novella. In the case of the novella, The Story of Noichi the Blind, Booklist said, "This extraordinary performance makes such comparably transgressive writing as the Marquis de Sade's seem totally crude." The remaining pages contain reviews, tributes to four writers, and a handful of essays and blogs. A Little Blue Book of Bibliomancy promises to give readers new insights into one of our favorite writers.

Traditional Chinese edition of This Changes Everything: Capitalism vs. The Climate by award winning journalist Naomi Klein, the New York Times Book Review's 100 most notable books of 2014. It is now a 2015 documentary: This Changes Everything, a look at seven communities around the world with the proposition that we can seize the crisis of climate change to transform our failed economic system into something radically better.

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