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For courses in Sales and Personal Selling. Extensive, real-world applications, carefully integrated with current personal selling concepts. Selling Today: Partnering to Create Value helps students understand the value of developing their personal selling skills by exposing them to a careful integration of personal selling academic theory and real-world applications. And with the largest number of “learn by doing” materials available in any personal selling text, Manning/Ahearne/Reece offers instructors a variety of teaching tools to strengthen the learning process. As the developed nations of the world transition from a production focus to a sales-and-service focus, this cutting-edge new edition prepares students to succeed as members of a new generation of businesspeople. For courses in Sales and Personal Selling. Extensive, real-world applications, carefully integrated with current personal selling concepts. Selling Today: Partnering to Create Value helps students understand the value of developing their personal selling skills by exposing them to a careful integration of personal selling academic theory and real-world applications. And with the largest number of “learn by doing” materials available in any personal selling text, Manning/Ahearne/Reece offers instructors a variety of teaching tools to strengthen the learning process. As the developed nations of the world transition from a production focus to a sales-and-service focus, this cutting-edge new edition prepares students to succeed as members of a new generation of businesspeople.

Outlining 10 steps in the personal selling process—from prospecting for new business to closing a deal—this guide explains the art of the sale. The importance of listening to customers, clarifying the difference between selling a product and a service, and emphasizing the importance of business ethics are revealed. Descriptions of the options available to those seeking a career in sales are included, as is an exploration of the impact of the sales profession on the economy, and a reminder that all jobs require some amount of selling.

Multicultural Education of Children and Adolescents explores the foundations of diversity through cultural portraits of young people from a variety of backgrounds, and provides practical strategies for shaping and implementing a multicultural curriculum. In Part I, the authors introduce multicultural education as a concept and document the increasing cultural diversity of the United States. The text describes, in Part II, various cultural groups—including African, American Indian, and Hispanic cultures—to help pre-service teachers better understand the backgrounds of diverse learners. Part III focuses on topics that educators should consider when planning and implementing programs that teach acceptance and respect for cultural diversity. Through this series of applied chapters, teacher candidates will learn to use the most effective instructional practices with diverse learners, and to work successfully with families, school personnel, and administrators to implement a multicultural program. Content and features new to the sixth edition include the following Every chapter opens with a real-life story that introduces the subject matter by showing the ideas in action. Points to Ponder boxes urge readers to reflect more deeply on information they have just read. Additional Case Studies with accompanying Questions for Discussion in all chapters enable nuanced consideration of the crucial differences between culturally specific learning styles. Increased emphasis on Social Justice and White Privilege, including its effects on all people. Chapter 13 has been significantly revised to include increased and updated information on sexual orientation, including transgender students. Chapters in Part II now feature further expanded sections on socioeconomic status and conditions of each ethnic group.

Get access to an interactive eBook* when you buy the paperback! (Print paperback version only, ISBN 9781446285879) A Unique Blend of Digital and Print Learning Resources! 5 Star student reviews: “A must have for teachers-to-be, especially those who are a bit shaky on their maths knowledge!” “Not many maths books keep me fixated but this is one that is definitely worth the money.” “It is a book I will be using even when in the classroom.” Mathematics Explained for Primary Teachers develops your understanding of mathematical concepts and processes, and how children learn them, so you can confidently teach mathematics to primary children. Tried and tested, the fifth edition of Derek Haylock’s much loved textbook matches the 2014 curriculum requirements for England. Every chapter integrates children’s learning, classroom practice, and teacher’s own requirements for subject knowledge, making this the ideal text to guide you through your studies and beyond. More than just a book! The new edition is supported by FREE access to an interactive eBook and a companion website allowing you to use a wealth of teaching and learning resources. You can use the eBook to study where and when you

want, and read, annotate and search the book on a tablet, laptop or PC. You can also visit study.sagepub.com/haylock5e to access: Videos by the author introduce core themes of each section and explain key mathematical processes. Links to the National Curriculum specify the statutory requirements for primary schools in England that relate to the mathematical content of each chapter. Learning and Teaching points highlight important issues you may face in the classroom and provide practical guidance for teaching. Self-assessment questions help check your understanding and provide immediate feedback to see how well you have done. Select SAGE journal articles to support literature reviews and wider reading. Lesson Plan Activities by Ralph Manning support content-focused chapters and contain creative mathematics tasks across the primary age range. A Student Workbook is also available to accompany this book, including over 700 practice problems to help you understand, apply and teach primary mathematics. Derek Haylock is an education consultant and writer with a background in mathematics teaching, teacher education and classroom-based research in mathematics education. Ralph Manning is an independent consultant in primary education. He has worked as a primary teacher and as a lecturer in primary teacher education for 18 years, following a career in IT. *interactivity only available through VitalSource eBook

What if you were told there's a possibility you would not be alive to see this afternoon or wake up tomorrow morning? Do you think you would live differently? My Heart is Julie Manning's story of facing potential heart failure each day and recognizing that each day may be her last, changing normal expectations and self-reliance to the surrendering of her dreams, plans, and deepest desires into the hands of our unchanging God.

In *Manning Up*, Manhattan Institute fellow and *City Journal* contributing editor Kay Hymowitz argues that the gains of the feminist revolution have had a dramatic, unanticipated effect on the current generation of young men. Traditional roles of family man and provider have been turned upside down as “pre-adult” men, stuck between adolescence and “real” adulthood, find themselves lost in a world where women make more money, are more educated, and are less likely to want to settle down and build a family. Their old scripts are gone, and young men find themselves adrift. Unlike women, they have no biological clock telling them it's time to grow up. Hymowitz argues that it's time for these young men to “man up.”

The Art of Leadership, 5th edition is based on two ideas. Leadership will take place to the extent the leader cares about the work to be done. Equally important, the leader must care about people. Neither of these qualities is sufficient without the other, and neither can be false. People know when the leader cares. When the leader is committed to the task and is concerned about people, these qualities serve as magnets and motivators to followers, and their potential for achievement becomes enormous. Leadership is an art that can be developed through mastery of nine key areas of success. The successful leader must possess knowledge and skills in the following areas: understanding leadership variables, the power of vision, the importance of ethics, the empowerment of people, leadership principles, understanding people, multiplying effectiveness, developing others, and performance management. The difference between most other leadership texts and *The Art of Leadership*, 5th edition can be compared to the difference between a lecture and a seminar. Although both are good educational vehicles, the lecture is better for conveying large amounts of information, while the seminar is better for developing skills and attitudes. A good lecture is interesting and builds knowledge, while a good seminar is stimulating and builds competency. Without sacrificing either theoretical foundation or important content, the fifth edition of *The Art of Leadership* emphasizes the interactive, seminar approach to learning.

Class-tested and coherent, this textbook teaches classical and web information retrieval, including web search and the related areas of text classification and text clustering from basic concepts. It gives an up-to-date treatment of all aspects of the design and implementation of systems for gathering, indexing, and searching documents; methods for evaluating systems; and an introduction to the use of machine learning methods on text collections. All the important ideas are explained using examples and figures, making it perfect for introductory courses in information retrieval for advanced undergraduates and graduate students in computer science. Based on feedback from extensive classroom experience, the book has been carefully structured in order to make teaching more natural and effective. Slides and additional exercises (with solutions for lecturers) are also available through the book's supporting website to help course instructors prepare their lectures.

NEW YORK TIMES BESTSELLER “Heartwarming.” — *New York Times* “Whether or not you’re a book lover, you’ll be moved.” — *Entertainment Weekly* “A readable, accessible addition to World War II literature [and] a book that will be enjoyed by lovers of books about books.” — *Boston Globe* “Four stars [out of four] . . . A cultural history that does much to explain modern America.” — *USA Today* When America entered World War II in 1941, we faced an enemy that had banned and burned 100 million books. Outraged librarians launched a campaign to send free books to American troops and gathered 20 million hardcover donations. In 1943, the War Department and the publishing industry stepped in with an extraordinary program: 120 million small, lightweight paperbacks for troops to carry in their pockets and rucksacks in every theater of war. These Armed Services Editions were beloved by the troops and are still fondly remembered today. Soldiers read them while waiting to land at Normandy, in hellish trenches in the midst of battles in the Pacific, in field hospitals, and on long bombing flights. They helped rescue *The Great Gatsby* from obscurity and made Betty Smith, author of *A Tree Grows in Brooklyn*, into a national icon. *When Books Went to War* is the inspiring story of the Armed Services Editions, and a treasure for history buffs and book lovers alike. “A thoroughly engaging, enlightening, and often uplifting account . . . I was enthralled and moved.” — Tim O’Brien, author of *The Things They Carried*

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