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Reinventing the Product Eric Schaeffer 2019-03-03 Digital technology is simultaneously friend and foe: highly disruptive, yet it cannot be ignored. Companies that fail to make use of it put themselves in the line of fire for disintermediation or even eradication. But digital technology is also the biggest opportunity to reposition incumbent product-making businesses by thinking about how they conceive, make, distribute and support the next generation of goods in the marketplace. *Reinventing the Product* looks at the ways traditional products are transforming into smart connected products and ecosystem platforms at a rate much faster than most organizations think. Eric Schaeffer and David Sovie show how this reinvention is made possible: by AI and digital technologies, such as IoT sensors, blockchain, advanced analytics, cloud and edge computing. They show how to deliver truly intelligent, and potentially even autonomous, products with the more personalized and compelling experiences that today's users, consumers and enterprises expect. *Reinventing the Product* makes a stringent case for companies to rethink their product strategy, their innovation and engineering processes, and the entire culture to build the future generations of successful 'living products'. Featuring case studies from global organizations such as Faurecia, Signify, Symmons and Haier and interviews with thought leaders and business executives from top companies including Amazon, ABB, Tesla, Samsung and Google, this book provides practical advice for product-making companies as they embark on, or accelerate, their digitization journey.

Working Mother 2002-10 The magazine that helps career moms balance their personal and professional lives.

Bobbi Brown Beauty from the Inside Out Bobbi Brown 2017-04-25 Bestselling author and world-famous makeup artist Bobbi Brown reveals her secrets to radiant beauty in this gorgeous lifestyle guide. Featuring the best beauty food recipes, fitness tailoring, recommendations on nutrients, and restorative yoga and mindfulness, Bobbi lays the foundation for beauty from within. Building on her lifelong philosophies, she provides essential skincare routines, cool makeup techniques, the latest cutting-edge beauty treatments, and stunning makeovers to complement that inner glow. Full of inspiring photographs and illuminating contributions from experts in a range of wellness fields, *Beauty from the Inside Out* is the go-to manual for beautiful confidence for life.

How To Win Friends And Influence People Dale Carnegie 2022-05-17 "How to Win Friends and Influence People" is one of the first best-selling self-help books ever published. It can enable you to make friends quickly and easily, help you to win people to your way of thinking, increase your influence, your prestige, your ability to get things done, as well as enable you to win new clients, new customers. *Twelve Things This Book Will Do For You:* *Get you out of a mental rut, give you new thoughts, new visions, new ambitions.* *Enable you to make friends quickly and easily.* *Increase your popularity.* *Help you to win people to your way of thinking.* *Increase your influence, your prestige, your ability to get things done.* *Enable you to win new clients, new customers.* *Increase your earning power.* *Make you a better salesman, a better executive.* *Help you to handle complaints, avoid arguments, keep your human contacts*

smooth and pleasant. *Make you a better speaker, a more entertaining conversationalist.* *Make the principles of psychology easy for you to apply in your daily contacts.* *Help you to arouse enthusiasm among your associates.* Dale Carnegie (1888-1955) was an American writer and lecturer and the developer of famous courses in self-improvement, salesmanship, corporate training, public speaking, and interpersonal skills. Born into poverty on a farm in Missouri, he was the author of *How to Win Friends and Influence People* (1936), a massive bestseller that remains popular today.

Cultural Studies and Anti-Consumerism Sam Binkley 2014-02-25 Anti-consumerism has become a conspicuous part of contemporary activism and popular culture, from 'culture jams' and actions against Esso and Starbucks, through the downshifting and voluntary simplicity movements, the rise of ethical consumption and organic and the high profile of films and books like *Supersize Me!* and *No Logo*. A rising awareness of labor conditions in overseas plants, the environmental impact of intensified consumer lifestyles and the effects of neo-liberal privatization have all stimulated such popular cultural opposition. However, the subject of anti-consumerism has received relatively little theoretical attention – particularly from cultural studies, which is surprising given the discipline's historical investments in extending radical politics and exploring the complexities of consumer desire. This book considers how the expanding resources of contemporary cultural theory might be drawn upon to understand anti-consumerist identifications and practices; how railing against the social and cultural effects of consumerism has a complex past as well as present; and it pays attention to the interplays between the different movements of anti-consumerism and the particular modes of consumer culture in which they exist. In addition, as well as 'using' cultural studies to analyse anti-consumerism, it also asks how such anti-consumerist practices and discourse challenges some of the presumptions and positions currently held in cultural studies. This book was previously published as a special issue of *Cultural Studies*.

The Pyramid Principle Barbara Minto 2009 "Do you need to produce clear reports, papers, analyses, presentations and memos? If so, you need *The Pyramid Principle*. Communicating your ideas concisely and articulately to clients, colleagues or to the management board is a key factor in determining your personal business success. To gain the maximum effect you need to make maximum impact with your ideas upfront." "Applying the Pyramid Principle means you will save valuable time in writing and waste no time in getting your message across to your audience, making sure they grasp your meaning at once."--BOOK JACKET.

Professional Presence Peggy Noe Stevens 2012-04-01

The Advocate 2005-01-18 *The Advocate* is a lesbian, gay, bisexual, transgender (LGBT) monthly newsmagazine. Established in 1967, it is the oldest continuing LGBT publication in the United States.

Passion for Fashion Jeanne Beker 2012-05-22 The dynamic author-illustrator team of Jeanne Beker and Nathalie Dion again work their magic in this comprehensive career guide, with a detailed resource section at the back, for those who dream of working in fashion. The famous Coco Chanel said that fashion "is something in the air ... you

feel it coming,” and this book captures the excitement, inspiration, and passion of the whole industry. From agent to designer, model, photographer, stylist, makeup artist, retail fashion director, publicist, journalist, fashion illustrator, creative director, editor-in-chief, trend forecaster, fashion show producer, color specialist, and personal shopper to all the people behind the scenes, Jeanne Beker informs, entertains, and inspires. Discover the ins and outs of fashion production, the players, and who deciphers what’s hot. In this common-sense career guide, Jeanne Beker’s down-to-earth approach, peppered with quotes and mini profiles of successful fashion people, lets us explore what we love about fashion while receiving practical advice on how to break into this diverse and creative industry. As in their collaboration for *The Big Night Out*, Jeanne Beker and Nathalie Dion dazzle us with a whole new world of possibilities.

Scientific and Technical Aerospace Reports 1981 Lists citations with abstracts for aerospace related reports obtained from world wide sources and announces documents that have recently been entered into the NASA Scientific and Technical Information Database.

Eat Sleep Burn Dan Garner 2019-11-07 Eat Sleep Burn - Dan Garner - Discover the "NEAR-MAGICAL" Method to Lose Unwanted Belly Fat Naturally and Safely While You Sleep

Weight Management Institute of Medicine 2003-12-01 The primary purpose of fitness and body composition standards in the U.S. Armed Forces has always been to select individuals best suited to the physical demands of military service, based on the assumption that proper body weight and composition supports good health, physical fitness, and appropriate military appearance. The current epidemic of overweight and obesity in the United States affects the military services. The pool of available recruits is reduced because of failure to meet body composition standards for entry into the services and a high percentage of individuals exceeding military weight-for-height standards at the time of entry into the service leave the military before completing their term of enlistment. To aid in developing strategies for prevention and remediation of overweight in military personnel, the U.S. Army Medical Research and Materiel Command requested the Committee on Military Nutrition Research to review the scientific evidence for: factors that influence body weight, optimal components of a weight loss and weight maintenance program, and the role of gender, age, and ethnicity in weight management.

Love and Ideology in the Afternoon Russell E. Mumford 1995-08-22 "Why do I like soap operas?" Laura Stempel Mumford asks, and her answer emerges in a feminist analysis of soap opera that participates in current debates about popular culture, television, and ideology. She argues that the conventional daytime soap has an implicit and at times explicit political agenda that cooperates in the "teaching" of male dominance and the related oppressions of racism, classism, and heterosexism -- so that they seem inevitable. *All My Children*, *General Hospital*, *Another World*, *One Life to Live*, *Days of Our Lives*, *The Young and the Restless*: a close reading of their texts will also answer some larger questions about television and its place in the broad landscape of popular culture.

Management Ricky W. Griffin 2012-02-16 Introduce today's students to management and highlight the power of innovation in the workplace with Griffin's *MANAGEMENT*, 11E. This dynamic book, known for its cutting edge research and memorable examples, takes a functional approach to the process of management with a focus on active planning, leading, organizing and controlling. This book's exceptionally reader-friendly approach examines today's emerging management topics, from the impact of technology and importance of a green business environment to ethical challenges and the need to adapt in changing times. This latest edition builds on proven success to help your students strengthen their management skills with an effective balance of theory and practice. Numerous new and popular cases and learning features highlight the challenges facing today's managers. Hundreds of well-researched contemporary examples, from the large Wegmans to the innovative Snopes.com, vividly demonstrate the importance of strong management to any type of organization. Leading Aplia online student engagement tools and CengageNOW for *MANAGEMENT* course solutions provide integrated multimedia resources to draw students

into your course and further ensure interaction and comprehension. CourseMate online resources and a complete eBook offer additional concept support to help you prepare your students for management and business career success. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Ebony 2005-11 EBONY is the flagship magazine of Johnson Publishing. Founded in 1945 by John H. Johnson, it still maintains the highest global circulation of any African American-focused magazine.

Resources in Education 1994-08

Watching What We Watch Walter T. Davis, Jr. 2001-01-01 Offers counsel on how to address messages of popular culture as reflected on television today, explaining how to view programs in light of faith, values, and belief systems as a means of identifying appropriate broadcasts. Original.

Fashion Accessories Leslie Ruth Peltz 1986

All for Beauty Adrienne L. Mclean

Consumer News United States. Executive Office of the President. Office of Consumer Affairs 1971

Popular Mechanics 1959-08 Popular Mechanics inspires, instructs and influences readers to help them master the modern world. Whether it's practical DIY home-improvement tips, gadgets and digital technology, information on the newest cars or the latest breakthroughs in science -- PM is the ultimate guide to our high-tech lifestyle.

Love, Lashes, and Lipstick Mally Roncal 2014-09-23 From A-list celebrity makeup artist and Mally Beauty founder Mally Roncal comes an inspirational guide to living a gorgeous life inside and out, with step-by-step beauty lessons and personal stories about how inner strength, a positive outlook, and plenty of mascara can empower and uplift women at every age. Celebrity makeup artist Mally Roncal has a message she wants to share with the whole world: What makes you different makes you beautiful! It's the mantra that inspires her work with A-list clients (who include Jennifer Lopez, Mariah Carey, Beyoncé, Angelina Jolie, Taylor Swift, Mary J. Blige, and Kelly Osbourne) and every single "bulletproof" item in her Mally Beauty cosmetics line. With her warm, generous spirit, infectious energy, and deeply rooted belief that with a positive outlook and a couple of genius makeup tricks every woman can be gorgois inside and out, Mally has created a legion of fans, a.k.a. Mallynistas, who faithfully tune in whenever she appears on QVC and follow her on Facebook, YouTube, Twitter, and Instagram. In *Love, Lashes, and Lipstick*, Mally tells her own story of growing up as the daughter of two Filipino doctors; smuggling blue eyeliner into her Catholic school; breaking into the business (with giant platform heels and bleached blond hair) in New York; jetting around the world with megastars; meeting her soul mate when she was least expecting it; and gradually building a full, joyous life running her own business and raising three young girls. Along with her wise and hilarious life lessons, Mally shares the secrets to all her signature looks with easy, step-by-step instructions and gorgeous illustrations. Want to master Beyoncé's and JLo's sexy glow, or the ultimate smoky eye? Need to look polished but fierce for a big day at work, or fake eight hours of sleep when you only got four? As Mally would say, "It's all here, my loves! Come and get it!" Praise for *Love, Lashes, and Lipstick* "The beauty book you've been waiting for forever."—The Huffington Post "Mally Roncal's new book is full of beauty wisdom. . . . If you're a makeup junkie, you'll want to get your hands on it ASAP."—Allure "A beauty lover's must-read."—StyleBistro "The most important thing we learn from Mally (aside from everything you ever wanted to know about false eyelashes) is how to have fun, how to be a wonderful, beautiful, love-filled person, and how to enjoy life. Had this book come along earlier, I might have had a better life (and better lashes)."—Isaac Mizrahi "Mally Roncal's approach to makeup is exemplified by her personality: smart, sexy, fun, and beautiful. I really dig this woman!"—RuPaul "Mally's gift, aside from creating beautiful makeup, is her incredible generosity of spirit. She shares tools for feeling beautiful inside and out. Mally's family is the center of her universe, and her heart is big enough to enfold each and every friend, client, and customer within that family. Kudos to my dear

friend on this amazing book! Within it are the tools for achieving true beauty.”—Tracy Reese “Mally isn’t just a beauty expert—she’s a spirited cheerleader for women everywhere. Within the first twenty minutes of reading her new book, I found myself in stitches, then tears, then stitches again.”—Amy Synnott, executive editor, InStyle From the Hardcover edition.

Scientific and Medical Aspects of Human Reproductive Cloning National Research Council 2002-06-17 Human reproductive cloning is an assisted reproductive technology that would be carried out with the goal of creating a newborn genetically identical to another human being. It is currently the subject of much debate around the world, involving a variety of ethical, religious, societal, scientific, and medical issues. *Scientific and Medical Aspects of Human Reproductive Cloning* considers the scientific and medical sides of this issue, plus ethical issues that pertain to human-subjects research. Based on experience with reproductive cloning in animals, the report concludes that human reproductive cloning would be dangerous for the woman, fetus, and newborn, and is likely to fail. The study panel did not address the issue of whether human reproductive cloning, even if it were found to be medically safe, would be “or would not be” acceptable to individuals or society.

The Art Of Seduction Robert Greene 2010-09-03 Which sort of seducer could you be? Siren? Rake? Cold Coquette? Star? Comedian? Charismatic? Or Saint? This book will show you which. Charm, persuasion, the ability to create illusions: these are some of the many dazzling gifts of the Seducer, the compelling figure who is able to manipulate, mislead and give pleasure all at once. When raised to the level of art, seduction, an indirect and subtle form of power, has toppled empires, won elections and enslaved great minds. In this beautiful, sensually designed book, Greene unearths the two sides of seduction: the characters and the process. Discover who you, or your pursuer, most resembles. Learn, too, the pitfalls of the anti-Seducer. Immerse yourself in the twenty-four manoeuvres and strategies of the seductive process, the ritual by which a seducer gains mastery over their target. Understand how to 'Choose the Right Victim', 'Appear to Be an Object of Desire' and 'Confuse Desire and Reality'. In addition, Greene provides instruction on how to identify victims by type. Each fascinating character and each cunning tactic demonstrates a fundamental truth about who we are, and the targets we've become - or hope to win over. *The Art of Seduction* is an indispensable primer on the essence of one of history's greatest weapons and the ultimate power trip. From the internationally bestselling author of *The 48 Laws of Power*, *Mastery*, and *The 33 Strategies Of War*. **Society's Choices** Institute of Medicine 1995-03-27 Breakthroughs in biomedicine often lead to new life-giving treatments but may also raise troubling, even life-and-death, quandaries. *Society's Choices* discusses ways for people to handle today's bioethics issues in the context of America's unique history and culture--and from the perspectives of various interest groups. The book explores how Americans have grappled with specific aspects of bioethics through commission deliberations, programs by organizations, and other mechanisms and identifies criteria for evaluating the outcomes of these efforts. The committee offers recommendations on the role of government and professional societies, the function of commissions and institutional review boards, and bioethics in health professional education and research. The volume includes a series of 12 superb background papers on public moral discourse, mechanisms for handling social and ethical dilemmas, and other specific areas of controversy by well-known experts Ronald Bayer, Martin Benjamin, Dan W. Brock, Baruch A. Brody, H. Alta Charo, Lawrence Gostin, Bradford H. Gray, Kathi E. Hanna, Elizabeth Heitman, Thomas Nagel, Steven Shapin, and Charles M. Swezey.

Policing Carol A. Archbold 2012-10-17 Part of the SAGE Text/Reader Series in Criminology and Criminal Justice, this book provides an overview of the field of policing, including a collection of carefully selected classic and contemporary articles that have previously appeared in leading journals, along with original material in a mini-chapter format that contextualizes the concepts. It provides strong coverage on the basics of policing plus current and relevant topics such as female, gay and lesbian, and racial/ethnic minorities officers, policing issues in both rural and urban settings, police misconduct, accountability and ethics, and more.

The Business of Ethnography Brian Moeran 2021-01-08 Can an anthropologist help us understand the world of business? Armed with this question, veteran anthropologist Brian Moeran embarks on an in-depth study of cultural production and creative industries in Japan. At once the blundering ethnographer and shrewd observer, Moeran is able to shed light not only on social behavior and human relations in general but, more specifically, on the importance of strategic exchange to all business practices. Moeran's fieldwork, rooted in participant-observation of business life in communities and corporations, leads him to an original theory of how business operates. Culture is not all-powerful, Moeran shows. Instead, social structures strongly influence behavior. At the heart of Moeran's analysis is a firm belief in fieldwork and ethnography - terms much bandied about in business, management and cultural studies, but rarely undertaken in depth. *The Business of Ethnography* not only provides a useful methodology for people studying or wishing to understand business, but also acts as a clarion call for anthropologists to rethink their discipline beyond traditional fieldwork sites.

Seven Pillars of Servant Leadership James W. Sipe 2015 *Seven Pillars of Servant Leadership (Rev.)* offers concrete, functional skills necessary to practice servant leadership—to lead by serving first.

Spaces and Places for Art Anne Whitelaw 2017-04-01 When the Edmonton Museum of Arts opened in 1924 it was only the second art gallery in Canada west of Toronto. *Spaces and Places for Art* tells the story of the financial and ideological struggles that community groups and artist societies in booming frontier cities and towns faced in establishing spaces for the cultivation of artistic taste. Mapping the development of art institutions in western Canada from the founding of the Winnipeg Art Gallery in 1912 to the 1990s heyday of art museums in Manitoba, Saskatchewan, Alberta, and British Columbia, Anne Whitelaw provides a glimpse into the production, circulation, and consumption of art in Canada throughout the twentieth century. Initially dependent on paintings loaned from the National Gallery of Canada, art galleries across the western part of the country gradually built their own collections and exhibitions and formed organizations that made them less reliant on institutions and government agencies in Ottawa. Tracing the impact of major national arts initiatives such as the Massey Commission, the funding programs of the Canada Council, and the policies of the National Museums Corporation, Whitelaw sheds light on the complex relationships between western Canada and Ottawa surrounding art. Building on extensive archival research and in-depth analysis of government involvement, *Spaces and Places for Art* is an invaluable explanation of the roles of cultural institutions and cultural policy in the emergence of artistic practice in Canada.

The Complete Guide to Film and Digital Production Lorene M. Wales 2017-02-17 This expanded, updated, and revised third edition of Lorene Wales' *The Complete Guide to Film and Digital Production* offers a comprehensive introduction to the positions/roles, procedures, and logistics of the film and digital video production process, from development and pre-production all the way to marketing and distribution. Lorene Wales offers a hands-on approach suitable for projects of any budget and scale, explaining every stage and key role/position in the life of a film and providing a wealth of sample checklists, schedules, accounting paperwork, and downloadable forms and templates for practical use. Other topics include a description of the latest mobile apps used in production, tax incentives, the DIT, set safety, and an expanded chapter on copyright, fair use and other legal matters. A companion website includes video tutorials, a personnel hierarchy, a guide to mobile apps useful during production, PowerPoints for instructor use, and a complete set of sample production forms and templates for download, including schedules, accounting paperwork, releases, and production checklists.

Annual Report United States. Congressional-Executive Commission on China 2009

The School Executive 1924

2008 Writer's Market Deluxe Edition Robert Brewer 2007-07-06

Second-Act Careers Nancy Collamer 2013-01-08 A career guide that rethinks the golden years, this handbook offers 50+ income models for creating flexible, fulfilling, and profitable work during the encore stage of one's career.

RETHINK YOUR RETIREMENT For many people, retirement is no longer a trifecta of golf, grandkids, and gardening—it's an opportunity for new pursuits that involve both earning income and exploring personal passions. If you're planning for retirement or already at "retirement age" but want to continue working—whether to supplement your income or to stay mentally and physically active—veteran career coach Nancy Collamer shows how to identify your favorite interests and expertise and repackage them into more than fifty ways to earn income. These second acts range from the traditional (part-time employment, consulting) to newer Internet-based options (teaching online, writing a blog). With a prescriptive approach to securing second-act careers that are flexible, fulfilling, and fun, this book offers a wide variety of income-generating examples as well as exercises to clarify your lifestyle goals and help you plan for your next move. *Second-Act Careers* shows how to create a profitable and meaningful semi-retirement on your own terms and in your own way.

Wage and Hour Manual 1942

Future of Jobs IntroBooks Team Times are changing and the labor markets are under immense burden from the collective effects of various megatrends. Technological growth and grander incorporation of economies along with global supply chains have been an advantage for several workers armed with high skills and in growing occupations. However, it is a challenge for workers with low or obsolete skills in diminishing zones of employment. Business models that are digitalized hire workers as self-employed instead of standard employees. People seem to be working and living longer, but they experience many job changes and the peril of skills desuetude. Inequalities in both quality of job and earnings have increased in several countries. The depth and pace of digital transformation will probably be shocking. Industrial robots have already stepped in and artificial intelligence is making its advance too. Globalization and technological change predict the great potential for additional developments in labor market performance. But people should be ready for change. A progression of creative annihilation is probably under way, where some chores are either offshored or given to robots. A better world of for jobs cannot be warranted – a lot will be contingent on devising the right policies and institutes in place.

Marketing Communications Management Paul Copley 2014-09-24 Praise for the first edition: 'An excellent text for exploring marketing communications in the 21st century.' - Ann Torres, Lecturer in Marketing, National University of Ireland, Galway 'First rate and comprehensive. This book has got it just right: a rich blend of academic underpinning and practical examples in a very readable style.' - Martin Evans, Senior Teaching in Marketing, Cardiff Business School, University of Cardiff This book introduces the core components and concepts of marketing communications for those studying at both undergraduate and postgraduate levels. It covers essential topics such as advertising, direct marketing, corporate communications, public relations, product placement, sales promotion, social media, sponsorship and many more. The author provides a set of managerial frameworks that include analysis, planning and implementation to help prepare those who go on to strategically create and effectively manage marketing communications campaigns. Every chapter includes Snapshots that help you to apply theory to engaging real-world examples. These include: BMW, Harrods, Levi's, Lynx, Tesco, Tencent, United Colors of Benetton and Wonga. Additionally, Stop Points encourage you to pause and critically reflect upon the topic for deeper learning and higher grades. The Assignment boxes invite you to test your knowledge in the form of a task based on what you have just read to also help push yourself further. The Companion Website includes longer case studies, video feeds and other useful web links, a larger glossary of key terms, and links to

SAGE journal articles. Password-protected resources are also available to lecturers, including: PowerPoint slides, a tutor manual, activities for the classroom and indicative responses to the assignments and discussion questions provided in each chapter.

Strategic Copywriting Edd Applegate 2005 Chapter 1: Research -- Chapter 2: Creative Strategy -- Chapter 3: Headlines and Slogans -- Chapter 4: Body Copy -- Chapter 5: An Introduction to Design -- Chapter 6: Newspaper Advertising -- Chapter 7: Magazine Advertising -- Chapter 8: Radio Advertising -- Chapter 9: Television Advertising -- Chapter 10: Direct Mail Advertising -- Chapter 11: Internet Advertising -- Chapter 12: Other Media Advertising -- Chapter 13: Public Relations and Corporate Advertising -- Chapter 14: Advertising Copy Research -- Chapter 15: Advice on How to Get a Job in Advertising -- A Final Note -- References -- Appendix: Graduate Programs.

Improving Health in the Community Institute of Medicine 1997-05-21 How do communities protect and improve the health of their populations? Health care is part of the answer but so are environmental protections, social and educational services, adequate nutrition, and a host of other activities. With concern over funding constraints, making sure such activities are efficient and effective is becoming a high priority. *Improving Health in the Community* explains how population-based performance monitoring programs can help communities point their efforts in the right direction. Within a broad definition of community health, the committee addresses factors surrounding the implementation of performance monitoring and explores the "why" and "how to" of establishing mechanisms to monitor the performance of those who can influence community health. The book offers a policy framework, applies a multidimensional model of the determinants of health, and provides sets of prototype performance indicators for specific health issues. *Improving Health in the Community* presents an attainable vision of a process that can achieve community-wide health benefits.

Majority of One: Legislative Life George W. Scott 2010-06-03 Praise for *A Majority of One*: By far the best description of a state legislatures real operation in print from a legislator who knew what was happening and why Slade Gorton (R) Former and Majority Leader Washington State House of Representatives, Washington State Attorney General and U.S. Senator Senator George Scott has provided us with a warm, insightful appreciation of the legislative process that few outsiders can offer. This is a must read for students of state government Phil Talmadge (D) Former Washington State Senator and State Supreme Court Justice. Legislative leaders are activists. George Scott is also a trained historian. *Majority* is a unique, inclusive insiders firsthand look at legislating, documented in depth. It is the place to start for students of the process, campaigners, legislators and those who care about politics Jeannette Hayner (R) Former Member of the House. Minority, and Majority Leader, Washington State Senate. Anyone who cares about representative government must read this book. George Scott captures the essence of legislative action with the knowledge only an insider can bring. He does it with perception, wit and humor. Daniel J. Evans (R) Former State House Majority Leader, Governor, and U.S. Senator. Rarely, and I am tempted to say never, do we find an insiders political savvy combined with the scholarly analysis that George Scott devotes to *A Majority of One*. Scott is unmatched in his command of the voluminous archival source materials involved here and his use of firsthand experience in weaving them into an absorbing account. This book is a practical guide for understanding the grassroots politics and placing these practices in the bigger picture of local, state, and national affairs. *A Majority of One* is a must read for both the concerned citizen and the political pro. David H. Stratton Professor Emeritus of History Washington State University.