

Ginsu User Manual

For computer owners trying to gain control of their finances, an introduction to personal finance on the PC--using Quicken and other software--offers instructions on using specific tools and developing sound personal financial techniques. Original. (All Users).

Mechanical Engineer's Reference Book, 12th Edition is a 19-chapter text that covers the basic principles of mechanical engineering. The first chapters discuss the principles of mechanical engineering, electrical and electronics, microprocessors, instrumentation, and control. The succeeding chapters deal with the applications of computers and computer-integrated engineering systems; the design standards; and materials' properties and selection. Considerable chapters are devoted to other basic knowledge in mechanical engineering, including solid mechanics, tribology, power units and transmission, fuels and combustion, and alternative energy sources. The remaining chapters explore other engineering fields related to mechanical engineering, including nuclear, offshore, and plant engineering. These chapters also cover the topics of manufacturing methods, engineering mathematics, health and safety, and units of measurements. This book will be of great value to mechanical engineers.

"Serious about making money? Read the book and then give them a call. It's really that simple." -John Livingston, Young Again Nutrients "The principles of the Billion Dollar Box are excellent and well founded. The Billion Dollar Box provides a wealth of information for the novice or the experienced direct marketer- these ladies deliver a real dollar for dollar advantages for any DR client." Nick Cirimo, President-440 Group LLC

Identifies four ways in which businesspeople compromise their objectives through ineffective over-standardizations or misguided practices, sharing practical advice on how to remain true to a business ideal, promote healthy change, and communicate authentically. 35,000 first printing.

Perfect bound, laminated cover

This is the 40th Anniversary edition of the Wisdom of Ginsu. While this book was written nearly 14 years ago, the lessons contained are even more relevant today than they were back then. With a country so divided, political correctness at a crazy level and an all out attack on capitalism in favor of socialism, this a must read for everyone that would like to break away from the crowd, gain an edge, and grow rich and happy. In each chapter the authors spell out in exact terms what they did right and more importantly what they did wrong...Ginsu-ism's. Millennial's will clearly see what is possible in America with some enthusiasm and ingenuity. "Only in America " can this kind of success happen. As the authors are fond of saying " "There's no way you can sit on your ass and slide uphill"

A dad's "charming, funny" memoir of trying to pass along his refined culinary tastes, with some kid-friendly recipes included (Neal Pollack). Armed with the belief that kids don't need puree in a jar or special menus when eating out, restaurant critic and food writer Matthew Amster-Burton was determined to share his love of all things culinary with his daughter, Iris. From the high of rediscovering tastes through a child's unedited reaction to the low of realizing his precocious vegetable fiend was just going through a phase, Matthew discovered that raising an adventurous eater is about exposure, invention, and patience. Sharing in Matthew's culinary capers is little Iris, a budding gourmand and a zippy critic herself—who makes huge sandwiches, gobbles up hot chilies, and even helps around the kitchen. This account, with dozens of delicious recipes and notes on which dishes can be prepared by "little fingers," reminds us: "Food is fun, and you get to enjoy it three times a day, plus snacks." "A very timely and excellent book." —Anthony Bourdain "A fast, funny memoir punctuated with sensible advice and recipes . . . Encourages adults to chill the heck out and have fun cooking with their kids." —Seattle Weekly "An antidote to the ubiquitous advice that bland food is best for little ones." —Associated Press "Full of great ideas for family meals. In a world of culinary pandering to kids . . . Amster-Burton gets the recipe right." —Neal Pollack, author of Alternadad "Amster-Burton is equal parts Mario Batali, Ray Romano, Dr. Spock of toddler cuisine, and Mr. Spock of child logic." —Steven Shaw, author of Turning the Tables

The Wisdom Of Ginsu: Carve Yourself A Piece Of The American DreameBookIt.com

Vols. 9-17 include decisions of the War Labor Board.

If you are a business owner, entrepreneur, or marketing manager, and you want to learn how to build a leak-proof marketing machine that hums along with minimal maintenance and optimal results... you really should read this book. Postcard Marketing In An Online World was the trusted guidebook of up-and-coming direct mail marketers when it was released, because the author, Joy Gendusa, was the entrepreneur that brought postcard marketing to the masses by cutting out the middle men (ad agencies), and making it affordable for businesses of all sizes. Now in its third printing, Postcard Marketing In An Online World has evolved into so much more. With the rise of internet marketing technology, Joy took the time to test how these new technologies worked best with traditional mediums like direct mail. The result is a proven method for integrating direct mail with the latest technological marketing advances, and getting the absolute best results. In this book, you'll learn: How to build an effective direct mail postcard campaign that produces consistent returns How to integrate your postcard campaign with other mediums like email and online marketing The only 4 reasons why a prospect will say NO , and how to overcome them How to buy and manage direct mail marketing lists How to grow your email list Why postcard marketing is so effective (and sometimes misunderstood) How postcards worked for other business owners just like you with full case studies and postcard designs On your search to gain marketing knowledge, Postcard Marketing In An Online World is a book you do not want to miss. Joy is the Founder and CEO of PostcardMania, the leader in postcard marketing innovation, and she has tested and tracked all

the strategies in this book with her own business. That's how she knows they work! Buy this book and get the insider knowledge you need to succeed with your marketing! If your dog has cancer, you need this book. No matter what you've heard, there are always steps you can take to help your dog fight (and even beat) cancer. This scientifically researched guide is your complete reference for practical, evidence-based strategies that can optimize the life quality and longevity for your dog. No matter what diagnosis or stage of cancer your dog has, this book is packed with precious advice that can help now. Discover the Full Spectrum approach to dog cancer care: * Everything you need to know about conventional western veterinary treatments (surgery, chemotherapy and radiation) including how to reduce their side effects. * The most effective non-conventional options, including botanical nutraceuticals, supplements, nutrition, and mind-body medicine. * How to analyze the options and develop a specific plan for your own dog based on your dog's type of cancer, your dog's age, your financial and time budget, your personality, and many other personal factors. Imagine looking back at this time in your life, five years from now, and having not a single regret. You can help your dog fight cancer and you can honor your dog's life by living each moment to the fullest, starting now. This book can help you as it has helped thousands of other dog lovers. The Authors Dr. Demian Dressler, DVM practices in Hawaii and is internationally recognized as the dog cancer vet and blogs at DogCancerBlog.com. Dr. Susan Ettinger, DVM is a veterinary oncologist and a diplomate of the American College of Internal Medicine who practices in New York. Praise from Veterinarians, Authors & Book Reviewers The future is upon us and this ground-breaking book is a vital cornerstone. In dealing with cancer, our worst illness, this Survival Guide is educational, logical, expansive, embracing, honest and so needed. Dr. Marty Goldstein, DVM Holistic veterinarian and Host, Ask Martha Stewart's Vet on Sirius Radio The message of this book jumps off the written page and into the heart of every reader, and will become the at home bible for cancer care of dogs. The authors have given you a sensible and systematic approach that practicing veterinarians will cherish. I found the book inspiring and, clearly, it will become part of my daily approach to cancer therapy for my own patients. Dr. Robert B. Cohen, VMD Bay Street Animal Hospital, New York I wish that I had had The Dog Cancer Survival Guide when my dearly beloved Flat-coated Retriever, Odin, contracted cancer. It would have provided me alternative courses of action, as well as some well needed reality checks which were not available from conversations with my veterinarian. It should be on every dog owner's book shelf--just in case... Dr. Stanley Coren, PhD, FRSC author of many books, including Born to Bark A comprehensive guide that distills both alternative and allopathic cancer treatments in dogs...With the overwhelming amount of conflicting information about cancer prevention and treatment, this book provides a pet owner with an easy to follow approach to one of the most serious diseases in animals. Dr. Barbara Royal, DVM The Royal Treatment Veterinary Center, Oprah Winfrey's Chicago veterinarian Picking up The Dog Cancer Survival Guide is anything but a downer: it's an 'empowerer.' It will make you feel like the best medical advocate for your dog. It covers canine cancer topics to an unprecedented depth and breadth from emotional coping strategies to prevention in plain English. Read this book, and you will understand cancer stages, treatment options, and types, and much more. If you have just had the dreaded news, pick up a copy and it will guide the decisions your dog trusts you to make. Laure-Anne Visele Dog behavior specialist and technical dog writer, CanisBonus.com

Explaining how to get the most out of a small kitchen, a handy guide reveals how to transform a tiny space into a model of practical style and efficiency, with tips on how to eliminate unnecessary items and maximize limited shelf and countertop space, effortless entertaining, cook-friendly ways to set up a kitchen, select cooking equipment, and more, with forty recipes that are perfect for a small kitchen. Original. 15,000 first printing.

"Transform your idea into a top-selling product"--Front cover.

Your Complete Infomercial Guide. The illustrations and outlook in this item transact firstly with the United States and undertake not constitute a international view of the topic. There has never been a Infomercial Guide like this. It contains 180 answers, much more than you can imagine; comprehensive answers and extensive details and references, with insights that have never before been offered in print. Get the information you need--fast! This all-embracing guide offers a thorough view of key knowledge and detailed insight. This Guide introduces what you want to know about Infomercial. A quick look inside of some of the subjects covered: Fraud - Notable fraudsters, Advertising Types of advertising, Ion Television - Differences between Ion and other broadcast networks, Al Jazeera English - Oceania, CJBNTV - Programming, Direct response television, Raquel Welch - Television special, Kevin Trudeau - 2007: FTC contempt of court action, List of con artists - Living people, KRCW-TV - History, Kevin Trudeau - Your Wish Is Your Command, E/I - Finding compliance, Paid Programming (TV pilot), Infomercial - In the United Kingdom, E! Online - News, Corner Store TV, Infomercial - 2008 Presidential Campaign Use, Not sold in stores, Human chorionic gonadotropin - HCG Diet, Donald Barrett, List of genres - Other television formats, Direct marketing - Direct response television, The Inspiration Network - Transition, The WB Television Network - Affiliate distribution, Hometown (U.S. TV series) - Hosts, Spam (electronic) - Spam targeting video sharing sites, KDVR - Programming, CD-i - Applications, Ginsu - Cultural impact, KCTU-LD - History, Paid Programming - Children's programming, WDIV-TV - Programming preemptions, Kevin Trudeau - Non-surgical face lift, Requiem for a Dream - Plot, Television series - Informational, Suzanne Somers - She's the Sheriff, Paid Programming - Use during the 2008 Presidential campaign, and much more...

Picking up where YOU: Having a Baby left off, the New York Times #1 bestselling authors of the YOU health series present the ultimate parent's guide to raising a happy, healthy child. Dr. Mehmet Oz—host of television's The Dr. Oz Show and a daily Sirius/XM radio program for Oprah Radio—and Dr. Michael Roizen—chief wellness officer and chair of the Wellness Institute of the Cleveland Clinic— have sold millions of books informing readers about healthy dieting, aging, and overall health. Now the Docs provide invaluable advice to help parents understand the biology and psychology of raising a happy, healthy child from birth to school age. The authors address everything from troubleshooting infant health issues to supporting the emotional and intellectual

development of your child. Included are discussions of healthy nutrition, milestones for physical activity, building good habits, taking care of YOU, and how to cope with the biggest ailments and fears parents face today. The book is filled with wisdom and age-specific advice that will help parents manage all kinds of child-rearing questions and issues. In *YOU: Raising Your Child*, America's most trusted doctors once again come to the rescue with the biology, psychology, and insider wisdom of providing a healthy and enriching environment.

Imagine...meeting someone with the same name, the same history, the same family, the same identity as you. Now, imagine meeting another person making the same exact claim. What would that do to you? From the Giller Prize-winning novelist of 419 comes the startling, funny, and heartbreaking story of a psychological experiment gone wrong. Ever since his girlfriend ended their relationship, Thomas Rosanoff's life has been on a downward spiral. A gifted med student, he has spent his entire adulthood struggling to escape the legacy of his father, an esteemed psychiatrist who used him as a test subject when he was a boy. Thomas lived his entire young life as the "Boy in the Box," watched by researchers behind two-way glass. But now the tables have turned. Thomas is the researcher, and his subjects are three homeless men, all of whom claim to be messiahs—but no three people can be the one and only saviour of the world. Thomas is determined to "cure" the three men of their delusions, and in so doing save his career—and maybe even his love life. But when Thomas's father intervenes in the experiment, events spin out of control, and Thomas must confront the voices he hears in the labyrinth of his own mind. *The Shoe on the Roof* is an explosively imaginative tour de force, a novel that questions our definitions of sanity and madness, while exploring the magical reality that lies just beyond the world of scientific fact.

A Manual Of Indian Timbers. An Account Of The Growth, Distribution, And Uses Of The Trees And Shrubs Of India And Ceylon With Descriptions Of Their Wood-structure

PCMag.com is a leading authority on technology, delivering Labs-based, independent reviews of the latest products and services. Our expert industry analysis and practical solutions help you make better buying decisions and get more from technology.

Discusses direct marketing campaigns for such companies as Ford, 3M, and IBM, explains how to write effective copy, design a winning package, choose a target audience and other important steps in the marketing process.

This new series of fifteen books - The Food Service Professional Guide TO Series from the editors of the Food Service Professional are the best and most comprehensive books for serious food service operators available today. These step-by-step guides on a specific management subject range from finding a great site for your new restaurant to how to train your wait staff and literally everything in between. They are easy and fast -to-read, easy to understand and will take the mystery out of the subject. The information is boiled down to the essence. They are filled to the brim with up to date and pertinent information. The books cover all the bases, providing clear explanations and helpful, specific information. All titles in the series include the phone numbers and web sites of all companies discussed. What you will not find are wordy explanations, tales of how someone did it better, or a scholarly lecture on the theory. Every paragraph in each of the books are comprehensive, well researched, engrossing, and just plain fun-to-read, yet are packed with interesting ideas. You will be using your highlighter a lot! The best part aside from the content is they are very moderately priced. You can also purchase the whole 15 book series the isbn number is 0-910627-26-6. You are bound to get a great new idea to try on every page if not out of every paragraph. Do not be put off by the low price, these books really do deliver the critical information and eye opening ideas you need you to succeed without the fluff so commonly found in more expensive books on the subject. Highly recommended! Atlantic Publishing is a small, independent publishing company based in Ocala, Florida. Founded over twenty years ago in the company president's garage, Atlantic Publishing has grown to become a renowned resource for non-fiction books. Today, over 450 titles are in print covering subjects such as small business, healthy living, management, finance, careers, and real estate. Atlantic Publishing prides itself on producing award winning, high-quality manuals that give readers up-to-date, pertinent information, real-world examples, and case studies with expert advice. Every book has resources, contact information, and web sites of the products or companies discussed.

Kevin Harrington, one of the original "sharks" of the TV hit *Shark Tank*, and serial entrepreneur Mark Timm take you on a journey that radically redefines what it means to truly succeed--at work, at home, and in every area of life. On one of the best days of his life as an entrepreneur, Mark Timm found himself sitting in his car at the end of his driveway. In just a minute he would go into the house and greet his wife and children. But as he basked in the success he'd just had, he also had to face a surprising realization: he didn't really want to go home. Mark knew that once he stepped into the happy chaos of his family, the euphoria of the day would evaporate. His work life and his home life might as well have been two different worlds. And at that moment, he acknowledged--as he puts it--that "my businesses were getting my first and my best, while my family got my last and my least." *Mentor to Millions* charts Mark's journey from that pivotal moment to a whole new understanding of how work, life, and relationships can coexist and thrive together. His guide through this journey: his accomplished mentor, Kevin Harrington, one of the original "sharks" from *Shark Tank*, who shares amazing stories and imparts invaluable wisdom about how to win in business and in every area of life. This deeply personal, easy-to-follow book invites you to join Mark and Kevin on the journey. Every page pulls back the curtain on entrepreneurship at the highest level, revealing priceless business lessons--which lead to the biggest lesson of all: combining the best of business, family, and personal life. If you're succeeding in business, struggling, or just starting out, and want your life at home to be what you've always dreamed it can be, this is the lesson you need to learn: the most valuable business you'll ever own, work for, or be a part of isn't the business you go to every day, it's the one you go home to.

Whether you're hunting, fishing, camping, cooking, or facing a life-or-death survival situation one thing is certain: you need a good knife. In this authoritative book, Eddie Nickens, *Field & Stream* editor at large and author of *The Total Outdoorsman* tells you everything you need to know about choosing the right knife for the job, using it correctly, keeping it sharp, and more. Detailed "design workshops" provide an in-depth education in what makes a great knife, as well as how to choose the right knife for the job. Hands-on practical tips detail how to use your knife in a wide range of everyday, on-the-go, and even life-and-death situations, from whittling a tent peg to dispatching a wild hog. Special features celebrate the greatest knives ever made, and the craftsmen who changed the game forever. For everyone from the casual camper looking to find the right all-around tool to carry on his belt to the connoisseur and collector who can tell a Victorinox from a Wenger at 100 paces.

"A 22-volume, highly illustrated, A-Z general encyclopedia for all ages, featuring sections on how to use World Book, other research aids, pronunciation key, a student guide to

better writing, speaking, and research skills, and comprehensive index"--

InfoWorld is targeted to Senior IT professionals. Content is segmented into Channels and Topic Centers. InfoWorld also celebrates people, companies, and projects.

"Updated and with a new introduction"--Cover.

En instruktionsbog (Flight Manual) for F-84F Thunderstreak/Thunderjet.

Now available as an enhanced e-book, YOU: Raising Your Child will include 12 videos that feature Dr. Oz and pediatrician Dr. Jennifer Trachtenberg answering real parents' questions about child-rearing. They talk about everything from diet to bathtime and give candid answers to questions posed by real parents. YOU: Raising Your Child could be the most valuable download for any parent's e-reader providing the answers you need about the biology, psychology, and common sense wisdom of raising a healthy child. YOU: Raising Your Child is the ultimate guide to raising children from birth to age five The authors address everything from troubleshooting infant health issues to supporting the emotional and intellectual development of your child. Included are discussions of healthy nutrition, milestones for physical activity, building good habits, taking care of YOU, and how to cope with the biggest ailments and fears parents face today. The book is filled with wisdom and age-specific advice that will help parents manage all kinds of child-rearing questions and issues. A sampling of topics include: The Mind of a Child This chapter is the foundation for what is discussed throughout the book. It explores personality quirks and how they are formed, and will talk about things that parents can do from day one to day one thousand (and beyond) to help their children develop. Tips will be about how to recognize their differences but still instill good habits. After all, good parenting is really about being a good psychologist—knowing your child's brain, and helping them develop who they are. Nutrition Of course, a big part of parenting is making sure that kids learn how to keep themselves healthy and fit for a lifetime. This chapter emphasizes good nutrition and eating habits for all ages. it will address biologic differences like number of taste buds and requirement for dozen exposures to taste to achieve change. Physical Activity With the help of Joel Harper, fitness expert who appears on all of the YOU DVDs, this chapter will be filled with information and advice on how to make sure you kids are growing in all the right places. Taking Care of YOU This chapter takes a step back to show how being a good parent also means taking care of yourself and your dreams in order to show your kids how to love. Tips on how parenting isn't always being selfless. With these topics and many more, America's most trusted doctors once again come to the rescue and teach parents the best ways to raise healthy, happy, children.

Lia Bock se considera uma ativista sentimental que ama amar as coisas. Depois de criar o blog mais acessado da revista TPM, Manual do mimimi marca a estreia de Lia no mundo dos livros. Em textos irônicos, ácidos, mas também sentimentais, além de profundamente sinceros, Lia (uma verdadeira expert nos assuntos do coração) - com charme e estilo inconfundíveis - falar com todas as mulheres: solteiras, casadas, recém-separadas e à procura. Manual do mimimi é uma reunião de textos publicados no blog Eu lia, tu lias, ilustrados por Zé Otávio.

With more than 60,000 copies sold, this amazing manual has become a classic in its field--and rightfully so. Nowhere else will you find--in one book--so much valuable information on achieving success in the mail order business. Dr. Bill Cohen has drawn on his decades of experience testing, researching, and constantly refining the mail order techniques described in this invaluable guide. Building a Mail Order Business offers a virtual treasury of techniques and methods guaranteed to work in the real world of selling through the mail. You'll get practical advice and learn tricks of the trade that will get you started quickly, with the fewest missteps and greatest chances for success. Thorough and completely up-to-date, this authoritative guide covers every aspect of the mail order business, from the basics of getting started to the details of product selection, preparing a marketing plan, copywriting, designing graphics, printing, protecting yourself from competition, telemarketing, and advertising through magazines, radio, and television. In addition, a handy appendix lists hundreds of valuable contacts with complete addresses. In this new Fourth Edition, you'll learn the latest trends in mail order--what works and what doesn't, the most effective look in ads and mailing pieces, how to put together the most attractive offers, and much more. For entrepreneurs, direct marketers, business owners, and others eager to get into the mail order business, Building a Mail Order Business has proven itself to be an indispensable resource for the ideas, techniques, and expert advice that will lead to success. All the success secrets of one of America's best-known and most respected experts on mail order and direct marketing--Now in a new edition! BUILDING A MAIL ORDER BUSINESS Fourth Edition Complete, authoritative, and now in a new edition, this best-selling guide to mail order success covers everything from getting your business started to handling legal issues, preparing copy and graphics, selecting mailing lists, telemarketing, and advertising in all types of media--an unbeatable source of direct marketing ideas that really work. Here's what the pros have said about previous editions of Bill Cohen's Building a Mail Order Business: "Dr. Bill Cohen's book thoroughly explores the many facets, and pitfalls, facing the budding mail order entrepreneur."-- Henry R. "Pete" Hoke, Jr., Publisher, Direct Marketing "It took a mail order businessman who is also an educator to put direct mail and mail order guidelines all in one place--and in language we can all understand."--Freeman F. Gosden, Jr., President, Smith-Hemmings-Gosden, one of the nation's largest direct marketing advertising agencies "An outstanding primer for our industry. It gives you the nuts and bolts necessary to carry you through almost every aspect of mail order from the very rudimentary basics to the same techniques used by the pros."-- Joe Sugarman, JS&A "One of the best books I've ever read on the subject. I enthusiastically recommend Building a Mail Order Business to any man or woman who is serious about getting involved in this fascinating activity."-- E. Joseph Cossman, President, Cossman International, Inc., author of How I Made a Million Dollars in Mail Order "An excellent, informative, comprehensive, illustrative workbook that will help anyone get started making money in the fascinating field of mail order. I highly recommend this professional book."--Melvin Powers, mail order entrepreneur "...must reading for the entrepreneur whose mind is on mail order."-- Paul Muchnick, Chairman, National Mail Order Association "Its good sense and nuts-and-bolts, bottom-line approach make it a delightful guide through the mail order world."-- DM News

Most business people are well aware that marketing has changed dramatically in recent years. For many, this shift is mainly about different ways to market--through social media, online

engagement, and so on. But beyond the new tools available to businesses today, there have also been sweeping changes to how consumers behave in the retail environment, and what underlies our decisions as consumers. How can marketers understand--and profit from--these shifts in how we buy? **DECODING THE CONSUMER MIND** provides retail marketers with an action plan based on new psychological insights about how, when and why today's radically different consumer shops and buys. A trifecta of socio-cultural trends has forever altered the psyche of the American consumer--and understanding these 3 significant shifts is critical for any marketer to understand. Based on her extensive research, consumer expert Kit Yarrow classifies the changes as follow: **ANXIETY**: Diagnosed anxiety disorders have increased 1,200% since 1980. A 1994 survey of randomly selected households found 15% of American had experienced elevated anxiety the previous year. In 2009 that number rose to 49.5%. This has numerous implications for how consumers buy, explaining our love of the ratings and reviews of other shoppers; the mental relief and distraction of online shopping, and why people are more responsive to brands that demonstrate emotional benefits than those who tout product characteristics. **"THE NEW INDIVIDUALISM"**: A more "me"-oriented society increasingly uses brands, retailers, and shopping strategies as a way to connect with others. Awash with choices and unfettered by the social rules that provided guard rails in previous decades, today's consumers are more individualistic and more likely to use what they buy and how they shop as a way to communicate and bond with others. This trend explains why "Pick Your Favorite" campaigns on Facebook have an astonishing 27% response rate, why Etsy is so successful, and much more. **REWIRED BRAINS**: Because of our rampant technology use, we literally think differently now, a shift that has broad implications for retail. As a society that "views" more than it reads, we want everything faster, get bored more easily and gravitate more toward the quick takeaways of symbolic communication. For example, on eBay, merchandise displayed on red backgrounds receives higher bids than similar merchandise shown on blue backgrounds; and trends have given way to "trending." Grounded in Yarrow's award-winning research on consumer psychology, **DECODING THE CONSUMER MIND** provides rich examples of these shifts in action in the marketing strategies and consumer behavior seen by major firms and brands, many of whom are Yarrow's clients, including: Kleenex, Desigual, Kraft Foods, eBay, Hershey's, and many more. For any marketer hoping to profit from the transformed consumer brain, **DECODING THE CONSUMER MIND** is essential reading.

She's off to see the killer... Lawyer Ruby O'Deare might not be living the American dream, but it feels like it every time she visits her small town megamall. The shoes! The lighting! Prince Charming spotted in the food court! It's a dream, right? But all dreams must come to an end. Ruby's does when she wakes up after a one-night stand with the town's sexy zoning commissioner, Noel West. Actually, that part is good. It's the expired Dollar Store condoms she finds that feel too real. And then her favorite client Estelle turns up dead. Ruby is determined to find out the truth behind the curtains of Ozcorp, the company that owns the heavenly megamall and has the most to gain from her client's death. She just hopes the zoning commissioner she might be falling for isn't caught up in the danger.

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