

Maximum Entertainment By Ken Weber Book

Highly instructive book by a noted authority on the subject analyzes every phase of conjuring, from sleights, devices, misdirection, and controlling audience attention to incorporating patter and the effective use of assistants.

Updated covers revitalize the first two titles in our extremely popular Five-Minute Mysteries series by Ken Weber, the master of the succinct whodunit. This attractive new series look is sure to appeal to young adults, introducing them to the lifelong literary pleasures of mystery novels. Each book contains more than 30 baffling cases, each with an ingenious solution guaranteed to challenge and entertain. Best of all, every mystery is short and sweet—easy to read in less time than it takes to microwave popcorn!

Over 100 tricks that can be done with any pack of cards. This rich collection has taught thousands of magicians how to perform dozens of eye-catching, yet really workable tricks. Over 200 illustrations.

The "how-to-get-it-right" book for today's Christian man in marriage, family, work, friendships, with God in all of life. Men are hungry for authenticity and for sound and bold biblical teaching on true masculinity.

Every day men ask themselves questions about how to be better fathers, husbands, friends, and men, but it's difficult to find satisfying answers. Rise of the Servant Kings explains that true masculinity is found in absolute surrender to God, which always results in humble character and is expressed in courage and generosity. When a man truly understands God's desires, he will naturally express godly masculinity, Ken Harrison weaves together his experiences as a police officer in one of the deadliest areas of the country, with many years as a business executive and ministry leader, to share deep truths for men direct from God's Word.

The Regulatory Technology Handbook The transformational potential of RegTech has been confirmed in recent years with US\$1.2 billion invested in start-ups (2017) and an expected additional spending of US\$100 billion by 2020. Regulatory technology will not only provide efficiency gains for compliance and reporting functions, it will radically change market structure and supervision. This book, the first of its kind, is providing a comprehensive and invaluable source of information aimed at corporates, regulators, compliance professionals, start-ups and policy makers. The REGTECH Book brings into a single volume the curated industry expertise delivered by subject matter experts. It serves as a single reference point to understand the RegTech eco-system and its impact on the industry. Readers will learn foundational notions such as:

- The economic impact of digitization and datafication of regulation
- How new technologies (Artificial Intelligence, Blockchain) are applied to compliance
- Business use cases of RegTech for cost-reduction and new product origination
- The future regulatory landscape affecting financial institutions, technology companies and other industries

Edited by world-class academics and written by compliance professionals, regulators, entrepreneurs and business leaders, the RegTech Book represents an invaluable resource that paves the way for 21st century regulatory innovation.

How do organizations structure themselves? A synthesis of the empirical literature in the field, supported by numerous examples and illustrations, provides images that produce a theory. The author introduces five basic configurations of structure - the simple structure, the machine bureaucracy, the professional bureaucracy, the divisionalized form, and the adhocracy. This book reveals that structure seems to be at the root of many questions about organizations and why they function as they do.

Twenty years after Germany's victory in World War II, while the entire country prepares for the U.S. president's visit, Berlin Detective Xavier March attempts to solve the murder of a high-ranking Nazi commander. Reprint.

Even Smart people do dumb things with their money. Are you one of them? Despite its irreverent title, Dear Investor, What the Hell Are You Doing? has a serious purpose—to help you identify and fix the common blunders you may be making with your money. Long-time investment advisor Ken Weber exposes the minefield of financial tricks and psychological traps that ensnare millions of investors—beginners and old pros alike—and shows you what you should be doing instead. Whether you're investing in stocks, bonds, mutual funds, annuities, insurance, or other investment vehicles, this book gives you the facts you need to make smarter moves with your money. Ken Weber has had thousands of conversations with investors of every type, and this book stems directly from those real-world experiences. He's heard it all, and now he wants to stop you from stepping into the most common financial potholes.

Ken Follett's extraordinary historical epic, the Century Trilogy, reaches its sweeping, passionate conclusion. In Fall of Giants and Winter of the World, Ken Follett followed the fortunes of five international families—American, German, Russian, English, and Welsh—as they made their way through the twentieth century. Now they come to one of the most tumultuous eras of all: the 1960s through the 1980s, from civil rights, assassinations, mass political movements, and Vietnam to the Berlin Wall, the Cuban Missile Crisis, presidential impeachment, revolution—and rock and roll. East German teacher Rebecca Hoffmann discovers she's been spied on by the Stasi for years and commits an impulsive act that will affect her family for the rest of their lives. . . . George Jakes, the child of a mixed-race couple, bypasses a corporate law career to join Robert F. Kennedy's Justice Department and finds himself in the middle of not only the seminal events of the civil rights battle but a much more personal battle of his own. . . . Cameron Dewar, the grandson of a senator, jumps at the chance to do some official and unofficial espionage for a cause he believes in, only to discover that the world is a much more dangerous place than he'd imagined. . . . Dimka Dvorkin, a young aide to Nikita Khrushchev, becomes an agent both for good and for ill as the United States and the Soviet Union race to the brink of nuclear war, while his twin sister, Tanya, carves out a role that will take her from Moscow to Cuba to Prague to Warsaw—and into history.

A School Library Journal Best Book of 2013 An ALA/YALSA Alex Award Winner I live in a world without magic or miracles. A place where there are no clairvoyants or shapeshifters, no angels or superhuman boys to save you. A place where people die and music disintegrates and things suck. I am pressed so hard against the earth by the weight of reality that some days I wonder how I am still able to lift my feet to walk. Two and a half years after an unspeakable tragedy left her a shadow of the girl she once was, Nastya Kashnikov moves to a new town determined to keep her dark past hidden and hold everyone at a distance. But her plans only last so long before she finds herself inexplicably drawn to the one person as isolated as herself: Josh Bennett. Josh's story is no secret. Every person he loves has been taken from his life until, at seventeen years old, there is no one left. When your name is synonymous with death, everyone tends to give you your space. Everyone except Nastya who won't go away until she's insinuated

herself into every aspect of his life. But as the undeniable pull between them intensifies, he starts to wonder if he will ever learn the secrets she's been hiding—or if he even wants to. The Sea of Tranquility is a rich, intense, and brilliantly imagined story about a lonely boy, an emotionally fragile girl, and the miracle of second chances.

From the bestselling author of *The Ascent of Money* and *The Square and the Tower* “A dazzling history of Western ideas.” —*The Economist* “Mr. Ferguson tells his story with characteristic verve and an eye for the felicitous phrase.” —*Wall Street Journal* “[W]ritten with vitality and verve . . . a tour de force.” —*Boston Globe* Western civilization's rise to global dominance is the single most important historical phenomenon of the past five centuries. How did the West overtake its Eastern rivals? And has the zenith of Western power now passed? Acclaimed historian Niall Ferguson argues that beginning in the fifteenth century, the West developed six powerful new concepts, or “killer applications”—competition, science, the rule of law, modern medicine, consumerism, and the work ethic—that the Rest lacked, allowing it to surge past all other competitors. Yet now, Ferguson shows how the Rest have downloaded the killer apps the West once monopolized, while the West has literally lost faith in itself. Chronicling the rise and fall of empires alongside clashes (and fusions) of civilizations, *Civilization: The West and the Rest* recasts world history with force and wit. Boldly argued and teeming with memorable characters, this is Ferguson at his very best.

"Every man's purpose. Every woman's dream. Every child's hope ..." -- front cover.

A look at the revolution in game live streaming and esports broadcasting Every day thousands of people broadcast their gaming live to audiences over the internet using popular sites such as Twitch, which reaches more than one hundred million viewers a month. In these new platforms for interactive entertainment, big esports events featuring digital game competitors live stream globally, and audiences can interact with broadcasters—and each other—through chat in real time. What are the ramifications of this exploding online industry? Taking readers inside home studios and backstage at large esports events, *Watch Me Play* investigates the rise of game live streaming and how it is poised to alter how we understand media and audiences. Through extensive interviews and immersion in this gaming scene, T. L. Taylor delves into the inner workings of the live streaming platform Twitch. From branding to business practices, she shows the pleasures and work involved in this broadcasting activity, as well as the management and governance of game live streaming and its hosting communities. At a time when gaming is being reinvented through social media, the potential of an ever-growing audience is transforming user-generated content and alternative distribution methods. These changes will challenge the meaning of ownership and intellectual property and open the way to new forms of creativity. The first book to explore the online phenomenon Twitch and live streaming games, *Watch Me Play* offers a vibrant look at the melding of private play and public entertainment.

This authoritative catalogue of the Corcoran Gallery of Art's renowned collection of pre-1945 American paintings will greatly enhance scholarly and public understanding of one of the finest and most important collections of historic American art in the world. Composed of more than 600 objects dating from 1740 to 1945.

NEW YORK TIMES BESTSELLER • This instant classic explores how we can change our lives by changing our habits. NAMED ONE OF THE BEST BOOKS OF THE YEAR BY *The Wall Street Journal* • *Financial Times* In *The Power of Habit*, award-winning business reporter Charles Duhigg takes us to the thrilling edge of scientific discoveries that explain why habits exist and how they can be changed. Distilling vast amounts of information into engrossing narratives that take us from the boardrooms of Procter & Gamble to the sidelines of the NFL to the front lines of the civil rights movement, Duhigg presents a whole new understanding of human nature and its potential. At its core, *The Power of Habit* contains an exhilarating argument: The key to exercising regularly, losing weight, being more productive, and achieving success is understanding how habits work. As Duhigg shows, by harnessing this new science, we can transform our businesses, our communities, and our lives. With a new Afterword by the author “Sharp, provocative, and useful.”—Jim Collins “Few [books] become essential manuals for business and living. *The Power of Habit* is an exception. Charles Duhigg not only explains how habits are formed but how to kick bad ones and hang on to the good.”—*Financial Times* “A flat-out great read.”—David Allen, bestselling author of *Getting Things Done: The Art of Stress-Free Productivity* “You’ll never look at yourself, your organization, or your world quite the same way.”—Daniel H. Pink, bestselling author of *Drive* and *A Whole New Mind* “Entertaining . . . enjoyable . . . fascinating . . . a serious look at the science of habit formation and change.”—*The New York Times Book Review*

In the vein of Neil Strauss' *The Game* and Joshua Foer's *Moonwalking with Einstein* comes the fascinating story of one man's colorful, mysterious, and personal journey into the world of magic, and his unlikely invitation into an underground secret society of revolutionary magicians from around the world. *Magic Is Dead* is Ian Frisch's head-first dive into a hidden world full of extraordinary characters and highly guarded secrets. It is a story of imagination, deception, and art that spotlights today's most brilliant young magicians—a mysterious club known as the52, who are revolutionizing an ancient artform under the mantra *Magic Is Dead*. Ian brings us with him as he not only gets to know this fascinating world, but also becomes an integral part of it. We meet the52's founding members—Laura London, Daniel Madison, and Chris Ramsay—and explore their personal demons, professional aspirations, and what drew them to their craft. We join them at private gatherings of the most extraordinary magicians working today, follow them to magic conventions in Las Vegas and England, and discover some of the best tricks of the trade. We also encounter David Blaine; hang out with Penn Jillette; meet Dynamo, the U.K.'s most famous magician; and go behind the scenes of a Netflix magic show. *Magic Is Dead* is also a chronicle of magic's rich history and how it has changed in the internet age, as the young guns embrace social media and move away from the old-school take on the craft. As he tells the story of the52, and his role as its most unlikely member, Ian reveals his own connection with trickery and deceit and how he first learned the elements that make magic work from his poker-playing mother. He recalls their adventures in card rooms and casinos after his father's sudden death, and shares a touching moment that he had, as a working journalist, with his childhood idol Shaquille O'Neal. “Magic—the romanticism of the inexplicable, the awe and admiration of the unexpected—is an underlying force in how we view the world and its myriad possibilities,” Ian

writes. As his journey continues, Ian not only becomes a performer and creator of magic—even fooling the late Anthony Bourdain during a chance encounter—he also cements a new brotherhood, and begins to understand his relationship with his father, fifteen years after his death. Written with psychological acuity and a keen eye for detail, *Magic Is Dead* is an engrossing tale full of wonder and surprise.

Distill 100%—Usable Max-Profit Knowledge from Your Digital Data. Do It Now! Why hasn't all that data delivered a whopping competitive advantage? Because you've barely begun to use it, that's why! Good news: neither have your competitors. It's hard! But digital marketing analytics is 100% doable, it offers colossal opportunities, and all of the data is accessible to you. Chuck Hemann and Ken Burbary will help you chop the problem down to size, solve every piece of the puzzle, and integrate a virtually frictionless system for moving from data to decision, action to results! Scope it out, pick your tools, learn to listen, get the metrics right, and then distill your digital data for maximum value for everything from R&D to CRM to social media marketing! • Prioritize—because you can't measure, listen to, and analyze everything • Use analysis to craft experiences that profoundly reflect each customer's needs, expectations, and behaviors • Measure real social media ROI: sales, leads, and customer satisfaction • Track the performance of all paid, earned, and owned social media channels • Leverage "listening data" way beyond PR and marketing: for strategic planning, product development, and HR • Start optimizing web and social content in real time • Implement advanced tools, processes, and algorithms for accurately measuring influence • Integrate paid and social data to drive more value from both • Make the most of surveys, focus groups, and offline research synergies • Focus new marketing and social media investments where they'll deliver the most value Foreword by Scott Monty Global Head of Social Media, Ford Motor Company

The Show Doctor is the first full-length book of magic from Jeff McBride, one of the great magicians of our time. *The Show Doctor* includes: Eleven of Jeff's previously unpublished routines, including stage illusions, stand-up routines, manipulation, close-up magic, cards, and mentalism. Revised versions of Jeff's celebrated advice column published in *MAGIC Magazine*. Many interviews and additional writings that extend Jeff's thoughts on how magicians can improve their performances and have more successful careers. Access to a website with over 30 minutes of new videos that supplement the book, plus additional essays. If you love magic...if you want to perform excellent magic...then the prescription is clear: it is time to consult *The Show Doctor*! "If you only read one magic book this year, make it *The Show Doctor*." - Lance Burton "I truly believe that Jeff McBride is the best guide to improving your magic show in the world today." - Mac King "Some magicians have asked me if I was going to write a sequel to my one and only book, *Maximum Entertainment*. In many ways I truly feel that sequel is what you are holding in your hands right now." - Ken Weber

Magic is everywhere, from the big spectacle celebrity of David Copperfield and Siegfried and Roy to the quirky Penn and Teller to the spooky David Blaine and Criss Angel to the endless material on YouTube. But until now, learning it has never been easy—that's all about to change with *Magic*, a book that does for close-up magic what *How to Grill* does for barbecue. Written by charismatic young magician Joshua Jay, *Magic* combines expertise, photographs, and step-by-step directions showing how to perform 100 tricks. Joshua Jay took home the top prize at the World Magic Seminar (the Olympics of magic) when he was just 16 years old. Now he continues to perform magic, write about magic, eat, sleep, and breathe magic. Here, he brings all his passion and knowledge to teaching magic. Each trick is broken down into the Effect, the Secret, the Set-up, and, most important, the Performance, with lessons on what to say, how to direct the audience's attention, where to keep your hands, and so on. (In other words, how to be smart about the things your audience is surprisingly clueless about.) Here are the Ten Greatest Card Tricks; tricks to dazzle a dinner date; tricks to perform for the boss (poke a hole through his shirt, then magically mend it); tricks especially for kids; and even tricks for an audience in another state—with "Australian Self-Help," you can find a participant's chosen card over the phone. It's the Aha! book for a subject whose time has come.

Maximum Entertainment 2.0 Director's Notes for Magicians and Mentalists **Maximum Entertainment** Director's Notes for Magicians and Mentalists **Card Manipulations** Courier Corporation As insightful and wise today as it was when originally published in 1954, Jacques Ellul's *The Technological Society* has become a classic in its field, laying the groundwork for all other studies of technology and society that have followed. Ellul offers a penetrating analysis of our technological civilization, showing how technology—which began innocuously enough as a servant of humankind—threatens to overthrow humanity itself in its ongoing creation of an environment that meets its own ends. No conversation about the dangers of technology and its unavoidable effects on society can begin without a careful reading of this book. "A magnificent book . . . He goes through one human activity after another and shows how it has been technicized, rendered efficient, and diminished in the process."—Harper's "One of the most important books of the second half of the twentieth-century. In it, Jacques Ellul convincingly demonstrates that technology, which we continue to conceptualize as the servant of man, will overthrow everything that prevents the internal logic of its development, including humanity itself—unless we take necessary steps to move human society out of the environment that 'technique' is creating to meet its own needs."—The Nation "A description of the way in which technology has become completely autonomous and is in the process of taking over the traditional values of every society without exception, subverting and suppressing these values to produce at last a monolithic world culture in which all non-technological difference and variety are mere appearance."—Los Angeles Free Press

Showmanship for Mentalists is one of the few existing books on performance aspects of mentalism. This book can teach you how to greatly improve the impact of your current routines. To view a full table of contents and receive some sample content, visit, www.TheMentalismCourse.com. Here is a small sample of what you will learn: * How to structure a successful show* Proper rehearsal techniques* How to create original material* Benefits of using a theme-based show* Characteristics of compelling personas* Establish rapport with the audience* Crucial techniques for handling volunteers* Enhance the impact of your routines* How to stop hecklers* And much more... See what other performers are saying about it... I spent the day reading your book, and I must say it's absolutely fantastic! It is something every single performer should read. If you were to put the advice from this book into practice, you would end up with a professional show you could tour the world with!-Paul Romhany, International Comedian and Magician A must-read for any mentalist who wants to improve his show and appear more professional. It contains priceless information that is worth far more than the price of the book.- Devin Knight, Creator of *Blindsight* and *Farsight* *Showmanship for Mentalists* is well written and well thought out. It will get you thinking seriously about your performance, which is always a very good thing.- Craig Karges, Entertainer of the year for six years *Showmanship for Mentalists* is going right next to Ken Weber's *Maximum Entertainment* on my book shelf. It is a very thorough discussion of all the details that can make an act sensational and is a must read for any performer.- Jim Snack, Creator of the *Success in Magic* course

When you have a few minutes to kill. Armchairs sleuths can test their powers of deduction with 40 of the best quick-read whodunits in this fifth volume of the popular *Five-minute Mysteries* series. Here's the

idea. Readers take about five minutes to read a short mystery. Next, they must solve the question posed at the end by putting themselves in the shoes of the detective to examine the evidence and figure out who done it. All the clues they need are found somewhere in the story. A sampling of the mysteries to solve: A murderer describes in detail the Perfect Crime. But the plan is flawed... how? An English arrow kills a French soldier during the Hundred Years' War. Which clues point to a cold-blooded murder? What clues did the rookie cop see that went unobserved by the veteran sheriff? What exactly told investigators that the forged painting wasn't picture perfect? Cases are rated easy, moderate and challenging. Some mysteries will unravel faster than a dime-store sweater while others will take longer to solve. Solutions for all, however, are revealed at the back of the book. Five-minute Mysteries 5 is a treat for both puzzle aficionados and mystery fans, and a rare opportunity to step into the shoes of law enforcement professionals.

Explores the homogenization of American culture and the impact of the fast food industry on modern-day health, economy, politics, popular culture, entertainment, and food production.

Every five minutes, another crime is committed. Can you Trap a murderer? Catch a thief? Expose a blackmailer? Spot a deception? Test your logic, your knowledge and your powers of perception with these baffling mysteries. All the clues are contained in each story - all you have to do is find them. Can you reconstruct the crimes and identify the culprits? Double Suicide on Midland Ridge; The bodies of two lovers are found in a car, a hose running from the exhaust pipe through the rear window. Obviously a suicide pact. Or was it? The Case of the Erring Arsonist; A workshop burns to the ground. The man who stands to gain from the blaze admits to starting it, but swears it was an accident. How do you know if he's telling the truth? The Case of the Thieving Welder; A stylish woman claims she knows who stole her diamonds. The detective knows better. Do you? These stumpers will sharpen your powers of observation. And if you can't wait to figure out whodunnit - the answers are in the back.

The ultimate book of magic for kids from a world-famous magician, complete with photographs for easy to follow instructions. From one of the world's premier practitioners of classic magic, with years of experience instructing younger readers in the magical arts, comes this new revision of his complete guide to learning and performing fantastic feats of prestidigitation. Acclaimed by the Los Angeles Times as "the text that young magicians swear by," it's full of step-by-step instructions. More than 2,000 illustrations provide the know-how behind 300 techniques, from basic card tricks to advanced levitation, along with advice on planning and staging a professional-quality magic show.

From kyped brown trout, lake-dwelling rainbow and brook trout and crazy numbers of smallmouth bass and native sea-run and inland cutthroat to spawning-bound salmon and the hallowed wild and native steelhead, Oregon is the place for great flyfishing. Gary Weber's all-new Flyfisher's Guide to Oregon details these outstanding fishing opportunities like no other guidebook on the market. Weber covers the hot spots and lesser known fisheries with personal experiences, history, effective techniques for both trout and anadromous species, appropriate gear and flies, access points, nearby fly shops, and much more. His stunning visuals paint the full picture of the fishing in this gorgeous state. From mainstays like the Owyhee, Deschutes, North Umpqua and Sandy rivers to lesser known jewels like the Malheur and John Day rivers, Weber has put in the river-time so that you can get down to business. Many more tributaries, lakes and reservoirs are covered. Weber is a veteran Oregon writer who has covered the state's flyfishing opportunities for years. This book comes standard with Wilderness Adventures Press' precise and detailed full-color maps, with GPS coordinates for all access points, boat ramps, and parking areas, along with access roads, public land and more. As Lefty once said: "If someone can't find locations from these maps - they need to stay home." Whether you're an Oregon lifer or new to the state, get an edge with this all-new guidebook.

Based on Stanford University psychologist Kelly McGonigal's wildly popular course "The Science of Willpower," The Willpower Instinct is the first book to explain the science of self-control and how it can be harnessed to improve our health, happiness, and productivity. Informed by the latest research and combining cutting-edge insights from psychology, economics, neuroscience, and medicine, The Willpower Instinct explains exactly what willpower is, how it works, and why it matters. For example, readers will learn: • Willpower is a mind-body response, not a virtue. It is a biological function that can be improved through mindfulness, exercise, nutrition, and sleep. • Willpower is not an unlimited resource. Too much self-control can actually be bad for your health. • Temptation and stress hijack the brain's systems of self-control, but the brain can be trained for greater willpower • Guilt and shame over your setbacks lead to giving in again, but self-forgiveness and self-compassion boost self-control. • Giving up control is sometimes the only way to gain self-control. • Willpower failures are contagious—you can catch the desire to overspend or overeat from your friends—but you can also catch self-control from the right role models. In the groundbreaking tradition of Getting Things Done, The Willpower Instinct combines life-changing prescriptive advice and complementary exercises to help readers with goals ranging from losing weight to more patient parenting, less procrastination, better health, and greater productivity at work.

Are you interested in generating huge emotions in your audience so they will remember your presentation forever? Magicians are experts in producing memorable moments in their shows. In Rehearsing Your Mistakes, you will learn some of their secret techniques to achieve an outstanding presentation. Forget about Murphy's law, and take a step forward to create your own events. Whether you are a professional performer or you just want to improve your public speaking, this book is for you. You will learn some effective improvisation concepts that could save your life when something goes out of the script, you will discover a simple method to do a proper risk assesment during your rehearsal, and you will get to know a bunch of powerful secrets that will create great emotions in your audience. In these pages you will also discover a complete study on creativity, the fantastic muse that all great artists pursue. Rehearsing Your Mistakes is about a creative process where imagination, technique and experience get together to come to the rescue of the magician in distress. "Angel Simal has done something unusual, which I found very interesting: he's written an entire work on how we can embrace our failures--both in our shows and in our thinking--and learn from them. It's a worthy task and I found the advice stimulating and useful." - Joshua Jay, world class magician

Sixty-seven sure-fire mental feats to delight and mystify: mind reading with cards, instant ESP, identifying the owners of objects given to you in random order, number prediction, much more. 73 illustrations. Inside the Hot Zone is an insider's account of one of the most dangerous workplaces on earth: the United States Army Medical Research Institute of Infectious Diseases (USAMRIID) in Fort Detrick, Maryland. Retired U.S. Army Col. Mark G. Kortepeter, a leading biodefense expert, recounts his journey from the lecture hall to the role of department chief, to the battlefield, to the Biosafety Level-4 maximum containment lab, and finally, to the corner office. During Kortepeter's seven and a half years in leadership at USAMRIID, the United States experienced some of the most serious threats in modern germ warfare, including the specter of biological weapons during the Iraq War, the anthrax letters sent after 9/11, and a little-known crisis involving a presumed botulism attack on the president of the United States. Inside the Hot Zone is a shocking, frightening eye-opener as Kortepeter describes in gripping detail how he and his USAMRIID colleagues navigated threats related to anthrax, botulism, smallpox, Lassa, and Ebola. Kortepeter crafts a rich and riveting narrative as he wrestles with life-and-death decisions managing biological weapon exposures. The stories are real, but they could just as easily serve as plotlines in popular fiction or Hollywood thrillers. He gives the reader a seat at the table as each crisis unfolds, with an unvarnished and personal perspective on the dangers, the drama, the fear, the frustrations, the irony, and the uncertainty he encountered as a physician in the role of "Biodefender."

Content analysis is one of the most important but complex research methodologies in the social sciences. In this thoroughly updated Second Edition of The Content Analysis Guidebook, author Kimberly Neuendorf provides an accessible core text for upper-level undergraduates and graduate students across the social sciences. Comprising step-by-step instructions and practical advice, this text unravels the

complicated aspects of content analysis.

Showmanship for Magicians is a 1943 work by semi-professional magician and author Dariel Fitzkee. It is the first in the Fitzkee Trilogy, a classic collection that is still read widely by magicians, conjuroprs and illusionists alike. There is little information available on the life of Dariel Fitzkee outside of his written work. Born in Annawan, Illinois, in 1898 as Dariel Comp Fitzkee, he later changed his surname to Fitzroy during World War II. But he continued to write under the name Fitzkee throughout his life. Fitzkee's early books were shorter works focused on specific magic tricks. Books like Cut and Restored Rope and Manipulation (1929) and Linking Ring Manipulation (1930) described multiple variations of these classic tricks. Fitzkee was also a regular contributor to Genii Magazine, which is still published today. He wrote two recurring magic columns in the 1930s called "Thoughts are Things" and "Glimpses of Strange Shadows." Fitzkee also contributed a book and magazine review column called "Paper and Ink" that ran for over 12 years. For all of his analysis and study on the subject, it seems that success as a professional magician eluded him. Fitzkee is said to have had an unsuccessful touring act from 1939 to 1940, after which he stopped performing. But his most enduring written works were yet to come in the form of the Fitzkee Trilogy, starting with Showmanship for Magicians. Many magicians throughout the second half of the 20th century have considered it to be a cornerstone work in the field, including the actor Steve Martin who was fanatical about magic as a young man. He described the book as "...more important to me than The Catcher in the Rye." Fitzkee was frustrated with the quality of magic at the time of his writing. He felt that the mediocrity that dominated the stages did damage to the reputation of the entire field of magic. One of his biggest issues with magic in the 1940s was that its performers were still treating the trappings of the late 1800s as the "standard" for magic. Performers often dressed in out-of-date tuxedos, wearing top hats or turbans. They adorned the stage with old-fashioned round "Magician's tables" that had been popularized some 70 years before. Fitzkee felt that magic should be "...geared and attuned to the times" to keep it fresh and interesting for the audience. Fitzkee analyzes the components of other successful forms of entertainment, like film, sporting events, theater, opera, and more. He breaks these down into a list of 39 "Audience Appeals" - music, color, comedy, conflict, etc - that can then be incorporated into a magic performance. The second book in the Fitzkee Trilogy is The Trick Brain published in 1944. This work condenses all magic tricks into 19 basic effects, such as getting a solid item to penetrate another without damaging either. It also examines how to combine effects into new and updated tricks. The final book of the trilogy, Magic by Misdirection (1945), concerns the psychology of deception, or "the attack the magician makes upon the spectator's mind." The books were written in this order on purpose. Fitzkee felt that entertainment was the primary purpose of a magician. Whatever else an audience may expect, the first thing they expect is to be entertained. Then he gets into the mechanics of magic in The Trick Brain, helping the entertainer to hone his or her skill and create original tricks. And finally, in Magic by Misdirection, Fitzkee examines the mental aspects of magic, from both the magician and the spectator's point of view.

The Memory Arts is our most beautiful book to date. Full-color, with pictures on every page, this book details the simple, secret formula that will allow you to remember things better. This system, based on all the great pillars of mnemonics, was developed by husband and wife superteam Sarah and David Trustman. Apply the system to magic or everyday life. The choice is yours!

Ingram Spark

[Copyright: 3fcd17f22b8e38dde4038e08729c9f0](#)