

Simeon Panda

Written by a senior scholar and master mariner, *Sailors and Traders* is the first comprehensive account of the maritime peoples of the Pacific. It focuses on the sailors who led the exploration and settlement of the islands and New Zealand and their seagoing descendants, providing along the way new material and unique observations on traditional and commercial seagoing against the background of major periods in Pacific history. The book begins by detailing the traditions of sailors, a group whose way of life sets them apart. Like all others who live and work at sea, Pacific mariners face the challenges of an often harsh environment, endure separation from their families for months at a time, revere their vessels, and share a singular attitude to risk and death. The period of prehistoric seafaring is discussed using archaeological data, interpretations from interisland exchanges, experimental voyaging, and recent DNA analysis. Sections on the arrival of foreign exploring ships centuries later concentrate on relations between visiting sailors and maritime communities. The more intrusive influx of commercial trading and whaling ships brought new technology, weapons, and differences in the ethics of trade. The successes and failures of Polynesian chiefs who entered trading with European-type ships are recounted as neglected aspects of Pacific history. As foreign-owned commercial ships expanded in the region so did colonialism, which was accompanied by an increase in the number of sailors from metropolitan countries and a decrease in the employment of Pacific islanders on foreign ships. Eventually small-scale island entrepreneurs expanded interisland shipping, and in 1978 the regional Pacific Forum Line was created by newly independent states. This was welcomed as a symbolic return to indigenous Pacific ocean linkages. The book's final sections detail the life of the modern Pacific seafarer. Most Pacific sailors in the global maritime labor market return home after many months at sea, bringing money, goods, a wider perspective of the world, and sometimes new diseases. Each of these impacts is analyzed, particularly in the case of Kiribati, a major supplier of labor to foreign ships.

"A collection of ten short stories that all take place in the same day about kids walking home from school"--

The story of the invisible author who came to Mrs. John H. Curran and a friend in the summer of 1913 as they sat with a Ouija board across their knees. "Many moons ago I lived. Again I come. Patience Worth is my name." from that time forward a continuo.

This full-color text and practical clinical reference provides comprehensive information on herbal remedies for both large and small animal species. Key coverage includes clinical uses of medicinal plants, specific information on how to formulate herbal remedies, a systems-based review of plant-based medicine, and in-depth information on the different animal species--dog, cat, avian and exotic, equine, food animal, and poultry.

Simon and Chester are bored...until they pretend to be detectives.

Create an influencer marketing strategy that benefits both brand and the influencer with this fascinating guide, rich in case studies from the biggest and the best and the small and specialist. Influencer marketing can no longer be ignored. Whether it's broad scale celebrity endorsement, or micro-influencers with niche, highly targeted followings, influencer marketing has become a natural extension of content marketing. However, while the opportunities are vast, the very nature of influencer marketing means that a brand must relinquish control of their marketing message to allow the influencer to communicate in their natural style. This can be unnerving, and it's therefore imperative to have a clearly defined campaign that mutually benefits and protects both the brand and the influencer. *Influencer Marketing Strategy* gives readers everything they need to create influencer marketing strategy. It will walk readers through the key considerations, and offer insight into decisions such as choosing the right influencer, planning content, and how to incorporate influencer marketing into your wider marketing strategy. This book presents fascinating, in-depth case studies from the beauty, fashion, gaming, travel, health and tech industries, demonstrating the variety of ways that influencer marketing can be utilized, and the huge opportunities it presents for organizations and industries of all sizes. *Influencer Marketing Strategy* is the ultimate guide to developing a successful influencer marketing strategy - and building campaigns that create real value.

The Global Positioning System (GPS) has revolutionized the measurement of position, velocity, and time. It has rapidly evolved into a worldwide utility with more than a billion receiver sets currently in use that provide enormous benefits to humanity: improved safety of life, increased productivity, and wide-spread convenience. *Global Navigation Satellite Systems* summarizes the joint workshop on Global Navigation Satellite Systems held jointly by the U.S. National Academy of Engineering and the Chinese Academy of Engineering on May 24-25, 2011 at Hongqiao Guest Hotel in Shanghai, China. "We have one world, and only one set of global resources. It is important to work together on satellite navigation. Competing and cooperation is like Yin and Yang. They need to be balanced," stated Dr. Charles M. Vest, President of the National Academy of Engineering, in the workshop's opening remarks. *Global Navigation Satellite Systems* covers the objectives of the workshop, which explore issues of enhanced interoperability and interchangeability for all civil users aimed to consider collaborative efforts for countering the global threat of inadvertent or illegal interference to GNSS signals, promotes new applications for GNSS, emphasizing productivity, safety, and environmental protection. The workshop featured presentations chosen based on the following criteria: they must have relevant engineering/technical content or usefulness; be of mutual interest; offer the opportunity for enhancing GNSS availability, accuracy, integrity, and/or continuity; and offer the possibility of recommendations for further actions and discussions. *Global Navigation Satellite Systems* is an essential report for engineers, workshop attendees, policy makers, educators, and relevant government agencies.

A convenient handbook to keep you on track with your fitness goals Not seeing the maximum fitness results you know you can achieve? It's time to get serious with your most powerful tool: *The Workout Journal and Roadmap!* With a durable, cleanable cover and convenient spiral binding (lays flat for tracking anywhere!), this handy-size journal is ready to tuck into your gym bag. *The Workout Journal and Roadmap* will energize your workouts and help you take them to a whole new level. The power lies in recording: • Your training goals—whether it's more reps or sets with higher weight or going farther and faster with cardio, even flexibility and mobility goals • Where you are right now—from body measurements to workout maxes and bests, so you can clearly see your progress and boost motivation to keep at it • Your performance for each workout—celebrate successes (physical and mental) and troubleshoot anything holding you back • Extra support from nutrition, supplements, and sleep—factors easy to overlook but also critical to reaching your fitness goals Easy-to-use log pages help you capture important workout measures—reps and sets, distance, heart rate, and more—in a strong, portable book. Plus, the simple yet powerful act of recording keeps you focused in each workout and motivated to stick to your overall fitness program. Get ready to see the results you've been chasing!

"Gould is a natural writer; he has something to say and the inclination and skill with which to say it." —P. B. Medawar, *New York Review of Books* With sales of well over one million copies in North America alone, the commercial success of Gould's books now matches their critical acclaim. *The Panda's Thumb* will introduce a new generation of readers to this unique writer, who has taken the art of the scientific essay to new heights. Were dinosaurs really dumber than lizards? Why, after all, are roughly the same number of men and women born into the world? What led the famous Dr. Down to his theory of mongolism, and its racist residue? What do the panda's magical "thumb" and the sea turtle's perilous migration tell us about imperfections that prove

the evolutionary rule? The wonders and mysteries of evolutionary biology are elegantly explored in these and other essays by the celebrated natural history writer Stephen Jay Gould. Applied econometrics, known to aficionados as 'metrics, is the original data science. 'Metrics encompasses the statistical methods economists use to untangle cause and effect in human affairs. Through accessible discussion and with a dose of kung fu-themed humor, Mastering 'Metrics presents the essential tools of econometric research and demonstrates why econometrics is exciting and useful. The five most valuable econometric methods, or what the authors call the Furious Five--random assignment, regression, instrumental variables, regression discontinuity designs, and differences in differences--are illustrated through well-crafted real-world examples (vetted for awesomeness by Kung Fu Panda's Jade Palace). Does health insurance make you healthier? Randomized experiments provide answers. Are expensive private colleges and selective public high schools better than more pedestrian institutions? Regression analysis and a regression discontinuity design reveal the surprising truth. When private banks teeter, and depositors take their money and run, should central banks step in to save them? Differences-in-differences analysis of a Depression-era banking crisis offers a response. Could arresting O. J. Simpson have saved his ex-wife's life? Instrumental variables methods instruct law enforcement authorities in how best to respond to domestic abuse. Wielding econometric tools with skill and confidence, Mastering 'Metrics uses data and statistics to illuminate the path from cause to effect. Shows why econometrics is important Explains econometric research through humorous and accessible discussion Outlines empirical methods central to modern econometric practice Works through interesting and relevant real-world examples

"Kwezi is a young city dweller who discovers he has super human abilities. His journey starts off as a self serving narcissist who only uses his abilities to further his social status. This is until he is tracked down by three individuals who exhibit similar evolutionary talents. It's not long until Kwezi is confronted with the truth about his powers and is faced with an important decision; to carry out his life serving no particular purpose, or joining his new companions on a journey to discover who he really is and what he is destined to be"--Back cover, volume [1].

Rocket has finally achieved his dream -- he's been drafted to the NHL! Following a great Major Junior career, Rocket is drafted in the NHL draft! However, the scouts still feel that Rocket needs some retooling to be an NHLer. He is sent to the AHL for seasoning, and told he should hit the weight room as well. At home, Maddy has applied for loans for her first year of university. Rocket assures her that he'll pay it all off when he's a pro. This changes when his mother is laid off and Rocket's income is all the family has -- and an AHL salary doesn't go very far. Through his training with the AHL, Rocket will face many challenges, both on the ice and in his home life. Will Rocket once again beat the odds?

Based on a comprehensive quantitative study, Julia Sinnig shows that the impact social media influencers have on brand-related outcomes depends on the identification of consumers with social media influencers. Additionally, the cultural characteristics of countries in which consumers live play a significant role as to how consumers' identification with social media influencers impacts their purchase intentions for brands that are advertised by these influencers. Through these conceptually and empirically profound analyses, the author detects interesting implications for the management of brands in the context of social media and brand management. Especially when it comes to choosing the most suitable social media influencer for brand cooperations it is not the origin of fame that counts, but whether customers identify with the influencer in the right way.

This Picture book is a collection of photos of the Red Panda. It is a gift you can present to seniors with dementia and Alzheimer's patient. It is a book that would find inspiring and engaging as they flip the pages, beholding this wonderful and loving animal. It is a gift you can present to friends and lovers of the panda and also to kids. If you have guests, and you are busy with activities such as cooking in the kitchen, this is picture book can be presented to your guest to keep them busy and engaged. It is also a gift you can present to yourself to relax with it .

This volume provides informative research on the scientific evidence of the health benefits that can be derived from medicinal plants and how their efficacies can be improved. It is divided into three sections that cover the phytochemistry of medicinal plants, disease management with medicinal plants, and novel research techniques in medicinal plants. The pharmacological benefits of several specific plants are discussed, addressing health issues such as metabolic and mental disorders, acute mountain sickness, polycystic ovarian syndrome, and specific diseases such as Huntington's. It also looks at the role of antioxidants in disease management. Additionally, the book covers recent problems of drug resistance and how medicinal plants can serve as antibiotic, anthelmintic, and antiparasitic drugs that will be helpful for human and animals.

Revised edition includes 100 new exercises! The Men's Health Big Book of Exercises is the essential workout guide for anyone who wants a better body. As the most comprehensive collection of exercises ever created, this book is a body-shaping power tool for both beginners and long-time lifters alike. This book contains hundreds of useful tips, the latest findings in exercise science, and cutting-edge workouts from the world's top trainers. Backed by the authority of Men's Health magazine, this updated and revised edition features 100 new fat-loss exercises in 20 workouts designed by BJ Gaddour, Fitness Director of Men's Health, and 1,350 photographs, showing movements for every muscle and a training plan to match every fitness goal.

"Transform your body in just 12 weeks. Take the challenge"--Cover.

Provides contact addresses and phone numbers for all kinds of celebrities, from musicians and actors to politicians and sportscasters

The SEXY Diet is a powerful four-part weight loss system that will speed up your metabolism and turn on your skinny genes. How do you turn on your skinny genes? Author, Summer Peterson points out that while it is true that you are stuck with the genes you were born with, you were born with a lot more genes than the ones you are currently using! If you were unlucky enough to have been born with a gene that predisposes you to breast cancer, there is not one doctor in the world who will tell you that you are definitely going to get breast cancer. Just because you have a gene, doesn't mean that gene is going to be expressed. In this book, you will learn how to turn off the genes that are keeping you overweight. SEXY is a fun acronym to help you remember the four steps you need to take to turn on your skinny genes. People have lost up to 75 pounds following the SEXY Diet. In 2011, at the height of tension between the British and Iranian governments, travel writer Lois Pryce found a note left on her motorcycle outside the Iranian Embassy in London: ... I wish that you will visit Iran so you will see for yourself about my country. WE ARE NOT TERRORISTS!!! Please come to my city, Shiraz. It is very famous as the friendliest

city in Iran, it is the city of poetry and gardens and wine!!! Your Persian friend, Habib Intrigued, Lois decides to ignore the official warnings against travel (and the warnings of her friends and family) and sets off alone on a 3,000 mile ride from Tabriz to Shiraz, to try to uncover the heart of this most complex and incongruous country. Along the way, she meets carpet sellers and drug addicts, war veterans and housewives, doctors and teachers - people living ordinary lives under the rule of an extraordinarily strict Islamic government. Revolutionary Ride is the story of a people and a country. Religious and hedonistic, practical and poetic, modern and rooted in tradition - and with a wild sense of humour and appreciation of beauty despite the comparative lack of freedom - this is real contemporary Iran.

New York Times bestselling author T.D. Jakes explores the importance of Christ's death on the cross and the importance of the Holy Spirit which gives power, anoints believers, and yields joy. In his new book From the Cross to the Pentecost, New York Times bestselling author T.D. Jakes explores the importance of Christ's sacrifice on the cross and emphasizes the power of the Holy Spirit in Christians' lives. The ultimate result of Jesus' death on the cross sealed the disconnect created by Adam's fall in the Garden of Eden and reconnected the cord between God and humanity through the outpouring of the Holy Spirit. God's gift of the Holy Spirit not only gives us power but anoints us to be witnesses for Him. God has something glorious for every one of us who believes and receives it. The relationship with the Holy Spirit empowers us to serve with joy!

evolutiva, na antropologia, na neuroanatomia e na psicologia, além de mais de uma década de experiência pessoal, para explicar por que as pessoas agem de forma tão diferente em vários espaços da internet e o que buscam com a participação em cada um deles. Com um arcabouço baseado no modelo da psique humana de Freud, com Id, Ego e Superego, ele demonstra que a internet é um reflexo digital da psique humana coletiva e que as diversas redes sociais correspondem a mentalidades diferentes: plataformas como o Reddit correspondem ao Id sem filtros; o Facebook e o Twitter, ao Ego controlado; o Instagram, ao Superego ideal. Assim como você se comporta de forma diferente quando está sozinho em casa, quando sai com amigos, quando se comunica com a família e quando interage com os colegas de trabalho, as pessoas agem e se exprimem de forma diferente em cada um desses vários espaços online. O contexto é importante. Entender isso lhe permitirá desenvolver e executar estratégias de engajamento eficazes para atingir o seu público-alvo em cada rede social. Aprenda: • A criar conteúdo que promova o compartilhamento e o boca a boca • A encaixar as marcas em tipos diferentes de canal social de forma nativa • A equilibrar a presença social das marcas em redes diferentes • Por que a autenticidade terá cada vez mais importância para os consumidores. Fascinante e profundamente envolvente, Psicologia Oculta das Redes Sociais vai equipá-lo a usar de modo muitíssimo mais eficiente investimentos em mídia, a estabelecer estratégias mais ponderadas, a desenvolver peças melhores e, afinal, a criar um marketing mais eficaz que ofereça valor.

This book analyzes social media influencers and their relationship with their online followers. Each chapter represents a unique theoretical and methodological approach to examining the importance of this relationship from a variety of perspectives and contexts.

Learn about the incredible human body. Discover the man with a 21-foot 9-inch-long beard, the champion gurner from China, and the shoes made from teeth!

This unauthorized biography of Arnold Schwarzenegger looks behind his public image by interviewing his friends, family, lovers, colleagues and rivals. It explores Arnold's troubled boyhood, his relationship with his Nazi father, his sexual exploits and his political ambitions.

Darebee's 100 Fitness Challenges is the easiest way there is to jump-start your fitness, develop positive lifestyle habits and increase your base fitness level without training for hours each day. Using well-established scientific principles on micro-workouts, month-long challenges help you transform your body and enhance your brain in the comfort of your own home. With over eight years' worth of collective exercises the 100 Darebee Fitness Challenges, A4-sized mega-collection guarantees you will have something active to do every day of the month. This is a great way to: Energize yourself each day De-stress at the end of the day Develop mental focus and discipline Raise your fitness base line and level up Create an incremental plan to better health Build up your physical and mental resources Maintain your fitness level during training lay-offs Develop new habits that help your physical and mental health Incrementally become a better version of yourself, one day at a time Each of the 100 month-long challenges comes with a handy grid that tells you what to do each day. Once you do it you cross it out keeping visible track of your daily progress. This also helps you stay focused and motivated each day. Once you complete one monthly challenge you can pick another. You can choose to do each one sequentially or you can dip in from any part of the book that catches your fancy. The 100 Darebee Fitness Challenges contains a good mix of physical and mental challenges you can undertake each month, helping you transform yourself both inside and out. Field-tested with volunteer groups across the globe, Darebee's 100 Fitness Challenges will be a constant companion on your fitness journey for years to come.

The content written in this EBook its far different you ever find on the internet and each of content is in-depth and well written for keep you understand each one of topic, and this weight gaining content discussed with many of experts and champions , to give each of knowledge that everybody wants to know. Why we have written this eBook, because I know there are lots of eBooks regarding weight gain and fitness, but no one will get any of knowledge, the creators spamming people just for their sake of money. And we just buy each of day courses, eBooks. But we didn't get any results that hurt people most, we recommend that after reading this whole eBook, I challenge everyone who reading this eBook; you will never buy any of courses or eBooks. Because our aim is giving peoples to move in perfect direction to reach their goal and achieve it. We will stop all the fake guides and writers, we must to be alert in this world with full of fake faces. Why this eBook is not free? Because we don't want to sell free of cost that people not care about content we have written, they take has simple way and Just leave it. If anybody invested or buy something, then they may be give attention to the cost what they spent on it.

The new healthy eating and lifestyle book from the inspirational and widely followed personal trainer, Kayla Itsines.

À l'heure où notre quotidien se partage entre internet et attentats, le dérisoire l'emporte sur la romance. Au milieu d'interrogations sur l'Art qui l'obsèdent et d'aventures multiples, le narrateur se lance dans une amourette insensée dont il se retrouve bientôt captif à circuler rageusement dans le triangle défini par Les Mots à la Bouche, la Tour Jean-sans-Peur et le BHV-Marais. Et du néant ressurgissent soudain les vestiges d'un passé douloureux, pour hanter un présent qui vacille. Quel est ce personnage dont la beauté subjugué ? Par quelle magie ce garçon mystérieux diffuse-t-il une emprise délétère et comment s'en libérer ? Souvent drôlatique et borderline, parfois caustique ou touchant, ce voyage intérieur inéluctablement s'achemine vers une fin... heureuse, à moins qu'elle ne soit tragique.

Activate your weight-loss autopilot--use the power of simple intermittent fasting to lose the pounds and keep them off, from Hollywood trainer and #1 New York Times bestselling author Jorge Cruise. Timing is everything when it comes to losing weight. Or, as celebrity trainer Jorge Cruise explains: When we eat is as important as what we eat. Building on the scientifically proven but hard-to-sustain day-on, day-off technique known as "intermittent fasting," Cruise has developed a revolutionary masterplan that simplifies your calendar and eliminates between-meal hunger. He divides every day into two easy-to-remember nutritional zones: a 16-hour evening and overnight "burn zone" (semi-fasting) followed by an 8-hour "boost zone" (eating). Ingeniously, his plan also includes "bumper foods" that can be consumed in either zone--around the clock--to keep you satiated and burning fat throughout. You'll never be hungry if you don't really ever have to fully fast! Backed by the very latest research and client-tested for optimal results, The Cruise Control Diet unlocks the key to dramatic results with * recipes for deliciously unexpected boost zone foods, such as Portobello Mini Pizzas, Zoodle Spaghetti & Meatballs, Sheet Pan Salmon & Asparagus, and even Almond Butter Cookies * high-fat, no-sugar burn-zone recipes for craving-quenching foods like Double Chocolate Fudge Mousse and Vanilla Chai Tea Latte * weekly menus and handy grocery lists to take the guess work out of the equation * candid testimonials from Cruise's clients and test-panel participants * an optional burn-zone exercise program with instructional photos With The Cruise Control Diet you'll automate your diet and finally conquer weight loss forever! Featuring a foreword by Brooke Burke and an introduction by Jason Fung, M.D. Praise for Jorge Cruise "Jorge gets it right. His recipes make eating smart easy. I recommend them highly."--Andrew Weil, M.D., #1 New York Times bestselling author of Why Our Health Matters "Jorge knows how to make weight loss simple and easy without feeling hungry."--Tyra Banks, model, actress, CEO, and New York Times bestselling author "Recipes from my friend Jorge Cruise--where healthy food meets great flavor."--Emeril Lagasse, chef, restaurateur, and New York Times bestselling author

In 2006, vaquita, a diminutive porpoise making its home in the Upper Gulf of California, inherited the dubious title of world's most endangered marine mammal. Vaquita have been in decline for decades, dying in illegal gillnets intended for a giant fish, totoaba. Author Brooke Bessesen takes us to the Upper Gulf region in search of answers to a heart-wrenching dilemma. When diplomatic efforts to save the porpoise failed, Bessesen followed a scientific team in a binational effort to capture remaining vaquita and breed them in captivity--the only hope for their survival. In this fast-paced, soul-searing tale, she learned that there are no easy answers when extinction is profitable.

From the former Head of Brand Strategy at Reddit comes a proven and thought-provoking approach to the digital economy and how brands can create authentic engagement that is rooted in the fundamental motivations behind human psychology Leading marketing practitioner and thought leader Joe Federer draws on evolutionary biology, anthropology, neuroanatomy, and psychology, as well as more than a decade of hands-on experience, to explain why people act so differently in various online spaces and what they are seeking from participating in each one. With a framework based on Freud's Id, Ego, and Superego model of the human psyche, he demonstrates how the internet is a digital reflection of the collective human psyche and how different social networks correspond to different mindsets: platforms like Reddit to the unfiltered Id, Facebook and Twitter to the managed Ego, and Instagram to the ideal Superego. In the same way you behave differently when you're home alone, out with friends, communicating with family, or interacting with coworkers, people act and express themselves differently in these various online spaces. Context matters. Understanding this will enable you to develop and execute effective engagement strategies to reach your target audiences on each social network. Learn: how to create content that drives sharing and word-of-mouth how brands can fit natively into different types of social channels how to balance branded social presences across different networks why authenticity will only grow in importance to consumers Fascinating and deeply compelling, The Hidden Psychology of Social Networks will equip you to make vastly more efficient use of your media buys, establish more thoughtful strategies, develop better creative, and, in the end, deliver more effective marketing that provides value.

While it may seem impossible to imagine, LL Cool J didn't always have a diesel body—he chiseled it the old-fashioned way, with hard work and discipline. Together with his longtime trainer, Dave "Scooter" Honig, LL developed a revolutionary workout system that not only burns away body fat for good but also built the amazing muscle and flawless physique you see in every one of his latest music videos. In LL Cool J's Platinum Workout, LL let you in on the secrets of his transformation with his uniquely creative, yet no-nonsense regimen—enlivened with humor and sheer force of personality—he will inspire you to enjoy working out as never before, while building a body you never thought possible. LL Cool J and Scooter Honig blend standard free-weight lifts, plyometrics, fighters' moves, calisthenics, endurance training, and much more to create what they call their "combination platter"—a highly effective, dynamic, and diversified total-body workout. Whether you are just starting a program or looking to get to the next level, you can choose from four levels of fitness, from Bronze to Platinum, including: - THE BRONZE BODY: A 4- week beginners' program that will take inches off your waist and boost your energy. - THE SILVER BODY: A 5-week program for intermediates that increases strength while also maintaining muscular and cardiovascular endurance. - THE GOLD BODY: An advanced 9-week program that turns the body into a muscle-building fat-burning machine—complete with six-pack abs and as much energy as LL Cool J. - THE PLATINUM

BODY: A hard-core 3-week fat-torching program LL used to prepare for his "Control Myself" video—a new level in ripped-to-the-bone fitness and sex appeal. - PLUS, THE DIAMOND BODY: A special 4-week program for women who want to shape up fast for summer or a special event. Jam-packed with photos of LL demonstrating exercises and complete with meal plans and recipes that will fuel your workouts while promoting fat loss, LL Cool J's Platinum Workout will transform your body and the way you think about exercise—for life.

The Patriology' is a THREE in ONE classic! A timeless collection of thoughtful insight written with inspiration, love, and foresight with you in mind. Perhaps you are overwhelmed by life and you just want to lean in, fall back, and revive the sparks for your personal life, make outstanding moves for your business and career goals, etc. This book is for you! The inspirational manual Nuggets 700 is for individuals who need to find purpose in their potentials, Celebrity Decoded revives your sparks and helps you learn the classic secrets to excel in the show business world as a creative Artiste or entertainment investor and the third book, Start your Start-up' provides you with the on-demand executive entrepreneurial nuggets needed to thrive in today's competitive and innovative digital economy.

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