

enlisted citizens in the often unglamorous but necessary work of practicing democracy. Hahrie Han and Elizabeth McKenna argue that the legacy of Obama for America is a transformation of the traditional models of field campaigning. Groundbreakers makes the case that the Obama ground game was revolutionary in two regards not captured in previous accounts. First, the campaign piloted and scaled an alternative model of field campaigning that built the power of a community at the same time that it organized it. Second, the Obama campaign changed the individuals who were a part of it, turning them into leaders. Groundbreakers proves that presidential campaigns are still about more than clicks, big data and money, and that one of the most important ways that a campaign develops its capacity is by investing in its human resources"--

The New New Deal Aug 20 2019 Reveals lesser-known aspects of the stimulus bill while explaining how the Obama administration's progressive steps have prevented an imminent depression while supporting clean energy, health care, education reform, and other positive agendas.

Hacking the Electorate Dec 16 2021 Hacking the Electorate focuses on the consequences of campaigns using microtargeting databases to mobilize voters in elections. Eitan Hersh shows that most of what campaigns know about voters comes from a core set of public records, and the content of public records varies from state to state. This variation accounts for differences in campaign strategies and voter coalitions across the nation.

Katarina Ballerina & the Victory Dance Jun 29 2020 "Katarina helps a fellow ballet dancer follow his dreams."--Provided by publisher.

Churchill's War Lab Jul 11 2021 The man, and the only man we have for this hour.' Indefatigable patriot, seasoned soldier, incomparable orator and leader of men - Winston Churchill's greatness in leading Britain's coalition government to triumphant victory in the Second World War is undisputed. Yet Churchill's enduring legacy to the world is attributable at least in equal part to his unshakeable belief in the science of war. From the development of radar and the breakthroughs at Bletchley Park to the study of the D-Day beaches and the use of bouncing bombs, this brilliant and gripping narrative reveals the Second World War as an explosive phase of scientific history, an unprecedented crucible for change that involved a knife-edge race to the finish.

The Victory Lab Oct 26 2022 UPDATED FOR THE 2016 ELECTION The book Politico calls "Moneyball for politics" shows how cutting-edge social science and analytics are reshaping the modern political campaign. Renegade thinkers are crashing the gates of a venerable American institution, shoving aside its so-called wise men and replacing them with a radical new data-driven order. We've seen it in sports, and now in The Victory Lab, journalist Sasha Issenberg tells the hidden story of the analytical revolution upending the way political campaigns are run in the 21st century. The Victory Lab follows the academics and maverick operatives rocking the war room and re-engineering a high-stakes industry previously run on little more than gut instinct and outdated assumptions. Armed with research from behavioural psychology and randomized experiments that treat voters as unwitting guinea pigs, the smartest campaigns now believe they know who you will vote for even before you do. Issenberg tracks these fascinating techniques—which include cutting edge persuasion experiments, innovative ways to mobilize voters, heavily researched electioneering methods—and shows how our most important figures, such as Barack Obama and Mitt Romney, are putting them to use with surprising skill and alacrity. Provocative, clear-eyed and energetically reported, The Victory Lab offers iconoclastic insights into political marketing, human decision-making, and the increasing power of analytics.

The Victory Lab Aug 24 2022 UPDATED FOR THE 2016 ELECTION The book Politico calls "Moneyball for politics" shows how cutting-edge social science and analytics are reshaping the modern political campaign. Renegade thinkers are crashing the gates of a venerable American institution, shoving aside its so-called wise men and replacing them with a radical new data-driven order. We've seen it in sports, and now in The Victory Lab, journalist Sasha Issenberg tells the hidden story of the analytical revolution upending the way political campaigns are run in the 21st century. The Victory Lab follows the academics and maverick operatives rocking the war room and re-engineering a high-stakes industry previously run on little more than gut instinct and outdated assumptions. Armed with research from behavioural psychology and randomized experiments that treat voters as unwitting guinea pigs, the smartest campaigns now believe

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The 48 Laws Of Power Jan 05 2021 THE MILLION COPY INTERNATIONAL BESTSELLER Drawn from 3,000 years of the history of power, this is the definitive guide to help readers achieve for themselves what Queen Elizabeth I, Henry Kissinger, Louis XIV and Machiavelli learnt the hard way. Law 1: Never outshine the master Law 2: Never put too much trust in friends; learn how to use enemies Law 3: Conceal your intentions Law 4: Always say less than necessary. The text is bold and elegant, laid out in black and red throughout and replete with fables and unique word sculptures. The 48 laws are illustrated through the tactics, triumphs and failures of great figures from the past who have wielded - or been victimised by - power. _____ (From the Playboy interview with Jay-Z, April 2003) PLAYBOY: Rap careers are usually over fast: one or two hits, then styles change and a new guy comes along. Why have you endured while other rappers haven't? JAY-Z: I would say that it's from still being able to relate to people. It's natural to lose yourself when you have success, to start surrounding yourself with fake people. In The 48 Laws of Power, it says the worst thing you can do is build a fortress around yourself. I still got the people who grew up with me, my cousin and my childhood friends. This guy right here (gestures to the studio manager), he's my friend, and he told me that one of my records, Volume Three, was wack. People set higher standards for me, and I love it.

Tenth of December Apr 20 2022 The prize-winning, New York Times bestselling short story collection from the internationally bestselling author of Lincoln in the Bardo 'The best book you'll read this year' New York Times 'Dazzlingly surreal stories about a failing America' Sunday Times WINNER OF THE 2014 FOLIO PRIZE AND SHORTLISTED FOR THE NATIONAL BOOK AWARD 2013 George Saunders's most wryly hilarious and disturbing collection yet, Tenth of December illuminates human experience and explores figures lost in a labyrinth of troubling preoccupations. A family member recollects a backyard pole dressed for all occasions; Jeff faces horrifying ultimatums and the prospect of Darkenfloxx(TM) in some unusual drug trials; and Al Roosten hides his own internal monologue behind a winning smile that he hopes will make him popular. With dark visions of the future riffing against ghosts of the past and the ever-settling present, this collection sings with astonishing charm and intensity.

Meet the People Mar 27 2020 A revolution has taken place in corporate communications in recent years. Democracy has arrived. The ongoing expansion of the web - and above all social media - means the public now have the power to shape the image and reputation of even the biggest businesses in giant public conversations. On social media platforms, blogs, consumer websites, web forums and comment threads, ordinary people are taking the lead in defining how businesses are seen by the outside world. The entire corporate communications model has been turned on its head. Since its inception as a recognised industry in the 1920s, corporate communications has relied on major advertising and marketing campaigns, as well as traditional media relations and public affairs, to create the desired images of businesses. In short, corporate communications was conducted by elites, amongst elites, at arms length from consumers. Now this approach lies redundant. The challenges posed by the new power of the public mean corporate communications increasingly resembles political campaigning. In this world, as in politics, businesses must put the public first. They must engage the public in the fast-moving, emotional, two-way conversation that is taking place around them. Rather than seeking to be the only voice that defines them and the issues that matter to them, businesses have to be the most influential and credible voice amongst many. They must become experts in public persuasion. In 'Meet the People', communications consultant James Frayne explains what businesses can learn from political campaigns to help them deal with these new challenges. Drawing on interviews with some of the world's most respected political consultants and employing case studies of some of the most successful campaigns down the years, Frayne reveals how the best campaigns operate as they engage public audiences and shape the public's view, and shows how businesses can implement these techniques and strategies in their corporate communications. 'Meet the People' is

required reading for modern businesses that want to know how to lead the public conversation that surrounds them and understand how effective political campaigns really work.

Fight of the Century May 29 2020 The American Civil Liberties Union partners with award-winning authors Michael Chabon and Ayelet Waldman in this "forceful, beautifully written" (Associated Press) collection that brings together many of our greatest living writers, each contributing an original piece inspired by a historic ACLU case. On January 19, 1920, a small group of idealists and visionaries, including Helen Keller, Jane Addams, Roger Baldwin, and Crystal Eastman, founded the American Civil Liberties Union. A century after its creation, the ACLU remains the nation's premier defender of the rights and freedoms guaranteed by the Constitution. In collaboration with the ACLU, authors Michael Chabon and Ayelet Waldman have curated an anthology of essays "full of struggle, emotion, fear, resilience, hope, and triumph" (Los Angeles Review of Books) about landmark cases in the organization's one-hundred-year history. *Fight of the Century* takes you inside the trials and the stories that have shaped modern life. Some of the most prominent cases that the ACLU has been involved in—*Brown v. Board of Education*, *Roe v. Wade*, *Miranda v. Arizona*—need little introduction. Others you may never even have heard of, yet their outcomes quietly defined the world we live in now. Familiar or little-known, each case springs to vivid life in the hands of the acclaimed writers who dive into the history, narrate their personal experiences, and debate the questions at the heart of each issue. Hector Tobar introduces us to Ernesto Miranda, the felon whose wrongful conviction inspired the now-iconic *Miranda* rights—which the police would later read to the man suspected of killing him. Yaa Gyasi confronts the legacy of *Brown v. Board of Education*, in which the ACLU submitted a friend-of-the-court brief questioning why a nation that has sent men to the moon still has public schools so unequal that they may as well be on different planets. True to the ACLU's spirit of principled dissent, Scott Turow offers a blistering critique of the ACLU's stance on campaign finance. These powerful stories, along with essays from Neil Gaiman, Meg Wolitzer, Salman Rushdie, Ann Patchett, Viet Thanh Nguyen, Louise Erdrich, George Saunders, and many more, remind us that the issues the ACLU has engaged over the past one hundred years remain as vital as ever today, and that we can never take our liberties for granted. Chabon and Waldman are donating their advance to the ACLU and the contributors are forgoing payment.

The Campaign Manager Apr 08 2021 Everything you need to know about Vote by Mail! Successful campaign manager and three-term mayor of Ashland, Oregon, Catherine Shaw presents the must-have handbook for navigating local campaigns. This clear and concise handbook gives political novices and veterans alike a detailed, soup-to-nuts plan for organizing, funding, publicizing, and winning local political campaigns. Finding the right message and targeting the right voters are clearly explained through specific examples, anecdotes, and illustrations. Shaw also provides in-depth information on assembling campaign teams and volunteers, canvassing, how to conduct a precinct analysis, and how to campaign on a shoestring budget. *The Campaign Manager* is an encouraging, lucid presentation of how to win elections at the local level. The sixth edition has been fully revised to include new and expanded coverage of contemporary campaign management—from digital ads and new social media tools to data-driven voter targeting tactics and vote by mail strategies.

Ground Wars Sep 13 2021 Political campaigns today are won or lost in the so-called ground war—the strategic deployment of teams of staffers, volunteers, and paid part-timers who work the phones and canvass block by block, house by house, voter by voter. *Ground Wars* provides an in-depth ethnographic portrait of two such campaigns, New Jersey Democrat Linda Stender's and that of Democratic Congressman Jim Himes of Connecticut, who both ran for Congress in 2008. Rasmus Kleis Nielsen examines how American political operatives use "personalized political communication" to engage with the electorate, and weighs the implications of ground war tactics for how we understand political campaigns and what it means to participate in them. He shows how ground wars are waged using resources well beyond those of a given candidate and their staff. These include allied interest groups and civic associations, party-provided technical infrastructures that utilize large databases with detailed individual-level information for targeting voters, and armies of dedicated volunteers and paid part-timers. Nielsen challenges the notion that political communication in America must be tightly scripted, controlled, and conducted by a select coterie of professionals. Yet he also quashes the romantic idea that canvassing is a

purser form of grassroots politics. In today's political ground wars, Nielsen demonstrates, even the most ordinary-seeming volunteer knocking at your door is backed up by high-tech targeting technologies and party expertise. *Ground Wars* reveals how personalized political communication is profoundly influencing electoral outcomes and transforming American democracy.

Victory Lap Retirement May 21 2022 The key to a happy retirement may be . . . not retiring. Work because you want to, not because you have to, to achieve balance, health, and purpose in your life after full-time employment. Retirees are living longer than ever before and many will have to finance as many years in retirement as they had in their entire working career. So now, the old idea of full-stop retirement - going from 100 per cent work mode to 100 per cent leisure mode - is neither sustainable nor desirable. Besides, many studies have shown that those who stay engaged, challenged, and stimulated stay healthier and live longer. Continuing to work to some degree after you have left your full-time career can actually improve your health and increase your lifespan. The key is to work because you want to and not because you have to. Instead of continuing to run the organizational rat race or being stuck on the treadmill of life, you can learn how to break through the finish line of financial independence and plan your own Victory Lap, a blend between work and play that each person intentionally designs for themselves. This book explains the concept of Victory Lap Retirement, outlines the benefits, and shows you how to plan for your own unique Victory Lap - the post-employment lifestyle that's right for you - allowing you to live life to the fullest, on your terms, while you are young enough to enjoy it. The second edition contains new information on decumulation, strategies retirees can use to safely draw down their assets to help finance their Victory Lap, as well as many additional examples. "This wise book rests on some important truths: We all crave lives of meaning, we want to continue to grow and learn throughout our years, and financial well-being is central to our health and happiness. Victory Lap Retirement is a how-to guide for making all of those goals come together into a truly modern retirement plan." Christine Benz, Director of Personal Finance and Senior Columnist, Morningstar, Inc. "[The authors] say the full-stop retirement doesn't work anymore, and I agree. Start planning your Victory Lap." - Rob Carrick, Personal Finance Columnist, The Globe and Mail "I've long believed that the idea of retiring at sixty-five is as outdated as the horse and buggy. You could live another thirty years or more. What are you going to do with that time? This book can help you find the answers." - Gordon Pape, Bestselling Author and Publisher of *The Internet Wealth Builder* and *The Income Investor* "Victory Lap Retirement provides a great model for finding the right balance between today and tomorrow, work and play, family and self, financial independence and fun. It's a brilliant roadmap for being deliberate about your priorities and to avoid ending up just being a cog in the wheel of life. The authors masterfully leverage their personal experience and the lessons learned from working with thousands of clients, bucking the tired old model of retirement and instead offering readers a detailed roadmap to deliberately create a far more meaningful, interesting, and fulfilling second half of life." - Brent Brodeski, CEO, Savant Capital Management "The authors reframe the idea of retirement as a smart twist on an age-old dilemma. The science of well-being later in life tells us we need to have a purpose - why not make a few bucks while you're at it? This book will open your mind to what your Victory Lap might be if the thought of doing nothing at some point is foreign to you." - Larry Berman, Host of BNN Bloomberg's *Berman's Call*, and Chief Investment Officer, ETF Capital Management

Bodyweight Strength Training Anatomy Jun 17 2019 Going far beyond standard pull-ups, push-ups, and squats, *Bodyweight Strength Training Anatomy* presents 156 unique exercises that work every muscle in the body. Detailed anatomical artwork accompanies step-by-step instructions for performing each exercise anytime, anywhere, without the need for equipment or machines.

Winning Elections Feb 18 2022 Articles provide advice for candidates, campaign managers, and party workers on running a political campaign, including strategies, research, finances, advertising, and related topics.

Achieving Victory Over a Toxic World Oct 22 2019 A flirtatious behavior on an airline's flight spurs four hours of sex and erotic pleasures between pilots, flight attendants and passengers. It was sex all the way from dusk 2 dawn.

The Victory Project Dec 24 2019 India's economy has tripled in size over the past twenty years. And yet, the generation that propelled this growth is facing rising levels of stress and depression. Furthermore, the

new generation entering the workforce today dreams big but faces a highly competitive work environment. How can both these generations fire on all cylinders and lead fulfilling lives? This book attempts to answer this question by using the principles of Simplicity, Specialization, Creativity and Collaboration. It delves into a treasure trove of material from global gurus as well as from highly successful Indian and American professionals, and it draws on the authors' own careers to show how readers can apply these principles to the fields of business and investment, even to life itself. The Victory Project is the ultimate guide to surviving and thriving in the professional and social domains, which are increasingly becoming tough, competitive, often cutthroat and deeply political.

Impetuous Aug 12 2021 What if you had to hit pause on your life and rewind? Just when you were ready to fast forward, prepared for anything but your past skipping through your victory lap. Tess Sinclair thought she had it all figured out, or at least, locked down for those last few months of prerequisite classes and working weekend shifts to earn tuition. One phone call from child services changes all her plans and she is forced to move back home. Maddy. Mad as sin. Mom. Tess may have turned eighteen, but now she feels like an adult going backwards. There are sibling fights to break up without joining them. Dinner recipes to fake from the can because her mother's too medicated to recite the ingredients. Being the new girl at the final year at high-school is a whole other level of teenage torture that she should have outgrown. Ditto to boy crushes. The good boy gone bad, his devilishly smart twin, and the hot jock that normally wouldn't give her the time of day, forget make a play. All led by a dark prince that finds out her sneakers are made of glass. They ought to be the kings of the school and Tess the poor, bullied girl from the wrong side of the tracks. This Cinderella tale has been told before, with a charming but predictable ending. Except, no one seems to have gotten the tropes right. The prince has a wicked stepmother. The jock struggles to hide he has more brains than brawn. The rich, heartthrob twins are bullied by the masses instead of put on a pedestal. Tess is the only one willing to come to their rescue. Can she figure out the hidden secret twisting their roles? If Tess can't run, then she'll learn to fight fate to get her victory lap to the finish line. Warnings/Triggers for references to mental health, institutionalization and stereotypes. Mention of child abuse/neglect. There is adult intimacy, violence and language as well as the usual drugs and alcohol with these darker themes. Oh, and lame jokes. I have plenty of those. Some may offend since they can take a religious tone as I poke fun of the Catholic school. You were warned. In this book the main female character ends up with multiple love interests at the end of the series in a HFN. +++ How about a 'bully themes' RH book with a different twist? The MFC comes to the rescue of her bullied harem and they work together to overcome their challenges. I would NOT group this with other bully romances out there and don't want to disappoint anyone expecting otherwise. This book contains bullying of the main characters but not to each other, which is the twist, a bully romance where the harem comes together to deal with it.

The Victory Lab Sep 25 2022 UPDATED FOR THE 2016 ELECTION The book Politico calls "Moneyball for politics" shows how cutting-edge social science and analytics are reshaping the modern political campaign. Renegade thinkers are crashing the gates of a venerable American institution, shoving aside its so-called wise men and replacing them with a radical new data-driven order. We've seen it in sports, and now in The Victory Lab, journalist Sasha Issenberg tells the hidden story of the analytical revolution upending the way political campaigns are run in the 21st century. The Victory Lab follows the academics and maverick operatives rocking the war room and re-engineering a high-stakes industry previously run on little more than gut instinct and outdated assumptions. Armed with research from behavioural psychology and randomized experiments that treat voters as unwitting guinea pigs, the smartest campaigns now believe they know who you will vote for even before you do. Issenberg tracks these fascinating techniques—which include cutting edge persuasion experiments, innovative ways to mobilize voters, heavily researched electioneering methods—and shows how our most important figures, such as Barack Obama and Mitt Romney, are putting them to use with surprising skill and alacrity. Provocative, clear-eyed and energetically reported, The Victory Lab offers iconoclastic insights into political marketing, human decision-making, and the increasing power of analytics.

Casey Stoner Mar 19 2022 Filled with sensational photographs and revealing insights into the thoughts of the champion, this book celebrates in words and photographs, Casey Stoner's talent and successes. His early years spectacular riding skills and amazing wins in front of a world-wide audience. A rare and

fascinating look at the way a top rider races, both mentally and physically, and succeeds. The book will follow Casey Stoner's career since he began riding internationally at 15 years old. He has had great wins, crashes and close calls and became World Champion at 21 years of age. He is the current defending World Champion. At the end of this season in November 2012 he will retire from MotoGP. He will be 26.

Keep It Pithy Jan 25 2020 From the bestselling author of Killing Lincoln and host of Fox News' top show The O'Reilly Factor, the best of Bill O'Reilly's provocative writing—reflecting his ideas, wisdom, and core values Bill O'Reilly is one of the most recognized and talked-about journalists of our time. With an unparalleled track record as an author and with the #1-rated Fox News show, The O'Reilly Factor, O'Reilly has become a veritable institution of political insight and keen advice. In Keep It Pithy, O'Reilly offers a classic collection of the most memorable writings from his bestselling books, and looks back at how his opinions and ideas have been proven right or wrong by the passage of time. With his trademark candor and no-nonsense approach, each chapter focuses on a core theme as it gathers O'Reilly's thoughts on the most compelling issues of our time and provides readers an illuminating guide to the American cultural landscape. A spirited and personal book, Keep It Pithy is the perfect addition to an O'Reilly fan's library, or the best introduction for the few left uninitiated.

The Sushi Economy Oct 14 2021 The highly acclaimed exploration of sushi's surprising history, global business, and international allure One generation ago, sushi's narrow reach ensured that sports fishermen who caught tuna in most of parts of the world sold the meat for pennies as cat food. Today, the fatty cuts of tuna known as toro are among the planet's most coveted luxury foods, worth hundreds of dollars a pound and capable of losing value more quickly than any other product on earth. So how did one of the world's most popular foods go from being practically unknown in the United States to being served in towns all across America, and in such a short span of time? A riveting combination of culinary biography, behind-the-scenes restaurant detail, and a unique exploration of globalization's dynamics, the book traces sushi's journey from Japanese street snack to global delicacy. After traversing the pages of The Sushi Economy, you'll never see the food on your plate—or the world around you—quite the same way again.

The Political Campaign Desk Reference Jun 10 2021 Used in campaigns and classrooms throughout the United States, The Political Campaign Desk Reference is synonymous with planning and winning. Whether you are a candidate for office or just helping a campaign, the Political Campaign Desk Reference will make your team stronger. From planning the early stages of the campaign and asking the basic questions to mapping out the campaigns winning message and building a budget and time line, the Political Campaign Desk Reference covers it all. An entire chapter dedicated to fundraising will help every organization become better at raising money. If you have The Political Campaign Desk Reference, be glad. If your opponent has The Political Campaign Desk Reference, then get a copy for yourself.

Presidential Campaigning in the Internet Age Dec 04 2020 As the plugged-in presidential campaign has arguably reached maturity, Presidential Campaigning in the Internet Age challenges popular claims about the democratizing effect of Digital Communication Technologies (DCTs). Analyzing campaign strategies, structures, and tactics from the past six presidential election cycles, Stromer-Galley reveals how, for all their vaunted inclusivity and tantalizing promise of increased two-way communication between candidates and the individuals who support them, DCTs have done little to change the fundamental dynamics of campaigns. The expansion of new technologies has presented candidates with greater opportunities to micro-target potential voters, cheaper and easier ways to raise money, and faster and more innovative ways to respond to opponents. The need for communication control and management, however, has made campaigns slow and loathe to experiment with truly interactive internet communication technologies. Citizen involvement in the campaign historically has been and, as this book shows, continues to be a means to an end: winning the election for the candidate. For all the proliferation of apps to download, polls to click, videos to watch, and messages to forward, the decidedly undemocratic view of controlled interactivity is how most campaigns continue to operate. In the fully revised second edition, Presidential Campaigning in the Internet Age examines election cycles from 1996, when the World Wide Web was first used for presidential campaigning, through 2016 when campaigns had the full power of advertising on social media sites. As the book charts changes in internet communication technologies, it shows how, even as campaigns have moved from a mass mediated to a networked paradigm, the possibilities these shifts in interactivity

seem to promise for citizen input and empowerment remain farther than a click away.

The Engagement Nov 15 2021 A NEW YORK TIMES NOTABLE BOOK OF THE YEAR • The riveting story of the conflict over same-sex marriage in the United States—the most significant civil rights breakthrough of the new millennium "Full of intimate details, battling personalities, heated court cases, public persuasion." —John Williams, The New York Times On June 26, 2015, the U.S. Supreme Court ruled that state bans on gay marriage were unconstitutional, making same-sex unions legal across the United States. But the road to that momentous decision was much longer than many know. In this definitive account, Sasha Issenberg vividly guides us through same-sex marriage's unexpected path from the unimaginable to the inevitable. It is a story that begins in Hawaii in 1990, when a rivalry among local activists triggered a sequence of events that forced the state to justify excluding gay couples from marriage. In the White House, one president signed the Defense of Marriage Act, which elevated the matter to a national issue, and his successor tried to write it into the Constitution. Over twenty-five years, the debate played out across the country, from the first legal same-sex weddings in Massachusetts to the epic face-off over California's Proposition 8 and, finally, to the landmark Supreme Court decisions of *United States v. Windsor* and *Obergefell v. Hodges*. From churches to hedge funds, no corner of American life went untouched. This richly detailed narrative follows the coast-to-coast conflict through courtrooms and war rooms, bedrooms and boardrooms, to shed light on every aspect of a political and legal controversy that divided Americans like no other. Following a cast of characters that includes those who sought their own right to wed, those who fought to protect the traditional definition of marriage, and those who changed their minds about it, *The Engagement* is certain to become a seminal book on the modern culture wars.

Shopping for Votes Mar 07 2021 This second edition offers an insightful and provocative look at the inside world of political marketing in Canada—and what this means about the state of our democracy in the twenty-first century—from a leading political commentator. Inside the political backrooms of Ottawa, the Mad Men of Canadian politics are planning their next consumer friendly pitch. Where once politics was seen as a public service, increasingly it's seen as a business, and citizens are the customers. But its unadvertised products are voter apathy and gutless public policy. Susan Delacourt takes readers into the world of Canada's top political marketers, from the 1950s to the present, explaining how parties slice and dice their platforms for different audiences and how they manage the media. The current system divides the country into "niche" markets and abandons the hard political work of knitting together broad consensus or national vision. Little wonder then, that most Canadians have checked out of the political process: less than two per cent of the population belongs to a political party and fewer than half of voters under the age of thirty showed up at the ballot box in the last few federal elections. Provocative, incisive, entertaining and refreshingly non-partisan, *Shopping for Votes* offers a new narrative for understanding political culture in Canada.

The Audacity to Win Jul 31 2020 The forty-fourth president's campaign manager reveals the strategies that he credits with Obama's successful primary and general elections, explaining how a combination of technology and grassroots organization is revolutionizing politics.

Ready Player One Sep 20 2019 PRE-ORDER NOW - READY PLAYER TWO: THE SEQUEL

THE BOOK BEHIND THE MAJOR MOTION PICTURE DIRECTED BY STEVEN SPIELBERG Now available for the first time in a beautiful hardback edition, perfect for hardcore fans and collectors A world at stake. A quest for the ultimate prize. Are you ready? It's the year 2044, and the real world has become an ugly place. We're out of oil. We've wrecked the climate. Famine, poverty, and disease are widespread. Like most of humanity, Wade Watts escapes this depressing reality by spending his waking hours jacked into the OASIS, a sprawling virtual utopia where you can be anything you want to be, where you can live and play and fall in love on any of ten thousand planets. And like most of humanity, Wade is obsessed by the ultimate lottery ticket that lies concealed within this alternate reality: OASIS founder James Halliday, who dies with no heir, has promised that control of the OASIS - and his massive fortune - will go to the person who can solve the riddles he has left scattered throughout his creation. For years, millions have struggled fruitlessly to attain this prize, knowing only that the riddles are based in the culture of the late twentieth century. And then Wade stumbles onto the key to the first puzzle. Suddenly, he finds himself pitted against thousands of competitors in a desperate race to claim the ultimate prize, a chase that

soon takes on terrifying real-world dimensions - and that will leave both Wade and his world profoundly changed. _____ If you loved READY PLAYER ONE and can't wait for more, check out ARMADA, Ernest Cline's geek masterpiece! 'Wildly original and stuffed with irresistible nostalgia, Ready Player One is a spectacularly genre-busting, ambitious, and charming debut' Independent 'Part intergalactic scavenger hunt, part romance, and all heart' CNN 'Ernest Cline's novel deserves to be a modern classic' SciFiNow 'Gorgeously geeky, superbly entertaining, this really is a spectacularly successful debut' Daily Mail

The Victory Lab Jul 23 2022 A lively and fascinating look at how a handful of academics, statisticians, and strategists are reshaping how political campaigns are won and lost.

42 Million to One Feb 24 2020 42 Million to One is a political thriller for the turbulent times in which we live when you have to ask yourself: How Secure Are Our Elections? What if you knew that hacking a voting machine is so easy that at a cyber security conference in 2017 an entire array of commonly used machines were hacked in a matter of hours? What if you knew that in 305 elections conducted between 2004 and 2016, Republican candidates outperformed exit poll predictions on election day by an average of 4.6 percentage points? What if you knew that the odds of that happening by random chance are forty-two million to one? 42 Million to One weaves an enthralling story about voting machine manipulation to steal an election--and the fundamental tenets of our democracy. Lucy Gilmore, a young reporter, begins a journey to uncover proof that voting machines have been hacked and election outcomes have been altered. She discovers the real events that demonstrate just how vulnerable our democracy has become. This eye-opening book speaks not just to voting machine corruption but the state of our democracy and why our struggle to govern effectively becomes more difficult every year.

Glute Lab Sep 01 2020 WALL STREET JOURNAL BEST SELLER IMPROVE YOUR PHYSIQUE, BUILD LEAN MUSCLE, AND INCREASE STRENGTH For more than twenty years, Bret "the Glute Guy" Contreras has been on a quest to improve human performance, focusing his research on the gluteus maximus, the largest muscle in the human body. What started as an effort to improve his own weak, flat backside quickly evolved when he discovered the wide range of functional movements to which the glutes contribute. Properly trained glutes not only help you lift heavier, jump higher, sprint faster, and swing harder but also help prevent knee, hip, and lower back pain and injuries. Bret went on to earn a doctorate in sports science and is now known as one of the world's foremost experts on strength and physique training. After helping thousands of people reach their strength goals and achieve their ideal physique in his world-renowned training facilities, Bret brings you Glute Lab, which pulls his field-tested and scientifically proven methods and techniques together into an all-in-one glute training system that will help you develop leaner, rounder, stronger, higher-performing glutes. This all-encompassing guide explains why glute training is important for health and performance, how the glutes function, what critical role they play in the body, and how to design the optimal training program to accomplish your aesthetic and performance goals. This book offers thirty-six weeks of programming and several training templates for those who want to dive right in, breaking down each technique with step-by-step photos and descriptions. Bret also reveals the most common faults people make when performing these movements and offers hundreds of tips for getting the most out of every training session. You can implement his system in your local gym or even in the comfort of your own home. Glute Lab is more than just a book on glute training. These principles and methods can help you maximize muscle growth and strength, improve body composition, overcome training and physique plateaus, train around injuries and discomfort, determine ideal training frequency and exercise selection, design periodized programs, and so much more. In short, this book gives you the tools to make strength and physique gains and design balanced programs that cater to a wide range of goals and work for your entire body. Whether you're a regular person looking to improve your appearance, an athlete looking to boost your performance, a physique competitor or bodybuilder looking for an edge over the competition, a powerlifter looking to increase your strength, a CrossFitter inspired to gain knowledge, a personal trainer interested in offering your clients cutting-edge training techniques, or a physical therapist looking to improve your clients' health, Glute Lab will equip you with the information you need. In this book you will learn: The fundamentals of optimal glute training The anatomy and function of the glutes How to select exercises based on your physique and training goals How to perform the most effective exercises for

sculpting rounder, stronger glutes Variations of the hip thrust, deadlift, and squat exercises Sample training templates and splits that cater to different training goals and preferences How to implement advanced methods into your training routine Diet strategies to reach weight loss and body composition goals Sample glute burnouts and templates Twelve-week beginner, intermediate, and advanced full-body training programs with a glute emphasis How to design your own customized training programs How to overcome plateaus in training, strength, and physique

How to Win Campaigns Nov 03 2020 How to Win Campaigns is a practical guide for creating and running successful campaigns. Written for the new campaigner and the experienced communicator alike, it explores

what works (and what doesn't) and shows how to use principles and strategy in campaigning as a new form of public politics. Applicable to any issue and from any point of view, the book's key steps and tools provide models of motivation, analysis and communication structure. This fully revised and updated second edition includes the following new features: * Campaign Master Planner * Political Checklist * Motivational Values * Behaviour Change * Campaigning and the Climate Issue * Dealing With Disasters * Using Celebrities * Being Interesting * Brainstorming * Visual Narratives * A Strategy For Values, Behaviour, Politics and Opinion * Emergencies * Tame and Wicked Problems * How To Tell If You Are Winning * Plus all new case studies on - new media and the Obama campaign, the smoking ban, chemicals and health and greening Apple computers.