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an essential resource

for undergraduate

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seeking ways to

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technology systems to

succeed in their

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understanding of

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*and technology and
apply it to common
business problems.*

*Petitions and briefs
filed with the U.S.
Supreme Court.*

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information
technology using
sustainable green
computing to reduce
energy and resources
used"--Provided by*

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publisher.

*Hoover's Handbook
of American Business
2005*

Household Almanac

Assessment of

*Advanced Solid-State
Lighting*

*Let the Eagle Soar
Again*

*Hearing Before the
Committee on Small
Business, House of*

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Representatives, One

Hundred Third

Congress, Second

Session, Washington,

DC, August 10, 1994

Greening Washington

and the National

Capital Region :

Hearing Before the

Subcommittee on

Economic

Development, Public

Buildings, and

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Emergency

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Cookiecutter Bits

Transportation and

Infrastructure, House

of Representatives,

One Hundred Tenth

Congress, Second

Session, April 17,

2008

"A real world tool for

helping develop

effective marketing

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*strategies and
plans." -- Dennis*

Dunlap, Chief

Executive Officer,

American Marketing

Association "For

beginners and

professionals in

search of answers."

-- Stephen Joel

Trachtenberg,

President Emeritus

and University

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Professor of Public Service, The George Washington University "A 'must read' for every business major and corporate executive." --

Clarence Brown, former Acting Secretary, U.S. Department of Commerce The

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Biggest Companies.

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The Boldest

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Campaigns. THE

Best Insider's

Guide On The

Market. The most

comprehensive

book of its kind, The

Big Book of

Marketing is the

definitive resource

for marketing your

business in the

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National

twenty-first century.

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Each chapter covers

Programs Home

a fundamental

Cookiec Bits

aspect of the

marketing process,

broken down and

analyzed by the

greatest minds in

marketing today.

For the first time

ever, 110 experts

from the world's

most successful

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companies reveal their step-by-step strategies, proven marketing tools, and tricks of the trade—fascinating, exclusive, real-world case studies from an all-star roster of companies, including:

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*American Express **

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*Carnival * Coldwell*

*Banker * Colgate-*

*Palmolive * Colonial*

*Pipeline * Con-way **

*Costco * Dean*

*Foods * Discovery*

*Communications **

*Draftfcb * DSC*

*Logistics * DuPont **

*Edelman **

*ExxonMobil * Fabri-*

*Kal * FedEx Trade*

*Networks **

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*Fleishman-Hillard **

*Ford * Frito-Lay **

*GE * Greyhound **

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** HOLT CAT * IBM **

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*John Deere **

*Kimberly-Clark **

*Kodak * Kraft **

*L.L.Bean * Landor **

Long Island Rail

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Road * Lulu.com *

Mars * MCC *

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Nationals * NCR *

New York Times *

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1-800Flowers.com *

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Shipholding Group *

Owens Illinois * P &

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*G * Papa John's **

Paramount Pictures

** Patagonia **

*PepsiCo * Pfizer **

*Porter Novelli **

*RAPP * Ritz-Carlton*

** Safeway * Saks*

*Fifth Avenue * Sara*

*Lee * SC Johnson **

*Sealed Air * Sears **

*Silgan * Skyhook **

*Snap-on Tools **

*Southwest * Sports*

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*and Leisure **

*ResearchGroup **

*Staples * Stoner **

*Supervalu **

*Synovate **

*Tanimura & Antle **

*TBWA * Tenet*

*Healthcare * Texas*

*Instruments * 3M **

*ToysRUs * Trader*

*Joe's * Tupperware*

** Under Armour **

*United Airlines **

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*United Stationers **

*Verizon * VISA **

*Weyerhaeuser **

Wilson Sporting

*Goods **

*Wunderman * Xerox*

** Y&R **

Zappos.com No

matter what

business you're

in--from retail and

manufacturing to

service and

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nonprofit--The Big Book of Marketing Programs Home Cookette Bits offers the most practical, hands-on advice you'll ever find . . . from the best in the business. Anthony G. Bennett taught marketing at Georgetown University. With three decades of experience in the

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field, he has held a variety of key

membership programs, Home

at Fortune 500

companies,

including AT&T and

others. He resides

in McLean, Virginia.

In this book a

comprehensive

coverage of major

retailing topics and

contemporary

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Cookiecutter Bits

issues in retailing and branding is given, including many cases and practical examples. Besides introducing the topic strategic planning in retailing and fundamentals in the fields of the marketing mix in retailing, this book builds on e-tailing

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and digitalization.

Membership

Moreover, trends

Programs Home

and developments

Geekette Bits

in consumer

behavior and

consumers'

purchase decisions,

especially in the fast

moving consumer

goods market, are

explained.

Furthermore, this

book builds on the

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major topic strategic

brand management

and branding

decisions in general

and in particular

within the retail

landscape.

After nearly a

decade of work in

Mexico insuring real

estate properties to

foreign purchasers,

the same issues

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Cookiecutter

always seem to surface regarding second home acquisitions: "If I buy a house in Mexico, don't I get a 99-year lease from the government?" "I understand that I can buy a residence in Mexico only if the title is vested in a Mexican

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corporation." "I

didn't think

Americans could

own Mexican

beachfront

properties." All of

these suppositions

are incorrect. This

book attempts to

help clarify and

explain why

Mexican real estate,

when using the

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proper safeguards,

can be a terrific,

secure investment.

It will also explore

the purchasing

mistakes of the

past, summarize

several of the

attractive new

locations that are

luring foreign dollars

and explain why

Mexico is so eager

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Cookiecutter Pits

to welcome second home buyers from outside its borders.

The worst thing a potential purchaser can do is to remain ignorant of the law and procedures involved in the conveyance of real estate in a foreign country. As we state several times in this

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Cookiecutter Bits

book, Mexico is not the perceived "Wild West" where anything goes and the prevailing Mexican attitude is "trust me, no problema." It is inherently important for non-Mexican buyers to understand that Mexico has formality

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of law with

Membership

authorized

Programs Home

regulation of real

Cookiec Bits

estate development

procedures at all

levels. This process

is coupled with a

statutory

government

framework for the

legal conveyance of

real property. Great

personal wealth has

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Cookiecutter Bits

been attained through real estate ownership, but for most of us, it has been limited to investment in a primary residence. Although Mexican real estate also can be a viable investment venue, Americans have had a great deal more

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Geekette Bits

*trepidation
considering
properties "south of
the border." And for
good
reason--considering
the history of some
acquisitions. Given
today's investment
climate, however,
Mexico provides an
attractive,
alternative arena for*

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potential

investment. Real

estate in Mexico

should have a

similar appreciation

"upside" as does

real estate in a U.S.

development--coupl

ed with the

advantage of use

and enjoyment of

the property as a

vacation residence.

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Economic Policy

and Trade and the

Western

Hemisphere,

Committee on

International

Relations, House of

Representatives,

One Hundred

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Fourth Congress,

First Session,

October 25, 1995

Plunkett's Health

Care Industry

Almanac

World

Today's Realtor

Library +

Information Update

Articles, charts, lists,

photographs and

illustrations to help

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you eliminate
Membership
confusion and

Programs Home
uncertainty about

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topics such as

stocking your

kitchen, talking

about your health,

straightening up

your home office,

taking, editing,

storing and sharing

digital photos, doing

laundry, preparing a

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home emergency kit

and buying

electronic gadgets

for you car.

Plunkett's Health

Care Industry

Almanac is the only

complete reference

to the American

Health Care

Industry and its

leading

corporations.

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Whatever your purpose for researching the health care field, you'll find this massive reference book to be a valuable guide. No other source provides this book's easy-to-understand comparisons of national health

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expenditures,
Membership
emerging

Programs, Home

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technologies,
patient populations,

hospitals, clinics,

corporations,

research, Medicare,

Medicaid, managed

care, and many

other areas of vital

importance.

Included in the

market research

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sections are dozens of statistical tables covering every aspect of the industry, from Medicare expenditures to hospital utilization, from insured and uninsured populations to revenues to health care expenditures

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as a percent of

Membership

GDP. A special area

Programs Home

covers vital statistics

Cookette Pits

and health status of

the U.S. population.

The corporate

analysis section

features in-depth

profiles of the 500

major for-profit firms

(which we call “The

Health Care 500”)

within the many

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industry sectors that

make up the health

care system, from

the leading

companies in

pharmaceuticals to

the major managed

care companies.

Details for each

corporation include

executives by title,

phone, fax, website,

address, growth

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plans, divisions, subsidiaries, brand names, competitive advantage and financial results.

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export of key
information,

addresses, phone
numbers and

executive names

with titles for every
company profiled.

Frameworks for
Market Strategy

helps students

understand how to

develop and

implement a market

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strategy and how to
manage the

marketing process.

Marketing activity is
the source of insight
on the market,
customers, and
competitors and lies
at the core of
leading and
managing a
business. To
understand how

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marketing fits into
the broader

Membership
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challenge of
managing a
Cookies Bits

business, Capon

and Go address

marketing

management both

at the business and

functional levels.

The book moves

beyond merely

presenting

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established
procedures,

processes, and

practices and

includes new

material based on

cutting-edge

research to ensure

students develop

strong critical

thinking and

problem-solving

skills for success. In

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Cookie Bits

this European edition, Capon and Go have retained the strong framework of the book, but have updated the cases, examples, and discussions to increase the book's relevance for students outside the USA. Key features

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include: • A strong
strategic focus,

teaching students

how to analyze

markets, customers,

and competitors to

plan, execute, and

evaluate a winning

market strategy •

Practical examples

from a range of

contexts, allowing

students to develop

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Cookiec Bits

the skills necessary to work in for-profit, public, or non-profit firms • Emphasis on understanding the importance of working across organizational boundaries to align firm capabilities • Full chapters devoted to key topics, including

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brand management,

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digital marketing,

Programs Home
marketing metrics,

Cookette Bits
and ethical as well

as social

responsibilities •

Focus on

globalization with a

chapter on regional

and international

marketing • Multiple

choice, discussion,

and essay questions

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at the end of each chapter Offering an online instructor's manual and a host of useful pedagogy – including videos, learning outcomes, opening cases, key ideas, exercises, discussion questions, a glossary, and more – this book will

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provide a solid

foundation in

marketing

management, both

for those who will

work in marketing

departments, and

those who will

become senior

executives.

Willings Press

Guide

Market Watch

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Willing's Press
Membership
Guide

Principles of Home
Marketing Bits

Sell Your Home and
Save Thousands on
the Commission

Patent, Trademark
& Copyright Series

A Book Sense

Pick and

Annual

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*Highlight With
Membership
a New*

Programs Home

Geekette Bits

*Afterword In
less than two
decades, large
retail chains
have become
the most
powerful
corporations
in America. In
this deft and*

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revealing

Membership

book, Stacy

Programs Home

Mitchell

Geekette Bits

illustrates

how mega-

retailers are

fueling many

of our most

pressing

problems, from

the shrinking

middle class

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National

to rising

Membership

pollution and

Programs Home

diminished

Geekette Bits

civic

engagement—and

she shows how

a growing

number of

communities

and

independent

businesses are

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effectively

fighting back.

Programs Home

Mitchell

Geekette Bits

traces the

dramatic

growth of mega

-retailers—from

m big boxes

like Wal-Mart,

Home Depot,

Costco, and

Staples to

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chains like

Membership

Starbucks,

Programs Home

Olive Garden,

Geekette Bits

Blockbuster,

and Old

Navy—and the

precipitous

decline of

independent

businesses.

Drawing on

examples from

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virtually

Membership

every state in

Programs Home

the country,

Geekette Bits

she unearths

the

extraordinary

impact of

these

companies and

the big-box

mentality on

everything

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National

from soaring

Membership

gasoline

Programs Home

consumption to

Geekette Bits

rising poverty

rates, failing

family farms,

and declining

voting levels.

Along the way,

Mitchell

exposes the

shocking role

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National

government

Membership

policy has

played in the

expansion of

Geekette Bits

expansion of

mega-retailers

and builds a

compelling

case that

communities

composed of

many small,

locally owned

communities

composed of

many small,

locally owned

communities

composed of

many small,

locally owned

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businesses are

Membership

healthier and

Programs Home

more

Geekette Bits

prosperous

than those

dominated by a

few large

chains. More

than a

critique, Big-

Box Swindle

provides an

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invigorating

Membership

account of how

Programs Home

some

Geekette Bits

communities

have

successfully

countered the

spread of big

boxes and

rebuilt their

local

economies.

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Since 2000,

Membership

more than two

Programs Home

hundred big-

Geekette Bits

box

development

projects have

been halted by

groups of

ordinary

citizens, and

scores of

towns and

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cities have

Membership

adopted laws

Programs Home

that favor

Geekette Bits

small-scale,

local business

development

and limit the

proliferation

of chains.

From cutting-

edge land-use

policies to

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innovative

Membership

cooperative

Programs Home

small-business

Geekette Bits

initiatives,

Mitchell

offers

communities

concrete

strategies

that can stave

off mega-

retailers and

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National
Membership
Programs Home
Geekette Bits
create a more
prosperous and
sustainable
future.

*In The 100
Best Stocks
You Can Buy,
2005, the
author, a
professional
investment
buyer, has*

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analyzed and

Membership

evaluated

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thousands of

Geekette Bits

individual

stocks to help

readers

readjust to

the economic

climate in

2005.

Each volume of

this series

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contains all

Membership

the important

Programs Home

Decisions and

Geekette Bits

Orders issued

by the

National Labor

Relations

Board during a

specified time

period. The

entries for

each case list

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the decision,

Membership

order,

Programs Home

statement of

Geekette Bits

the case,

findings of

fact,

conclusions of

law, and

remedy.

The Only

Complete

Reference to

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*the Health
Membership
Care Industry
Programs Home
100 Best
Geekette Bits
Stocks (2005)*

100 Best

Stocks (2004)

Hoover's

Handbook of

American

Business 2007

National Food

Review

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National

Greater

Boston's

Development

from Railroad

Suburbs to

Smart Growth

The standard
incandescent light
bulb, which still
works mainly as
Thomas Edison
invented it,

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National

converts more

than 90% of the

consumed

electricity into

heat. Given the

availability of

newer lighting

technologies that

convert a greater

percentage of

electricity into

useful light, there

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National

is potential to

decrease the

amount of energy

used for lighting in

both commercial

and residential

applications.

Although

technologies such

as compact

fluorescent lamps

(CFLs) have

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emerged in the
past few decades

Membership

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and will help

Geekette Bits

achieve the goal of

increased energy

efficiency, solid-

state lighting (SSL)

stands to play a

large role in

dramatically

decreasing U.S.

energy

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consumption for
lighting. This report

summarizes the
current status of

SSL technologies

and products-light-

emitting diodes

(LEDs) and

organic LEDs

(OLEDs)-and

evaluates barriers

to their improved

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cost and

performance.

Membership

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Assessment of

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Advanced Solid

State Lighting also

discusses factors

involved in

achieving

widespread

deployment and

consumer

acceptance of SSL

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products. These factors include the

perceived quality of light emitted by

SSL devices, ease of use and the

useful lifetime of these devices,

issues of initial high cost, and

possible benefits of reduced energy

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consumption.

Membership

The ultimate

Programs Home

resource for

Geekette Bits

marketing

professionals

Today ' s marketers

are challenged to

create vibrant,

interactive

communities of

consumers who

make products

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and brands a part

of their daily lives

in a dynamic

world. Marketing,

in its 9th Australian

edition, continues

to be the

authoritative

principles of

marketing

resource,

delivering holistic,

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relevant, cutting

edge content in

new and exciting

ways. Kotler

delivers the theory

that will form the

cornerstone of

your marketing

studies, and

shows you how to

apply the concepts

and practices of

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modern marketing

Membership

science.

Programs Home

Comprehensive

Geekette Bits

and complete,

written by industry-

respected authors,

this will serve as a

perennial

reference

throughout your

career.

The evolution of

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the Boston

Membership

metropolitan area,

Programs Home

from country

Geekette Bits

villages and

streetcar suburbs

to exurban sprawl

and “smart

growth.” Boston's

metropolitan

landscape has

been two hundred

years in the

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making. From its

Membership
proto-suburban

Programs Home
village centers of

Geekette Bits
1800 to its far-

flung, automobile-

centric exurbs of

today, Boston has

been a national

pacesetter for

suburbanization. In

The Hub's

Metropolis, James

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O'Connell charts the evolution of Boston's suburban development. The city of Boston is compact and consolidated—famously, “the Hub.”

Greater Boston, however, stretches over 1,736 square miles and ranks as

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the world's sixth

largest

metropolitan area.

Boston suburbs

began to develop

after 1820, when

wealthy city

dwellers built

country estates

that were just a

short carriage ride

away from their

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homes in the city.

Then, as

transportation

became more

efficient and

affordable, the

map of the

suburbs

expanded. The

Metropolitan Park

Commission's park-

and-parkway

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system, developed

in the 1890s,

created a template

for

suburbanization

that

represents the

country's first

example of

regional planning.

O'Connell

identifies nine

layers of Boston's

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suburban

Membership

development, each

Programs Home

of which has left its

Geekette Bits

imprint on the

landscape:

traditional villages;

country retreats;

railroad suburbs;

streetcar suburbs

(the first electric

streetcar

boulevard, Beacon

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Street in Brookline,

was designed by
Frederic Law

Olmsted); parkway

suburbs, which

emphasized public

greenspace but

also encouraged

commuting by

automobile; mill

towns, with

housing for

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workers; upscale

and middle-class

suburbs accessible

by outer-belt

highways like

Route 128;

exurban,

McMansion-dotted

sprawl; and smart

growth. Still a

pacesetter,

Greater Boston

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has pioneered

Membership

antisprawl

Programs, Home

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initiatives that
encourage

compact, mixed-

use development

in existing

neighborhoods

near railroad and

transit stations.

O'Connell reminds

us that these nine

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layers of suburban
infrastructure are
still woven into the
fabric of the

metropolis. Each
chapter suggests
sites to visit, from
Waltham country
estates to

Cambridge triple-
deckers.

The Big Book of

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The True Cost of

Programs Home

Mega-Retailers

Geekette Bits

and the Fight for

America's

Independent

Businesses

Nelson

Information's

Directory of

Investment

Research

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Seattle--Pacific

Membership

Gem

Programs Home

National Petroleum

Geekette Bits

News

Introduction to

Information

Systems

Slatter's new edition

offers invaluable tools

for getting serious

about

stockinvestments.

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PROGRAMS Home
Cooking Bits

CONTEMPORARY
MARKETING 2006

by Boone and Kurtz
has proven to be the
premier principles of
marketing text and
package since the first
edition. With each
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have all

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