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instructor, to register for and use REVEL. " Critics have long treated the most important intellectual movement of modern history--the Enlightenment--as if it took shape in the absence of opposition. In this groundbreaking new study, Darrin McMahon demonstrates that, on the contrary, contemporary resistance to the Enlightenment was a major cultural force, shaping and defining the Enlightenment itself from the moment of inception, while giving rise to an entirely new ideological phenomenon--what we have come to think of as the "Right." McMahon skillfully examines the Counter-Enlightenment,

showing that it was an extensive, international, and thoroughly modern affair. The hilarious, colorful #1 New York Times bestselling phenomenon that every kid wants! Gift a copy to someone you love today. Poor Duncan just wants to color. But when he opens his box of crayons, he finds only letters, all saying the same thing: His crayons have had enough! They quit! Blue crayon needs a break from coloring all those bodies of water. Black crayon wants to be used for more than just outlining. And Orange and Yellow are no longer speaking—each believes he is the true color of the sun. What can Duncan possibly do to appease all of the crayons

and get them back to doing what they do best? With giggle-inducing text from Drew Daywalt and bold and bright illustrations from Oliver Jeffers, *The Day the Crayons Quit* is the perfect gift for new parents, baby showers, back-to-school, or any time of year! Perfect for fans of *Don't Let the Pigeon Drive the Bus* by Mo Willems and *The True Story of the Three Little Pigs* by Jon Scieszka and Lane Smith. Praise for *The Day the Crayons Quit*: Amazon's 2013 Best Picture Book of the Year A Barnes & Noble Best Book of 2013 Goodreads' 2013 Best Picture Book of the Year Winner of the E.B. White Read-Aloud Award \* "Hilarious . . . Move over,

Click, Clack, Moo; we've got a new contender for the most successful picture-book strike." -BCCB, starred review "Jeffers . . . elevates crayon drawing to remarkable heights." -Booklist "Fresh and funny." -The Wall Street Journal "This book will have children asking to have it read again and again." -Library Media Connection \* "This colorful title should make for an uproarious storytime." -School Library Journal, starred review \* "These memorable personalities will leave readers glancing apprehensively at their own crayon boxes." -Publishers Weekly, starred review "Utterly original." -San Francisco Chronicle NOTE: This edition

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write clearly and intelligently about what you've learned. Text writing assignments use literature as a tool of critical thought, a method for analysis, and a way of communicating ideas. Careful integration of rhetorical instruction with the critical study of literature guides you through the allied processes of analytical reading and argumentative writing. As a result, readers learn how to write essays about the major features that are involved in interpreting short stories, poems, and plays. 0134391721 / 9780134391724 Literature and the Writing Process, Books a la Carte Edition Plus REVEL(tm) - Access Card Package Package consists of:

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advisor, and investor, John has  
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of companies on selling, but he  
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someone asks:, "When are you  
going to write a book". When I  
ask, "Why?", I'm told, "Because  
no one has written a sales  
leadership book with practical,  
solutions to real life issues in  
enterprise SaaS sales forces",  
Why:6 of 10 sales reps fail, not  
because they couldn't sell but  
because they were assigned the  
wrong accounts. Sales leaders  
don't align skillsets to account  
complexity.Rep attrition at  
most SaaS companies is over  
20%Sales leaders can't recruit  
A playersSales Leaders don't  
coach their reps on deal  
advancement issuesMost sales  
leaders are "glorified

scorekeepers"Most sales leader don't motivate their sales teamThey're focused on deals, not rep competencySales forecasts are inaccurate because most reps game the CRM system.Sales team leaders lack qualification of sales stage exit criteriaMany salesforces only win 50% of their proof of conceptsThey're unable to frame a winning POC Criteria because they skip steps 8 of 10 executive buyers say the sales meetings they take are a waste of time.Sales reps lack the ability to sell business value aligned to specific personas and use cases. 4 of 10 reps in enterprise sales say one of the top 3 biggest challenges is to

establish urgency. Reps don't quantify critical business pain to create a buying influence.Reps can't find high-level business champions, only low-level coachesLeaders don't teach them to find pain above the noise.Reps find pain but can't attract a championManagers have them selfishly focused on closing a sale instead of earning trust.40% of reps say they feel out of control during the sales process.Leaders don't teach them how to control the process.Reps can't get high in the tree to drive large deals.They don't speak the language of the Economic Buyer.50% of reps say they can't overcome price objections

while sales leaders struggle to increase the average deal size. Managers are pushing their sales reps into vending, not selling. Reps can't answer the simple "3 Whys" for forecasted dealsWhy do they have to buy? Why do they have to buy from us? and Why do they have to buy now?Top sales leaders will find the answers to these issues and more in The Qualified Sales LeaderFrom the PublisherJohn is widely recognized as the only person having been the CRO (Chief Revenue Officer) at five public, enterprise software companies, PTC, Geo-Tel, Ariba, BladeLogic and BMC.John's expertise was formulated as a pre-IPO member of 4 of the 5



companies listed above. Today, John is a board member at public software companies Snowflake, MongoDB and private, pre-IPO companies Lacework, Sigma, Cybereason and Observe. In the past, John has been a board member or executive consultant to: Hubspot, Glass Door AppDynamics and Sprinklr. Barry Kaigen McMahan began his Zen training in California with Taizan Maezumi Roshi, a pioneer teacher of Zen in the West, in the early 1970s. He soon moved to Japan and spent almost five years with Maezumi Roshi's Rinzai teacher, Osaka Koryu Roshi, as the sole foreigner living at the Hannya Dojo, a lay Zen training school

in Tokyo. He moved back to the United States in 1978 and entered the US Navy as a fighter pilot, flying F-14s off the deck of the USS Nimitz. The Navy's technical education led to his studies of modern physics, and in 2003 he was invited to the Naval War College to give a talk on Relativity, Quantum Mechanics and Buddhism. He received Dharma Transmission from Charles Tenshin Fletcher Roshi in 2003. He is currently employed as a commercial airline pilot. NATIONAL BESTSELLER • "Didion at her finest" —USA Today • An intricate, fast-paced novel about trying to create a context for democracy and getting

hands a little dirty in the process, complete with conspiracies, arms dealing, and assassinations. From the author of *The Year of Magical Thinking* and *Let Me Tell You What I Mean* The narrator introduces Elena McMahan, estranged from a life of celebrity fundraisers and from her powerful West Coast husband, Wynn Janklow, whom she has left, taking Catherine, her daughter, to become a reporter for *The Washington Post*. She finds herself boarding a plane for Florida to see her father. She becomes embroiled in her his business even though "she had trained herself since childhood not to have any interest in what he

was doing." It is from this moment that she is caught up in something much larger than she could have imagined. Didion makes connections among Dallas, Iran-Contra, and Castro, and points out how "spectral companies with high-concept names tended to interlock." As this book builds to its terrifying finish, we see the underpinnings of a dark historical underbelly. Very Short Introductions: Brilliant, Sharp, Inspiring The Cold War dominated international life from the end of World War II to the fall of the Berlin Wall in 1989. But how did the conflict begin? Why did it move from its initial origins in Postwar Europe to encompass virtually

every corner of the globe? And why, after lasting so long, did the war end so suddenly and unexpectedly? Robert McMahon considers these questions and more, as well as looking at the legacy of the Cold War and its impact on international relations today. The Cold War: A Very Short Introduction is a truly international history, not just of the Soviet-American struggle at its heart, but also of the waves of decolonization, revolutionary nationalism, and state formation that swept the non-Western world in the wake of World War II. McMahon places the 'Hot Wars' that cost millions of lives in Korea, Vietnam, and elsewhere within

the larger framework of global superpower competition. He shows how the United States and the Soviet Union both became empires over the course of the Cold War, and argues that perceived security needs and fears shaped U.S. and Soviet decisions from the beginning—far more, in fact, than did their economic and territorial ambitions. He unpacks how these needs and fears were conditioned by the divergent cultures, ideologies, and historical experiences of the two principal contestants and their allies. Covering the years 1945-1990, this second edition uses recent scholarship and newly available documents to offer a fuller analysis of the

Vietnam War, the changing global politics of the 1970s, and the end of the Cold War. ABOUT THE SERIES: The Very Short Introductions series from Oxford University Press contains hundreds of titles in almost every subject area. These pocket-sized books are the perfect way to get ahead in a new subject quickly. Our expert authors combine facts, analysis, perspective, new ideas, and enthusiasm to make interesting and challenging topics highly readable. With illustrative and detailed examples drawn from throughout the country, Green Infrastructure advances smart land conservation: large scale thinking and integrated action

to plan, protect and manage our natural and restored lands. From the individual parcel to the multi-state region, Green Infrastructure helps each of us look at the landscape in relation to the many uses it could serve, for nature and people, and determine which use makes the most sense. In this wide-ranging primer, leading experts in the field provide a detailed how-to for planners, designers, landscape architects, and citizen activists "From the New York Times bestselling author of The Winter Sister comes a new work of psychological horror about a therapist who returns to the old family home after her sister drowns in its swimming

pool, where she discovers that it has something sinister lurking beneath its surface"-- A great deal of Buddhist literature and scholarly writing about Buddhism of the past 150 years reflects, and indeed constructs, a historically unique modern Buddhism, even while purporting to represent ancient tradition, timeless teaching, or the "essentials" of Buddhism. This literature, Asian as well as Western, weaves together the strands of different traditions to create a novel hybrid that brings Buddhism into alignment with many of the ideologies and sensibilities of the post-Enlightenment West. In this book, David McMahan charts

the development of this "Buddhist modernism." McMahan examines and analyzes a wide range of popular and scholarly writings produced by Buddhists around the globe. He focuses on ideological and imaginative encounters between Buddhism and modernity, for example in the realms of science, mythology, literature, art, psychology, and religious pluralism. He shows how certain themes cut across cultural and geographical contexts, and how this form of Buddhism has been created by multiple agents in a variety of times and places. His position is critical but empathetic: while he presents Buddhist

modernism as a construction of numerous parties with varying interests, he does not reduce it to a mistake, a misrepresentation, or fabrication. Rather, he presents it as a complex historical process constituted by a variety of responses -- sometimes trivial, often profound -- to some of the most important concerns of the modern era. The controversy surrounding targeted killings represents a crisis of conscience for policymakers, lawyers and philosophers grappling with the moral and legal limits of the war on terror. This text examines the legal and philosophical issues raised by government efforts to target

suspected terrorists. International law and conventional morality grant that states may stand ready to defend their borders with lethal force. But what grounds the permission to kill for the sake of political sovereignty and territorial integrity? In this book leading theorists address this vexed issue, and set the terms of future debate over national defence. Natural Language Processing (NLP) provides boundless opportunities for solving problems in artificial intelligence, making products such as Amazon Alexa and Google Translate possible. If you're a developer or data scientist new to NLP and deep

learning, this practical guide shows you how to apply these methods using PyTorch, a Python-based deep learning library. Authors Delip Rao and Brian McMahon provide you with a solid grounding in NLP and deep learning algorithms and demonstrate how to use PyTorch to build applications involving rich representations of text specific to the problems you face. Each chapter includes several code examples and illustrations. Explore computational graphs and the supervised learning paradigm Master the basics of the PyTorch optimized tensor manipulation library Get an overview of traditional NLP concepts and methods Learn

the basic ideas involved in building neural networks Use embeddings to represent words, sentences, documents, and other features Explore sequence prediction and generate sequence-to-sequence models Learn design patterns for building production NLP systems From beloved indie musician Andrew McMahon comes a searingly honest and beautifully written memoir about the challenges and triumphs of his life and career, as seen through the lens of his personal connection to three pianos. Andrew McMahon grew up in sunny Southern California as a child prodigy, learning to play piano and write songs at a very early age,

stunning schoolmates and teachers alike with his gift for performing and his unique ability to emotionally connect with audiences. McMahon would go on to become the lead singer and songwriter for Something Corporate and Jack's Mannequin, and to release his debut solo album, Andrew McMahon in the Wilderness, in 2014. But behind this seemingly optimistic and quintessentially American story of big dreams come true lies a backdrop of overwhelming challenges that McMahon has faced—from a childhood defined by his father's struggle with addiction to his very public battle with leukemia in 2005 at the age of

twenty-three, as chronicled in the intensely personal documentary *Dear Jack*. Overcoming those odds, McMahon has found solace and hope in the things that matter most, including family, the healing power of music and the one instrument he's always turned to: his piano. *Three Pianos* takes readers on a beautifully rendered and bitter-sweet American journey, one filled with inspiration, heartbreak, and an unwavering commitment to shedding our past in order to create a better future. NEW EDITION AVAILABLE. Compact literature anthology organized by Genre. Offers the best coverage of composition issues

in a literature text by providing the steps of the writing process in every chapter. Also offers a unique handbook in the back of the text. In giving to charity, should we strive to do the greatest good or promote a lesser good that we care more about? On such issues, ethical theory can have momentous practical effects. This volume is a unique collection of new papers on philanthropy from a range of philosophical perspectives. The authors are among the best-regarded philosophers writing on ethics today and include a number of thinkers who have not previously published on the subject. Most recently published work by philosophers

on charitable giving tends to support what is called effective altruism—doing the most good you can. In practice, however, charitable giving is often local and relatively ineffective, supporting causes dear to the givers' hearts. Are ineffective givers doing wrong or merely doing less praiseworthy work than they might? This volume includes at least three challenges to the effective altruism movement, as well as two chapters that defend it against the gathering tide of objections. Most thinkers who align with utilitarianism support effective altruism, and some other perspectives do as well. But the ideal of personal integrity can push the other

way. So can justice-based theories of giving: perhaps I could do the most good by stealing and giving to the poor, but that would be unjust. In the most important cases, however, justice leads to the same result as effective altruism. Other theories give different results. The authors represent include intuitionism, virtue ethics, Kantian ethics, utilitarianism, theory of justice, and the ideal of personal integrity. "Like listening to a beloved brother. I found the acute observations and his narrative philosophy more valuable for the new writer than the contents of any 100 other texts."-Dean Koontz "The Successful Novelist is the vehicle you want if you plan to

drive your way to successful fiction."-Joe R. Lansdale David Morrell, bestselling author of First Blood, The Brotherhood of the Rose and The Fifth Profession, distills more than fifty years of writing and publishing experience into this single masterwork of advice and instruction. Morrell covers: -Plot -Character -Research - Structure -Viewpoint - Description -Dialogue - Succeeding in publishing -And much more The Successful Novelist reveals the truth about writing, providing the perspective authors need to write successful fiction that sells. NOTE: Before purchasing, check with your instructor to ensure you select

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literature. The official parody guide to the unaired eighth season of Star Trek: The Next Generation, based on the popular @TNG\_S8 Twitter account from creator Mike McMahan! In the basement of the Star Trek archives, behind shelves of U.S.S. Enterprise NCC-1701-D models, bags of wigs, and bins of plastic phasers, sits a dusty cardboard box. Inside is a pile of VHS tapes that contain never-before-seen episodes and behind-the-scenes footage for something truly amazing. The world thinks there are only seven seasons of Star Trek: The Next Generation, but there's one more. A secret season. Actually, not really. But that

didn't stop Mike McMahan, creator of the parody Twitter account @TNG\_S8, from making a guide full of: REAL\* TNG SEASON 8 FACTS AND STORIES! REAL\* TNG SEASON 8 DIALOGUE AND IMAGES! (\* Again, not really, of course. This is humor. Sorry.) So impress your friends and bewilder your enemies with your newfound knowledge of these very lost Star Trek episodes! Engage! ™, ®, & © 2015 CBS Studios, Inc. STAR TREK and related marks and logos are trademarks of CBS Studios, Inc. All Rights Reserved. Literature and the Writing Process combines the best elements of a literature anthology with those of a

handbook to guide students through the interrelated process of analytical reading and critical writing. Text writing assignments use literature as a tool of critical thought, a method for analysis, and a way of communicating ideas. This approach emphasizes writing as the focus of the book with literature as the means to write effectively. A four-part organization combines a literary anthology with composition instruction and a style handbook so students have everything they need at their fingertips. 0321851005 / 9780321851000 Literature and the Writing Process with NEW MyLiteratureLab -- Access Card

Package Package consists of 0205883583 / 9780205883585 NEW MyLiteratureLab -- Valuepack Access Card 0205902278 / 9780205902279 Literature and the Writing Process On a Sunday afternoon in 1959 in Shuqualak, Mississippi, Ella and her husband Nelse were arrested in front of their children and hauled off to the notorious Noxubee County Jail. The Gastons were simply in the wrong place at the wrong time--caught up in a manhunt for Nelse's cousin who had allegedly beaten up the city marshal. The court appearances and legal wrangling that followed resulted in Ella's being found

guilty of intimidating an officer and the all-white Mississippi Supreme Court reversing and remanding her conviction on grounds of racial prejudice in testimony--a first. To avoid retrial, Ella and Jewell engaged in multiple cat-and-mouse games that placed Ella "sick" in the hospital, Jewell standing guard, and would-be tormenters at bay. Eventually, the women prevailed, Ella remained free, and the story faded away into obscurity--until now. Alice Guy BlachT (1873-1968), the world's first woman filmmaker, was one of the key figures in the development of narrative film. From 1896 to 1920 she directed 400 films (including

over 100 synchronized sound films), produced hundreds more, and was the first--and so far the only--woman to own and run her own studio plant (The Solax Studio in Fort Lee, NJ, 1910-1914). However, her role in film history was completely forgotten until her own memoirs were published in 1976. This new book tells her life story and fills in many gaps left by the memoirs. Guy BlachT's life and career mirrored momentous changes in the film industry, and the long time-span and sheer volume of her output makes her films a fertile territory for the application of new theories of cinema history, the development of film narrative,

and feminist film theory. The book provides a close analysis of the one hundred Guy BlachT films that survive, and in the process rewrites early cinema history. For courses in Literature for Composition, Writing About Literature, and Introduction to Literature. Great literature as a path to learning writing and critical-thinking skills Great literature is always thought provoking, always new - why not use it to improve your writing skills and sharpen critical thinking? Literature and the Writing Process combines an introductory anthology with detailed instruction in the writing process. By seamlessly integrating literature and

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them could have been me."  
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his doctors to prescribe  
narcotics, media consultant  
Timothy McMahan King ended  
up where millions of others  
have: addicted. Eventually King  
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began asking profound  
questions about the spiritual  
and moral nature of addiction,

the companies complicit in creating the opioid epidemic, and the paths toward healing and recovery. We have become a society not only damaged by addiction but fueled by it. In *Addiction Nation*, King investigates the ways that addiction robs us of freedom and holds us back from being fully human. Through stories, theology, philosophy, and cultural analysis, King examines today's most common addictions and their destructive consequences. In stark yet intimate prose, he looks not only at the rise of opioid abuse but at policy, pain, virtue, and habit. He also unpacks research showing patterns of addiction to technology, stress,

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