Building

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The Art of Lobbying Bertram J Levine 2009 Often the whipping boys of politicians and pundits, lobbyists are the recipients of lampooning stump portrayals and sensationalized news coverage. Little attention is given to how most lobbyists simply do their job or become effective at what they do. Whether it&BAD:'s helping staff draft legislative language, providing members with quality policy and political information, or just being a good listener, lobbyists must build and maintain relationships. If they do, they&BAD:'ll succeed in advancing their policy objectives within the give-and-take process of the American legislative system. The Art of Lobbying examines strategies and techniques from the perspective of those who are lobbied&BAD:—the people who know what resonates and what falls upon deaf ears in congressional offices. A former longtime lobbyist himself, Levine has interviewed more than 40 current or former members of Congress, along with their staffers, to give a thorough review of the relevant academic literature and offer a behind-the-scenes perspective on what constitutes the art of lobbying.

Healthy Buildings Joseph G. Allen 2020-04-21 "This book should be essential reading for all who commission, design, manage, and use buildings—indeed anyone who is interested in a healthy environment." —Norman Foster A forensic investigator of "sick buildings" and Director of Harvard's Healthy Buildings Program teams up with a CEO-turned–Harvard Business School professor to reveal the secrets of a healthy building—and unlock one of the greatest business opportunities of our time. By the time you reach eighty, you will have spent seventy-two years of your life indoors. Like it or not, humans have become an indoor species. This means that the people who design, build, and maintain our buildings can have a major impact on our health. Ever feel tired during a meeting? That's because most offices and conference rooms are not bringing in enough fresh air. When that door opens, it literally breathes life back into the room. But there is a lot more acting on your body that you can't feel or see. From our offices and homes to our schools and hospitals, the indoor spaces where we work, learn, play, eat, and heal have an outsized influence on our performance and wellbeing. They affect our creativity, focus, and problem-solving ability and can make us sick—dragging down profits in the process. Charismatic pioneers of the healthy building movement who have paired up to combine the cutting-edge science of Harvard's School of Public Health with the financial know-how of the Harvard Business School, Joseph Allen and John Macomber lay out the science of healthy buildings and make the business case for owners, developers, and CEOs. They reveal the 9 Foundations of a Healthy Building, and show how tracking health performance indicators with smart technology can boost performance and create economic value. While the "green" building movement tackled energy, waste, and water, the new healthy building movement focuses on the most important (and expensive) asset of any business: its people.

The Scrabble Word-Building Book 2007-09-25 The ultimate winner's handbook for mastering Scrabble® and other word games—for players of all backgrounds and skill levels. Become a master of Scrabble® with this essential guide to top-scoring game play. You'll discover: -The more than 100 crucial two-letter words in one handy list -A section of independent three-letter words that cannot be built from two-letter words -All of the three-letter words which can be formed from two-letter words -All eight-letter words that can be formed from seven-letter words -Every word up to seven letters you can play Keep this invaluable reference at your fingertips to increase your word-building power, achieve the highest score, settle word disputes, and win every game of Scrabble® you play.

Building Books Megan Wagner Lloyd 2018-10-02 Books and blocks bring together two siblings with nothing in common in this story from Megan Wagner Lloyd (Finding Wild) and illustrator Brianne Farley (Secret Tree Fort). Katie loves to build. She loves the way the blocks click together, the way they crash when they topple to the floor. But most of all, she loves to build something brand-new. Unlike her brother, she hates reading. Owen loves to read. He loves the way the pages rustle when he turns them, the way the paper smells. But most of all, he loves to read something brand-new. But, unlike his sister, he has no interest in building. When their rivalry finally comes to a head, a librarian suggests a solution. Books for Katie to read and books for Owen to shelve. Can they learn to appreciate their siblings hobbies and build something together?

Building Happiness, Resilience and Motivation in Adolescents Ruth MacConville 2012 This resource provides a complete positive psychology programme designed to promote happiness, resilience and motivation in young people aged 11-18. It contains a section on the theory of positive psychology, guidance for facilitators on delivering the programme, and a 24-session programme to build strengths and promote well-being in young people.

The Big Book of Team Building Games: Trust-Building Activities, Team Spirit Exercises, and Other Fun Things to Do Edward E. Scannell 1997-12-22 Did you know that games can be a terrifically effective way to build team spirit, communication, and trust among people who work together day in and day out? Now you can spark morale in any work group by choosing from 70 stimulating games and activities specifically designed for the manager who's looking to raise sagging morale in a department, liven up boring staff meetings, enable team members to collaborate smoothly and effectively, and much more!

Look at That Building! Scot Ritchie 2019-05-07 An engaging introduction to buildings, with a deft mix of nonfiction and fiction elements.

Building Computer Vision Projects with OpenCV 4 and C++ David Millán Escrivá 2019-03-22 Delve into practical computer vision and image processing projects and get up to speed with advanced object detection techniques and machine learning algorithms Key Features Discover best practices for engineering and maintaining OpenCV projects Explore important deep learning tools for image classification Understand basic image matrix formats and filters Book Description OpenCV is one of the best open source libraries available and can help you focus on constructing complete projects on image processing, motion detection, and image segmentation. This Learning Path is your guide to understanding OpenCV concepts and algorithms through real-world examples and activities. Through various projects, you'll also discover how to use complex computer vision and machine learning algorithms and face detection to extract the maximum amount of information from images and videos. In later chapters, you'll learn to enhance your videos and images with optical flow analysis and background subtraction. Sections in the Learning Path will help you get to grips with text segmentation and recognition, in addition to guiding you through the basics of the new and improved deep learning modules. By the end of this Learning Path, you will have mastered commonly used computer vision techniques to build OpenCV projects from scratch. This Learning Path includes content from the following Packt books: Mastering OpenCV 4 - Third Edition by Roy Shilkrot and David Millán Escrivá Learn OpenCV 4 By Building Projects - Second Edition by David Millán Escrivá, Vinícius G. Mendonça, and Prateek Joshi What you will learn Stay up-to-date with algorithmic design approaches for complex computer vision tasks Work with OpenCV's most up-to-date API through various projects Understand 3D scene reconstruction and Structure from Motion (SfM) Study camera calibration and overlay augmented reality (AR) using the ArUco module Create CMake scripts to compile your C++ application Explore segmentation and feature extraction techniques Remove backgrounds from static scenes to identify moving objects for surveillance Work with new OpenCV functions to detect and recognize text with Tesseract Who this book is for If you are a software developer with a basic understanding of computer vision and image processing and want to develop interesting computer vision applications with OpenCV, this Learning Path is for you. Prior knowledge of C++ and familiarity with mathematical concepts will help you better understand the concepts in this Learning Path.

Brannigan's Building Construction for the Fire Service Nfpa 2013-10-30 For over forty years, Brannigan's Building Construction of the Fire Service has been the fire service's most trusted and comprehensive building construction resource available. Now in its Fifth Edition, this bestselling resource continues to honor Frank Brannigan's legacy by continuing his passion for detail and extensive practical experience. His motto, "Know your buildings," impacts every aspect of this text. This Fifth Edition now features: Coverage of the National Fire Academy's Fire and Emergency Services in Higher Education (FESHE) Building Construction for Fire Protection course objectives, New stand-alone chapter on New, Light, Green (Solar), and Modular Construction, and more. Important Notice: The digital edition of this book is missing some of the images or content found in the physical edition.

Marshall Field's Jay Pridmore 2002 At the time of its construction, the Marshall Field's Department Store was the largest department store in the world. Photographs and text detail the architectural details of the Chicago landmark. Coverage includes earlier buildings inhabited by the store to recent annexes built into the classic structure. Annotation c. Book News, Inc., Portland, O

Building with Stone Charles McRaven 1989-01-08 Enhance your life with beautiful and durable stone structures. With easy-to-follow instructions and an approachable style, master stonemason Charles McRaven guides you through a variety of building projects that include walls, dams, bridges, and more. As alluring as a warm stone fireplace, McRaven's contagious love of materials and respect for careful craftsmanship captivates and inspires. You'll discover the beauty that can be created with simple materials, honest labor, and concentrated patience.

State-Building Francis Fukuyama 2014-09-05 Francis Fukuyama famously predicted "the end of history" with the ascendancy of liberal democracy and global capitalism. The topic of his latest book is, therefore, surprising: the building of new nation-states. The end of history was never an automatic procedure, Fukuyama argues, and the well-governed polity was always its necessary precondition. "Weak or failed states are the source of many of the world's most serious problems," he believes. He traces what we know—and more often don't know—about how to transfer functioning public institutions to developing countries in ways that will leave something of permanent benefit to the citizens of the countries concerned. These are important lessons, especially as the United States wrestles with its responsibilities in Afghanistan, Iraq, and beyond. Fukuyama begins State-Building with an account of the broad importance of "stateness." He rejects the notion that there can be a science of public administration, and discusses the causes of contemporary state weakness. He ends the book with a discussion of the consequences of weak states for international order, and the grounds on which the international community may legitimately intervene to prop them up.

Take One Building : Interdisciplinary Research Perspectives of the Seattle Central Library Ruth Conroy Dalton 2016-11-25 This book evaluates how we experience and understand buildings in different ways depending upon our academic and professional background. With reference to Rem Koolhaas' Seattle Central Library, the book illustrates a range of different methods available through its application to the building. By seeing such a variety of different research methods applied to one setting, it provides the opportunity for researchers to understand how tools can highlight various aspects of a building and how those different methods can augment, or complement, each other. Unique to this book are contributions from internationally renowned academics from fields including architecture, ethnography, architectural criticism, phenomenology, sociology, environmental psychology and cognitive science, all of which are united by a single, real-world application, the Seattle Central Library. This book will be of interest to architects and students of architecture as well as disciplines such as ethnography, sociology, environmental psychology, and cognitive science that have an interest in applying research methods to the built environment.

The Forgotten Art of Building a Good Fireplace Vrest Orton 2000 "How to alter unsatisfactory fireplaces & to build new ones in the 18th century fashion"--Cover.

Creating Community, Revised and Updated Edition Andy Stanley 2021 "Creating Community" shares clear and simple principles to help people connect in the kind of meaningful, life-changing relationships that God desires for each person.

Research Methods for Business Uma Sekaran 2010-02-02 Research Methods for Business: A Skill Building Approach,5th Edition is a concise and straightforward introduction for students to the world of business research. The skill building approach provides students with practical perspectives on how research can be applied in real business situations. Maintaining Uma Sekaran's popular and accessible style of writing, Roger Bougie draws upon his extensive experience of the field to present an up-to-date guide on business research for the aspiring future manager. The fifth edition has a new chapter on qualitative data analysis, featuring a case study of the research process. The chapters on scientific investigation, the broad problem area and defining the problem statement, measurement of variables, experimental designs, sampling, and quantitative data analysis have all been substantially revised. Additional real-life cases have been included and examples are taken from Europe, Asia and the US to give students a comprehensive view of modern business research methods.

Affordable Outdoor Kitchens Steve Cory 2014-10-06 This book brings attractive and functional outdoor kitchens within the reach of budget-conscious homeowners, with lots of design ideas, plenty of dream kitchens for inspiration, and more than 300 clear how-to photographs. Highly accessible DIY instructions carefully guide the reader through all aspects of construction--even cutting and installing a granite countertop. It shows you how to build lightweight "masonry" counters using steel studs and concrete backboard and offers alternatives to high-end appliances to save money. Also included are accessories and amenities to affordably customize an outdoor kitchen: fire pits, a variety of adobe/clay ovens, pergolas, awnings, TV and stereo equipment, mosquito abatement, misters and heaters, fireplaces, pizza ovens, and standup "churrasco" grills.

The Craft of Modular Post & Beam James Mitchell 1997 Discusses the elements involved in building log homes, including design, wood, tools, joinery, and hewing methods

Building a Positive and Supportive Classroom (Quick Reference Guide) Julie Causton 2020-09-25 Julie Causton and Kate MacLeod provide heartfelt and compassionate strategies to help teachers work with students who exhibit challenging behavior.

Practical Handbook of Multi-Tiered Systems of Support Rachel Brown-Chidsey 2015-12-15 Accessible and comprehensive, this book shows how to build a schoolwide multi-tiered system of support (MTSS) from the ground up. The MTSS framework encompasses tiered systems such as response to intervention (RTI) and positive behavioral interventions and supports (PBIS), and is designed to help all K-12 students succeed. Every component of an MTSS is discussed: effective instruction, the role of school teams, implementation in action, assessment, problem solving, and data-based decision making. Practitioner-friendly features include reflections from experienced implementers and an extended case study. Reproducible checklists and forms can be downloaded and printed in a convenient 8 1/2" x 11" size.

Building State Capability Matt Andrews 2017 Introduction : the "long voyage of discovery" -- The big stuck in state capability -- Looking like a state : the seduction of isomorphic mimicry -- Premature load bearing : doing too much too soon -- Capability for policy implementation -- What type of organization capability is needed? -- The challenge of building (real) state capability for implementation -- Doing problem-driven work -- The searchframe : doing experimental iterations -- Managing your authorizing environment -- Building state capability at scale through

groups.

The Building Boy Ross Montgomery 2016-08-30 All at once, it was as if the stars leapt closer. Grandma grabbed the boy, raising him high above the rooftiles on her head. She was alive! The boy's grandma was a famous architect. Her garden is still full of old building materials. Unwilling to accept she has gone, the boy builds a giant structure from the bricks and girders he finds. And then ... Grandma comes to life! The boy is whisked away on an epic adventure across fields, through oceans and atop roofs. But where is Grandma taking him? Beautiful, thrilling and extremely moving: the extraordinary debut picture book from much-loved author, Ross Montgomery.

Building the Empire State Skyscraper Museum 1998 Traces the construction of the Empire State Building, which was completed in eleven months, and presents highlights from the notebooks of the firm that built it

Keeping the Wonder Jenna Copper 2021-07-22 Embarking on your first solo road trip. Receiving a special surprise that arrives out of the blue. Finding a sudden flash of inspiration that sets you on a wondrous new path. When we think about the moments that stand out in our memory, it's clear that our minds hold onto the unusual or unexpected. By tapping into students' innate curiosity, you can design memorable, meaningful learning experiences that captivate their interest and ignite their imaginations. Structured around four key elements that fuel engagement-surprise, curiosity, freedom, and inspiration-Keeping the Wonder offers practical strategies and abundant inspiration for K-12 educators to create lessons that are fun and compelling. Combining enchanting anecdotes, real-world experience, and a wealth of research, the authors share their collective expertise as educators and founders of the innovative Keeping the Wonder workshop. In this dynamic handbook, Jenna, Ashley, Abby, and Staci offer a fresh approach to learning through the lens of wonder. By providing creative ideas for switching up standard lesson plans in ways both subtle and profound, they show us how to recapture our fascination with the world by employing all of our senses, and enhance engagement and critical thinking for students and teachers alike. Endorsements Before reading Keeping the Wonder, I saw my social studies classroom for what it was: brick walls, desks, and a few colorful posters. Today, I see magic seeping through the cracks of every space. Keeping the Wonder reignited my passion for student engagement and learning with every turn of the page. -Dr. Jacob Bauer Zebley, high school social studies teacher and 2015 Cecil County Teacher of the Year From personal stories, practical advice, and research-based strategies, Keeping the Wonder is a book you will reach for time and again. After reading, you'll start looking not just at your own classroom and curriculum through the lens of wonder, but the world around you. A must read for any teacher who is looking to bring that sense of curiosity and love of learning back into their classroom. -Caitlin Mitchell and Jessica Cannata, cofounders of EB Academics and bestselling authors of The Empowered ELA Teacher

Handbook of Green Building Design and Construction Sam Kubba 2016-10-15 Handbook of Green Building Design and Construction: LEED, BREEAM, and Green Globes, Second Edition directly addresses the needs of building professionals interested in the evolving principles, strategies, and concepts of green/sustainable design. Written in an easy to understand style, the book is updated to reflect new standards to LEED. In addition, readers will find sections that cover the new standards to BREEAM that involve new construction Infrastructure, data centers, warehouses, and existing buildings. Provides vital information and penetrating insights into three of the top Green Building Codes and Standards applied Internationally Includes the latest updates for complying with LEED v4 Practices and BREEAM Presents case studies that draws on over 35 years of personal experience from across the world

The Brain Building Book Liz Angoff 2020-09-25 A workbook-style interactive book to help young students understand their learning profiles.

The Backyard Homestead Book of Building Projects Spike Carlsen 2014-03-14 Gardeners, small farmers, and outdoor living enthusiasts will love this compilation of 76 rustic DIY projects. From plant supports and clotheslines to a chicken coop, a greenhouse, and a root cellar with storage bins, most of the projects are suitable for complete novices, and all use just basic tools and easy-to-find materials. You'll find techniques to build whatever your outdoor world is missing, with additional tips to live sustainably, happily, and independently.

Sears Tower Jay Pridmore 2002 The Nation's Largest Retailer wanted the largest headquarters in the nation, and they got it -- in spades. Designed by Skidmore, Owings & Merrill (SOM), the 110-story, anodized aluminum-clad Sears Tower occupies three acres in the West Loop. The bundled-tube construction allowed for more windows and more corner offices per square foot. The total area within the Tower is 4.4 million square feet; the Sky Deck on the 103rd floor offers tremendous views and welcomes more than 1 million visitors yearly. When SOM realized that their design was only ten stories short of what was supposed to be the record-breaking height of the World Trade Center then under construction (1,368 feet), they broke the record, coming in at 1,454 feet. The move of Sears and Roebuck employees into the Tower was the biggest corporate move in American history. In the late 1980s Sears and Roebuck left the building, but it continues to thrive, a timeless monument to American ingenuity.

Building Electro-Optical Systems Philip C. D. Hobbs 2009-08-03 Praise for the First Edition "Now a new laboratory bible for optics researchers has joined the list: it is Phil Hobbs's Building Electro-Optical Systems: Making It All Work." —Tony Siegman, Optics & Photonics News Building a modern electro-optical instrument may be the most interdisciplinary job in all of engineering. Be it a DVD player or a laboratory one-off, it involves physics, electrical engineering, optical engineering, and computer science interacting in complex ways. This book will help all kinds of technical people sort through the complexity and build electro-optical systems that just work, with maximum insight and minimum trial and error. Written in an engaging and conversational style, this Second Edition has been updated and expanded over the previous edition to reflect technical advances and a great many conversations with working designers. Key features of this new edition include: Expanded coverage of detectors, lasers, photon budgets, signal processing scheme planning, and front ends Coverage of everything from basic theory and measurement principles to design debugging and integration of optical and electronic systems Supplementary material is available on an ftp site, including an additional chapter on thermal Control and Chapter problems highly relevant to real-world design Extensive coverage of high performance optical detection and laser noise cancellation Each chapter is full of useful lore from the author's years of experience building advanced instruments. For more background, an appendix lists 100 good books in all relevant areas, introductory as well as advanced. Building Electro-Optical Systems: Making It All Work, Second Edition is essential reading for researchers, students, and professionals who have systems to build.

Building Evolutionary Architectures Neal Ford 2017-09-18 The software development ecosystem is constantly changing, providing a constant stream of new tools, frameworks, techniques, and paradigms. Over the past few years, incremental developments in core engineering practices for software development have created the foundations for rethinking how architecture changes over time, along with ways to protect important architectural characteristics as it evolves. This practical guide ties those parts together with a new way to think about architecture and time.

Whole Building Life Cycle Assessment Wblca Guide Special Project Working Group 2018-08-31 This report serves as a guide for the project team to define and model the structural system within the reference building design as required by green building standards and rating systems.

Building Regulations in Brief Ray Tricker 2022-05-27 This tenth edition of the most popular and trusted guide reflects all the latest amendments to the Building Regulations, planning permission and the Approved Documents in England and Wales. This includes coverage of the recent changes to use classes, updated sections on planning permission, permitted development and application fees. We have included the revisions to Approved Document B (as a result of the Hackitt Review), as well as the latest changes to Approved Documents F and L, and the new documents O (overheating) and S (electric vehicle charging points), which come into effect in June 2022. Giving practical information throughout on how to work with (and within) the Regulations, this book enables compliance in the simplest and most cost-effective manner possible. The no-nonsense approach of Building Regulations in Brief

cuts through any confusion and explains the meaning of the Regulations. Consequently, it has become a favourite for anyone working in or studying the building industry, as well as those planning to have work carried out on their home. It is essential reading for all building contractors and subcontractors, site engineers, building engineers, building control officers, building surveyors, architects, construction site managers and DIYers.

Building Systems 2003-07 Building Systems Magazine (BSM) is an award winning United States-based trade magazine read by builders, developers and general contractors using or considering using innovative construction technologies. Once commonly known as "pre-fab," today's modern building systems employ innovative materials and techniques to create residential or commercial structures in a factory setting in a fraction of the time it takes to site build. BSM focuses mainly on log, timber frame, modular, panel, and structural insulated panel building technologies. Since factory fabrication and site preparation take place simultaneously, structures are finished and ready for occupancy in weeks, rather than months or years as required by conventional site-building schedules.

To Err Is Human Institute of Medicine 2000-03-01 Experts estimate that as many as 98,000 people die in any given year from medical errors that occur in hospitals. That's more than die from motor vehicle accidents, breast cancer, or AIDS--three causes that receive far more public attention. Indeed, more people die annually from medication errors than from workplace injuries. Add the financial cost to the human tragedy, and medical error easily rises to the top ranks of urgent, widespread public problems. To Err Is Human breaks the silence that has surrounded medical errors and their consequence--but not by pointing fingers at caring health care professionals who make honest mistakes. After all, to err is human. Instead, this book sets forth a national agenda--with state and local implications--for reducing medical errors and improving patient safety through the design of a safer health system. This volume reveals the often startling statistics of medical error and the disparity between the incidence of error and public perception of it, given many patients' expectations that the medical profession always performs perfectly. A careful examination is made of how the surrounding forces of legislation, regulation, and market activity influence the quality of care provided by health care organizations and then looks at their handling of medical mistakes. Using a detailed case study, the book reviews the current understanding of why these mistakes happen. A key theme is that legitimate liability concerns discourage reporting of errors--which begs the question, "How can we learn from our mistakes?" Balancing regulatory versus market-based initiatives and public versus private efforts, the Institute of Medicine presents wide-ranging recommendations for improving patient safety, in the areas of leadership, improved data collection and analysis, and development of effective systems at the level of direct patient care. To Err Is Human asserts that the problem is not bad people in health care--it is that good people are working in bad systems that need to be made safer. Comprehensive and straightforward, this book offers a clear prescription for raising the level of patient safety in American health care. It also explains how patients themselves can influence the quality of care that they receive once they check into the hospital. This book will be vitally important to federal, state, and local health policy makers and regulators, health professional licensing officials, hospital administrators, medical educators and students, health caregivers, health journalists, patient advocates--as well as patients themselves. First in a series of publications from the Quality of Health Care in America, a project initiated by the Institute of Medicine

Audel Complete Building Construction Mark Richard Miller 2004-10-22 You can build on this foundation Whether construction is your livelihood or you're just planning a home addition, you need to know the latest about materials, methods, and more. From locating the structure on the site to installing roof shingles, this book helps you make responsible decisions about every stage of building construction. Fully updated with information about available resources, new materials, and recent code changes, it helps you build cost-effective, energy-efficient structures with confidence. * Understand how different types of lots, covenants, and zoning will affect structure placement * Consider the Air Freezing Index and Degree Days when planning foundations * Look at the pros and cons of welded wire fabric in concrete work * Explore low-E window glass, heat mirror, and switchable glazings * Find out what insulation and ventilation procedures are most effective * Learn about the properties of Gyponsite(TM) and FiberBond(TM) in interior construction * Handle the radon hazard and other environmental issues

Building Microservices Sam Newman 2015-02-02 Annotation Over the past 10 years, distributed systems have become more fine-grained. From the large multi-million line long monolithic applications, we are now seeing the benefits of smaller self-contained services. Rather than heavy-weight, hard to change Service Oriented Architectures, we are now seeing systems consisting of collaborating microservices. Easier to change, deploy, and if required retire, organizations which are in the right position to take advantage of them are yielding significant benefits. This book takes an holistic view of the things you need to be cognizant of in order to pull this off. It covers just enough understanding of technology, architecture, operations and organization to show you how to move towards finer-grained systems.

Building by the Book Robert P. Guter 1992 Demonstrates how architectural ideas from books and popular periodicals helped shape New Jersey's landscape from the colonial era to World War II

Base Building for Cyclists Thomas Chapple 2006 Once the season starts, most cyclists are saving every spare moment for the road. The miles to ride in preparation for upcoming races leave little time for fundamentals like strength training or cross-training. This is just one of the reasons why Thomas Chapple argues that the success of the upcoming season depends on the extent to which you can build your foundation of aerobic fitness, or your "base," for the road ahead. After identifying a cyclist's strengths and limiters, it is time to sacrifice the volume of training and the perceived level of fitness in order to increase intensity and broaden the aerobic base. In effect, this builds a bigger engine and the cyclist is then able to work back up to the higher volumes and an overall improved levels of fitness and speed. But Chapple's guidance for cyclists extends past the important off-season months to establish a more efficient plan for the upcoming year. A stronger base makes a stronger, faster cyclist.

Building a StoryBrand Donald Miller 2017-10-10 More than half-a-million business leaders have discovered the power of the StoryBrand Framework, created by New York Times best-selling author and marketing expert Donald Miller. And they are making millions. If you use the wrong words to talk about your product, nobody will buy it. Marketers and business owners struggle to effectively connect with their customers, costing them and their companies millions in lost revenue. In a world filled with constant, on-demand distractions, it has become near-impossible for business owners to effectively cut through the noise to reach their customers, something Donald Miller knows first-hand. In this book, he shares the proven system he has created to help you engage and truly influence customers. The StoryBrand process is a proven solution to the struggle business leaders face when talking about their companies. Without a clear, distinct message, customers will not understand what you can do for them and are unwilling to engage, causing you to lose potential sales, opportunities for customer engagement, and much more. In Building a StoryBrand, Donald Miller teaches marketers and business owners to use the seven universal elements of powerful stories to dramatically improve how they connect with customers and grow their businesses. His proven process has helped thousands of companies engage with their existing customers, giving them the ultimate competitive advantage. Building a StoryBrand does this by teaching you: The seven universal story points all humans respond to; The real reason customers make purchases; How to simplify a brand message so people understand it; and How to create the most effective messaging for websites, brochures, and social media. Whether you are the marketing director of a multibillion-dollar company, the owner of a small business, a politician running for office, or the lead singer of a rock band, Building a StoryBrand will forever transform the way you talk about who you are, what you do, and the unique value you bring to your customers.

Becoming an Effective Mentoring Leader: Proven Strategies for Building Excellence in Your Organization William J Rothwell 2013-01-10 Based on the material taught in ITD's certification, training, and "mega-guru" conferences, Becoming an Effective Mentoring Leader presents key concepts and strategies any managers can use to boost morale, production, and, eventually, the bottom line by including mentoring in their daily activities.