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Crisis Management By Apology Keith Michael Hearit 2006-04-21 This volume examines the role of apologia and apology in response to public attack. Author Keith Michael Hearit provides an introduction to these common components of public life, and considers a diverse list of subjects, from public figures and individuals to corporations and institutions. He explores the motivations and rationales behind apologies, and considers the ethics and legal liabilities of these actions. Hearit provides case studies throughout the volume, with many familiar examples from recent events in the United States, as well as an international apology-making case from Japan. The broad-perspective approach of this volume makes the content relevant and appealing to practitioners and scholars in public relations, business communications, and management. It is a valuable text for courses that take a discursive approach to public relations, and it also appeals to readers in business management, examining apology as a response strategy to corporate crises.

Your Reading James E. Davis 1988 An annotated listing of nearly 2,000 books of fiction, nonfiction, poetry, and drama; arranged topically under categories ranging from Abuse to Trivia; and recommended for junior high and middle school students.

Micro-bionic Thomas Bey William Bailey 2009

As mainstream music consumers wait with baited breath for the next musical upheaval, a small core of tech-savvy individuals are re-shaping the aural landscape without the assurance of being part of any larger movement. Their ideologies and creative approaches differ wildly, but they share a desire to take sound beyond the realm of mere entertainment. Drawing on extensive research into the world of audio extremity, *Micro-Bionic* includes interviews with William Bennett (Whitehouse), Peter Rehberg (Mego) and Peter Christopherson (Throbbing Gristle/Coil).

A Glossary of Literary Terms Abrams M H 2004 Alphabetically arranged and followed by an index of terms at the end, this handy reference of literary terms is bound to be of invaluable assistance to any student of English literature. Artificial Intelligence: Anthropogenic Nature vs. Social Origin Elena G. Popkova 2020-02-23 This book presents advanced research studies on the topic of artificial intelligence as a component of social and economic relations and processes. It gathers research papers from the International Research-to-Practice Conference "The 21st Century from the Positions of Modern Science: Intellectual, Digital and Innovative Aspects" (May 23-24, 2019, Nizhny Novgorod, Russia) and the International Research-to-Practice Conference "Economics of Pleasure: a Science of Enjoying Economic Activities" (October 3-5, 2019, Prague, Czech Republic). Both

conferences were organized by the Autonomous Non-Profit Organization "Institute of Scientific Communications" (Volgograd). What sets this book apart from other publications on the topic of artificial intelligence is that it approaches AI not as a technological tool, but as an economic entity. Bringing together papers by representatives of various fields of social and human knowledge, it systematically reflects on various economic, social, and legal aspects of the creation, application, and development of artificial intelligence. Given the multidisciplinary nature of its content, the book will appeal to a broad target audience, including those engaged in developing AI (scientific research institutes and universities), and Industry 4.0 enterprises interested in its implementation, as well as state regulators for the digital economy.

Advances in Intelligent Computing and Communication Mihir Narayan Mohanty 2020-01-13 This book features high-quality research papers presented at the 2nd International Conference on Intelligent Computing and Advances in Communication (ICAC 2019), held at Siksha 'O' Anusandhan Deemed to be University, Bhubaneswar, Odisha, India, in November 2019. Covering a wide variety of topics, including management of clean and smart energy systems and environmental challenges, it is a valuable resource for researchers and practicing engineers working in various fields of renewable energy generation, and clean and smart energy management.

A Grammar of Motives Kenneth Burke 1969-10 "What is involved, when we say what people are doing and why they are doing it? An answer to that question is the subject of this book."--Mr. Burke, as quoted on the cover.

Zélinde, comédie Jean Donneau de Visé 1968
Effective Public Relations Glen M. Broom 2008 For courses in Introductory Public Relations. Cutlip & Center offers students the gold standard in public relations, providing the most up-to-date reference in the market. In the new edition, Glen Broom continues the work of Cutlip and Center by providing the most up-to-date reference for students.

The Dean of Lismore's Book Thomas Maclauchlan 1862

The Collaborative Economy in Action: European Perspectives Andrzej Klimczuk 2021-10-04 The

book titled *The Collaborative Economy in Action: European Perspectives* is one of the important outcomes of the COST Action CA16121, *From Sharing to Caring: Examining the Socio-Technical Aspects of the Collaborative Economy* (short name: *Sharing and Caring*; sharingandcaring.eu) that was active between March 2017 and September 2021. The Action was funded by the European Cooperation in Science and Technology - COST (www.cost.eu/actions/CA16121). The main objective of the COST Action *Sharing and Caring* is the development of a European network of researchers and practitioners interested in investigating the collaborative economy models, platforms, and their socio-technological implications. The network involves scholars, practitioners, communities, and policymakers. The COST Action *Sharing and Caring* helped to connect research initiatives across Europe and enabled scientists to develop their ideas by collaborating with peers. This collaboration opportunity represented a boost for the participants' research, careers, and innovation potential. The main aim of this book is to provide a comprehensive overview of the collaborative economy (CE) in European countries with a variety of its aspects for a deeper understanding of the phenomenon as a whole. For this reason, in July 2017, an open call for country reports was distributed among the members of the COST Action *Sharing and Caring*.

Representatives of the member countries were invited to produce short country reports covering: definition(s) of the CE; types and models of the CE; key stakeholders involved; as well as legislation and technological tools relevant for the CE. Submitted reports varied in length and regarding the level of detail included, in accordance with how much information was available in each respective country at the time of writing. Editors of the book have compiled these early reports into a summary report, which was intended as a first step in mapping the state of the CE in Europe. The Member Countries Report on the Collaborative Economy, edited by Gaia Mosconi, Agnieszka Lukasiewicz, and Gabriela Avram (2018) that was published on the *Sharing and Caring* website, represented its first synergetic outcome and provided an overview of the CE phenomenon as interpreted and

manifested in each of the countries part of the network. Additionally, Sergio Nassare-Aznar, Kosjenka Dumančić, and Giulia Piora compiled a Preliminary Legal Analysis of Country Reports on Cases of Collaborative Economy (2018). In 2018, after undertaking an analysis of the previous reports' strengths and weaknesses, the book editors issued a call for an updated version of these country reports. Prof. Ann Light advised the editorial team, proposing a new format for country reports and 4000 words limit. The template included: Introduction, Definition, Key Questions, Examples, Illustration, Context, Developments, Issues, Other Major Players, and Relevant Literature. The new template was approved by the Management Committee in October 2018. The task force that had supported the production of the first series of country reports (Dimitar Trajanov, Maria del Mar Alonso, Bálint Balázs, Kosjenka Dumančić, and Gabriela Avram) acted as mentors for the team of authors in each country. The final reports arrived at the end of 2018, bringing the total number of submissions to 30 (twenty-nine European countries plus Georgia). A call for book editors was issued, and a new editorial team was formed by volunteers from the participants of the COST Action: Andrzej Klimczuk, Vida Česnuiyte, Cristina Miguel, Santa Mijalche, Gabriela Avram, Bori Simonovits, Bálint Balázs, Kostas Stefanidis, and Rafael Laurenti. The editorial team organized the double-blind reviews of reports and communicated to the authors the requirements for improving their texts. After reviews, the authors submitted updated versions of their country reports providing up-to-date interdisciplinary analysis on the state of the CE in 2019, when the reports were collected. During the final phase, the chapters were again reviewed by the lead editors together with all editorial team members. At the time, the intention was to update these reports again just before the end of the COST Action Sharing and Caring in 2021 and to produce a third edition. However, the COVID-19 pandemic changed these plans. Thus, this final volume was created by 82 scholars-editors and contributors-and consists of reports on 27 countries participating in the COST Action.

practical electricity terrel croft 1917

History in Mathematics Education John Fauvel

2006-04-11 This ground-breaking book investigates how the learning and teaching of mathematics can be improved through integrating the history of mathematics into all aspects of mathematics education: lessons, homework, texts, lectures, projects, assessment, and curricula. It draws upon evidence from the experience of teachers as well as national curricula, textbooks, teacher education practices, and research perspectives across the world. It includes a 300-item annotated bibliography of recent work in the field in eight languages.

Exploring Writing John Langan 2007

India's New Capitalists H. Damodaran

2008-06-25 In order to do business effectively in contemporary South Asia, it is necessary to understand the culture, the ethos, and the region's new trading communities. In tracing the modern-day evolution of business communities in India, this book uses social history to systematically document and understand India's new entrepreneurial groups.

Household Politics Don Herzog 2013-04-30

Contends that, though early modern English canonical sources and sermons often urge the subordination of women, this was not indicative of public life, and that husbands, wives and servants often struggled over authority in the household.

The Modern Satiric Grotesque and Its

Traditions John R. Clark 2014-07-15 Thomas

Mann predicted that no manner or mode in literature would be so typical or so pervasive in the twentieth century as the grotesque.

Assuredly he was correct. The subjects and methods of our comic literature (and much of our other literature) are regularly disturbing and often repulsive -- no laughing matter. In this ambitious study, John R. Clark seeks to elucidate the major tactics and topics deployed in modern literary dark humor. In Part I he explores the satiric strategies of authors of the grotesque, strategies that undercut conventional usage and form: the de-basement of heroes, the denigration of language and style, the disruption of normative narrative technique, and even the debunking of authors themselves. Part II surveys major recurrent themes of grotesquerie: tedium, scatology, cannibalism, dystopia, and Armageddon or the end of the world. Clearly the

literature of the grotesque is obtrusive and ugly, its effect morbid and disquieting -- and deliberately meant to be so. Grotesque literature may be unpleasant, but it is patently insightful. Indeed, as Clark shows, all of the strategies and topics employed by this literature stem from age-old and spirited traditions. Critics have complained about this grim satiric literature, asserting that it is dank, cheerless, unsavory, and negative. But such an interpretation is far too simplistic. On the contrary, as Clark demonstrates, such grotesque writing, in its power and its prevalence in the past and present, is in fact conventional, controlled, imaginative, and vigorous -- no mean achievements for any body of art.

Anthology of Musical Forms - Structure & Style (Expanded Edition) Leon Stein 1999-11-27

Structure and Style, first published in 1962 and expanded in 1979, fills the need for new ways of analysis that put 20th-century music in perspective. It spans forms in use before 1600 through forms and techniques in use today.

Anthology of Musical Forms provides musical examples of forms treated in Structure and Style. Some examples are analyzed throughout. Most are left for the student to analyze. These books reflect Leon Stein's impressive background as student, musician, and composer. Stein studied composition with Leo Sowerby, Frederick Stock (conductor of the Chicago Symphony) and orchestration with Eric DeLamarter, his assistant. He earned M. Mus and Ph.D degrees at DePaul University and was associated with its School of Music as director of the Graduate Division and chairman of the Department of Theory and Composition until his retirement in 1976. He has composed a wide variety of works, including compositions for orchestra, chamber combinations, two operas, and a violin concerto.

Walden Henry David Thoreau 1882

The Moral Un-Neutrality of Science C. P. Snow 2011-06-01

Each Wild Idea Geoffrey Batchen 2002-02-22

Essays on photography and the medium's history and evolving identity. In Each Wild Idea, Geoffrey Batchen explores a wide range of photographic subjects, from the timing of the medium's invention to the various implications of cyberculture. Along the way, he reflects on

contemporary art photography, the role of the vernacular in photography's history, and the Australianness of Australian photography. The essays all focus on a consideration of specific photographs—from a humble combination of baby photos and bronzed booties to a masterwork by Alfred Stieglitz. Although Batchen views each photograph within the context of broader social and political forces, he also engages its own distinctive formal attributes. In short, he sees photography as something that is simultaneously material and cultural. In an effort to evoke the lived experience of history, he frequently relies on sheer description as the mode of analysis, insisting that we look right at—rather than beyond—the photograph being discussed. A constant theme throughout the book is the question of photography's past, present, and future identity.

Basic Education Rights Handbook Faranaaz Veriava 2017

Book of Rhymes Adam Bradley 2017-06-27 If asked to list the greatest innovators of modern American poetry, few of us would think to include Jay-Z or Eminem in their number. And yet hip hop is the source of some of the most exciting developments in verse today. The media uproar in response to its controversial lyrical content has obscured hip hop's revolution of poetic craft and experience: Only in rap music can the beat of a song render poetic meter audible, allowing an MC's wordplay to move a club-full of eager listeners. Examining rap history's most memorable lyricists and their inimitable techniques, literary scholar Adam Bradley argues that we must understand rap as poetry or miss the vanguard of poetry today. *Book of Rhymes* explores America's least understood poets, unpacking their surprisingly complex craft, and according rap poetry the respect it deserves.

The Sciences in the European Periphery During the Enlightenment K. Gavroglu 2013-03-07 The articles in this volume of ARCHIMEDES examine particular cases of 'reception' in ways that emphasize pressing historiographical and methodological issues. Such issues arise in any consideration of the transmission and appropriation of scientific concepts and practices that originated in the several 'centers'

of European learning, subsequently to appear (often in considerably altered guise) in regions at the European periphery. They discuss the transfer of new scientific ideas, the mechanisms of their introduction, and the processes of their appropriation at the periphery. The themes that frame the discussions of the complex relationship between the origination of ideas and their reception include the ways in which the ideas of the Scientific Revolution were introduced, the particularities of their expression in each place, the specific forms of resistance encountered by these new ideas, the extent to which such expression and resistance displays national characteristics, the procedures through which new ways of dealing with nature were made legitimate, and the commonalities and differences between the methods developed by scholars for handling scientific issues.

Data Science and Analytics Usha Batra
2020-05-28 This two-volume set (CCIS 1229 and CCIS 1230) constitutes the refereed proceedings of the 5th International Conference on Recent Developments in Science, Engineering and Technology, REDSET 2019, held in Gurugram, India, in November 2019. The 74 revised full papers presented were carefully reviewed and selected from total 353 submissions. The papers are organized in topical sections on data centric programming; next generation computing; social and web analytics; security in data science analytics; big data analytics.

There Was a Country Chinua Achebe 2012-10-11
From the legendary author of *Things Fall Apart* comes a long-awaited memoir about coming of age with a fragile new nation, then watching it torn asunder in a tragic civil war. The defining experience of Chinua Achebe's life was the Nigerian civil war, also known as the Biafran War, of 1967-1970. The conflict was infamous for its savage impact on the Biafran people, Chinua Achebe's people, many of whom were starved to death after the Nigerian government blockaded their borders. By then, Chinua Achebe was already a world-renowned novelist, with a young family to protect. He took the Biafran side in the conflict and served his government as a roving cultural ambassador, from which vantage he absorbed the war's full horror. Immediately after, Achebe took refuge in an academic post in the United States, and for

more than forty years he has maintained a considered silence on the events of those terrible years, addressing them only obliquely through his poetry. Now, decades in the making, comes a towering reckoning with one of modern Africa's most fateful events, from a writer whose words and courage have left an enduring stamp on world literature. Achebe masterfully relates his experience, both as he lived it and how he has come to understand it. He begins his story with Nigeria's birth pangs and the story of his own upbringing as a man and as a writer so that we might come to understand the country's promise, which turned to horror when the hot winds of hatred began to stir. To read *There Was a Country* is to be powerfully reminded that artists have a particular obligation, especially during a time of war. All writers, Achebe argues, should be committed writers—they should speak for their history, their beliefs, and their people. Marrying history and memoir, poetry and prose, *There Was a Country* is a distillation of vivid firsthand observation and forty years of research and reflection. Wise, humane, and authoritative, it will stand as definitive and reinforce Achebe's place as one of the most vital literary and moral voices of our age.

The Big Book of BTS Katy Sprinkel 2019-10-01
Between selling out arenas, presenting at the Grammy Awards, and dropping mixtapes, BTS has still found time to release chart-topping hits like "Fake Love" and "Idol." For these K-Pop icons, the best may still be yet to come. *The Big Book of BTS* is the ultimate guide to all things Bangtan. Including more than 100 full-color photographs, fans are provided an in-depth look at the lives of RM, J-Hope, Suga, Jimin, V, Jin, and Jungkook. This keepsake explores their meteoric rise, musical influences, unbeatable style, far-reaching activism, and bond with fans. A must-have for ARMYs as well as new K-Pop fans everywhere!

The Stylus Phantasticus and Free Keyboard Music of the North German Baroque Paul Collins
2017-07-05 The concept of stylus phantasticus (or fantastic style) as it was expressed in free keyboard music of the north German Baroque forms the focus of this book. Exploring both the theoretical background to the style and its application by composers and performers, Paul Collins surveys the development of Athanasius

Kirchers original concept and its influence on music theorists such as Brossard, Janovka, Mattheson, and Walther. Turning specifically to fantasist composers of keyboard works, the book examines the keyboard toccatas of Merulo, Fresobaldi, Rossi and Froberger and their influence on north German organists Tunder, Weckmann, Reincken, Buxtehude, Bruhns, Lubeck, Bohm, and Leyding. The free keyboard music of this distinguished group highlights the intriguing relationship at this time between composition and performance, the concept of fantasy, and the understanding of originality and individuality in seventeenth-century culture.

Message and Medium Caroline Tagg 2020-05-18 Studies of digital communication technologies often focus on the apparently unique set of multimodal resources afforded to users and the development of innovative linguistic strategies for performing mediatised identities and maintaining online social networks. This edited volume interrogates the novelty of such practices by establishing a transhistorical approach to the study of digital communication. The transhistorical approach explores language practices as lived experiences grounded in historical contexts, and aims to identify those elements of human behaviour that transcend historical boundaries, looking beyond specific developments in communication technologies to understand the enduring motivations and social concerns that drive human communication. The volume reveals long-term patterns in the indexical functions of seemingly innovative written and multimodal resources and the ideologies that underpin them, and shows that methods are not necessarily contingent on their datasets: historical analytic frameworks can be applied to digital data and newer approaches used to understand historical data. These insights present exciting opportunities for English language researchers, both historical and modern.

Economic Development Michael P. Todaro 2009 *Economic Development*, 10/e is the leading textbook in this field, providing a complete and balanced introduction to the requisite theory, the driving policy issues, and the latest research. *Principles and Concepts: Economics, Institutions, and Development: A Global Perspective; Comparative Economic*

Development; Classic Theories of Economic Growth and Development; Contemporary Models of Development and Underdevelopment. Problems and Policies: Domestic: Poverty, Inequality, and Development; Population Growth and Economic Development: Causes, Consequences, Controversies; Urbanization and Rural-Urban Migration: Theory and Policy; Human Capital: Education and Health in Economic Development; Agricultural Transformation and Rural Development; The Environment and Development; Development Policymaking and the Roles of Market, State, and Civil Society. Problems and Policies: International and Macro: International Trade Theory and Development Strategy; Balance of Payments, Developing-Country Debt, and Issues in Macroeconomic Stabilization; Foreign Finance, Investment, and Aid: Controversies and Opportunities; Finance and Fiscal Policy for Development; Some Critical Issues for the Twenty-First Century. For all readers interested in economic development.

Italian Mathematics Between the Two World Wars Angelo Guerraggio 2006-01-20 This book describes Italian mathematics in the period between the two World Wars. It analyzes the development by focusing on both the interior and the external influences. Italian mathematics in that period was shaped by a colorful array of strong personalities who concentrated their efforts on a select number of fields and won international recognition and respect in an incredibly short time. Consequently, Italy was considered a third mathematical power after France and Germany.

Messages, Signs, and Meanings Marcel Danesi 2004 *Messages, Signs, and Meanings* can be used directly in introductory courses in semiotics, communications, media, or culture studies. Additionally, it can be used as a complementary or supplementary text in courses dealing with cognate areas of investigation (psychology, mythology, education, literary studies, anthropology, linguistics). The text builds upon what readers already know intuitively about signs, and then leads them to think critically about the world in which they live - a world saturated with images of all kinds that a basic knowledge of semiotics can help filter and deconstruct. The text also provides

opportunities for readers to do "hands-on" semiotics through the exercises and questions for discussion that accompany each chapter. Biographical sketches of the major figures in the field are also included, as is a convenient glossary of technical terms. The overall plan of the book is to illustrate how message-making and meaning-making can be studied from the specific vantage point of the discipline of semiotics. This third edition also includes updated discussions of information technology throughout, focusing especially on how meanings are now negotiated through such channels as websites, chat rooms, and instant messages.

The Namesake Jhumpa Lahiri 2007-03 Gogol is named after his father's favourite author. But growing up in an Indian family in suburban America, the boy starts to hate his name and itches to cast it off, along with the inherited values it represents. Gogol sets off on his own path only to discover that the search for identity depends on much more than a name.

Silence John Cage 1961-06 John Cage is the outstanding composer of avant-garde music today. The Saturday Review said of him: "Cage possesses one of the rarest qualities of the true creator- that of an original mind- and whether that originality pleases, irritates, amuses or outrages is irrelevant." "He refuses to sermonize or pontificate. What John Cage offers is more refreshing, more spirited, much more fun-a kind of carefree skinny-dipping in the infinite. It's what's happening now." -The American Record Guide "There is no such thing as an empty space or an empty time. There is always something to see, something to hear. In fact, try as we may to make a silence, we cannot. Sounds occur whether intended or not; the psychological turning in direction of those not intended seems at first to be a giving up of everything that belongs to humanity. But one must see that humanity and nature, not separate, are in this world together, that nothing was lost when everything was given away."

Expanding the Frontiers of Visual Analytics and Visualization John Dill 2012-04-17 The field of computer graphics combines display hardware, software, and interactive techniques in order to display and interact with data generated by applications. Visualization is concerned with

exploring data and information graphically in such a way as to gain information from the data and determine significance. Visual analytics is the science of analytical reasoning facilitated by interactive visual interfaces. Expanding the Frontiers of Visual Analytics and Visualization provides a review of the state of the art in computer graphics, visualization, and visual analytics by researchers and developers who are closely involved in pioneering the latest advances in the field. It is a unique presentation of multi-disciplinary aspects in visualization and visual analytics, architecture and displays, augmented reality, the use of color, user interfaces and cognitive aspects, and technology transfer. It provides readers with insights into the latest developments in areas such as new displays and new display processors, new collaboration technologies, the role of visual, multimedia, and multimodal user interfaces, visual analysis at extreme scale, and adaptive visualization.

Connectedness and Binary Branching Richard S. Kayne 1984

Latin American Art and Music Judith Page Horton 1989 This collection of essays, curriculum units, and study guides on Latin American art and musical traditions is designed to help interested teachers take a comprehensive approach to teaching these subjects. The introduction features the essay, "Media Resources Available on Latin American Culture: A Survey of Art, Architecture, and Music Articles Appearing in Americas" (K. Murray). Section 1, The Visual Arts of Latin America, has the following articles: "The Latin American Box: Environmental Aesthetics in the Classroom" (R. Robkin); "Mascaras y Danzas de Mexico y Guatemala" (J. Winzinger); "The Five Creations and Four Destructions of the Aztec World" (C. Simmons; R. Gaytan); "Art Forms of Quetzalcoatl: A Teaching Guide for Spanish, History, and Art Classes" (A. P. Crick); "The Art and Architecture of Mesoamerica: An Overview" (J. Quirarte); "Interpreting the Aztec Calendar" (L. Hall); "Mexican Muralism: Its Social-Educative Roles in Latin America and the United States" (S. Goldman); "Mexico: An Artist's History" (K. Jones); "A Historical Survey of Chicano Murals in the Southwest" (A. Rodriguez); and "El Dia de los Muertos" (C.

Hickman). Section 2, The Musical Heritage of Latin America, has an introduction: "The Study of Latin American Folk Music and the Classroom" (G. Behague) and the following articles: "Value Clarification of the Chicano Culture through Music and Dance" (R. R. de Guerrero); "'La Bamba': Reflections of Many People" (J. Taylor); "The Latin American Art Music Tradition: Some Criteria for Selection of Teaching Materials" (M. Kuss); "Mariachi Guide" (B. San Miguel); "'El Tamborito': The Panamanian Musical Heritage" (N. Samuda); "A Journey through the History of Music in Latin America" (J. Orrego-Salas); "A Multicultural Tapestry for Young People" (V. Gachen); and "A Survey of Mexican Popular Music" (A. Krohn). A list of Education Service Centers in Texas is in the appendix. (DB)

International Communication Daya Kishan Thussu 2018-12-27 The third edition of International Communication examines the profound changes that have taken place, and are continuing to take place at an astonishing speed, in international media and communication. Building on the success of previous editions, this book maps out the expansion of media and telecommunications corporations within the macro-economic context of liberalisation, deregulation and privatisation. It then goes on to explore the impact of such growth on audiences in different cultural contexts and from regional, national and international perspectives. Each chapter contains engaging case studies which exemplify the main concepts and arguments.

Effective Public Relations Scott M. Cutlip 1962

Creating Customer Evangelists Jackie Huba 2012-08-01 When customers are truly thrilled about their experience with a product or service, they have the potential to become one of its influential evangelists. Savvy marketing professionals know that this group of true believers can be leveraged as a potent force to build word of mouth that leads to new customers. *Creating Customer Evangelists* explains how to develop marketing and sales strategies that create communities of passionate customers. By cultivating a dialogue and then creating emotion-driven relationships with customers, companies can inspire grassroots support. *Creating Customer Evangelists* shows how to convert good customers into exceptional ones who willingly spread the word. "Lessons of customer evangelism related through real life company stories make this book an absorbing read." -- Harvard Business School "I'll admit it: at first, I was a skeptic. But halfway through this savvy and compelling book, I became a convert. And by the time I'd turned the last page, I'd become an evangelist. Say it with me, brothers and sisters: customer evangelism is the future!" - Dan Pink, author of *Drive* and *A Whole New Mind* "An inspiring and thorough book packed with real life examples, action items and insight." -- Emanuel Rosen, author of *The Anatomy of Buzz* Jackie Huba and Ben McConnell, authors of *Citizen Marketers*, popularized the term "customer evangelism." The Seth Godin-edited New York Times bestseller *The Big Moo* featured them among 33 of "the world's smartest business thinkers."