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Sexology in Midwifery Ana Polona Mivšek 2015-04-15 Midwives support women during the reproductive period of their lives. Dimensions of midwifery work include, in addition to the physiological aspect, psychological and spiritual issues. Midwifery activities mean involvement in the most intimate sphere of clients' lives. Women's perceptions of partnership, sexuality, pregnancy and birth are affected by their personal experiences and by the culture they live in. The same factors also influence the midwives' perception of these issues. It is therefore crucial for the midwives to be aware of certain areas of their work that have a sexual inclination and clarify their own eventual prejudices regarding sexuality, since these can affect their provision of holistic, individual and competent care to women and their families. This book deals with different aspects of sexuality that can have an influence on everyday midwifery work. It might also be of interest to different groups of people - midwives in clinical settings, midwifery educators, midwifery students and also other health professionals who manage women during the reproductive period.

School of the Seers Jonathan Welton 2009-09-28 Your how-to guide into the spirit realm! Get ready to enter the world of a seer! In this groundbreaking and revolutionary book, Jonathan Welton describes his unique journey about how God opened his spiritual eyes. He shares how you too can activate this gift in your life. The School of the Seers is the how-to guide for seeing into the spirit realm. Making insightful use of anecdotal stories, the author helps you discover vital keys from the Scripture to: See with your spiritual eyes. Use the four keys to greater experiences. Recognize what may be hindering your discernment. Access divine secrets and steward heavenly revelation. Learn how to really worship in Spirit and in Truth. Understand meditation, impartation, and so much more. The fresh and profound concepts taught in this book take a mystical subject--seers and the spirit realm--and make it relevant for your everyday life!

The Moment of Everything Shelly King 2014-09-02 In the tradition of The Cookbook Collector comes a funny, romantic novel about a young woman finding her calling while saving a used bookstore. Maggie Duprøvs, recently "involuntarily separated from payroll" at a Silicon Valley startup, is whiling away her days in The Dragonfly's Used Books, a Mountain View institution, waiting for the Next Big Thing to come along. When the opportunity arises for her to network at a Bay Area book club, she jumps at the chance-even if it means having to read Lady Chatterley's Lover, a book she hasn't encountered since college, in an evening. But the edition she finds at the bookstore is no Penguin Classics Chatterley-it's an ancient hardcover with notes in the margins between two besotted lovers of long ago. What Maggie finds in her search for the lovers and their fate, and what she learns about herself in the process, will surprise and move readers. Witty and sharp-eyed in its treatment of tech world excesses, but with real warmth at its core, The Moment of Everything is a wonderful read.

Mandarin Chinese English Bilingual Visual Dictionary 2018-02-20 Labeled drawings provide a wide range of everyday terms from the telephone to human anatomy in English and Mandarin Chinese.

To Advance Knowledge Roger L. Geiger 2017-09-29 American research universities are part of the foundation for the supremacy of American science. Although they emerged as universities in the late nineteenth century, the incorporation of research as a distinct part of their mission largely occurred after 1900. To Advance Knowledge relates how these institutions, by 1940, advanced from provincial outposts in the world of knowledge to leaders in critical areas of science. This study is the first to systematically examine the preconditions for the development of a university research role. These include the formation of academic disciplines--communities that sponsored associations and journals, which defined and advanced fields of knowledge. Only a few universities were able to engage in these activities. Indeed, universities before World War I struggled to find the means to support their own research through endowments, research funds, and faculty time. To Advance Knowledge shows how these institutions developed the size and wealth to harbor a learned faculty. The book illustrates how arrangements for research changed markedly in the 1920s when the great foundations established from the Rockefeller and Carnegie fortunes embraced the advancement of knowledge as a goal. Universities emerged in this decade as the best-suited vessels to carry this mission. Foundation resources made possible the development of an American social science. In the natural sciences, this patronage allowed the United States to gain parity with Europe on scientific frontiers, of which the most important was undoubtedly nuclear physics. The research role of universities cannot be isolated from the institutions themselves. To Advance Knowledge focuses on sixteen universities that were significantly engaged with research during this era. It analyzes all facets of these institutions--collegiate life, sources of funding, treatment of faculty--since all were relevant to shaping the research role.

Education and Learning to Think Division of Behavioral and Social Sciences and Education 1987-02-01 The economic and social challenges confronting the nation today demand that all citizens acquire and learn to use complex reasoning and thinking skills. Education and Learning to Think confronts the issues facing our schools as they take on this mission. This volume reviews previous research, highlights successful learning strategies, and makes specific recommendations about problems and directions requiring further study. Among the topics covered are the nature of thinking and learning, the possibilities of teaching general reasoning, the attempts to improve intelligence, thinking skills in academic disciplines, methods of cultivating the disposition toward higher order thinking and learning, and the integral role motivation plays in these activities.

Phonics from A to Z Wiley Blevins 1998 Provides an explanation of phonics, a method of reading instruction that focuses on the relationship between sounds and their spellings, and features over one hundred activities for the classroom, as well as sample lessons, word lists, and teaching strategies.

A New English-Hindustani Dictionary S. W. Fallon 1883

Short Stories by Munshi Premchand (Invincible Classics) Munshi Premchand 2018

Colors & Shapes Sequoia Childrens Publishing 2021-09-01 Each room in Alligator's house is full of new colors and shapes to find! The littllest learners will love pointing out bright shapes and colors while exploring the bright pages of this graphic novel.

The Dancing Girls of Lahore Louise Brown 2009-10-13 An unforgettable and compassionate look at the lives of the residents of Lahore's pleasure district The Dancing Girls of Lahore inhabit the Diamond District in the shadow of a great mosque. The 21st century goes on outside the walls, this ancient quarter, but scarcely registers within. Though their trade can be described with accuracy as prostitution, the dancing girls have an illustrious history: beloved by sultans, their sophisticated art encompassed the best of Mughal culture. The modern day Bollywood aesthetic, with its love of gaudy spectacle, music, and dance, is their distant legacy. But the life of the pampered courtesan is not the one now being lived by Maha and her three girls. What they do is forbidden by Islam, though tolerated; but they are, unclean, and Maha's daughters, like her, are born into the business and will not leave it. Sociologist Louise Brown spent four years in the most intimate study of the family life of one Lahori courtesan. Beautifully understated, it turns a novelist's eye on a true story that beggars the imagination. Maha, at fourteen a classically trained dancer of exquisite grace, had her virginity sold to the Sultan of Dubai; when her own daughter Nena comes of age and Maha cannot bring in the money she once did, she faces a terrible decision as the agents of the Sultan come calling once more.

Good Things Are Coming The Universe 2021-08-18 Those who have limitless happiness, love, and success, know that to achieve everything you want in life, you must begin with gratitude. Start manifesting the life of your dreams with our easy-to-use Gratitude Journal. This workbook is designed in order to help you keep track of your gratitude and make sure you do it every single day. Careful! You must remember that what you focus on, expands. So what are you going to focus on, today? This daily gratitude journal includes questions and prompts that are meant not just to make you feel deeply grateful, but to also start manifesting the life you have always dreamed of.

Professors as Writers Robert Boice 1990-01-01 Here is a proven book to help scholars master writing as a productive, enjoyable, and successful experience -- Author, Robert Boice, prepared this self-help manual for professors who want to write more productively, painlessly, and successfully. It reflects the author's two decades of experiences and research with professors as writers -- by compressing a lot of experience into a brief, programmatic framework. Like the actual sessions and workshops in which the author works with writers, this book admonishes and reassures. In the innovative book lies the path for sustained, highly productive scholarly writing!

Science and Mathematics Jayant V. Narlikar 2021-11-30 This book offers an engaging and comprehensive introduction to scientific theories and the evolution of science and mathematics through the centuries. It discusses the history of scientific thought and ideas and the intricate dynamic between new scientific discoveries, scientists, culture and societies. Through stories and historical accounts, the volume illustrates the human engagement and preoccupation with science and the interpretation of natural phenomena. It highlights key scientific breakthroughs from the ancient to later ages, giving us accounts of the work of ancient Greek and Indian mathematicians and astronomers, as well as of the work of modern scientists like Descartes, Newton, Planck, Mendel and many more. The author also discusses the vast advancements which have been made in the exploration of space, matter and genetics and their relevance in the advancement of the scientific tradition. He provides great insights into the process of scientific experimentation and the relationship between science and mathematics. He also shares amusing anecdotes of scientists and their interactions with the world around them. Detailed and accessible, this book will be of great interest to students and researchers of science, mathematics, the philosophy of science, science and technology studies and history. It will also be useful for general readers who are interested in the history of scientific discoveries and ideas.

A Doo Wop Mystery Steve Leadley 2017-04-15 Wildwood, summer of 1960! It's the heyday of rock and roll and there's no place quite like Wildwood. By day vacationers soak up the sun on the beautiful beaches and by night they thrill to the sights and sounds of the boardwalk or frequent the clubs where the nation's top singers and comedians perform. But has something sinister reared its head in this wondrous playground? When an aspiring vocalist disappears, Rick Walker, a former military policeman is tasked with finding out what happened. Join Rick and his friends from South Philadelphia in a nostalgic romp through the Wildwood of yesteryear as they try to solve the mystery of what became of Johnny Taylor.

Separation of Molecules, Macromolecules and Particles Kamallesh Sirkar 2014-01-16 A modern separation process textbook written for advanced undergraduate and graduate level courses in chemical engineering.

The Hindu Nationalist Movement in India Christophe Jaffrelot 1996 Using techniques similar to those of nationalist groups in other nations, Jaffrelot contends, the Hindu movement polarizes Indian society by stigmatizing minorities - chiefly Muslims and Christians - and by promoting a sectarian Hindu identity.

The Million Word Crossword Dictionary Stanley Newman 2010-11-09 With more than 1,300,000 answers, this volume contains more than twice as many words as any other crossword dictionary. Meticulously compiled by two crossword professionals with a combined fifty years in the field and based on a massive analysis of current crosswords, there has never been a crossword dictionary with the breadth, depth, and currency of this one. From Jim Carrey to Sister Carrie, Homer Simpson to Homer's Iliad, the wide-ranging entries include 500,000+ synonyms, 3,000+ literary works, 3,000+ films, 20,000+ famous people from all fields, and more than 50,000 fill-in-the-blank clues so popular in today's crosswords. Featuring an introduction by New York Times crossword editor Will Shortz, The Million Word Crossword Dictionary makes every other crossword dictionary obsolete. This edition offers thousands of new entries, including slang terms; brand names; celebrity names; and films, novelists' works, sports Hall of Famers, automobile models, and more. The larger type size makes finding the answers easier than ever.

Plant Genetic Resources of Legumes in the Mediterranean Nigel Maxted 2013-03-14 Genetic erosion, that is, the loss of native plant and genetic diversity has been exponential from the Mediterranean Basin through the Twentieth century. This careless eradication of species and genetic diversity as a result of human activities from a 'hot-spot' of diversity threatens sustainable agriculture and food security for the temperate regions of the world. Since the early 1990s there has been a largely ad hoc movement to halt the loss of plant diversity and enhance its utilisation. The Convention on Biological Diversity and Food and Agriculture Organisation of the United Nations International Undertaking on Plant Genetic Resources, both highlight the need to improve conservation methodologies and enhance utilisation techniques. It has been argued that the most important component of biodiversity is the genetic diversity of crop and forage species used to feed humans and livestock. These cultivated and related wild species provides the raw material for further selection and improvement. Leguminosae species are of major economic importance (peas, chickpeas, lentils and faba beans, as well as numerous forage species) and provide a particularly rich source of protein for human and animal foods. Their distribution is concentrated in the Mediterranean region and therefore the improvement of their conservation and use in the region is critical. This text is designed to help ensure an adequate breadth of legume diversity is conserved and to help maximise the use of that conserved diversity. The subjects of conservation and use of legume diversity, the Mediterranean ecosystem and taxonomy of legumes are introduced. Generic reviews of the taxonomy, centre of diversity, ecogeographic distribution, genetic diversity distribution, conservation status, conservation gaps and future research needs are provided, along with a discussion of the importance of rhizobia to the maintenance of legume diversity. Current ex situ and in situ conservation activities as well current legume uses are reviewed. In conclusion future priorities for ex situ and in situ plant genetic conservation and use of Mediterranean legumes are highlighted. All contributors look forward rather than simply reviewing past and current activities and therefore it is hoped that the identification of genetic erosion, location of taxonomic and genetic

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diversity and promotion of more efficient utilisation of conserved material will be enhanced.

Educational Design Research Jan Van den Akker 2006-11-22 The field of design research has been gaining momentum over the last five years, particularly in educational studies. As papers and articles have grown in number, definition of the domain is now beginning to standardise. This book fulfils a growing need by providing a synthesised assessment of the use of development research in education. It looks at four main elements: background information including origins, definitions of development research, description of applications and benefits and risks associated with studies of this kind how the approach can serve the design of learning environments and educational technology quality assurance - how to safeguard academic rigor while conducting design and development studies a synthesis and overview of the topic along with relevant reflections.

Westmead Anaesthetic Manual Anthony Padley 2008-12-04 The Westmead Anaesthetic Manual Third Edition is a step-by-step guide to the management of anaesthetic emergencies, invasive procedures, and regional anaesthesia including ultrasound guided techniques. This manual also concisely details the anaesthetic implications of complex medical conditions and life threatening surgical and obstetric complications. Fully updated and expanded, the Westmead Anaesthetic Manual also contains the latest expert guidelines on cardiac arrest management, endocarditis prophylaxis, malignant hyperthermia, and many other topics. It is the indispensable, compact guide to everyday anaesthetic practice for anaesthesiologists and emergency care physicians. Key features of the new edition include: Alphabetical thumb tabs for immediate access to the required information New coverage on ultrasound-guided regional blocks More diagrams and ultrasound images for increased understanding Durable vinyl cover Two-color internal design for improved readability

Animal Cell Biotechnology Ralf Pörtner 2013-12-04 **Animal Cell Biotechnology: Methods and Protocols**, Third Edition constitutes a comprehensive manual of state-of-the-art and new techniques for setting up mammalian cell lines for production of biopharmaceuticals, and for optimizing critical parameters for cell culture from lab to final production. The volume is divided into five parts that reflect the processes required for different stages of production. In Part I, basic techniques for establishment of production cell lines are addressed, especially high-throughput synchronization, insect cell lines, transient gene and protein expression, DNA Profiling and Characterisation. Part II addresses tools for process and medium optimization as well as microcarrier technology while Part III covers monitoring of cell growth, viability and apoptosis, metabolic flux estimation, quenching methods as well as NMR-based techniques. Part IV details cultivation techniques, and Part V describes special applications, including vaccine production, baculovirus protein expression, chromatographic techniques for downstream as well as membrane techniques for virus separation. Written in the successful Methods in Molecular Biology series format, chapters include introductions to their respective topics, lists of the necessary materials and reagents, step-by-step, readily reproducible protocols, and notes on troubleshooting and avoiding known pitfalls. **Animal Cell Biotechnology: Methods and Protocols**, Third Edition provides a compendium of techniques for scientists in industrial and research laboratories that use mammalian cells for biotechnology purposes.

The Compact Edition of the Oxford English Dictionary: Complete Text Reproduced Micrographically: P-Z, Supplement and bibliography 1971 Micrographic reproduction of the 13 volume Oxford English dictionary published in 1933.

The Oxford English Grammar Sidney Greenbaum 1996-01 Covers written and spoken British and American English and reviews grammar, usage, punctuation, and phonetics

Studia Instrumentorum Musicae Popularis Gisa Jähnchen 2009 "The New Series of the ICTM Study Group Journal **STUDIA INSTRUMENTORUM MUSICAE POPULARIS** starts with a broad overview on the topics "Percussion" and "Migration of Musical Instruments", an outcome of the 17th Meeting of the Study Group on Folk Musical Instruments, held in Erkner near Berlin from April 1-4, 2009. 25 scholars from 15 countries contributed articles to the volume, which appear in their alphabetical order due to the fact that clear borders cannot and should not be delineated. Moreover, the editors leave it to the readers' community to discuss hierarchies regarding their importance or their qualitative refinement for discussion and further improvements are the main aim of the publication. Since 1969, when the Musikhistoriska museet in Stockholm has published its first volume of the journal, edited by Erich Stockmann, many fields of organological research have changed their methodological repertoire, their interdisciplinary tools and especially their non-instrumental focus on complex subjects. Nevertheless, classical working methods are still highly esteemed as a basic precondition for detailed discoveries using modern technology and external expertise. The volume comprises papers of authors, who already contributed to the journal's former series in their youth, as well as those of authors with their first journal publication, who are just starting to explore their scientific scope. Thus this volume brings together generations of scholars with different experiences and their open minded curiosity about each other. Challenging discussions and a wide field of interdisciplinary connections enriched their outcomes and will help to create new scientific spaces beyond the tangibility of musical instruments and the intangibility of musical sound."--Publisher description.

Guiding Souls A P J Abdul Kalam 2009-01-01 The first part deals with the concept of inner experience – thoughts, emotions, feelings, perception and knowledge among their things. In the second part, the essence of some great souls is presented – people who lived in different eras and who could offer to mankind a movement forward in the most selfless manner. In the Third and the concluding part the book describes the journey of the soul and its various manifestations as the unfolding of an eternal essence.

Lost and Found Sarah Jakes 2014-04-01 Don't let your past keep you from a full future. Like every girl, Sarah Jakes dreamed of a life full of love, laughter, and happy endings. But her dreams changed dramatically when she became pregnant at age thirteen, a reality only compounded by the fact that her father, Bishop T.D. Jakes, was one of the most influential megachurch pastors in the nation. As a teen mom and a high-profile preacher's kid, her road was lonely. She was shunned at school, gossiped about at church. And a few years later, when a fairy-tale marriage ended in a spiral of hurt and rejection, she could have let her pain dictate her future. Instead, she found herself surrounded by a God she'd given up on, crashing headlong with Him into a destiny she'd never dreamed of. Sarah's captivating story, unflinchingly honest and deeply vulnerable, is a vivid reminder that God can turn even the deepest pain into His perfection. More than a memoir, *Lost and Found* offers hope and encouragement. Perhaps you, like Sarah, find yourself wandering the detours of life. Regardless of how lost you feel, you, too, can be found.

NIOSH Manual of Analytical Methods John V. Crable 1977

Birthday Graph Chart Teacher's Friend 2009-02 Reproducible pages on the back of each chart. Plastic-coated for color-fastness and durability. Write-on/wipe-off surface. 17" x 22".

Neo-Hindutva Edward Anderson 2020-06-30 Neo-Hindutva explores the recent proliferation and evolution of Hindu nationalism – the assertive majoritarian, right-wing ideology that is transforming contemporary India. This volume develops and expands on the idea of 'neo-Hindutva' — Hindu nationalist ideology which is evolving and shifting in new, surprising, and significant ways, requiring a reassessment and reframing of prevailing understandings. The contributors identify and explain the ways in which Hindu nationalism increasingly permeates into new spaces: organisational, territorial, conceptual, rhetorical. The scope of the chapters reflect the diversity of contemporary Hindutva – both in India and beyond – which appears simultaneously brazen but concealed, nebulous and mainstreamed, militant yet normalised. They cover a wide range of topics and places in which one can locate new forms of Hindu nationalism: courts of law, the Northeast, the diaspora, Adivasi (tribal) communities, a powerful yoga guru, and the Internet. The volume also includes an in-depth interview with Christophe Jaffrelot and a postscript by Deepa Reddy. Helping readers to make sense of contemporary Hindutva, Neo-Hindutva is ideal for scholars of India, Hinduism, Nationalism, and Asian Studies more generally. This book was originally published as a special issue of Contemporary South Asia.

Dongri to Dubai – Six Decades of the Mumbai Mafia Hussain Zaidi 2012-08-10 Dongri to Dubai is the first ever attempt to chronicle the history of the Mumbai mafia. It is the story of notorious gangsters like Haji Mastan, Karim Lala, Varadarajan Mudaliar, Chhota Rajan, Abu Salem, but above all, it is the story of a young man who went astray despite having a father in the police force. Dawood Ibrahim was initiated into crime as a pawn in the hands of the Mumbai police and went on to wipe out the competition and eventually became the Mumbai police's own nemesis. The narrative encompasses several milestones in the history of crime in India, from the rise of the Pathans, formation of the Dawood gang, the first ever supari, mafia's nefarious role in Bollywood, Dawood's move to Karachi, and Pakistan's subsequent alleged role in sheltering one of the most wanted persons in the world. This story is primarily about how a boy from Dongri became a don in Dubai, and captures his bravado, cunningness, focus, ambition, and lust for power in a gripping narrative. The meticulously researched book provides an in-depth and comprehensive account of the mafia's games of supremacy and interecne warfare.

Water Resources Research Catalog 1966

Intravenous Therapy Guidelines Canadian Intravenous Nurses Association 1996

AN INTRODUCTON TO ASTROPHYSICS BAIDYANATH BASU 2010-01-01 This invaluable book, now in its second edition, covers a wide range of topics appropriate for both undergraduate and postgraduate courses in astrophysics. The book conveys a deep and coherent understanding of the stellar phenomena, and basic astrophysics of stars, galaxies, clusters of galaxies and other heavenly bodies of interest. Since the first appearance of the book in 1997, significant progress has been made in different branches of Astronomy and Astrophysics. The second edition takes into account the developments of the subject which have taken place in the last decade. It discusses the latest introduction of L and T dwarfs in the Hertzsprung-Russel diagram (or H-R diagram). Other developments discussed pertain to standard solar model, solar neutrino puzzle, cosmic microwave background radiation, Drake equation, dwarf galaxies, ultra compact dwarf galaxies, compact groups and cluster of galaxies. Problems at the end of each chapter motivate the students to go deeper into the topics. Suggested readings at the end of each chapter have been complemented.

Classroom Discourse Courtney B. Cazden 2001 When Courtney Cazden wrote *Classroom Discourse*, she provided such a cogent picture of what the research tells us about classroom language that the book quickly became a classic and shaped an entire field of study. Although other books since have addressed classroom language, none has matched Cazden's scope and vision. Now, thirteen years later, we've witnessed such significant changes in social and intellectual life that the subject of classroom discourse is more important than ever. So Cazden has revisited her classic text and integrated current perspectives and research. New features include: a new rationale for the importance of student-teacher talk: the importance of oral as well as written communication skills in today's occupations and current conceptions of knowledge and the way it is acquired rich new examples of talk in K-12 classrooms - math as well as language arts - with transcriptions and analyses new findings from teacher researchers as well as university researchers new emphasis on achieving greater equity in what students learn new material on the kind of interactions computers offer new section on learning new forms of discourse as a significant educational goal for all students. Readers will emerge from the book with a better understanding of the significance of quality teacher-student talk and some of the most important research and researchers.

Oxford Practice Grammar George Yule 2006

The First Year Dr Lachlan Rathie Fanza 2016-04-26 Some common clinical questions: - What are the criteria for extubation? - What is the intubating dose of rocuronium for a patient who weighs 150kg? - How do I interpret a post tetanic count? - How do I manage a LMA with a leak? - What's the point of giving midazolam on induction? - Should I use a cuffed tube in a 4 year old? - How do I give a child a TIVA? - How do I intubate someone without muscle relaxants? - How do changes in cardiac output affect the induction dose of propofol? - Do I have to abandon my anaesthetic machine if there is a power board failure? This book answers those questions and a whole lot more. It is not an exam primer nor is it a comprehensive textbook of anaesthesia. This is the book you give to the trainee specialist who is about to embark on their anaesthesia training. It contains the information they need to formulate and develop a safe practice of anaesthesia. This book lucidly describes and justifies the core knowledge, behaviours and practice that a junior trainee would be expected to possess after a year of anaesthesia. Written specifically for Australasian anaesthetic trainees and GP registrars doing their JCCA advanced skills post, this book fills the gaping hole in the existing anaesthetic literature. This book aspires to take the relevant bits of a pharmacology textbook, a physiology textbook, a clinical anaesthesia textbook, an anaesthetics emergency manual and a perioperative medicine guide and tie them together in a succinct but sufficiently detailed volume. This book has been written with the intention of being relevant, up to date, pragmatic and entertaining. Written by a former rural GP, now Senior Staff Anaesthetist, Supervisor of Training and incorrigible cynic; this is the book he would have liked to have when he embarked on his First Year.

The Oxford Reverse Dictionary David Edmonds 2002 Have a word on the tip of your tongue? Unlike a thesaurus, where you look up alternatives to a word you know, or a dictionary, which defines a familiar word, this dictionary helps with words you are vaguely aware of, but can't bring to mind. Some 31,000 entries are listed under a wide range of subject areas and key words.

Shine Bright 2019

Thinking in New Boxes Luc De Brabandere 2013-09-10 When BIC, manufacturer of disposable ballpoint pens, wanted to grow, it looked for an idea beyond introducing new sizes and ink colors. Someone suggested lighters. LIGHTERS? With an idea that seemed crazy at first, that bright executive, instead of seeing BIC as a pen company—a business in the PEN

“box”—figured out that there was growth to be found in the DISPOSABLE “box.” And he was right. Now there are disposable BIC lighters, razors, even phones. The company opened its door to a host of opportunities. IT INVENTED A NEW BOX. Your business can, too. And simply thinking “out of the box” is not the answer. True ingenuity needs structure, hard analysis, and bold brainstorming. It needs to start THINKING IN NEW BOXES—a revolutionary process for sustainable creativity from two strategic innovation experts from The Boston Consulting Group (BCG). To make sense of the world, we all rely on assumptions, on models—on what Luc de Brabandere and Alan Iny call “boxes.” If we are unaware of our boxes, they can blind us to risks and opportunities. This innovative book challenges everything you thought you knew about business creativity by breaking creativity down into five steps: • Doubt everything. Challenge your current perspectives. • Probe the possible. Explore options around you. • Diverge. Generate many new and exciting ideas, even if they seem absurd. • Converge. Evaluate and select the ideas that will drive breakthrough results. • Reevaluate. Relentlessly. No idea is a good idea forever. And did we mention Reevaluate? Relentlessly. Creativity is paramount if you are to thrive in a time of accelerating change. Replete with practical and potent creativity tools, and featuring fascinating case studies from BIC to Ford to Trader Joe’s, Thinking in New Boxes will help you and your company

overcome missed opportunities and stay ahead of the curve. This book isn’t a simpleminded checklist. This is Thinking in New Boxes. And it will be fun. (We promise.) Praise for Thinking in New Boxes “Excellent . . . While focusing on business creativity, the principles in this book apply anywhere change is needed and will be of interest to anyone seeking to reinvent herself.”—Blogcritics “Thinking in New Boxes is a five-step guide that leverages the authors’ deep understanding of human nature to enable readers to overcome their limitations and both imagine and create their own futures. This book is a must-read for people living and working in today’s competitive environment.”—Ray O. Johnson, Ph.D., chief technology officer, Lockheed Martin “Thinking In New Boxes discusses what I believe to be one of the fundamental shifts all companies/brands need to be thinking about: how to think creatively, in order to innovate and differentiate our brands. We need to thrive and lead in a world of accelerating change and this book challenges us to even greater creativity in our thinking. One of the best business books I’ve read in a long time.”—Jennifer Fox, CEO, Fairmont Hotels & Resorts “As impressive as teaching new tricks to old dogs, Thinking in New Boxes is both inspirational and practical—a comprehensive, step-by-step guide to sharpening one’s wits in order to harness creativity in the workplace.”—Peter Gelb, general manager, Metropolitan Opera