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Perfect Phrases for Lead Generation

McGraw Hill Professional **The Right Phrase for Every Situation...Every Time Whether you're trying to come up with a terrific headline for a newspaper ad, a snappy brochure for sales reps, or a slick radio script, every word counts. That's why you need Perfect Phrases for Marketing and Sales Copy. Filled with specific methods for writing the kind of headlines, body copy, taglines, and calls to action that will capture customer attention and move people to buy, this book gives you the how-tos and examples you need to make every ad or marketing piece succeed. Find out the 23 creative approaches to naming a product, service, or business 18 ways to write a great headline 6 steps to creating memorable radio and TV ads A must for writers, sales pros, and marketing people, this user-friendly guide tackles every style and format, providing winning phrases for powerful print ads, press releases, radio and television scripts, and much more. It's your ultimate resource and one-stop reference for phrases that provoke, phrases that inspire, phrases that sell.**

The Complete Book of Perfect Phrases for High-Performing Sales Professionals

McGraw Hill Professional **The Right Phrase for Every Sales Situation A powerful command of words is the number one requirement for succeeding in the field of sales. Whether you're cold-calling a prospect, presenting to a group of decision makers, or dealing with price objection, the make-or-break point of every transaction lies in saying the right thing to the right person at the right time. The Complete Book of Perfect Phrases for High-Performing Sales Professionals is the ultimate field guide for speaking and writing your way to sales success. You'll find perfect phrases for: Lead Generation Turn cold calls into profitable relationships Expand your customer base Write engaging letters and e-mails Sales Calls Get access to decision makers Present your product in compelling language Resist objections and stalling tactics Customer Service Develop a rapport with every client Handle the most difficult of customers Close every conversation on a positive note**

Perfect Phrases for Customer Service, Second Edition

McGraw Hill Professional **THE RIGHT PHRASE FOR EVERY SITUATION . . . EVERY TIME You've heard it a million times: "The customer is always right." But let's face it--sometimes the customer is misinformed, confused, or downright difficult. The ability to handle such customers is what separates the serious professional from the average employee. Perfect Phrases for Customer Service, second edition, provides the language you need for everyday customer service situations--and includes simple, effective techniques that can help you meet even the most demanding customer needs. Master the most effective words and phrases for: Defusing bad situations before they get worse Handling complaints patiently and professionally Satisfying customers and increasing sales Building long-term relationships with important customers**

Perfect Phrases for Managers and Supervisors: Hundreds of Ready-to-Use Phrases for

Any Management Situation

McGraw Hill Professional **Powerful phrases for effective communication in every management situation The latest addition to the bestselling Perfect Phrases series, Perfect Phrases for Managers and Supervisors is an indispensable tool for novice to mid-level managers and frontline supervisors. Corporate communications guru Meryl Runion coaches readers in the six fundamentals of effective delivery, including "Be Short, Specific, Targeted," and "Say What You Mean, Mean What You Say, and Don't Be Mean When You Say It." And she arms them with: Hundreds of perfect phrases for every phase of management, from supervising operations, to performance reviews, to communicating the company's mission Expert advice on effective communication, with tips on what to say and what not to say, establishing the right tone, establishing authority, and more Phrases for hundreds of specific tasks, including delegating, giving feedback, empowering employees, handling emotional employees, disciplining, and terminating**

James and the "Q" Sayings of Jesus

Bloomsbury Publishing **The Epistle of James lies on a wisdom trajectory that extends from the Old Testament through to the New. It is among the earliest of the New Testament writings, providing valuable insight into the process of transmission of the sayings of Jesus. By examining textual similarities between James and the early Jesus traditions, such as Q, QMt and QLk, Hartin argues that the Epistle of James is an independent witness to the existence of the Q source, as well as to the way in which this source developed within the Matthaean community which produced QMt.**

The Chain of Being and Having in Slavic

John Benjamins Publishing **The complex diachronic and synchronic status of the concepts "be" and "have" can be understood only with consideration of their full range of constructions and functions. Data from modern Slavic languages (Russian, Czech, Polish, Bulgarian) provides a window into zero copulas, non-verbal "have" expressions, and verbal constructions. From the perspective of cognitive linguistics, "be" and "have" are analyzed in terms of a blended prototype model, wherein existence/copula for "be" and possession/relationship for "have" are inseparably combined. These concepts are related to each other in their functions and meanings and serve as organizing principles in a conceptual network of semantic neighbors, including "give, take, get, become, make," and verbs of position and motion. Renewal and replacement of "be" and "have" occur through processes of polysemization and suppletization involving lexical items in this network. Topics include polysemy, suppletion, tense/mood auxiliaries, modality, causatives, evidentiality, function words, contact phenomena, syntactic calques, and idiomatic constructions.**

Professional Services Marketing

How the Best Firms Build Premier Brands, Thriving Lead Generation Engines, and Cultures of Business Development Success

John Wiley & Sons **A proven approach to revenue-generating marketing and client development Professional Services Marketing is a fully field-tested and research-based approach to marketing and client development for professional services firms. The book, now in its Second Edition, covers five key areas that are critical for firms that want to grow and become more profitable: creating a marketing and growth strategy; establishing a brand and reputation; implementing a marketing communications program; executing lead generation strategies; and developing business by winning new clients. You will also read real-world case studies that illustrate major points, as well as quotes and stories from well-respected professionals in the industry. The Second Edition features new research and updates throughout, including new chapters on social media and online marketing, as well as new case studies and interviews Authors Mike Schultz and John E. Doerr are the coauthors of the Wall Street Journal and Inc. Magazine bestseller Rainmaking Conversations and Professional Services Marketing; Lee W. Frederiksen is coauthor of Online Marketing for Professional Services Will be widely promoted via multiple online routes and direct mail marketing Firms of any size can use this proven approach to marketing and client development to attract new clients and grow their professional service businesses.**

The Syntax of the Be-possessive

Parametric Variation and Surface Diversities

John Benjamins Publishing **This book is the first attempt to provide a unified account of the "be-"possessive syntax and its extension to the modal and the perfect constructions in Russian/North Russian within a generative framework. Apparently diverse constructions are construed as deriving from the "have/be" parameter, which depends on the utilization of the prepositional complementizer with a Case feature. The "be"-perfect structure provides an adequate environment where ergativity is encoded via verbal nominalization. The relevance of the "be"-perfect structure for a split ergative pattern shows that the ergative system is a syntactically conditioned phenomenon rather than a purely morphological diversity. This volume also offers the diachronic study of the "be"-syntax, investigating the evolution of the "be"-perfect and "be"-modal constructions, which has rarely been explored within a formal framework. Concrete scenarios are proposed for the developmental paths of the "be"-perfect and the "be"-modal constructions, based on textual evidence in old North Russian.**

The British National Bibliography

A Treatise on the Use of the Tenses in Hebrew

and some other syntactical questions

Wipf and Stock Publishers **'A Treatise on the Use of the Tenses in Hebrew and Some Other Syntactical Questions' is the foundation of all modern studies of the Hebrew and Semitic verb. Driver maintained that the tenses of Hebrew verbs were employed to express types of action rather than time. While not undisputed, Driver set the tone for the conversation. While modern concerns may pay closer attention to contextuality or to state and action, many continue to acknowledge Driver's original emphasis that the Hebrew tense system is not primarily concerned with time relations.**

Regulation of the Power Sector

Springer Science & Business Media **Regulation of the Power Sector is a unified, consistent and comprehensive treatment of the theories and practicalities of regulation in modern power-supply systems. The need for generation to occur at the time of use occasioned by the impracticality of large-scale electricity storage coupled with constant and often unpredictable changes in demand make electricity-supply systems large, dynamic and complex and their regulation a daunting task. Arranged in four parts, this book addresses both traditional regulatory frameworks and also liberalized and re-regulated environments. First, an introduction gives a full characterization of power supply including engineering, economic and regulatory viewpoints. The second part presents the fundamentals of regulation and the third looks at the regulation of particular components of the power sector in detail. Advanced topics and subjects still open or subject to dispute form the content of Part IV. In a sector where regulatory design is the key driver of both the industry efficiency and the returns on investment, Regulation of the Power Sector is directed at regulators, policy decision makers, business managers and researchers. It is a pragmatic text, well-tested by the authors' quarter-century of experience of power systems from around the world. Power system professionals and students at all levels will derive much benefit from the authors' wealth of blended theory and real-world-derived know-how.**

A God of Faithfulness

Essays in Honour of J. Gordon McConville on His 60th Birthday

A&C Black **This is a Festschrift dedicated to J. Gordon McConville on the occasion of his 60th birthday. This Festschrift is published on the occasion of J. Gordon McConville's 60th birthday in recognition of the outstanding contribution that he has made to the field of Old Testament studies over the last 25 years. The collection incorporates 13 essays written by colleagues, friends and former research students along with an introduction and complete list of McConville's publications. The essays focus on Pentateuch, History, Prophets and Writings with each paper addressing key issues of interpretation of the biblical text. The breadth of subject matter that comes under discussion in this volume reflects the wide-ranging interests seen in McConville's own published works. Over the last 30 years this pioneering series has established an unrivaled reputation for cutting-edge international scholarship in Biblical Studies and has attracted leading authors and editors in the field. The series takes many original and creative approaches to its subjects, including innovative work from historical and theological perspectives, social-scientific and literary theory, and more recent developments in cultural studies and reception history.**

Lead Generation Third Edition

5starcooks **What is the total cost related to deploying Lead generation, including any consulting or professional services? How are the Lead generation's objectives aligned to the organization's overall business strategy? What sources do you use to gather information for a Lead generation study? How much are sponsors, customers, partners, stakeholders involved in Lead generation? In other words, what are the risks, if Lead generation does not deliver successfully? Do Lead generation rules make a reasonable demand on a users capabilities? Defining, designing, creating, and implementing a process to solve a challenge or meet an objective is the most valuable role... In EVERY group, company, organization and department. Unless you are talking a one-time, single-use project, there should be a process. Whether that process is managed and implemented by humans, AI, or a combination of the two, it needs to be designed by someone with a complex enough perspective to ask the right questions. Someone capable of asking the right questions and step back and say, 'What are we really trying to accomplish here? And is there a different way to look at it?' This Self-Assessment empowers people to do just that - whether their title is entrepreneur, manager, consultant, (Vice-)President, CxO etc... - they are the people who rule the future. They are the person who asks the right questions to make Lead generation investments work better. This Lead generation All-Inclusive Self-Assessment enables You to be that person. All the tools you need to an in-depth Lead generation Self-Assessment. Featuring 696 new and updated case-based questions, organized into seven core areas of process design, this Self-Assessment will help you identify areas in which Lead generation improvements can be made. In using the questions you will be better able to: - diagnose Lead generation projects, initiatives, organizations, businesses and processes using accepted diagnostic standards and practices - implement evidence-based best practice strategies aligned with overall goals - integrate recent advances in Lead generation and process design strategies into practice according to best practice guidelines Using a Self-Assessment tool known as the Lead generation Scorecard, you will develop a clear picture of which Lead generation areas need attention. Your purchase includes access details to the Lead generation self-assessment dashboard download which gives you your dynamically prioritized projects-ready tool and shows your organization exactly what to do next. Your exclusive instant access details can be found in your book.**

A Treatise on the Use of the Tenses in Hebrew

The Good, the Bad and the Godly

Xulon Press **The Good, The Bad and The Godly explores marriages that dealt with love, hate, murder, deceit, adultery, sin and repentance. From Adam to Herod, we see the entire spectrum of The Good, The Bad and The Godly. Each marriage becomes a study in itself and reveals to us the importance of putting God at the front of our marriages. Some of our conclusions may surprise you and even change the way you view some of the Biblical marriages. The Good, The Bad and The Godly presents a study of the more notable marriages recorded in the Bible. Instead of expounding on a topic of the authors' choosing, this book seeks to explore the principles revealed in these marriages. Some marriages face similar issues yet the way they dealt with those issues was very different. These Biblical marriages are real life examples for our own marriages. William A. Hogan is a native of Florida. He**

received his Doctor of Ministry degree from Luther Rice Seminary. After serving honorably for the United States Marine Corp, he became an intern architect. He has served in several pastoral staff positions. He is a former member of the Florida Association of Christian Counselors and Therapists, and the American Association of Christian Counselors. He has authored two books: Handbook for Volunteer Workers in the Church, Introduction to Basic Principles of Biblical Counseling. His wife of 41 years is Bobbie Jo Welch. They have two children and four grandchildren. Gregory A. Preseau is also a Florida native. He attended Florida State University and graduated in 1991 with a BA degree in Business Management. He owns and operates several businesses in Florida. He is married and is raising three boys. He currently serves as a teacher for the church where he attends.

The Best of No B.S.

The Ultimate No Holds Barred Anthology

Entrepreneur Press **The ultimate Dan Kennedy collection. Millionaire-maker Dan S. Kennedy has told it like it is for over 30 years: If you're not focusing on converting social media traffic into sales, you might as well set your money on fire. Now, this ultimate collection of Kennedy's best sales and marketing wisdom from 12 of his best selling titles, showcases the top content from the legendary millionaire maker himself. Kennedy teaches business owners the customer-getting, sales-boosting, classic marketing strategies you need so you can stop accepting non-monetizable "likes" and "shares" and start making the marketing moves that really count. Inside, you will learn: The most powerful marketing tactics no matter what business you're in How to get riches with niches and become a magnet to your customers The monetizing magic of crafting effective communication The #1 way to prevent wasted marketing dollars 5 ways to grow your list for FREE (before spending a dime on advertising) How to turn passive content into an active conversion tool Create raving fans who introduce you to their networks Discover the principles behind successful marketing campaigns and start making dollars and cents out of your social media strategy.**

Sales Lead Generation for Small Business

The Complete Guide to Getting More Clients with Online and Offline Marketing

Sales Lead Generation is about getting you more clients, and how ANY small business can achieve that. In clear language we show you how to implement highly effective marketing by harnessing the internet.These lead generation strategies deliver measurable results-Toby Marshall and his team of internet marketers reveal the secrets in the marketing bible for small business.With these strategies your marketing will produce dramatic results. Our internet experts have condensed their experience to deliver you more leads and sales, whether you work in BtoB or BtoC.The solutions covered include:* Integrating Social Networking into your marketing and lead generation* Why Google Adwords are a goldmine-at least for the next 2 years* The 2 BIG mistakes that 95% of companies make with websites* Why video is so powerful at generating leads- how to put it on your website quickly & effectivelyFinally, here it is: Clear and simple marketing that works!

Biographical Sketch of Amariah Brigham, M.D.

Late Superintendent of the New York State Lunatic Asylum, Utica, N.Y.

Hilary of Poitiers on the Trinity

De Trinitate 1, 1-19, 2, 3

BRILL

Business Model Generation a Problem-Solving Approach

Use These 300 Words/phrases to Convert Your Local Business Leads

A business builder envisions what they want their business to become. The vision eventually becomes a plan based on the analysis of personal and competitive strengths and weakness, the marketplace, and strategies of ways and means to materialize the vision.Opportunity chasing is an invitation to underachieve because time is spent looking for and trying out the best deal on the hottest trend instead of building a business with a strategy focused on product line congruent with personal values, business growth, and the customer base that drives it.Use these 300 words/phrases to convert your local business leads.The structure of these 300 phrases goes like this: PHRASE- Explanation why this works! We will try our best- The collective support is powerful to help your customer see you. Share everything you know, even your very best tips. Go out of your way to show your prospects exactly what works.

CREATION AND EVOLUTION

AuthorHouse The first few chapters of Genesis, which give the biblical account of Creation, may well be the most underrated text in existence! It has been misunderstood by many – either read very naively as a simplistic description, or otherwise regarded as a bit of of the patchwork employed by a final redactor of the text. The vast majority of scientists regard it as infra dig. Ancient Hebrew thought patterns were quite different from our own. They were less interested in the process than in the origin -- the Creator in the Creation stories – and the result. Symbolism, exemplified in numbers and colors, were tremendously important. Central to all their thinking was the worship of the LORD God Almighty and the tabernacle, which was later replaced by the temple. All this has a bearing on our interpretation of Genesis. The best translation of Gen 1:2 is as follows: Gen 1:2 The earth was formless and empty, and darkness covered the deep water. The Spirit of God was hovering over the water. (God's Word) The two terms, formless and empty, are the first key to understand what follows, namely a giving shape to that which had no form, and then filling the forms. The whole description speaks of a dynamic system, not a rigid structure cast in concrete. What transpires in the end is that there is no conflict between 'Creation' and 'Evolution', except that the naturalist's natural selection was actually divine selection, not a random process, but a directed development to reach a very specific goal. The Christian believer should take comfort in the fact that our Bible is in perfect harmony with the best up-to-date science. The scientist should take note that the biblical account had to be inspired by God to relate something of real meaning to us through an author who had no proper knowledge of the universe and no understanding of evolution.

Truth Party: America's Plan

Truth Party

The Chain of Being and Having in Slavic

John Benjamins Publishing The complex diachronic and synchronic status of the concepts be and have can be understood only with consideration of their full range of constructions and functions. Data from modern Slavic languages (Russian, Czech, Polish, Bulgarian) provides a window into zero copulas, non-verbal have expressions, and verbal constructions. From the perspective of cognitive linguistics, be and have are analyzed in terms of a blended prototype model, wherein existence/copula for be and possession/relationship for have are inseparably combined. These concepts are related to each other in their functions and meanings and serve as organizing principles in a conceptual network of semantic neighbors, including give, take, get, become, make, and verbs of position and motion. Renewal and replacement of be and have occur through processes of polysemization and suppletization

involving lexical items in this network. Topics include polysemy, suppletion, tense/mood auxiliaries, modality, causatives, evidentiality, function words, contact phenomena, syntactic calques, and idiomatic constructions.

The Decalogue Through the Centuries

From the Hebrew Scriptures to Benedict XVI

Westminster John Knox Press **An exploration of how the Ten Commandments have been understood throughout history.**

Perfect Phrases for Sales and Marketing Copy

McGraw Hill Professional **Provides phrases for the right situations. Whether it's writing grants or generating sales leads, this work has the tools for precise, and effective communication in various situations.**

The Syntax of the Be-Possessive

Parametric variation and surface diversities

John Benjamins Publishing **This book is the first attempt to provide a unified account of the be-possessive syntax and its extension to the modal and the perfect constructions in Russian/North Russian within a generative framework. Apparently diverse constructions are construed as deriving from the have/be parameter, which depends on the utilization of the prepositional complementizer with a Case feature. The be-perfect structure provides an adequate environment where ergativity is encoded via verbal nominalization. The relevance of the be-perfect structure for a split ergative pattern shows that the ergative system is a syntactically conditioned phenomenon rather than a purely morphological diversity. This volume also offers the diachronic study of the be-syntax, investigating the evolution of the be-perfect and be-modal constructions, which has rarely been explored within a formal framework. Concrete scenarios are proposed for the developmental paths of the be-perfect and the be-modal constructions, based on textual evidence in old North Russian.**

A Spirituality of Perfection

Faith in Action in the Letter of James

Liturgical Press **Throughout this century the Letter of James has been viewed consistently as a disjointed set of instructions. Father Hartin deviates radically from this approach. He shows that the "call for perfection" provides a unifying meaning for the letter. Examining the concept of perfection against the background of the Greco-Roman world, the Old Testament, and the Septuagint, the author shows that perfection provides a key to define the spirituality of the Letter of James. It offers an understanding of God and of the way one is called "to be in the world." Hartin adopts a fresh approach toward understanding the categories of wisdom, eschatology, and apocalyptic as they illuminate the letter's advice.**

Generations at School

Building an Age-Friendly Learning Community

Corwin Press **Helps school leaders cultivate improvement-driven, cross-age learning communities by providing case studies, workplace alternatives, and easy-to-apply strategies to promote cross-generational collaboration.**

A Theory of Economic Growth

Dynamics and Policy in Overlapping Generations

Cambridge University Press **This book provides an in-depth treatment of the overlapping generations model in economics incorporating production.**

Jews, Bible and Prayer

Essays on Jewish Biblical Exegesis and Liturgical Notions

Walter de Gruyter GmbH & Co KG **In his articles Stefan Reif deas with Jewish biblical exegesis and the close analysis of the evolution of Jewish prayer texts. Some fourteen of these that appeared in various collective volumes are here made more easily available, together with a major new study of Numbers 13, an introduction and extensive indexes. Reif attempts to establish whether there is any linguistic, literary and exegetical value in the traditional Jewish interpretation of the Hebrew Bible for the modern scientific approach to such texts and whether such an approach itself is always free of theological bias. He demonstrates how Jewish liturgical texts may illuminate religious teachings about wisdom, history, peace, forgiveness, and divine metaphors. Also clarified in these essays are notions of David, Greek and Hebrew, divine metaphors, and the liturgical use of the Hebrew Bible.**

Pointing Out the Great Way

The Stages of Meditation in the Mahamudra Tradition

Simon and Schuster **This spiritual manual describes mahamudra meditation from the perspective of the "gradual path," a progressive process of training that is often contrasted to sudden realization. The book contains a step-by-step description of the ways to practice, precise descriptions of the various stages and their intended realizations, and the typical problems that arise along with their remedies. Drawn from a variety of sources, Pointing Out the Great Way distills the experiences of many great masters who have traversed the path of meditation to the point of perfect mastery.**

The Days of Creation

A History of Christian Interpretation of Genesis 1:1 – 2:3

BRILL

Ethics and Responsibility in Finance

Taylor & Francis **From the mid-1970s until the crisis in 2007, the world of finance enjoyed thirty euphoric years as the general public, businesses and governments put their blind trust in financial techniques, professions and institutions. Shaken up by a structural crisis and a crisis of legitimacy, today's financial sector can no longer afford to avoid the issues summed up by the key question: what is next for the role of ethics and responsibility in finance? Many see an unbridgeable gap between ethics and responsibility and financial practice. Ethics and Responsibility in Finance paves the way for the dialogue that is needed in order to solve the current problems and allow the return of a refined ethical thinking in the financial sector. This book opens with an in-depth analysis of the operational implications of two key notions: ethics and responsibility. It then addresses ethical dilemmas that are characteristic to each of the three actors involved in any financial transaction. This begins with the discussion of the dilemmas of the ultimate owner of funds: the individual or collective saver, as in the case of pension funds. The analysis then turns to financial intermediaries such as banks, insurance companies, asset managers, and consultants, who work in a web of different loyalties. Finally, the dilemmas of the user of funds are addressed – the household taking a mortgage, an enterprise or a public authority which borrows – all of which have to be clear on the reasons and values driving their decisions. This volume is of great interest to those who study banking, corporate finance and ethics philosophy.**

New Collegeville Bible Commentary: Old Testament

Liturgical Press **Concise and accessible, this one-volume edition of the New Collegeville Bible Commentary: Old Testament draws together the individual contributions to the Old Testament series and offers them to readers in a convenient and attractive format. Written by an array of respected scholars, the individual commentaries collected here bring expert insight into the Old Testament to Bible study participants, teachers, students, preachers, and all readers of Scripture. A first-rate, reliable resource for Bible study and reflection, the New Collegeville Bible Commentary: Old Testament answers the Second Vatican Council's call to make access to Scripture "open wide to the Christian faithful."**

The Hermeneutics of Divine Testing

Cosmic Trials and Biblical Interpretation in the Epistle of James and Other Jewish Literature

Mohr Siebeck **Nicholas Ellis examines the interplay present in early Jewish literature between authors' theological assumptions on divine agency in evil and their readings of biblical testing narratives. Ellis takes as a starting point the Epistle of James , and compares this early Christian work against other examples of ancient Jewish interpretation. Ellis shows how varying perspectives on the divine, satanic, and human roles of testing exercised a direct influence on the interpretation of popular biblical testing narratives such as Abraham and Isaac, Job, and the Trials in the Wilderness. Read in light of the broader Jewish literature, Ellis argues that the theology and hermeneutic found in the Epistle of James as such relate to divine testing are closely paralleled by the so-called 'Rewritten Bible' tradition. Within James' cosmic drama, God stands as righteous judge, with the satanic prosecutor indicting both divine integrity and human religious loyalty.**

Mobile Speech and Advanced Natural Language Solutions

Springer Science & Business Media **"Mobile Speech and Advanced Natural Language Solutions" presents the discussion of the most recent advances in intelligent human-computer interaction, including fascinating new study findings on talk-in-interaction, which is the province of conversation analysis, a subfield in sociology/sociolinguistics, a new and emerging area in natural language understanding. Editors Amy Neustein and Judith A. Markowitz have recruited a talented group of contributors to introduce the next generation natural language technologies for practical speech processing applications that serve the consumer's need for well-functioning natural language-driven personal assistants and other mobile devices, while also addressing business' need for better functioning IVR-driven call centers that yield a more satisfying experience for the caller. This anthology is aimed at two distinct audiences: one consisting of speech engineers and system developers; the other comprised of linguists and cognitive scientists. The text builds on the**

experience and knowledge of each of these audiences by exposing them to the work of the other.

Early American Proverbs and Proverbial Phrases

Harvard University Press **p.B. J. Whiting savors proverbial expressions and has devoted much of his lifetime to studying and collecting them; no one knows more about British and American proverbs than he. The present volume, based upon writings in British North America from the earliest settlements to approximately 1820, complements his and Archer Taylor's Dictionary of American Proverbs and Proverbial Phrases, 1820-1880. It differs from that work and from other standard collections, however, in that its sources are primarily not "literary" but instead workaday writings - letters, diaries, histories, travel books, political pamphlets, and the like. The authors represent a wide cross-section of the populace, from scholars and statesmen to farmers, shopkeepers, sailors, and hunters. Mr. Whiting has combed all the obvious sources and hundreds of out-of-the-way publications of local journals and historical societies. This body of material, "because it covers territory that has not been extracted and compiled in a scholarly way before, can justly be said to be the most valuable of all those that Whiting has brought together," according to Albert B. Friedman. "What makes the work important is Whiting's authority: a proverb or proverbial phrase is what BJW thinks is a proverb or proverbial phrase. There is no objective operative definition of any value, no divining rod; his tact, 'feel, ' experience, determine what's the real thing and what is spurious."**

The Local preacher's treasury, ed. by J. Bate

No B.S. Guide to Direct Response Social Media Marketing

Entrepreneur Press **Everyone's Talking About It. But Nobody Knows What They're Talking About. Social Media Examiner's 2018 Social Media Marketing Industry Report found that only 10% of respondents strongly agree that they can measure ROI—yet half of them will dedicate increased time and money to social media marketing instead of cutting back. Millionaire maker Dan S. Kennedy, joined by marketing strategist Kim Walsh Phillips, tells it like it is: If you're not focusing on converting traffic into sales, you might as well set your money on fire. Kennedy and Walsh Phillips open up their playbook and show you how to stop being a social media victim and accepting non-monetizable "likes" and "shares" as a return on your time, money, and energy and start using your platform for its true purpose—as another channel to reach customers, gain leads and make sales. Learn how to: Turn passive content into an active conversion tool Become a lead magnet with social media profiles that focus on the needs of ideal prospects (not the product or service) Create raving fans who introduce you to their networks Turn niches into riches, laser in on your perfect prospects and ignore the "tire kickers" Harness the biggest secret in social media—offline Discover the principles behind successful marketing campaigns and start making dollars and cents out of your social media strategy.**

Generating Natural Language Under Pragmatic Constraints

Psychology Press **Recognizing that the generation of natural language is a goal- driven process, where many of the goals are pragmatic (i.e., interpersonal and situational) in nature, this book provides an overview of the role of pragmatics in language generation. Each chapter states a problem that arises in generation, develops a pragmatics-based solution, and then describes how the solution is implemented in PAULINE, a language generator that can produce numerous versions of a single underlying message, depending on its setting.**