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KEY=50 - AVA STEVENS

PARENTOLOGY

EVERYTHING YOU WANTED TO KNOW ABOUT THE SCIENCE OF RAISING CHILDREN BUT WERE TOO EXHAUSTED TO ASK

Simon and Schuster An award-winning scientist offers his unorthodox approach to childrearing: "Parentology is brilliant, jaw-droppingly funny, and full of wisdom...bound to change your thinking about parenting and its conventions" (Amy Chua, author of *Battle Hymn of the Tiger Mother*). If you're like many parents, you might ask family and friends for advice when faced with important choices about how to raise your kids. You might turn to parenting books or simply rely on timeworn religious or cultural traditions. But when Dalton Conley, a dual-doctorate scientist and full-blown nerd, needed childrearing advice, he turned to scientific research to make the big decisions. In *Parentology*, Conley hilariously reports the results of those experiments, from bribing his kids to do math (since studies show conditional cash transfers improved educational and health outcomes for kids) to teaching them impulse control by giving them weird names (because evidence shows kids with unique names learn not to react when their peers tease them) to getting a vasectomy (because fewer kids in a family mean smarter kids). Conley encourages parents to draw on the latest data to rear children, if only because that level of engagement with kids will produce solid and happy ones. Ultimately these experiments are very loving, and the outcomes are redemptive—even when Conley's sassy kids show him the limits of his profession. *Parentology* teaches you everything you need to know about the latest literature on parenting—with lessons that go down easy. You'll be laughing and learning at the same time.

WINDOWS REGISTRY FORENSICS

ADVANCED DIGITAL FORENSIC ANALYSIS OF THE WINDOWS REGISTRY

Elsevier Windows Registry Forensics provides the background of the Windows Registry to help develop an understanding of the binary structure of Registry hive files. Approaches to live response and analysis are included, and tools and techniques for postmortem analysis are discussed at length. Tools and techniques are presented that take the student and analyst beyond the current use of viewers and into real analysis of data contained in the Registry, demonstrating the forensic value of the Registry. Named a 2011 Best Digital Forensics Book by InfoSec Reviews, this book is packed with real-world examples using freely available open source tools. It also includes case studies and a CD containing code and author-created tools discussed in the book. This book will appeal to computer forensic and incident response professionals, including federal government and commercial/private sector contractors, consultants, etc. Named a 2011 Best Digital Forensics Book by InfoSec Reviews Packed with real-world examples using freely available open source tools Deep explanation and understanding of the Windows Registry - the most difficult part of Windows to analyze forensically Includes a CD containing code and author-created tools discussed in the book

ATV TRAILS GUIDE

MOAB, UT

BLACK CHALK

Picador A compulsively readable psychological thriller set in New York and at Oxford University in which a group of six students play an elaborate game of dares and consequences with tragic result It was only ever meant to be a game played by six best friends in their first year at Oxford University; a game of consequences, silly forfeits, and childish dares. But then the game changed: The stakes grew higher and the dares more personal and more humiliating, finally evolving into a vicious struggle with unpredictable and tragic results. Now, fourteen years later, the remaining players must meet again for the final round. Who knows better than your best friends what would break you? A gripping psychological thriller partly inspired by the author's own time at Oxford University, *Black Chalk* is perfect for fans of the high tension and expert pacing of *The Secret History* and *The Bellwether Revivals*. Christopher J. Yates' background in puzzle writing and setting can clearly be seen in the plotting of this clever, tricky book that will keep you guessing to the very end.

ADVENTURE MOTORCYCLING HANDBOOK

A ROUTE AND PLANNING GUIDE TO ASIA, AFRICA AND LATIN AMERICA

Practical guide for anyone planning a long-distance motorcycling trip. Choosing, preparing and equipping a motorbike, documentation and shipping, life on the road, trans-continental route outlines: Asia, Africa & Latin America. Updated and now in full colour, this best-seller has been in print for almost 30 years.

BUILDING A DEDICATED GSM GPS MODULE TRACKING SYSTEM FOR FLEET MANAGEMENT

HARDWARE AND SOFTWARE

CRC Press This book shows how to build a "INFelecPHY GPS Unit" (IEP-GPS) tracking system for fleet management that is based on 3G and GPRS modules. This model should provide reliability since it deals with several protocols: 1) HTTP and HTTPS to navigate, download and upload in real time the information to a web server, 2) FTTP and FTTPS to handle in a non-real time the files to the web application, and 3) SMTP and POP3 to send and receive email directly from the unit in case of any alert. Similar to a mobile device, but without screen for display, it is multifunctional because it links to a GPRS module, a camera, a speaker, headphone, a keypad and screen.

ATV TRAILS GUIDE

COLORADO CENTRAL MOUNTAINS

Funtreks Incorporated Precise directions, custom maps and stunning color photos guide you to and through the best ATV trails in central Colorado.

THE GARMIN NUVI POCKET GUIDE

Peachpit Press Here is your essential companion to the nuvi. The Garmin nuvi Pocket Guide steers you through how to: Set up and quickly start using your nuvi. Personalize nuvi. Find your destinations and points of interest (POIs). Master multiple-point routing. Create proximity alerts for speed traps, safety cameras, and school zones. Receive traffic, weather, and news. Master hands-free and POI dialing via Bluetooth Tune in with the built-in FM transmitter. Use the nuvi's travel features: its currency and unit converters, World Clock, and the Language Guide. Listen to music and audiobooks, view photos, and play games. Keep your nuvi software and maps up to date.

ATV TRAILS GUIDE

COLORADO : SILVERTON, OURAY, LAKE CITY, TELLURIDE

Funtreks Incorporated ATV Trails Guide Colorado Silverton, Ouray, Lake City, Telluride Easy * Moderate * Difficult ATV Riding Adventures 30 Trails • 32 Maps • 190 Color Photos • 160 Pages Ride the spectacular San Juan Mountains of southwest Colorado. Cross high passes, visit mines and explore ghost towns. Learn where to camp and unload. Precise directions, custom maps, color photos and GPS waypoints. Fun rides for all skill levels. Great trails for UTVs and dirt bikes, too.

ALL TERRAIN VEHICLES TRAILS GUIDE

COLORADO : TAYLOR PARK, CRESTED BUTTE

Funtreks Incorporated

MOROCCO OVERLAND

ROUTE GUIDE FROM THE ATLAS TO THE SAHARA : 4WD, MOTORCYCLE, VAN, MOUNTAIN BIKE

Trail Blazer Publications Covering over 10,000km from the Atlas to the Sahara, Morocco Overland features detailed GPS off-road routes for 4WDs, motorcycles and mountain bikes as well as scenic byways suitable for any vehicle.

PRIVACY FOR LOCATION-BASED SERVICES

Morgan & Claypool Publishers Sharing of location data enables numerous exciting applications, such as location-based queries, location-based social recommendations, monitoring of traffic and air pollution levels, etc. Disclosing exact user locations raises serious privacy concerns, as locations may give away sensitive information about individuals' health status, alternative lifestyles, political and religious affiliations, etc. Preserving location privacy is an essential requirement towards the successful deployment of location-based applications. These lecture notes provide an overview of the state-of-the-art in location privacy protection. A diverse body of solutions is reviewed, including methods that use location generalization, cryptographic techniques or differential privacy. The most prominent results are discussed, and promising directions for future work are identified.

GUIDE TO SOUTHERN CALIFORNIA BACKROADS AND 4-WHEEL DRIVE TRAILS

Guidebook to 4-Wheel Drive trails in Southern California for SUVs, hard-core vehicles, and ATVs. Contains area maps, and individual trail description, level of difficulty, map, GPS points, and points of interest. Also includes environmental responsibilities and driving tips.

1,000 COMIC BOOKS YOU MUST READ

Penguin Hero Worship! 1000 Comic Books You Must Read is an unforgettable journey through 70 years of comic books. Arranged by decade, this book introduces you to 1000 of the best comic books ever published and the amazing writers and artists who created them. • See Superman from his debut as a sarcastic champion of the people, thumbing his nose at authority, to his current standing as a respected citizen of the world • Experience the tragic moment when Peter Parker and a generation of Spider-Man fans learned that "with great power, there must also come great responsibility" • Meet classic characters such as Archie and his Riverdale High friends, Uncle Scrooge McDuck, Little Lulu, Sgt. Rock, the kid cowboys of Boys' Ranch, and more. • Enjoy gorgeous full-color photos of each comic book, as well as key details including the title, writer, artist, publisher, copyright information, and entertaining commentary. 1000 Comic Books You Must Read is sure to entertain and inform with groundbreaking material about comics being published today as well as classics from the past.

SMALL BUSINESSES TRICKLING UP IN CENTRAL AND EASTERN EUROPE

Routledge First published in 1999

GUIDE TO NORTHERN COLORADO BACKROADS & 4-WHEEL-DRIVE TRAILS

Describes 80 easy, moderate, and difficult trails, mostly convenient to Denver and the Front Range. The trails are color-coded, with symbols showing the kinds of vehicles allowed, including unlicensed UTVs, ATVs and dirt bikes. Also includes mileage logs, aerial terrain views, GPS coordinates, and historical highlights.

THE PROGRAMMING LANGUAGE ADA

REFERENCE MANUAL. PROPOSED STANDARD DOCUMENT UNITED STATES DEPARTMENT OF DEFENSE

Springer

SAHARA OVERLAND

A ROUTE AND PLANNING GUIDE

Trail Blazer Publications Whether readers are traveling by 4WD or camel, this acclaimed guide covers all aspects Saharan and includes 10,000 miles of itineraries in Morocco, Mauritania, Libya, Mali, Tunisia, Algeria, Niger, Chad, and Egypt.

SPARKLE, THE CHRISTMAS STAR

Tate Publishing Sparkle just wanted to play hide and seek with the other stars, but his brightness kept him from being able to hide. But soon Sparkle's biggest problem will become his greatest gift. Travel the night skies with Sparkle as he becomes the Christmas Star!

MAPPING HACKS

TIPS & TOOLS FOR ELECTRONIC CARTOGRAPHY

"O'Reilly Media, Inc." Since the dawn of creation, man has designed maps to help identify the space that we occupy. From Lewis and Clark's pencil-sketched maps of mountain trails to Jacques Cousteau's sophisticated charts of the ocean floor, creating maps of the utmost precision has been a constant pursuit. So why should things change now? Well, they shouldn't. The reality is that map creation, or "cartography," has only improved in its ease-of-use over time. In fact, with the recent explosion of inexpensive computing and the growing availability of public mapping data, mapmaking today extends all the way to the ordinary PC user. Mapping Hacks, the latest page-turner from O'Reilly Press, tackles this notion head on. It's a collection of one hundred simple--and mostly free--techniques available to developers and power users who want draw digital maps or otherwise visualize geographic data. Authors Schuyler Erle, Rich Gibson, and Jo Walsh do more than just illuminate the basic concepts of location and cartography, they walk you through the process one step at a time. Mapping Hacks shows you where to find the best sources of geographic data, and then how to integrate that data into your own map. But that's just an appetizer. This comprehensive resource also shows you how to interpret and manipulate unwieldy cartography data, as well as how to incorporate personal photo galleries into your maps. It even provides practical uses for GPS (Global Positioning System) devices--those touch-of-a-button street maps integrated into cars and mobile phones. Just imagine: If Captain Kidd had this technology, we'd all know where to find his buried treasure! With all of these industrial-strength tips and tools, Mapping Hacks effectively takes the sting out of the digital mapmaking and navigational process. Now you can create your own maps for business, pleasure, or entertainment--without ever having to sharpen a single pencil.

GUIDE TO COLORADO BACKROADS & 4-WHEEL DRIVE TRAILS

Follow-up to the original guide, this book covers backroads in northern Colorado. Many trails are near Denver, Boulder and Fort Collins. Other trails are near Steamboat Springs, Grand Junction, Overland, Nederland, Grand Lake, Winter Park, Central City, Rollinsville and Battlement Mesa. Most trails are north of Interstate 70. Includes 40 trails, 46 maps and over 140 photographs. Twenty-eight trails are suitable for stock SUBs.

GPS MAPPING

MAKE YOUR OWN MAPS

This is the only comprehensive guide to mapping software that clearly explains how to interface your GPS receiver with your computer to create maps, annotate aerial photos, and even create 3-D maps. It includes where to find free software and maps, how to use aerial photos and satellite imagery, and how to view your favorite backcountry locations in 3-D. It brings sophisticated features once available only to professional cartographers within reach, at low cost or even free, to everyone who loves maps. Readers will discover how to make maps for free, download aerial photos, create and customize their own maps, use hidden tips and tricks, reduce the learning curve and get mapping right away, locate trailheads using a real-time moving map on a laptop or PDA, and how to best transfer information between a GPS, computer, and electronic maps.

THE CONCISE OXFORD-HACHETTE FRENCH DICTIONARY

FRENCH-ENGLISH, ENGLISH-FRENCH

This outstanding package provides the Concise Oxford-Hachette French Dictionary in both book and electronic form. The Concise Oxford-Hachette French Dictionary The dictionary provides over 175,000 words and phrases, and 270,000 translations covering all areas of the language - from general to technical, business to literary - giving a detailed picture of French as it is used today. Innovative in-text boxes on topics such as numbers, nationalities, games and sports, and forms of address group together word patterns and expressions to help with usage, construction, and vocabulary-building. The most frequently-used words in both languages are extensively explained and exemplified while grammatical notes within entries warn users of problem areas. Supplementary material includes: a unique guide to email and the Internet; thematic wordfinder covering all the essential vocabulary for a variety of topics; and practical help with French correspondence. The Pop-up Oxford-Hachette French Dictionary Instant translations from Internet ExplorerRG: cutting-edge iFinger technology allows you to move your cursor over a word on your Web page and the translation is instantly displayed in a pop-up window. Easy searching in WindowsRG: highlight a word in your WindowsRG application - including email - and with one keystroke you can find the translation Useful Replace function: writing a letter in French and can't think of the right word? Type in the English word, double-click on it, and select the appropriate translation from the entry and use the iFinger Replace function to copy it straight back into your letter. No fuss and no waiting: the dictionary automatically installs on your hard-drive and runs in the background - ready for whenever you need it Can be easily integrated with any of the iFinger Bilingual and English reference resources which are available on CD-ROM from Oxford University Press or from <http://www.ifinger.com> System requirements PC with 166MHz Pentium-class processor. WindowsRG 95, 98, 2000 or NT 4.0. 32Mb RAM. 20Mb free hard disk space. SVGA monitor, displaying 16-bit colour (64K, High colour). CD-ROM or DVD-ROM drive. Internet ExplorerRG 4.0 or 5.0 (version 5.0 supplied on the enclosed CD-ROM). Internet access (this is required to validate and register your CD-ROM). Minimum 56K modem (required to connect to the iFinger web site to purchase other titles and to download software upgrades).

PRIVACY ENHANCING TECHNOLOGIES

10TH INTERNATIONAL SYMPOSIUM, PETS 2010, JULY 21-23, 2010, BERLIN, GERMANY, PROCEEDINGS

Springer Science & Business Media This book constitutes the refereed proceedings of the 10th International Symposium, PETS 2010, held in Berlin, Germany in July 2010. The 16 revised full papers were carefully reviewed and selected from 57 submissions for inclusion in the book. The papers handle topics such as access control, privacy of web based search, anonymous webs of trust, security attacks, active timing attacks in low-latency anonymous communication, network topology and web search with malicious adversaries

THE EVENTUAL MILLIONAIRE

HOW ANYONE CAN BE AN ENTREPRENEUR AND SUCCESSFULLY GROW THEIR STARTUP

John Wiley & Sons Become a millionaire by learning from millionaires An Eventual Millionaire is someone who knows they will be a millionaire, eventually. But they want to do it on their own terms—with an enjoyable life and an enjoyable business. Eventual Millionaires are everywhere, from the airplane pilot looking to start his own business for more freedom and money to a student looking to start her life on the right foot to a successful business owner needing inspiration and wondering how to take her business to the next level. There are many ways to become a millionaire, but research has often shown that creating your own business is one of the best ways to build wealth. The Eventual Millionaire will lay the foundation for those looking to start their own business and work their way toward financial independence and a fulfilled life. Contains the insights of more than 100 millionaires and their various experiences Written by Jaime Tardy, founder of eventualmillionaire.com and a business coach for entrepreneurs A companion website includes an "Eventual Millionaire Starter Kit" with worksheets, business plan documents, and much more We all want to be successful and enjoy financial security, but we might not know how or don't think we can do it. The Eventual Millionaire will show you what it takes.

ZOM-B BRIDE

Little, Brown Books for Young Readers B Smith has been reunited with the murderous maniac clown, Mr. Dowling. To her shock and consternation, he's desperate to make B his partner in crime. Mr. Dowling disgusts her, but B thinks she can see a way to control him and maybe even save the world. But it will involve a sacrifice far greater and more surreal than any she has contemplated before...

ATTRACT MODE: THE RISE AND FALL OF COIN-OP ARCADE GAMES

Steel Gear Press From their haunts in the shadowy corner of a bar, front and center at a convenience store, or reigning over a massive mall installation bursting with light, sound, and action, arcade games have been thrilling and addicting quarter-bearers of all ages ever since Pong first lit up its paddles. Whether you wanted a few minutes' quick-twitch exhilaration or the taste of three-initial immortality that came with topping the high score screen, you could get it from the diverse range of space shooters, dot-eating extravaganzas, quirky beat-'em-ups, and more that have helped define pop culture for more than four decades. In *Attract Mode: The Rise and Fall of Coin-Op Arcade Games*, author Jamie Lendino celebrates both the biggest blockbusters (*Pac-Man*, *Star Wars: The Arcade Game*) and the forgotten gems (*Phoenix*, *Star Castle*) of the Golden Age of coin-op gaming, and pulls back the curtain on the personalities and the groundbreaking technologies that brought them to glitzy, color-drenched life in the U.S., Japan, and all over the world. You'll start your journey exploring the electromechanical attractions and pinball games of the early 20th century. Next, you'll meet the earliest innovators, who used college computers and untested electronics to outline the possibilities of the emerging form, and discover the surprising history behind the towering megahits from Nintendo, Sega, and others that still inform gaming today. Then you'll witness the devastating crash that almost ended it all—and the rebirth no one expected. Whether you prefer the white-knuckle gameplay of *Robotron: 2084*, the barrel-jumping whimsy of *Donkey Kong*, or the stunning graphics and animation of *Dragon's Lair*, *Attract Mode* will transport you back to the heyday of arcade games and let you relive—or experience for the first time—the unique magic that transformed entertainment forever.

THE POCKET OXFORD ITALIAN DICTIONARY

Oxford University The Oxford College Italian Dictionary offers: Real Italian: the up-to-date wordlist and detailed examples are taken from real speech and written sources. Over 80,000 words and phrases, and over 115,000 translations: there is extensive coverage of modern colloquial Italian and English Business, computing and current affairs: the language of business, computing and current affairs is included. Help in choosing the right translation: clear signposting of meanings and contexts guide the user to the most appropriate translation. Extra help: pronunciation guidance and full verb tables are provided. Easy-access: the open page design helps the user navigate through the entries and quickly find the information required.

THE ROAD CHOSE ME VOLUME 2

THREE YEARS AND 54,000 MILES AROUND AFRICA

Searching for even more wild places and new experiences, Dan became determined to explore 'off the map' in Africa. From the mighty Sahara Desert in the north to the dense equatorial jungles of the Congo and the open grasslands of Southern Africa, Dan turned his biggest dream into reality. Over the course of three years Dan's second major expedition spanned fifty-four thousand miles through thirty-five unique African countries. THE ADVENTURE WAS A THOUSAND TIMES BIGGER THAN HE DREAMED POSSIBLE. After exploring the Pan-American Highway from Alaska to Argentina Dan became hooked on the freedom of global overland travel, and he only wanted more. New languages, exotic foods, stunning landscapes and local people with an entirely different outlook became Dan's everyday life. As the months turned into years, through highlights and despair Dan gained a new appreciation for what it truly means to be alive. Viewing our modern world through African eyes gave Dan a new perspective, and he was pulled in by the endless joy, laughter and kindness at every turn. While the landscapes and wildlife are undeniably breathtaking, it is the natural warmth of the African people that is truly unforgettable. All across the continent Dan was welcomed with love and generosity, and now he will never be the same.

KEEPING RECORDS AND BUDGETS

Loyola Press

HANDBOOK OF DIGITAL FORENSICS AND INVESTIGATION

Academic Press Handbook of Digital Forensics and Investigation builds on the success of the Handbook of Computer Crime Investigation, bringing together renowned experts in all areas of digital forensics and investigation to provide the consummate resource for practitioners in the field. It is also designed as an accompanying text to Digital Evidence and Computer Crime. This unique collection details how to conduct digital investigations in both criminal and civil contexts, and how to locate and utilize digital evidence on computers, networks, and embedded systems. Specifically, the Investigative Methodology section of the Handbook provides expert guidance in the three main areas of practice: Forensic Analysis, Electronic Discovery, and Intrusion Investigation. The Technology section is extended and updated to reflect the state of the art in each area of specialization. The main areas of focus in the Technology section are forensic analysis of Windows, Unix, Macintosh, and embedded systems (including cellular telephones and other mobile devices), and investigations involving networks (including enterprise environments and mobile telecommunications technology). This handbook is an essential technical reference and on-the-job guide that IT professionals, forensic practitioners, law enforcement, and attorneys will rely on when confronted with computer related crime and digital evidence of any kind. *Provides methodologies proven in practice for conducting digital investigations of all kinds *Demonstrates how to locate and interpret a wide variety of digital evidence, and how it can be useful in investigations *Presents tools in the context of the investigative process, including EnCase, FTK, ProDiscover, foremost, XACT, Network Miner, Splunk, flow-tools, and many other specialized utilities and analysis platforms *Case examples in every chapter give readers a practical understanding of the technical, logistical, and legal challenges that arise in real investigations

THE POCKET OXFORD-HACHETTE FRENCH DICTIONARY

GETTING STARTED IN ELECTRONICS

Book Renter, Incorporated Electricity -- Electronic components -- Semiconductors -- Photonic semiconductors -- Integrated circuits -- Digital integrated circuits -- Linear integrated circuits -- Circuit assembly tips -- 100 electronic circuits.

TSWANA FOR BEGINNERS

Unisa Press Tswana for beginners is a functional grammar explaining the meaning, structure and use of the various word categories. Well-formulated objectives and self-assessment questions enable students to study independently. Tswana for beginners was compiled to serve as a progression from Practical Tswana vocabulary and phrases (published by Via Afrika) and is integrated with the data contained in the trilingual dictionary *Dikiinare ya Setswana-English-Afrikaans Dictionary/Woordeboek (Via Afrika)*. This grammar for beginners can therefore serve as an introduction to a more comprehensive knowledge of the Tswana language and culture.

RADAR INSTRUCTION MANUAL

Since 1958 the Maritime Administration has continuously conducted instructions in use of collision avoidance radar for qualified U.S. seafaring personnel and representatives of interested Federal and State Agencies. Beginning in 1963, to facilitate the expansion of training capabilities and at the same time to provide the most modern techniques in training methods, radar simulators were installed in Maritime Administration's three region schools. It soon became apparent that to properly instruct the trainees, even with the advanced equipment, a standardized up-to-date instruction manual was needed. The first manual was later revised to serve both as a classroom textbook and as an onboard reference

handbook. This newly updated manual, the fourth revision, in keeping with Maritime Administration policy, has been restructured to include improved and more effective methods of plotting techniques for use in Ocean, Great Lakes, Coastwise and Inland Waters navigation. Robert J. Blackwell Assistant Secretary for Maritime Affairs

ADVENTURE MOTORCYCLING HANDBOOK

Trail Blazer Publications Every red-blooded motorcyclist dreams of making the Big Trip--this updated fifth edition shows them how. Choosing a bike, deciding on a destination, bike preparation, documentation and shipping, trans-continental route outlines across Africa, Asia and Latin America, and back-country riding in SW USA, NW Canada and Australia. Plus--first hand accounts of biking adventures worldwide.

IPHONE

THE MISSING MANUAL

The iPhone may be the world's coolest computer, but it's still a computer, with all of the complexities. iPhone: The Missing Manual is a illustrated guide to the tips, shortcuts, and workarounds that will turn you, too, into an iPhone master. This updated guide shows you everything you need to know about the new features and user interface of iOS 9 for the iPhone. This easy-to-use book will help you accomplish everything from web browsing to watching videos so you can get the most out of your iPhone.

RAISE MORE MONEY WITH EMAIL

ACTIVATE DIGITAL GIVING AT YOUR NONPROFIT

To succeed today in email fundraising, you need to do more than just email your donors. You need to tell a compelling story that moves the reader emotionally to give. Raise More Money with Email will equip you to do just that. In this book, Jeremy shows you how to: Understand the elements of what goes into an email appeal Write an effective email appeal Create a repeatable process for producing high quality nonprofit fundraising campaigns Generate more email addresses for your fundraising Build a nonprofit email marketing program that gets results You may be creating your first nonprofit fundraising email campaign, or perhaps you want to learn more so that your next effort generates improved results. Either way, this book will help you write more effective appeals that get results. This book will help your NGO get more results from your email marketing program. What Others Say About Raise More Money with Email Jeremy Reis brilliantly reveals the secret to crafting an email appeal that inspires response. Breaking down each component and presenting clear examples, he delivers exactly what you and your marketing team need to know. Understand this type of appeal in the context of other activities. Learn about how to measure results and genuinely thank all those who respond. You need to buy the book and apply these proven best practices immediately! - Tami Heim, President & CEO, Christian Leadership Alliance It has been my privilege to work with Jeremy for quite a few years. We, at BBS, do respect Jeremy's high degree of professionalism and ability. Jeremy is unusual not just in his skills and perspective, but his willingness to keep his focus on his responses and relationships clear - not overwhelmed by fancy graphics or catering only to one generation. In this practical easy-to-use book, Jeremy will teach you how to write and work for response - he will help you communicate missionally with your donors and new friends while maximizing the bottom line. - Dale Berkey, President, BBS & Associates Jeremy's new book, Raise More Money with Email: Activate Digital Giving at Your Nonprofit, is a must read for any nonprofit leader seeking to find that digital stream of revenue that has escaped them to this point. I can highly recommend this book. His ideas around the importance of email to fundraising, urgency and the key to keeping the donor as the hero and at the center of the story will empower the reader to lift their response rates immediately. - Timothy L. Smith, former CDO, Museum of the Bible This book is gold; full of real-world insights and actionable items that is sure to give any non-profit the tools and resources needed to effectively use email to fundraise. - Kyle Chowning, Full Cycle Marketing Jeremy Reis provides important information in email marketing trends and practical, easily implemented steps for the understaffed nonprofit marketer. He builds his case for why his methods work and then gives checklists and step-by-step directions to create effective campaigns. I plan to use his book to train staff and as a working reference to keep on track with creating well-performing email campaigns. - Renee Targos, Nonprofit Marketing Director I have known Jeremy to be relentless in his pursuit of understanding the methodologies of communicating to various audiences. This work has nuggets that can take many ministries into a new platforms of development, measurement and growth. I can endorse Raise More Money with Email without reservation and hesitation. I encourage all those engaged in the work we call ministry to engage with these concepts as positive change will be the result. - Ossie Mills, VP of Communications and Marketing, ORU

MAGNETIC NONPROFIT

ATTRACT AND RETAIN DONORS, VOLUNTEERS, AND STAFF

Nonprofit Donor Press Nonprofit fundraising leader Jeremy Reis shines the light on the barriers nonprofits face attracting and retaining donors, volunteers, and staff. In this book, you'll learn what separates declining nonprofits from extraordinary ones.

SEW THE HEART

From an award-winning author this story tells of a young woman in the throws of giving up on life. Her journey into inter-generational friendships brings a fulfilling story to the reader. Will one's ill-fated beginnings become the end of the story?