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# Attention To Detail

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Data Modeling for Quality  
Winning Conditions  
Look for Ladybird in Plant City  
Sharpen Your Perception, Change Your Life  
Attention  
Creating Compelling Web Content Using Words, Pictures, and Sound  
A History of America in 100 Maps  
Street Gang  
Infinite Detail  
The Smart But Scattered Guide to Success  
A New Perspective in the Cognitive Science of Attention and Action  
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Leadership Lessons from the Happiest Place on Earth  
A Guide for Applying Disney World's Secrets of Success to Your Organization, Your Career, and Your Life  
Pediatric Neuro-Ophthalmology  
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Attention Pays  
A Straightforward System to Develop Attention to Detail in Yourself, Employees, Or Across an Organization  
Defining Moments in Fashion  
Trees, Knots, and Outriggers  
Improve Attention to Detail  
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How to Achieve the Professional Success You Deserve by Managing the Details That Matter  
Lessons from the Mouse  
The Curious Incident of the Dog in the Night-Time  
How to Navigate Clueless Colleagues, Lunch-Stealing Bosses, and the Rest of Your Life at Work  
Attention to Detail in Design  
Lessons Learned from 15 Years as CEO of the Walt Disney Company  
Kelly Hoppen Close Up  
Cat Dreams  
Environmental Knowledge in the Northeast Kula Ring  
Fixing the Problem  
Night Buddies and the Pineapple Cheesecake Scare

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## SUMMERS PONCE

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*Data Modeling for Quality* Ballantine Books

Presents a feline dreamland where it rains mice, all the dogs have run away, and a big bowl of kibbles and cream is waiting.

**Winning Conditions** Quadrille Publishing

Daisy's pet Ladybird goes missing, so she visits super-sleuth Basil, the best detective in Plant City. Can he help her find Ladybird? Follow Daisy and Basil as they look for Ladybird all over Plant City. Is he in the museum, the fun fair, the train station, the school, the concert or the restaurant? Witty, colorful illustrations packed with visual jokes and all sorts of things to spot will delight children of all ages. Hours of search-and-find fun are guaranteed! Join in the hunt and Look for Ladybird! The first book in a new series from up-and-coming illustrator Katherina Manolossou.

Frances Lincoln

Now an acclaimed documentary from Screen Media, the New York Times bestselling account of the story behind one of the most influential, durable, and beloved shows in the history of television: Sesame Street. "Davis tracks down every Sesame anecdote and every Sesame personality in his book . . . Finally, we get to touch Big Bird's feathers." —The New York Times Book Review Sesame Street is the longest-running-and arguably most beloved- children's television program ever created. Today, it reaches some six million preschoolers weekly in the United States and countless others in 140 countries around the world. Street Gang is the compelling, comical, and inspiring story of a media masterpiece and pop-culture landmark. Television reporter and columnist Michael Davis-with the complete participation of Joan Ganz Cooney, one of the show's founders-unveils the idealistic personalities, decades of social and cultural change, stories of compassion and personal sacrifice, and miraculous efforts of writers, producers, directors, and puppeteers that together transformed an empty soundstage into the most recognizable block of real estate in television history.

*Look for Ladybird in Plant City* Penguin

The first part of the book is a short novel about the effect a caring set of foster parents has on a neglected ten-year-old boy. The other three are short stories; the first about a man's search for answers, the second about two friends growing up and the last about the adventures of a rebellious daughter.

Sharpen Your Perception, Change Your Life Greenleaf Book Group LLC

With *Writing for the Web*, you'll learn everything you need to know to create effective Web content using words, pictures, and sound. Follow along as instructor and writer Lynda Felder combines easy-to-follow guidelines with photographs, lists, and tables to illustrate the key concepts behind writing nonlinear, interactive stories; creating succinct and clear copy; and working compelling images, motion graphics, and sound into your content. Many books offer instruction on how to use software programs to build Web sites, podcasts, and illustrations. But only *Writing for the Web* explains when and why an author might choose an illustration over a photograph, motion graphics over text, or a

slice of Beethoven's Fifth over the sound of a bubbling brook. Focusing on storytelling techniques that work best for digital media, this book describes the essential skills and tools in a Web author's toolbox, including a thorough understanding of grammar and style, a critical eye for photography, and an ear for just the right sound byte for a podcast. This clearly written guide provides a fun and practical approach to Web writing that busy students and writers will be eager to learn and explore. Uses concise, straight-to-the-point style to illustrate techniques for writing sharp and focused Web copy, coupled with compelling visuals and sound. Focuses on writing practices and guidelines, with exercises and prompts developed and tested by the author. Features clear design, with plenty of pictures and visual elements, and a friendly and knowledgeable voice. Take your learning even further with Lynda's companion book: *The Web Writer's Toolkit: 365 prompts, collaborative exercises, games, and challenges for effective online content*. For more tips, exercises, and suggestions for teachers, check out the book's Web site at [www.write4web.com](http://www.write4web.com).

Attention University of Chicago Press

Inspired by her travels in the Far East and understanding of the principles of space and proportion, Kelly Hoppen's rooms proclaim an ability to mix materials and textures in neutral backgrounds for a look that is in tune with modern western consciousness. This work shows how you can create this cool modern look on a modest budget. Starting with an outline of her signature principles, the book examines the key topics of understanding space, making an impact, living with the seasons, feeding the senses, defining public and private spaces, creating mood with lighting and introducing improvised and unexpected touches to free the imagination.

**Creating Compelling Web Content Using Words, Pictures, and Sound** Guilford Publications

The Guardian's Pick for Best Science Fiction Book of the Year! A timely and uncanny portrait of a world in the wake of fake news, diminished privacy, and a total shutdown of the Internet BEFORE: In Bristol's center lies the Croft, a digital no-man's-land cut off from the surveillance, Big Data dependence, and corporate-sponsored, globally hegemonic aspirations that have overrun the rest of the world. Ten years in, it's become a center of creative counterculture. But it's fraying at the edges, radicalizing from inside. How will it fare when its chief architect, Rushdi Mannan, takes off to meet his boyfriend in New York City—now the apotheosis of the new techno-utopian global metropolis? AFTER: An act of anonymous cyberterrorism has permanently switched off the Internet. Global trade, travel, and communication have collapsed. The luxuries that characterized modern life are scarce. In the Croft, Mary—who has visions of people presumed dead—is sought out by grieving families seeking connections to lost ones. But does Mary have a gift or is she just hustling to stay alive? Like Grids, who runs the Croft's black market like personal turf. Or like Tyrone, who hoards music (culled from cassettes, the only medium to survive the crash) and tattered sneakers like treasure. The world of Infinite Detail is a small step shy of our own: utterly dependent on technology, constantly brokering autonomy and privacy for comfort and convenience. With *Infinite Detail*, Tim Maughan makes the hitherto-unimaginable come true: the End of the Internet, the End of the World as We Know It.

**A History of America in 100 Maps** AMACOM Div American Mgmt Assn

**#1 NEW YORK TIMES BESTSELLER** • A memoir of leadership and success: The executive chairman of Disney, Time's 2019 businessperson of the year, shares the ideas and values he embraced during his fifteen years as CEO while reinventing one of the world's most beloved companies and inspiring the people who bring the magic to life. **NAMED ONE OF THE BEST BOOKS OF THE YEAR BY NPR**

Robert Iger became CEO of The Walt Disney Company in 2005, during a difficult time. Competition was more intense than ever and technology was changing faster than at any time in the company's history. His vision came down to three clear ideas: Recommit to the concept that quality matters, embrace technology instead of fighting it, and think bigger—think global—and turn Disney into a stronger brand in international markets. Today, Disney is the largest, most admired media company in the world, counting Pixar, Marvel, Lucasfilm, and 21st Century Fox among its properties. Its value is nearly five times what it was when Iger took over, and he is recognized as one of the most innovative and successful CEOs of our era. In *The Ride of a Lifetime*, Robert Iger shares the lessons he learned while running Disney and leading its 220,000-plus employees, and he explores the principles that are necessary for true leadership, including:

- **Optimism.** Even in the face of difficulty, an optimistic leader will find the path toward the best possible outcome and focus on that, rather than give in to pessimism and blaming.
- **Courage.** Leaders have to be willing to take risks and place big bets. Fear of failure destroys creativity.
- **Decisiveness.** All decisions, no matter how difficult, can be made on a timely basis. Indecisiveness is both wasteful and destructive to morale.
- **Fairness.** Treat people decently, with empathy, and be accessible to them. This book is about the relentless curiosity that has driven Iger for forty-five years, since the day he started as the lowliest studio grunt at ABC. It's also about thoughtfulness and respect, and a decency-over-dollars approach that has become the bedrock of every project and partnership Iger pursues, from a deep friendship with Steve Jobs in his final years to an abiding love of the Star Wars mythology. "The ideas in this book strike me as universal" Iger writes. "Not just to the aspiring CEOs of the world, but to anyone wanting to feel less fearful, more confidently themselves, as they navigate their professional and even personal lives."

*Street Gang* MIT Press

This second book in the Attention to Detail series is the sister publication to *Attention to Detail: A Gentleman's Guide to Professional Appearance and Conduct*. Like the first, it covers the basics of grooming, proper business attire, interviewing and business etiquette - from a woman's perspective.

*Infinite Detail* Improve Attention to DetailA Straightforward System to Develop Attention to Detail in Yourself, Employees, Or Across an Organization

The behavioral scientist author of *Just the Way You Are* presents a provocative argument that the quality of one's life is directly related to the focus of one's attention, drawing on the latest findings in neuroscience and psychology to cover such topics as the human capacity for training concentration, the ways in which the creative mind thinks, and why people deliberate on the wrong factors when making big decisions.

*The Smart But Scattered Guide to Success* Simon and Schuster

From her place in the store, Klara, an Artificial Friend with outstanding observational qualities, watches carefully the behaviour of those who come in to browse, and of those who pass in the street outside. She remains hopeful a customer will soon choose her, but when the possibility emerges that

her circumstances may change for ever, Klara is warned not to invest too much in the promises of humans. In *'Klara and the Sun'*, Kazuo Ishiguro looks at our rapidly-changing modern world through the eyes of an unforgettable narrator to explore a fundamental question: what does it mean to love?

*A New Perspective in the Cognitive Science of Attention and Action* Random House

**WITH WINNING CONDITIONS, EVERYONE CAN FIND THEIR EXTRAORDINARY.** Let's face it—professional success isn't built only on the work itself. Instead, it's often largely influenced by the manner in which you share or present your work. Small improvements in delivery can result in substantial improvements in outcome. People succeed not simply because they deliver a winning work product or idea, but also because they deliver their work in a winning way. *Winning Conditions* is a joyful, insightful, and empowering book about delivering your work and ideas so that they (and you!) are more likely to be recognized, accepted, and celebrated. With *Winning Conditions*, you can show the world what you are capable of—it's probably more than you ever thought possible.

*The Wisdom of Walt* Vintage

An engrossing guide to seeing—and communicating—more clearly from the groundbreaking course that helps FBI agents, cops, CEOs, ER docs, and others save money, reputations, and lives. How could looking at Monet's water lily paintings help save your company millions? How can checking out people's footwear foil a terrorist attack? How can your choice of adjective win an argument, calm your kid, or catch a thief? In her celebrated seminar, the *Art of Perception*, art historian Amy Herman has trained experts from many fields how to perceive and communicate better. By showing people how to look closely at images, she helps them hone their "visual intelligence," a set of skills we all possess but few of us know how to use properly. She has spent more than a decade teaching doctors to observe patients instead of their charts, helping police officers separate facts from opinions when investigating a crime, and training professionals from the FBI, the State Department, Fortune 500 companies, and the military to recognize the most pertinent and useful information. Her lessons highlight far more than the physical objects you may be missing; they teach you how to recognize the talents, opportunities, and dangers that surround you every day. Whether you want to be more effective on the job, more empathetic toward your loved ones, or more alert to the trove of possibilities and threats all around us, this book will show you how to see what matters most to you more clearly than ever before. Please note: this ebook contains full-color art reproductions and photographs, and color is at times essential to the observation and analysis skills discussed in the text. For the best reading experience, this ebook should be viewed on a color device.

*You Mean I'm Not Lazy, Stupid or Crazy?!* New Riders

An updated edition of the classic self-help book for people with Attention Deficit Disorder! With over a quarter million copies in print, *You Mean I'm Not Lazy, Stupid or Crazy?!* is one of the bestselling books on attention deficit disorder (ADD) ever written. There is a great deal of literature about children with ADD. But what do you do if you have ADD and aren't a child anymore? This indispensable reference—the first of its kind written for adults with ADD by adults with ADD—focuses on the experiences of adults, offering updated information, practical how-tos and moral support to help readers deal with ADD. It also explains the diagnostic process that distinguishes ADD symptoms from normal lapses in memory, lack of concentration or impulsive behavior. Here's what's new: -The new medications and their effectiveness -The effects of ADD on human sexuality -The differences

between male and female ADD—including falling estrogen levels and its impact on cognitive function -The power of meditation -How to move forward with coaching And the book still includes advice about: -Achieving balance by analyzing one's strengths and weaknesses -Getting along in groups, at work and in intimate and family relationships—including how to decrease discord and chaos -Learning the mechanics and methods for getting organized and improving memory -Seeking professional help, including therapy and medication

Attention to Detail Little, Brown Books for Young Readers

Drive profitability, productivity, and accountability To create extraordinary lives, we must learn to “unplug” from the constant barrage of disruptions and “plug in” to the tools, strategies, and mindsets that allow us to harness our attention to reach our highest potential—and this book shows you how. Attention Pays spotlights on the power of attention and absolute focus. Personally: WHO we pay attention to. Professionally: WHAT we pay attention to. And Globally: HOW we pay attention in the world—and to the world. In an on-demand, 24/7 society, where distractions cost millions of people productivity, profitability, relationships and peace, it's time to pay attention to what matters most. • Includes powerful tips and tricks increase profitability • Shows you how to achieve maximum accountability and results • Provides strategies to help you productively manage daily tasks • Offers guidance on improving your daily attention and focus If you're ready drive profitably, increase productivity and boost accountability, it's time to tune out the noise, focus on what really matters and learn how Attention Pays.

*A Novel* Springer Science & Business Media

Pediatric Neuroophthalmology details the diagnostic criteria, current concepts of pathogenesis, neuroradiological correlates, and clinical management of a large group of neuroophthalmic disorders that present in childhood. Surprisingly distinct from neuroophthalmic disorders afflicting adults, this set of diseases falls between the cracks of most ophthalmology training, and thus, warrants a practical, clinical guide for the practitioner in ophthalmology - the neuroophthalmologist, pediatric ophthalmologist, general ophthalmologist - as well as neurologists and for residents. The authors, leading pediatric ophthalmologists, have taken this difficult subject matter and developed an accessible, user-friendly manual with a detailed approach to the recognition, differential diagnosis, and management of pediatric neuroophthalmologic disorders.

Visual Intelligence Houghton Mifflin

100 easy and essential recipes for cookies, pies and pastry, cakes, breads, and more, with photographic step-by-step how-to instruction, plus tips, variations, and other information

Just a Little Attention to Detail...and Other Random Bits from My Head Simon and Schuster

PUT WALT TO WORK FOR YOU! How do you go from dreaming of a theme park to building one? Walt Disney laid the blueprint. Learn how he did it, and how his wisdom can guide you toward achieving

the things that you dream of. The experts told Walt it'd never work. A giant theme park, where parents and children could play together? Crazy! So Walt put all of his money into this crazy dream of his. He put his reputation on the line. Anyone else would have quit, discouraged and disillusioned, but Walt built Disneyland. How did he go from dreaming to doing? And how can you do the same, no matter what your goal? In *The Wisdom of Walt*, Professor Jeffrey Barnes distills Walt Disney's vision, his knowledge, and his methods into a series of actionable lessons. Through historical vignettes about Disneyland, as well as plentiful examples and exercises, Barnes creates a framework through which you can apply Walt's wisdom to improve your career, your company, and your life. Learn to: - Listen to your "Walter ego" and start trusting yourself -Go "beyond the berm" with the secrets of Disneyland's success -Make a "Main Street impression" on everyone you meet -Create "E-ticket experiences" that keep them coming back for more WITH THE WISDOM OF WALT, YOUR SUCCESS IS JUST A DREAM AWAY!

Leadership Lessons from the Happiest Place on Earth iUniverse

Throughout its history, America has been defined through maps. Whether made for military strategy or urban reform, to encourage settlement or to investigate disease, maps invest information with meaning by translating it into visual form. They capture what people knew, what they thought they knew, what they hoped for, and what they feared. As such they offer unrivaled windows onto the past. In this book Susan Schulten uses maps to explore five centuries of American history, from the voyages of European discovery to the digital age. With stunning visual clarity, *A History of America in 100 Maps* showcases the power of cartography to illuminate and complicate our understanding of the past. Gathered primarily from the British Library's incomparable archives and compiled into nine chronological chapters, these one hundred full-color maps range from the iconic to the unfamiliar. Each is discussed in terms of its specific features as well as its larger historical significance in a way that conveys a fresh perspective on the past. Some of these maps were made by established cartographers, while others were made by unknown individuals such as Cherokee tribal leaders, soldiers on the front, and the first generation of girls to be formally educated. Some were tools of statecraft and diplomacy, and others were instruments of social reform or even advertising and entertainment. But when considered together, they demonstrate the many ways that maps both reflect and influence historical change. Audacious in scope and charming in execution, this collection of one hundred full-color maps offers an imaginative and visually engaging tour of American history that will show readers a new way of navigating their own worlds.

**A Guide for Applying Disney World's Secrets of Success to Your Organization, Your Career, and Your Life** eBook Partnership

Outlines ten practical principles for increasing the effectiveness of any business organization, based on the author's years at Disney World.

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