

100 Ideas That Changed Film Ddflat

This inspiring book chronicles the most influential ideas that have shaped architecture.

Entertainingly written by an expert on architecture, it provides a concise history of the subject, and offers a fascinating resource to dip into for the general reader. Starting with the basic building 'components' of door, window, column and beam and the Classical orders, it then goes on to explore historical movements such as the Picturesque and Beaux-Arts, innovative materials such as steel and reinforced concrete, technical innovations, such as the lift and electric lighting, through to modern movements such as Universal Design and Deconstruction. Arranged in a broadly chronological order, the ideas are presented through informative text and arresting visuals, exploring when each idea first evolved and the subsequent impact it has had up to the present day.

Uncover the twisted tales that inspired the big screen's greatest screams. Which case of demonic possession inspired *The Exorcist*? What horrifying front-page story generated the idea for *A Nightmare on Elm Street*? Which film was based on the infamous skin-wearing murderer Ed Gein? Unearth the terrifying and true tales behind some of the scariest Horror movies to ever haunt our screens, including the Enfield poltergeist case that was retold in *The Conjuring 2* and the serial killers who inspired Hannibal Lecter in *The Silence of the Lambs*. Behind the Horror dissects these and other bizarre tales to reveal haunting real-life stories of abduction, disappearance, murder, and exorcism. Split into sections on grammar, vocabulary, speaking, listening, reading, writing, translation and revision, **100 Ideas for Secondary Teachers: Outstanding MFL Lessons presents tried-and-tested ideas that cover all aspects of the modern foreign languages (MFL) curriculum. Experienced MFL teacher, Dannielle Warren, shares interactive games and activities to support and challenge all students learning a modern foreign language. This accessible resource presents suggestions for helping students revise effectively and strategies for marking and feedback to enable their progress. It is suitable for all MFL teachers, regardless of the language they teach, and includes examples in French, Spanish and German. With online resources and ideas ranging from pass the parcel to drawing dictation, **100 Ideas for Secondary Teachers: Outstanding MFL Lessons** is ideal for all teachers in need of some inspiration and fresh ideas.**

Charting the movements, developments, and ideas that transformed the way women dress, this book gives a unique perspective on the history of twentieth-century fashion. From the invention of the bias cut and the stiletto heel to the designers who changed the way we think about clothes, the book is entertaining, intelligent, and a visual feast.

The Movie Quiz Book

History's Greatest Breakthroughs, Inventions, and Theories

I Like to Watch

1000 Journals Project

100 Ideas that Changed the World

The Call of the Wild

From the New York Times bestselling author of *Fifth Avenue, Five A.M.* and *Fosse* comes the revelatory account of the making of a modern American masterpiece *Chinatown* is the Holy Grail of 1970s cinema. Its twist ending is the most notorious in American film and its closing line of dialogue the most haunting. Here for the first time is the incredible true story of its making. In Sam Wasson's telling, it becomes the defining story of the most colorful characters in the most colorful period of Hollywood history. Here is Jack Nicholson at the height of his powers, as compelling a movie star as there has ever been, embarking on his great, doomed love affair with Anjelica Huston. Here is director Roman Polanski, both predator and prey, haunted by the savage death of his wife, returning to Los Angeles, the scene of the crime, where the seeds of his own self-destruction are quickly planted. Here is the fevered dealmaking of "The Kid" Robert Evans, the most consummate of producers. Here too is Robert Towne's fabled script, widely considered the greatest original screenplay ever written. Wasson for the first time peels off layers of myth to provide the true account of its creation. Looming over the story of this classic movie is the imminent eclipse of the '70s filmmaker-friendly studios as they gave way to the corporate Hollywood we know today. In telling that larger story, *The Big Goodbye* will take its place alongside classics like *Easy Riders*, *Raging Bulls* and *The Devil's Candy* as one of the great movie-world books ever written. Praise for Sam Wasson: "Wasson is a canny chronicler of old Hollywood and its outsize personalities...More than that, he understands that style matters, and, like his subjects, he has a flair for it." - *The New Yorker* "Sam Wasson is a fabulous social historian because he finds meaning in situations and stories that would otherwise be forgotten if he didn't sleuth them out, lovingly." - Hilton Als

#1 NEW YORK TIMES BESTSELLER • ONE OF TIME MAGAZINE 'S 100 BEST YA BOOKS OF ALL TIME The extraordinary, beloved novel about the ability of books to feed the soul even in the darkest of times. When Death has a story to tell, you listen. It is 1939. Nazi Germany. The country is holding its breath. Death has never been busier, and will become busier still. Liesel Meminger is a foster girl living outside of Munich, who scratches out a meager existence for herself by stealing when she encounters something she can't resist-books. With the help of her accordion-playing foster father, she learns to read and shares her stolen books with her neighbors during bombing raids as well as with the Jewish man hidden in her basement. In superbly crafted writing that burns with intensity, award-winning author Markus Zusak, author of *I Am the Messenger*, has given us one of the most enduring stories of our time. "The kind of book that can be life-changing." -*The New York Times* "Deserves a place on the same shelf with *The Diary of a Young Girl* by Anne Frank." -*USA Today* **DON'T MISS BRIDGE OF CLAY, MARKUS ZUSAK'S FIRST NOVEL SINCE THE BOOK THIEF.**

This inspiring book chronicles the most influential ideas that have shaped film since its inception. The ideas include innovative concepts, technologies, techniques and movements, from the silent era's masterpieces to today's blockbusters and art house movies, these highly illustrated pages are a chance to rediscover films from five continents.

This inspiring book chronicles the most influential ideas that have shaped film since its inception. Entertaining and intelligent, it provides a concise history as well as being a fascinating resource to dip into. Arranged in a broadly chronological order to show the development of film, the ideas include innovative concepts, technologies, techniques, and movements. From the silent era's masterpieces to today's blockbusters and art house movies, these highly illustrated pages are a chance to discover or rediscover films from all around the world.

100 Ideas that Changed Advertising

Big Ideas Simply Explained

The Definitive Griffin Estate Edition

100 Ideas that Changed Architecture

One Hundred Ideas that Changed Film

The Negro Motorist Green Book

This is an analysis of what has been called the seventh art. It traces the development of film from its scientific origins through to cinema today, covering the key elements and players that have contributed to its artistic and technical development.

Imagine the best pub quiz you've ever been to, but without suffering the hangover the next morning! From heroic heroines, famous final lines and award-winning directors, to Hollywood's golden age, memorable movie flops and the film world's biggest franchises, the book's over 1,600 questions cover every aspect of the movies. Thrown in among the brain-testing questions are a series of visual quizzes and challenges—including an *It's a Wonderful Life* spot-the-difference and the world premiere of a Jean-Claude van Damme-themed wordsearch! Put together by the team at indie film magazine *Little White Lies*, *The Movie Quiz Book* includes 120 movie quizzes, from seriously difficult text-based, to downright silly illustrated visual quizzes. *The Movie Quiz Book* is illustrated by Sophie Mo.

100 Ideas that Changed Street Style is a look-by-look dissection of the key ideas that changed the way we dress – from the middle of the 20th century to the present day – explaining the most iconic items of clothing and how they were worn, what the look was born of, its cultural background, how it was received, and how it still resonates in fashion today. The modern wardrobe owes its development not just to fashion designers in Paris or Milan but also to gangs and movements brought together by a shared appreciation of music, sport or a particular underground culture, and a certain style that defines membership. These styles have rocked establishments, created stereotypes, expressed social division as much as they have united people, entered the language, spread around the world, and, above all, transformed dress for a wider public.

A Penguin Classics Deluxe Edition of a counterculture classic, and the inspiration for the new Netflix original series *Ratched*, with a foreword by Chuck Palahniuk Boisterous, ribald, and ultimately shattering, Ken Kesey's 1962 novel has left an indelible mark on the literature of our time. Now in a new deluxe edition with a foreword by Chuck Palahniuk and cover by Joe Sacco, here is the unforgettable story of a mental ward and its inhabitants, especially the tyrannical Big Nurse Ratched and Randle Patrick McMurphy, the brawling, fun-loving new inmate who resolves to oppose her. We see the struggle through the eyes of Chief Bromden, the seemingly mute half-Indian patient who witnesses and understands McMurphy's heroic attempt to do battle with the powers that keep them all imprisoned. For more than seventy years, Penguin has been the leading publisher of classic literature in the English-speaking world. With more than 1,700 titles, Penguin Classics represents a global bookshelf of the best works throughout history and across genres and disciplines. Readers trust the series to provide authoritative texts enhanced by introductions and notes by distinguished scholars and contemporary authors, as well as up-to-date translations by award-winning translators.

TIME 100 Ideas that Changed the World

100 Ideas that Changed Film

Keep Talking

The Movie Book

1940 Edition

The Big Goodbye

The idea of "The Green Book" is to give the Motorist and Tourist a Guide not only of the Hotels and Tourist Homes in all of the large cities, but other classifications that will be found useful wherever he may be. Also facts and information that the Negro Motorist can use and depend upon. There are thousands of places that the public doesn't know about and aren't listed. Perhaps you know of some? If so send in their names and addresses and the kind of business, so that we might pass it along to the rest of your fellow Motorists. You will find it handy on your travels, whether at home or in some other state, and is up to date. Each year we are compiling new lists as some of these places move, or go out of business and new business places are started giving added employment to members of our race. From the light bulb, automobile and computer to vaccinations and tectonic theory, TIME reports on the most significant scientific and technological breakthroughs – in the form of ideas, inventions and discoveries – that have driven human progress. This book is both mentally and visually stimulating, showcasing beautiful and illuminating photographs, illustrations and graphics. Taking a look back through the most influential ideas that have changed the course of history, this book will take readers on an inspiring journey. From the early telescopes of Galileo to the forefront of American industry with Henry Ford's assembly line, TIME explores the worlds of those bright thinkers that shaped the future.

The adventures of an unusual dog, part St. Bernard, part Scotch shepherd, forcibly taken to the Klondike gold fields where he eventually becomes the leader of a wolf pack.

This inspiring book chronicles the most influential ideas that have shaped industrial and product design. Written by two experts on modern design, it provides a concise history of the subject, and offers a fascinating resource to dip into for the general reader. From the origins of modern design in the craft movements of the 19th and early 20th century, and the changes brought about by mass production, the book traces the most important ideas in design through the modern movement and post-war consumer society to more recent ideas such as Open-Source Design and Biomimicry.

History of Film

100 Ideas that Changed Fashion

Coraline

Redefining Literacy in a World of Screens

Underexposed!

Arguing My Way Through the TV Revolution

The Story of Hollywood follows Hollywood from its dusty origins to its glorious rise to stardom. Lavishly illustrated with over 800 vintage images from the author's private collection, the book tells the complete story of Hollywood including its eventual decline and urban renewal. Both the playground of stars and the boulevard of broken dreams, Hollywood transformed American society with its motion pictures that revolutionized the entertainment world. The Story of Hollywood brings new insights to readers. with a passion for Hollywood and its place in the history of film, radio, and television.

The #1 New York Times bestseller. Over 4 million copies sold! Tiny Changes, Remarkable Results No matter your goals, Atomic Habits offers a proven framework for improving--every day. James Clear, one of the world's leading experts on habit formation, reveals practical strategies that will teach you exactly how to form good habits, break bad ones, and master the tiny behaviors that lead to remarkable results. If you're having trouble changing your habits, the problem isn't you. The problem is your system. Bad habits repeat themselves again and again not because you don't want to change, but because you have the wrong system for change. You do not rise to the level of your goals. You fall to the level of your systems. Here, you'll get a proven system that can take you to new heights. Clear is known for his ability to distill complex topics into simple behaviors that can be easily applied to daily life and work. Here, he draws on the most proven ideas from biology, psychology, and neuroscience to create an easy-to-understand guide for making good habits inevitable and bad habits impossible. Along the way, readers will be inspired and entertained with true stories from Olympic gold medalists, award-winning artists, business leaders, life-saving physicians, and star comedians who have used the science of small habits to master their craft and vault to the top of their field. Learn how to: • make time for new habits (even when life gets crazy); • overcome a lack of motivation and willpower; • design your environment to make success easier; • get back on track when you fall off course; ...and much more. Atomic Habits will reshape the way you think about progress and success, and give you the tools and strategies you need to transform your habits--whether you are a team looking to win a championship, an organization hoping to redefine an industry, or simply an individual who wishes to quit smoking, lose weight, reduce stress, or achieve any other goal.

From The New Yorker 's fiercely original, Pulitzer Prize-winning culture critic, a provocative collection of new and previously published essays arguing that we are what we watch. " Emily Nussbaum is the perfect critic—smart, engaging, funny, generous, and insightful. " —David Grann, author of Killers of the Flower Moon NAMED ONE OF THE BEST BOOKS OF THE YEAR BY NPR • Chicago Tribune • Esquire • Library Journal • Kirkus Reviews From her creation of the " Approval Matrix " in New York magazine in 2004 to her Pulitzer Prize – winning columns for The New Yorker, Emily Nussbaum has argued for a new way of looking at TV. In this collection, including two never-before-published essays, Nussbaum writes about her passion for television, beginning with Buffy the Vampire Slayer, the show that set her on a fresh intellectual path. She explores the rise of the female screw-up, how fans warp the shows they love, the messy power of sexual violence on TV, and the year that jokes helped elect a reality-television president. There are three big profiles of television showrunners—Kenya Barris, Jenji Kohan, and Ryan Murphy—as well as examinations of the legacies of Norman Lear and Joan Rivers. The book also includes a major new essay written during the year of #MeToo, wrestling with the question of what to do when the artist you love is a monster. More than a collection of reviews, the book makes a case for toppling the status anxiety that has long haunted the " idiot box, " even as it transformed. Through it all, Nussbaum recounts her fervent search, over fifteen years, for a new kind of criticism, one that resists the false hierarchy that elevates one kind of culture (violent, dramatic, gritty) over another (joyful, funny, stylized). I Like to Watch traces her own struggle to punch through stifling notions of " prestige television, " searching for a more expansive, more embracing vision of artistic ambition—one that acknowledges many types of beauty and complexity and opens to more varied voices. It 's a book that celebrates television as television, even as each year warps the definition of just what that might mean. FINALIST FOR THE PEN/DIAMONSTEIN-SPIELVOGEL AWARD FOR THE ART OF THE ESSAY " This collection, including some powerful new work, proves once and for all that there 's no better American critic of anything than Emily Nussbaum. But I Like to Watch turns out to be even greater than the sum of its brilliant parts—it 's the most incisive, intimate, entertaining, authoritative guide to the shows of this golden television age. " —Kurt Andersen, author of Fantasyland " Reading Emily Nussbaum makes us smarter not just about what we watch, but about how we live, what we love, and who we are. I Like to Watch is a joy. " —Rebecca Traister

Into the shadows: Noir in the spotlight Enter a world populated by private eyes, gangsters, psychopaths, and femmes fatales, where deception, lust, and betrayal run rampant... If your heart rate just increased a bit, you'll covet this book—the first film-by-film photography book on film noir and neo-noir. Beginning with silent, German, and French films that were early influences on the genre, through to seminal works such as Double Indemnity, The Postman Always Rings Twice, and Vertigo, you'll make your way to the present day via Chinatown, Pulp Fiction, Heat, Memento, and the recent cult favorite Drive. Entries include posters, tons of rare stills, cast/crew details, quotes from the films and from critics, and analyses of the films. Film director, film noir scholar, and Taxi Driverscreenwriter Paul Schrader provides the introduction to this feast of noir worship. Populated by the genre's most revered directors like Hitchcock, Wilder, Welles, Polanski, Mann, and Scorsese, the book also pays homage to its iconic faces such as those of Mitchum, Bogart, Hayworth, Bergman, Grant, Bacall, Crawford, Nicholson, Pacino, and so many more.

100 Ideas that Changed Street Style

100 Ideas that Changed Photography

100 All-time Favorites

100 Ideas for Secondary Teachers: Outstanding MFL Lessons

30 Directors on Their Epiphanies in the Dark

The Dress

A bodacious treasury of photos, trivia, lists, stats, and more that take you back to the films that defined the decade. Don't miss this trip through the movies that defined the 1980s era. Packed with photos and memorabilia of Hollywood stars, this collection of classic cinema blockbusters offers summaries, release dates, trivia, and fun facts on each motion picture. We'll cover the invention of massive-budget action films, the Brat Pack, and even popular foreign flicks of the day. Nobody puts this book in the corner. You'll be donning your Ray-Bans and immersing yourself in gnarly nostalgia from the neon-colored 1980s in no time!

Spanning several generations—from newcomers to Oscar Award-winning veterans—this volume features a discussion of the movies that shaped the careers of these filmmakers and, in turn, cinema history. Here directors, including Peter Bogdanovich, Kimberly Peirce, Arthur Hiller, and John Waters, explore the film they saw at an especially formative moment, how it influenced their own work—or, in some cases, led them to tell stories through movies themselves—and the effects it had on their thoughts about cinema. Revealing stories include how after watching Rebel Without a Cause, John Woo started combing his hair like James Dean and even began talking like him; Apocalypse Now inspired Danny Boyle to take risks and make larger-than-life films; and a line in The Wizard of Oz—"Who could ever have thought a good little girl like you could destroy all my beautiful wickedness?"—has become almost a personal mantra or prayer for John Waters.

This accessible book demonstrates how ideas influenced and defined graphic design. Lavishly illustrated, it is both a great source of inspiration and a provocative record of some of the best examples of graphic design from the last hundred years. The entries, arranged broadly in chronological order, range from technical (overprinting, rub-on designs, split fountain); to stylistic (swashes on caps, loud typography, and white space); to objects (dust jackets, design handbooks); and methods (paper cut-outs, pixelation).

Through 100 groundbreaking dresses, *The Dress* traces the past and present influences and reinterpretations in clothing design. From the Victorian crinoline to Vivienne Westwood's mini-crini of 1985, from Herve Leger's 1985 bandage dress to Christopher Kane's 2006 neon version, each landmark dress gives examples of how fashion ideas have been reborn and referenced throughout time by designers. By making connections between designers and across decades, the book allows the reader to discover the breadth of influence in this field, the magic of inspired originality from fashion designers and an overview of fashion history. From beaded and bias-cut to frou-frou to corseted, Chanel to Yves Saint Laurent, laced to bustled, each dress tells a fashion story through anecdotes and analysis, with historic and cross-cultural references, beautiful imagery, and immaculate referencing.

Communicative Fluency Activities for Language Teaching

Black Like Me

An Easy & Proven Way to Build Good Habits & Break Bad Ones

Film Noir

100 Ideas that Changed Art

The 50 Greatest Movies Never Made

This inspiring book chronicles the most influential ideas that have shaped film since its inception. Entertaining and intelligent, it is both a concise history and a fascinating resource. Each idea is presented through informed text and arresting visuals paying homage to the medium's great classics. We learn why and how the ideas first evolved and what their impact has been up to the present day.

This compelling book chronicles the most influential ideas that have shaped photography from the invention of the daguerreotype in the early 19th century up to the digital revolution and beyond. Each idea is presented through lively text and arresting visuals, and explores when the idea first evolved and its subsequent impact on photography.

Golding's iconic 1954 novel, now with a new foreword by Lois Lowry, remains one of the greatest books ever written for young adults and an unforgettable classic for readers of any age. This edition includes a new Suggestions for Further Reading by Jennifer Buehler. At the dawn of the next world war, a plane crashes on an uncharted island, stranding a group of schoolboys. At first, with no adult supervision, their freedom is something to celebrate. This far from civilization they can do anything they want. Anything. But as order collapses, as strange howls echo in the night, as terror begins its reign, the hope of adventure seems as far removed from reality as the hope of being rescued. "One thousand blank journals are currently circulating throughout the world, beckoning contributors who find the journals by chance on trains, in cafés, and anonymously left on doorsteps. Artist Someguy shares more than 250 of the best entries..."--Publisher description.

100 Ideas that Changed Design

Lord of the Flies

Behind the Horror

100 Ideas that Changed Graphic Design

The Age of the Image

The Book Thief

This practical book contains over 100 different speaking exercises, including interviews, guessing games, problem solving, role play and story telling with accompanying photocopiable worksheets.

This innovative title looks at the history of the Web from its early roots in the research projects of the US government to the interactive online world we know and use today. Fully illustrated with images of early computing equipment and the inside story of the online world's movers and shakers, the book explains the origins of the Web's key technologies, such as hypertext and mark-up language, the social ideas that underlie its networks, such as open source, and creative commons, and key moments in its development, such as the movement to broadband and the Dotcom Crash. Later ideas look at the origins of social networking and the latest developments on the Web, such as The Cloud and the Semantic Web. Following the design of the previous titles in the series, this book is in a new, smaller format. It provides an informed and fascinating illustrated history of our most used and fastest-developing technology.

From the earliest cave paintings through to the internet and street art, this inspiring book chronicles the 100 most influential ideas that have shaped the world of art. Arranged in broadly chronological order, it provides a source of inspiration and a fascinating resource for the general reader to dip into. The book shows how developments in materials and technology have radically changed the way that art is produced. Each entry explores when an idea first evolved and how it has resurfaced in the work of different artists up to the present day. Illustrated with historical masterpieces and packed with fascinating contemporary examples, this is an inspirational and wholly original guide to understanding the forces that have shaped world art.

Every once in a while, an idea comes along that makes the entire world sit up and take notice. From the earliest understandings of our place in the solar system, via Darwinism, DNA, neutrons and quarks, right up to the theories that are pushing the boundaries of our knowledge today, we are forever propelled forward by our most gifted scientific minds. In this fascinating book, former BBC Focus magazine editor Jheni Osman explores 100 of the most forward thinking, far-reaching and downright inspired ideas and inventions in history, each nominated by experts from all fields of science and engineering. With selections from established authorities such as Brian Cox, Patrick Moore, Richard Dawkins and Marcus du Sautoy, Osman covers topics as diverse as the Big Bang, vaccination, computing, radioactivity, human genomes, the wheel and many more. Each essay looks at the logic behind these great inventions, discoveries, theories and experiments, studying the circumstances that brought them into being and assessing the impact that they had on the world at large. An intriguing and thought-provoking collection, 100 Ideas that Changed the World offers us a glimpse into the minds behind history's greatest eureka moments.

An Illustrated History

50th Anniversary Edition

The Story of Hollywood

True stories that inspired horror movies

Chinatown and the Last Years of Hollywood

100 Innovative Ideas for Florida's Future

This American classic has been corrected from the original manuscripts and indexed, featuring historic photographs and an extensive biographical afterword.

Describes the history of storytelling, including how each form, from scrolls to printing presses to film and social media, works on the human brain, and discusses the rules of effective visual storytelling.

The untold stories behind the 50 greatest movies never made, illustrated by 50 new and original posters For most films, it's a long, strange road from concept to screen, and sometimes those roads lead to dead ends. In Underexposed! The 50 Greatest Movies Never Made, screenwriter and filmmaker Joshua Hull guides readers through development hell. With humor and reverence, Hull details the speed bumps and roadblocks that kept these films from ever reaching the silver screen. From the misguided and rejected, like Stanley Kubrick's Lord of the Rings starring the Beatles; to films that changed hands and pulled a U-turn in development, like Steven Spielberg's planned Oldboy adaptation starring Will Smith; to would-be masterpieces that might still see the light of day, like Guillermo del Toro's In the Mountains of Madness, Hull discusses plotlines, rumored casting, and more. To help bring these lost projects to life, 50 artists from around the world, in association with the online art collective PosterSpy, have contributed original posters that accompany each essay and give a glimpse of what might have been.

Stand by for hours of blissful immersion in the world of film - the world's "seventh art". The Movie Book is your detailed guide to 100 seismic films, from Intolerance (1916) to the groundbreaking Boyhood (2014). Part of the Big Ideas series, The Movie Book is your perfect companion and reference with infographics to explain swift-moving plots and complicated relationships. It shows The Godfather's complicated web of family and associates, for example, and gives minute-by-minute plot lines to iconic movies such as Taxi Driver or Blade Runner. One film can influence another and this indispensable and crystal clear guide explains what inspired Quentin Tarantino to use a glowing briefcase in Pulp Fiction, for example, or how Jaws triggered decades of summer action blockbusters. Liberally sprinkled with gorgeous stills, pithy quotes, and trivia detail, The Movie Book brings you new insights into your favorites and introduces you to little-known masterpieces from around the world. Series Overview: Big Ideas Simply Explained series uses creative design and innovative graphics along with straightforward and engaging writing to make complex subjects easier to understand. With over 7 million copies worldwide sold to date, these award-winning books provide just the information needed for students, families, or anyone interested in concise, thought-provoking refreshers on a single subject.

100 Ideas that Changed the Web

One Flew Over the Cuckoo's Nest

Best Movies of the 80s

Atomic Habits

The Film That Changed My Life

When a young girl ventures through a hidden door, she finds another life with shocking similarities to her own. Coraline has moved to a new house with her parents and she is fascinated by the fact that their 'house' is in fact only half a house! Divided into flats years before, there is a brick wall behind a door where once there was a corridor. One day it is a corridor again and the intrepid Coraline wanders down it. And so a nightmare-ish mystery begins that takes Coraline into the arms of counterfeit parents and a life that isn't quite right. Can Coraline get out? Can she find her real parents? Will life ever be the same again?

A chronicle of the key ideas that have shaped the adverts we see everyday, 100 Ideas That Changed Advertising offers a fascinating insight into an ever-changing and fast moving industry. Arranged broadly chronologically, the book looks at the overnight revolutions, the flashes of inspiration, and the long-term evolutions that advertisers have wrought upon their industry. Author Simon Veksner guides us through the key ideas behind these changes, from the development of the first advertising formats and the history of branding, to the creative revolutions of the 1960s and the digital age. Looking forward, the book considers the most recent thinking in reaching new audiences, including the rise of neuromarketing and the latest behavioural economics. Illustrated with hundreds of examples of adverts and explaining their power to inspire, delight, and annoy, but above all, to make us buy, the book is an absorbing guide to a turbulent industry.

The 100 ideas contained in this book reflect the thoughts of thousands of Floridians who have taken the time to offer their personal insights into what it will take to preserve the state's legacy of opportunity. This book is a written commitment that will detail Florida's vision for the future, and how to make it a reality. 100 Innovative Ideas for Florida's Future shows how every Floridian can enjoy freedom, opportunity, and the pursuit of happiness and leave for their children a better life than their own.