



until he learns that the very best thing you can be is YOU! Giraffes Can't Dance has been a much-loved family favourite for over 20 years, and has sold over 6 million copies worldwide.

This is the first volume to consider the popular literary category of Early Readers – books written and designed for children who are just beginning to read independently. It argues that Early Readers deserve more scholarly attention and careful thought because they are, for many younger readers, their first opportunity to engage with a work of literature on their own, to feel a sense of mastery over a text, and to experience pleasure from the act of reading independently. Using interdisciplinary approaches that draw upon and synthesize research being done in education, child psychology, sociology, cultural studies, and children's literature, the volume visits Early Readers from a variety of angles: as teaching tools; as cultural artifacts that shape cultural and individual subjectivity; as mass produced products sold to a niche market of parents, educators, and young children; and as aesthetic objects, works of literature and art with specific conventions. Examining the reasons such books are so popular with young readers, as well as the reasons that some adults challenge and censor them, the volume considers the ways Early Readers contribute to the construction of younger children as readers, thinkers, consumers, and as gendered, raced, classed subjects. It also addresses children's texts that have been translated and sold around the globe, examining them as part of an increasingly transnational children's media culture that may add to or supplant regional, ethnic, and national children's literatures and cultures. While this collection focuses mostly on books written in English and often aimed at children living in the US, it is important to acknowledge that these Early Readers are a major US cultural export, influencing the reading habits and development of children across the globe.

Gerald the elephant tries to tell Piggie that ball-throwing is serious business, but Piggie just wants to have fun.

This book discusses the problem that why entrepreneurs don't have clear strategies in different phrases and how to solve it. The author uses the tools of human resource from inside and outside aspects to analyze the problem. What's more, the author also discusses the problems from 4 dimensions, such as users, organizations, products and markets. Use the co-evolution strategy canvas to summarize solutions for different phrases of enterprises.

Traditional Chinese edition of I Love My New Toy! by Mo Willems. Piggie can't wait to show Gerald her brand new toy. But will an accidentally broken toy accidentally break a friendship?

Simplified Chinese edition of Don't Let the Pigeon Stay Up Late! by Sesame Street veteran animator and Emmy Award-winner Mo Willems, author of Knuffle Bunny (2005 Caldecott Honor Award). In Simplified Chinese. Annotation copyright Tsai Fong Books, Inc. Distributed by Tsai Fong Books, Inc.

Traditional Chinese edition of Can I Play Too? by Mo Willems. In Traditional Chinese. Annotation copyright Tsai Fong Books, Inc. Distributed by Tsai Fong Books, Inc.

Who Says Elephants Can't Dance? sums up Lou Gerstner's historic business achievement, bringing IBM back from the brink of insolvency to lead the computer business once again. Offering a unique case study drawn from decades of experience at some of America's top companies -- McKinsey, American Express, RJR Nabisco -- Gerstner's insights into management and leadership are applicable to any business, at any level. Ranging from strategy to public relations, from finance to organization, Gerstner reveals the lessons of a lifetime running highly successful companies.

Simplified Chinese edition of Knuffle Bunny: A Cautionary Tale

Traditional Chinese edition of Are You Ready to Play Outside? (An Elephant and Piggie Book) by Mo Willem. In Traditional Chinese. Annotation copyright Tsai Fong Books, Inc. Distributed by Tsai Fong Books, Inc.

A history of one of the most influential American companies of the last century. For decades, IBM shaped the way the world did business. IBM products were in every large organization, and IBM corporate culture established a management style that was imitated by companies around the globe. It was "Big Blue," an icon. And yet over the years, IBM has gone through both failure and success, surviving flatlining revenue and forced reinvention. The company almost went out of business in the early 1990s, then came back strong with new business strategies and an emphasis on artificial intelligence. In this authoritative, monumental history, James Cortada tells the story of one of the most influential American companies of the last century. Cortada, a historian who worked at IBM for many years, describes IBM's technology breakthroughs, including the development of the punch card (used for automatic tabulation in the 1890 census), the calculation and printing of the first Social Security checks in the 1930s, the introduction of the PC to a mass audience in the 1980s, and the company's shift in focus from hardware to software. He discusses IBM's business culture and its orientation toward employees and customers; its global expansion; regulatory and legal issues, including antitrust litigation; and the track records of its CEOs. The secret to IBM's unequalled longevity in the information technology market, Cortada shows, is its capacity to adapt to changing circumstances and technologies.

"Creating a Learning Culture features insightful essays from industry observers and revealing case studies of prominent corporations. Each chapter revolves around creating an environment where learning takes place each day, all day - fundamentally changing the way we think about how, what, and when we learn, and how we can apply learning to practice. For the first time contemporary work on this subject appears in one volume. Three sections address key aspects of learning culture: the modern business context and the importance of learning at every juncture; the organic and adaptive approaches organizational leaders can take to design enduring success; and the expanding role of individuals within organizations and the implications for business leaders, educators, technologists, and learners. Identifying the steps companies must take to remain competitive for years to come, this book explains how learning strategies applied to all aspects of every job can provide swift returns and lasting results."--Publ. description.

Traditional Chinese edition of Don't Let the Pigeon Drive the Bus! by Mo Willems who received the Caldecott Honor for Don't Let the Pigeon Drive the Bus!. Willems is also a Sesame Street writer and NPR cartoonist. In Traditional Chinese. Annotation copyright Tsai Fong Books, Inc. Distributed by Tsai Fong Books, Inc.

Traditional Chinese edition of ELEPHANTS CANNOT DANCE! by Mo Willems, the New York Times best-selling author and

