

## Timex Expedition With Compass

Twenty-three year old wunderkind professor, Dr. Gordon B. Gray has it all, a Nobel Prize, tenure at Caltech University and looks that make women swoon. Last night he was tossing frozen pumpkins off the library roof and today -- well -- he's saving the world. When twenty-two of Dust, West Virginia's twenty-three inhabitants disappear into thin air, U.S. Army Lieutenant General John Wilkinson resorts to enlisting the brilliant young professor, who quickly finds himself caught in an international tangle of assassins, truth movements, mad physicists and wild conspiracies. With no clear endgame in sight and the world at stake, Gordon embarks on a perilous journey that takes him from the backwoods trailers of Appalachia, to the desolate wilderness of Siberia's enigmatic Tunguska region, where one man's decisions can impact the course of human history. The Officially Unofficial Files of Dr. Gordon B. Gray is a smart adventure thriller brimming with suspense, international intrigue and mind-bending science that will resonate with readers long after they've turned the last page. Editorial Review: "this book is like a faithful companion, waiting patiently to whisk you away from a tedious and grey world. It'll appeal to all of those who want a good bit of escapism, some interesting bits of science, and a new look at Indie." -by Shen Hart - The Review Hart

A book for practical preppers (those planning for emergencies or disasters). Discusses food storage, water purification and collection, sanitation, first-aid, bug-out bags, bug-out vehicles, home and self-defense, firearms and shooting, providing lights and utilities, and aspects of home construction. -- AUTHOR BIO Charlie Palmer became a prepper back in the early 1980s when he first read The Survivor newsletter. Today he recommends people make modest preparations for natural disasters and other emergencies. His interests include do-it-yourself repairs, shooting, welding, machining, and outdoor survival.

Popular Science gives our readers the information and tools to improve their technology and their world. The core belief that Popular Science and our readers share: The future is going to be better, and science and technology are the driving forces that will help make it better.

Boys' Life is the official youth magazine for the Boy Scouts of America. Published since 1911, it contains a proven mix of news, nature, sports, history, fiction, science, comics, and Scouting.

Backpacker brings the outdoors straight to the reader's doorstep, inspiring and enabling them to go more places and enjoy nature more often. The authority on active adventure, Backpacker is the world's first GPS-enabled magazine, and the only magazine whose editors personally test the hiking trails, camping gear, and survival tips they publish. Backpacker's Editors' Choice Awards, an industry honor recognizing design, feature and product innovation, has become the gold standard against which all other outdoor-industry awards are measured.

Tailored for upper-level undergraduate and MBA students, Assael's Consumer Behavior applies behavioral concepts to market strategy (domestic and international) with special emphasis on web-related issues and applications. Assael presents the content from a managerial perspective, focusing on decision making as the framework for understanding consumer behavior. The text also features a unique, three-chapter Marketing Action section, covering marketing communications, marketing segmentation and micromarketing, as well as consumer rights and social responsibility.

Profiles of major U.S. private enterprises.

For about \$150 anyone can access the United States' multi-billion dollar GPS program. Using GPS Outdoors: A Practical Guide for Hikers, Bikers, Paddlers, and Climbers shows readers how to plug in and enhance most any outdoor experience. Whether a hiker on a weekend trip through the Great Smokies, a backpacker cruising the Continental Divide Trail, a mountain biker kicking up dust in Moab, a paddler running the Lewis and Clark bicentennial route, or a climber pre-scouting the routes up Mount Shasta, a simple handheld GPS unit is fun, useful, and can even be a lifesaver. Described in conjunction with today's most popular GPS software, easy to understand information enables readers to: - Plan a trip - Navigate along a route - Gather data from the outing - Analyze trip data after the trip Information is power, and a GPS unit is today's preferred tool to harness the power of navigational technology for a more enjoyable, more informative, and possibly safer outdoor experience.

MAN OF THE WORLD is the gripping account of the first year of British adventurer Graham Hughes's daring Guinness World Record™ attempt to visit every country on Earth using only surface-based transportation, told with refreshing candour in his own words. Buckle up for a rib-tickling multinational caper of courage, tenacity, love, friendship, danger, panic, passport stamps and geo-politics, washed down with copious amounts of alcohol.

The Fifth Edition of this unique text uses a marketing segmentation approach to convey the essence of consumer behavior and to connect psychological, sociocultural, and decision-making aspects of consumer behavior. The authors explain in an integrated fashion what consumer behavior variables are, types and importance of consumer research, and problems in performing research. A vivid writing style motivates student interest.

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