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Constructing test items for standardized tests of achievement, ability, and aptitude is a task of enormous importance. The

interpretability of a test's scores flows directly from the quality of its items and exercises. Concomitant with score interpretability is the notion that including only carefully crafted items on a test is the primary method by which the skilled test developer reduces unwanted error variance, or errors of measurement, and thereby increases a test score's reliability. The aim of this entire book is to increase the test constructor's awareness of this source of measurement error, and then to describe methods for identifying and minimizing it during item construction and later review.

Persons involved in assessment are keenly aware of the increased attention given to alternative formats for test items in recent years. Yet, in many writers' zeal to be `curriculum-relevant' or `authentic' or `realistic', the items are often developed seemingly without conscious thought to the interpretations that may be garnered from them. This book argues that the format for such alternative items and exercises also requires rigor in their construction and even offers some solutions, as one chapter is devoted to these alternative formats. This book addresses major issues in constructing test items by focusing on four ideas. First, it describes the characteristics and functions of test items. A second feature of this book is the presentation of editorial guidelines for writing test items in all of the commonly used item formats, including constructed-response formats and performance tests. A third aspect of this book is the presentation of methods for determining the quality of test items. Finally, this book presents a compendium of important issues about test items, including procedures for ordering items in a test, ethical and legal concerns over using copyrighted test items, item scoring schemes, computer-generated items and more. More than 100,000 entrepreneurs rely on this book for detailed, step-by-step instructions on building successful, scalable, profitable startups. The National Science Foundation pays hundreds of startup teams each year to follow the process

outlined in the book, and it's taught at Stanford, Berkeley, Columbia and more than 100 other leading universities worldwide. Why? The Startup Owner's Manual guides you, step-by-step, as you put the Customer Development process to work. This method was created by renowned Silicon Valley startup expert Steve Blank, co-creator with Eric Ries of the "Lean Startup" movement and tested and refined by him for more than a decade. This 608-page how-to guide includes over 100 charts, graphs, and diagrams, plus 77 valuable checklists that guide you as you drive your company toward profitability. It will help you:

- Avoid the 9 deadly sins that destroy startups' chances for success
- Use the Customer Development method to bring your business idea to life
- Incorporate the Business Model Canvas as the organizing principle for startup hypotheses
- Identify your customers and determine how to "get, keep and grow" customers profitably
- Compute how you'll drive your startup to repeatable, scalable profits.

The Startup Owner's Manual was originally published by K&S Ranch Publishing Inc. and is now available from Wiley. The cover, design, and content are the same as the prior release and should not be considered a new or updated product. "Mission" has become, for many North American Christians, an ambiguous and often uncomfortable term. To many it brings to mind a past in which western culture was identified with the gospel in missionary practice and programs. Distressed with this history and uncertain about how to overcome it, many prefer to ignore the New Testament mandate that the church must be in mission if it is to be the church. Others swing the other way, declaring that everything the church does is mission, depriving the idea of mission of its power to define those specific actions of God which proclaim the gospel and build God's kingdom. "The church exists by missions, just as fire exists by burning." With these words of Emil Brunner, the author reminds us that to be the church is to be in mission.

After describing the various "captivities of mission" which plague North American Christianity, the author argues for a robust and engaged practice of mission, beginning in congregations and extending to the broader community. A remarkable travel guide to the dramatic Colonial arts and architecture of Guadalajara and West Mexico. The bastard step-child of Milton Friedman and Anthony Bourdain, *Socialism Sucks* is a bar-crawl through former, current, and wannabe socialist countries around the world. Free market economists Robert Lawson and Benjamin Powell travel to countries like Venezuela, Cuba, Russia, and Sweden to investigate the dangers and idiocies of socialism—while drinking a lot of beer. Do you want to know what the future holds? Not from a "fortune teller" standpoint, but as to what God says is coming down the pike whether we like it or not. His predictions are 100% accurate, 100% of the time. Why do we seldom hear sermons from the Book of Revelation? Because most preachers and teachers prefer to avoid controversy. And, since there are a number of interpretations, they say it is best to ignore them all. But think about this- one-fourth of the New Testament is composed of prophecy! Does God want us to ignore one-fourth of the New Testament? No! As the book *Finally Home* explains, taking a literal interpretation of Scripture clears up virtually all of the controversy. In other words, God knows how to communicate and He lays out clearly His master plan for the end of the age. For unbelievers many of the scenes are painful, but for the Christian you are missing out if you are not looking for the outstanding times that await you! *Finally Home* tells you what to expect in the end times. It shows you the big picture so that, as world politics change, you will not be taken unawares. It will give you the encouragement to stand firm as the world continues to grow dark, knowing that your faithfulness and perseverance will deliver you --*Finally Home!*

Reviews all the basic types of surface emitting semiconductor

lasers, including vertical cavity, etched-mirror integrated beam deflectors and grating out-coupled devices. The book also addresses such topics as edge-emitting arrays, thermal management and coherence.

A Guide to Biblical Commentaries and Reference Works, by John F. Evans, summarizes and briefly analyzes all recent and many older commentaries on each book of the Bible, giving insightful comments on the approach of each commentary and its interpretive usefulness especially for evangelical interpreters of the Bible. **A Guide to Biblical Commentaries and Reference Works** is essentially an annotated bibliography of hundreds of commentators. More scholarly books receive a longer, more detailed treatment than do lay commentaries, and highly recommended commentaries have their author's names in bold. The author keeps up on the publication of commentaries and intends to update this book every three to four years. Covering both established terminology as well as the specialist vocabulary of modern theoretical schools, this is an indispensable guide to the principal terms and concepts encountered in debates over literary studies in the twenty-first century.

Account of college students of Singapore Management University. A detailed look at the ground-breaking archaeological work of Fred Wendorf in the American Southwest and North Africa, as well as an in-depth chronicle of his life. In the time since the second edition of **The ACS Style Guide** was published, the rapid growth of electronic communication has dramatically changed the scientific, technical, and medical (STM) publication world. This dynamic mode of dissemination is enabling scientists, engineers, and medical practitioners all over the world to obtain and transmit information quickly and easily. An essential constant in this changing environment is the requirement that information remain accurate, clear, unambiguous, and ethically sound. This extensive revision of **The ACS Style Guide** thoroughly examines electronic

tools now available to assist STM writers in preparing manuscripts and communicating with publishers. Valuable updates include discussions of markup languages, citation of electronic sources, online submission of manuscripts, and preparation of figures, tables, and structures. In keeping current with the changing environment, this edition also contains references to many resources on the internet. With this wealth of new information, The ACS Style Guide's Third Edition continues its long tradition of providing invaluable insight on ethics in scientific communication, the editorial process, copyright, conventions in chemistry, grammar, punctuation, spelling, and writing style for any STM author, reviewer, or editor. The Third Edition is the definitive source for all information needed to write, review, submit, and edit scholarly and scientific manuscripts.

Facets of the Fifties. A reference guide to an iconic Decade of Movie Palaces, Television, Classic Cars, Sports, Department Stores, Trains, Music, Food, Fashion and more This book is a very useful reference guide on how de jure and de facto standards are being developed and how these standards compete against each other. The book also looks at how FRAND commitments are being determined across countries, how these disputes have played out, especially in Asia, and how they can be better dealt with in future globally. The book gives a broad overview of the business model of dominant SEP patentees and analyzes some standards for FRAND licensing of SEPs which are converging in major Asian jurisdictions. It highlights the need for ex ante regulation in the FRAND licensing of SEPs and suggests how we can reconcile conflicts which may arise from different legal standards. This book provides detailed and comprehensive analysis of recent SEP cases with an emphasis on Asia and will interest anyone who wishes to have more insight into the legal, policy, industrial and economic implications of such issues. In 1919, Texas rancher J. Frank

Norfleet lost everything he had in a stock market swindle—twice. But instead of slinking home in shame, he turned the tables on the confidence men. Armed with a revolver and a suitcase full of disguises, Norfleet set out to capture the five men who had conned him, allowing himself to be ensnared in the con again and again to gather evidence on his enemies. Through the story of Norfleet's ingenious reverse-swindle, Amy Reading reveals the fascinating mechanics behind the big con—an artful performance targeted to the most vulnerable points of human nature—and invites you into the crooked history of a nation on the hustle, constantly feeding the hunger and the hope of the mark inside.

"Data Integration, Manipulation and Visualization of Phylogenetic Trees introduces and demonstrates data integration, manipulation and visualization of phylogenetic trees using a suite of R packages, tidytree, treeio, ggtree and ggtreeExtra. Using the most comprehensive packages for phylogenetic data integration and visualization, contains numerous examples that can be used for teaching and learning. Ideal for undergraduate readers and researchers with a working knowledge of R and ggplot2"

-- The Creature from the Black Lagoon, the Tingler, the Mole People—they stalked and oozed into audiences' minds during the era that followed Boris Karloff's Frankenstein and preceded terrors like Freddy Krueger (A Nightmare on Elm Street) and Chucky (Child's Play). Ghouls, Gimmicks, and Gold pulls off the masks and wipes away the slime to reveal how the monsters that frightened audiences in the 1950s and 1960s—and the movies they crawled and staggered through—reflected fundamental changes in the film industry. Providing the first economic history of the horror film, Kevin Heffernan shows how the production, distribution, and exhibition of horror movies changed as the studio era gave way to the conglomeration of New Hollywood. Heffernan argues that major cultural and economic shifts in the production and reception of

horror films began at the time of the 3-d film cycle of 1953–54 and ended with the 1968 adoption of the Motion Picture Association of America's ratings system and the subsequent development of the adult horror movie—epitomized by *Rosemary's Baby*. He describes how this period presented a number of daunting challenges for movie exhibitors: the high costs of technological upgrade, competition with television, declining movie attendance, and a diminishing number of annual releases from the major movie studios. He explains that the production and distribution branches of the movie industry responded to these trends by cultivating a youth audience, co-producing features with the film industries of Europe and Asia, selling films to television, and intensifying representations of sex and violence. Shining through *Ghouls, Gimmicks, and Gold* is the delight of the true horror movie buff, the fan thrilled to find *The Brain that Wouldn't Die* on television at 3 am. As both an attorney and a librarian, Healy's background makes him uniquely qualified to advise library staff on providing users with the legal information they seek. Following the same format as the highly praised 2000-2004 edition, *Recommended Books in Spanish for Children and Young Adults, 2004-2008* is an outstanding reference tool that includes annotated entries for more than 1,200 books in Spanish published between 2004 and 2008 in the U.S., Spain, Mexico, Venezuela, and Argentina. Each entry includes an extensive critical annotation, title in Spanish as well as English, tentative grade level, and approximate price. The books have been selected because of their quality of art and writing, presentation of material and appeal to the intended audience, and support the informational, educational, recreational and personal needs of Spanish speakers from preschool through the twelfth grade. Whether used for the development and support of an existing library collection or for the creation of a new library serving Spanish-speaking young readers, the books in this volume are of

value to Spanish-speaking children and young adults (or those who wish to learn Spanish). This volume is arranged in four sections: Reference, Nonfiction (Philosophy, Psychology, Religion, Social Science, Folklore, Language, Science, Technology, Health and Medicine, The Arts, Recreation and Sports, Literature, Poetry, Geography, History, and Biography), Publishers' Series, and Fiction (Easy Books, General Fiction and Graphic Novels). This volume also includes an appendix of merchants who sell books in Spanish, as well as author, title, and subject indexes. This invaluable new guide is an exhaustive, one-stop resource for any librarian or teacher seeking to meet current national educational standards and integrate high-quality children's literature into everyday learning. Authors Kathryn Matthew and Joy Lowe detail over 1,200 books, videos, software, CDs, DVDs and Web sites. This easy-to-use pocket guide, compiled from the sixth edition of the "Publication Manual of the American Psychological Association," provides complete guidance on the rules of style that are critical for clear communication. An informative and unintimidating look at the basics of research in the social and behavioural sciences. It makes research methods accessible for students - describing how to collect and analyse data and providing thorough instruction on how to prepare and write a research proposal and manuscript. Behavioral finance presented in this book is the second-generation of behavioral finance. The first generation, starting in the early 1980s, largely accepted standard finance's notion of people's wants as "rational" wants—restricted to the utilitarian benefits of high returns and low risk. That first generation commonly described people as "irrational"—succumbing to cognitive and emotional errors and misled on their way to their rational wants. The second generation describes people as normal. It begins by acknowledging the full range of people's normal wants and their benefits—utilitarian,

expressive, and emotional—distinguishes normal wants from errors, and offers guidance on using shortcuts and avoiding errors on the way to satisfying normal wants. People's normal wants include financial security, nurturing children and families, gaining high social status, and staying true to values. People's normal wants, even more than their cognitive and emotional shortcuts and errors, underlie answers to important questions of finance, including saving and spending, portfolio construction, asset pricing, and market efficiency. Forget everything you think you know about SMU Football and the infamous Death Penalty. Previous accounts told the story from the perspective of the NCAA or of the news media and hyped the scandal for personal gain. The story as they told it, was one of corruption and of the under resourced NCAA struggling mightily to clean up rampant cheating within the college ranks. In *The Pony Trap*, former SMU football player and member of the Death Penalty team David Blewett, backs into the motivation to find out what really happened. His daughter innocently asks, "Daddy, did you do anything wrong when you played football for SMU?" Blewett embarks on a journey of remembrance and discovery. Along the way he decides to get back in football playing shape and pushes the NCAA to reinstate his eligibility to play his last year of football at age 45. He reestablishes old friendships and engages with the current athletic department at SMU for the first time. It's a story of football, it's a story of struggle, and it's a story of the numerous traps set for the team and for SMU. What you thought you knew about the biggest scandal in NCAA history is not what happened. The truth is, it was much bigger than SMU, and it involved the corruption of the NCAA itself. *The Pony Trap* shines a light on the beginnings of college football and the evolution of the NCAA. It examines the preferential treatment of the University of Texas vs. the biased treatment of SMU. It presents a balanced and accurate picture of what the SMU football team was really like. In

the end, Blewett answers his daughter and sets the record straight. SMU wasn't handed the Death Penalty, SMU was trapped and forced into the Death Penalty. There was no way out. For hard cover copies, radio interviews, and more information...please see www.ThePonyTrap.com Annotation Thoroughly revised to cover recent changes in the industry, this classic book continues to be the standard introduction to the economics of U.S. airlines.

“There’s not a better Southern author writing today than Lisa Patton. Funny, touching, and full of twists and turns. I couldn’t have loved it more.” – Fannie Flagg, New York Times bestselling author of *Fried Green Tomatoes at the Whistle Stop Café* Rush is recommended by... Atlanta Journal Constitution as a Southern Beach Book SouthernLiving.com as a 2018 Beach Read Deep South Magazine's Summer Reading List Southern Independent Bookseller's Alliance as a SUMMER 2018 OKRA PICK Modern Mrs. Darcy Fall Lineup Set in modern day Oxford, Mississippi, on the Ole Miss campus, bestselling author Lisa Patton’s RUSH is a story about women—from both ends of the social ladder—discovering their voices and their empowerment. Cali Watkins possesses all the qualities sororities are looking for in a potential new member. She’s kind and intelligent, makes friends easily, even plans to someday run for governor. But her resume lacks a vital ingredient. Pedigree. Without family money Cali's chances of sorority membership are already thin, but she has an even bigger problem. If anyone discovers the dark family secrets she's hiding, she'll be dropped from Rush in an instant. When Lilith Whitmore, the well-heeled House Corp President of Alpha Delta Beta, one of the premiere sororities on campus, appoints recent empty-nester Wilda to the Rush Advisory Board, Wilda can hardly believe her luck. What’s more, Lilith suggests their daughters, both incoming freshman, room together. What Wilda doesn’t know is that it's all part of Lilith’s plan to ensure her own

daughter receives an Alpha Delt bid—no matter what. For twenty-five years, Miss Pearl—as her “babies” like to call her—has been housekeeper and a second mother to the Alpha Delt girls, even though it reminds her of a painful part of her past she’ll never forget. When an opportunity for promotion arises, it seems a natural fit. But Lilith Whitmore slams her Prada heel down fast, crushing Miss Pearl’s hopes of a better future. When Wilda and the girls find out, they devise a plan destined to change Alpha Delta Beta—and maybe the entire Greek system—forever. Achingly poignant, yet laugh-out-loud funny, RUSH takes a sharp nuanced look at a centuries-old tradition while exploring the complex, intimate relationships between mothers and daughters and female friends. Brimming with heart and hope for a better tomorrow, RUSH is an uplifting novel universal to us all.

Jeremiah Reynolds and the empire of knowledge -- The United States exploring expedition as Jacksonian capitalism -- The United States exploring expedition in popular culture -- The Dead Sea expedition and the empire of faith -- Proslavery explorations of South America -- Arctic exploration and US-UK rapprochement. This public domain book is an open and compatible implementation of the Uniform System of Citation. This book is unique in that it not only discusses the internal decay and the external disasters which threaten the life of American people (in fact, of ALL the people), but diagnoses the growing cancer of which they are merely the symptoms. Going behind the iron curtain of propaganda, censorship and deception, the author, former Colonel of the Military Intelligence Service, gives to the reader the first comprehensive documented account of the origin, the scope, and the intentions of the "insidious forces working from within," which are seeking to destroy Western civilization. "An honest and courageous dispeller of the fog of propaganda in which most minds seem to dwell." - Lt. General P. A. Del Valle, USMC (ret.) "I think it ought to be compulsory reading

in every public school in America." - Senator William A. Langer, former Chairman, Judiciary Committee "This book is a magnificent contribution to those who would preserve our American ideals." - Lt. Gen. Edward M. Almond, USA (ret.) Everything you need to build websites with the newest versions of HTML and CSS If you develop websites, you know that the goal posts keep moving, especially now that your website must work on not only traditional desktops, but also on an ever-changing range of smartphones and tablets. This step-by-step book efficiently guides you through the thicket. Teaching you the very latest best practices and techniques, this practical reference walks you through how to use HTML5 and CSS3 to develop attractive, modern websites for today's multiple devices. From handling text, forms, and video, to implementing powerful JavaScript functionality, this book covers it all. Serves as the ultimate beginners guide for anyone who wants to build websites with HTML5 and CSS3, whether as a hobbyist or aspiring professional developer Covers the basics, including the different versions of HTML and CSS and how modern websites use structure and semantics to describe their contents Explains core processes, such as marking up text, images, lists, tables, forms, audio, and video Delves into CSS3, teaching you how to control or change the way your pages look and offer tips on how to create attractive designs Explores the jQuery library and how to implement powerful JavaScript features, such as tabbed content, image carousels, and more Get up to speed on HTML5, CSS3, and today's website design with this practical guide. Then, keep it on your desk as a reference! "This celebrated book is a classic on the fine art and craft of restoring leather bookbinding. Middleton is one of Britain's pre-eminent practitioners and scholars on the subject. He writes with the rare insight of long practice and hard-won authority. Nowhere else can a student of this craft find clearer or more detailed explanations of the restorer's lore and science."

"This is Middleton's fourth revised and expanded edition. This edition features a new, full-colour, identifying guide for leather and papers most likely found in bookbinding. The section on suppliers has been completely updated along with a comprehensive index."

"This definitive work belongs on the shelf of every bibliophile, librarian, conservator, book restorer, and binder interested in this unique art form."--Rabat de la jaquette.

To succeed in the face of disruptive competition, companies will need to harness the power of a wide range of partners who can bring different skills, experience, capacity, and their own networks to the task. With the advent of new technologies, rapidly changing customer needs, and emerging competitors, companies across more and more industries are seeing their time-honored ways of making money under threat. In this book, Arnoud De Meyer and Peter J. Williamson explain how business can meet these challenges by building a large and dynamic ecosystem of partners that reinforce, strengthen, and encourage innovation in the face of ongoing disruption. While traditional companies know how to assemble and manage supply chains, leading the development of a vibrant ecosystem requires a different set of capabilities. Ecosystem Edge illustrates how executives need to leave notions of command and control behind in favor of strategies that will attract partners, stimulate learning, and promote the overall health of the network. To understand the practical steps executives can take to achieve this, the authors focus on eight core examples that cross industries and continents: Alibaba Group, Amazon.com, ARM, athenahealth, Dassault Systèmes S.E., The Guardian, Rolls-Royce, and Thomson Reuters. By following the principles outlined in this book, leaders can learn how to unlock rapid innovation, tap into new and original sources of value, and practice organizational flexibility. As a result, companies can gain the ecosystem edge, a key advantage in responding to the challenges of disruption that

business sees all around it today.

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