

Marketing Grewal 4th Edition Bing S Blog

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Achieving Competitive Advantage through Quality

Management Marta Peris-Ortiz 2015-06-26 This book examines the ways in which quality management methods, tools, and practices help improve an organization's performance and achieve sustainable competitive advantages. This volume includes quality techniques and tools such as the EFQM Model, SERVPERF model, E-S-Qual scale and the ISO 9001 certification and provide a wide variety of empirical studies in different economic sectors. In the current economic environment, characterized by economic turmoil and fierce competition, quality management has become a key strategy for organizations to overcome today's challenges. Organizations benefits from implementing quality management systems by following two approaches. First, they implement quality

practices aimed at ensuring customer satisfaction by considering consumer expectations and establishing strategies accordingly. Second, organizations improve processes by establishing efficient and effective process management systems that improve productivity, lower costs, reduce unnecessary expenses, eliminate all non-value added activities, and ultimately maximize excellence and customer satisfaction. Quality management thereby provides tools, techniques, and methods for continuous process improvement in both the professional and academic worlds, which, when implemented by organizations in times of crisis, enable more effective administration of activities undertaken by managers. Containing contributions from various academics and scholars, this new book provides cutting edge research, methods and techniques providing a reference manual for academics,

scholars, practitioners and policy-makers.

The Personal History of David Copperfield

Charles Dickens 1885

Applied Marketing, Loose-Leaf Daniel Padgett

2019-04-02 Applied Marketing is a concise product that provides the very latest examples of marketing techniques and campaigns from today's business world without compromising on traditional theories of marketing. Marketing is about decision making and professors want material that will help students develop their critical thinking skills so they can think like a marketer and see that marketing is everywhere around them. Who better to develop such a product than a practitioner, Andrew Loos of Attack Marketing, and an academic, Daniel Padgett of Auburn University. Together these authors provide insights into what employers need, know the latest tools used by companies today and can help students smoothly move from the classroom to their careers. Applied Marketing connects traditional marketing with customer-perspective marketing, thus teaching students the value of allowing customers to feel more connected to the product, brand and company.

Handbook of Vegetables and Vegetable

Processing Muhammad Siddiq 2018-02-14

Handbook of Vegetables and Vegetable Processing, Second Edition is the most comprehensive guide on vegetable technology for processors, producers, and users of vegetables in

food manufacturing. This complete handbook contains 42 chapters across two volumes, contributed by field experts from across the world. It provides contemporary information that brings together current knowledge and practices in the value-chain of vegetables from production through consumption. The book is unique in the sense that it includes coverage of production and postharvest technologies, innovative processing technologies, packaging, and quality management. Handbook of Vegetables and Vegetable Processing, Second Edition covers recent developments in the areas of vegetable breeding and production, postharvest physiology and storage, packaging and shelf life extension, and traditional and novel processing technologies (high-pressure processing, pulse-electric field, membrane separation, and ohmic heating). It also offers in-depth coverage of processing, packaging, and the nutritional quality of vegetables as well as information on a broader spectrum of vegetable production and processing science and technology. Coverage includes biology and classification, physiology, biochemistry, flavor and sensory properties, microbial safety and HACCP principles, nutrient and bioactive properties. In-depth descriptions of key processes including, minimal processing, freezing, pasteurization and aseptic processing, fermentation, drying, packaging, and application of new technologies. Entire chapters devoted to

important aspects of over 20 major commercial vegetables including avocado, table olives, and textured vegetable proteins. This important book will appeal to anyone studying or involved in food technology, food science, food packaging, applied nutrition, biosystems and agricultural engineering, biotechnology, horticulture, food biochemistry, plant biology, and postharvest physiology.

Strategic Management and Competitive

Advantage: Concept and Cases, eBook, Global Edition William Hesterly 2015-02-27 For courses in strategy and strategic management. Core strategic management concepts without the excess. Just the essentials, Strategic Management and Competitive Advantage strips out excess by only presenting material that answers the question: does this concept help students analyze real business situations? This carefully crafted approach provides students with all the tools necessary for strategic analysis.

MyManagementLab for Strategic Management is a total learning package. MyManagementLab is an online homework, tutorial, and assessment program that truly engages students in learning. It helps students better prepare for class, quizzes, and exams—resulting in better performance in the course—and provides educators a dynamic set of tools for gauging individual and class progress. Please note that the product you are purchasing does not include MyManagementLabLab.

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students benefiting from Pearson MyLabs. This title can be supported by MyManagementLabLab, an online homework and tutorial system designed to test and build your understanding. Would you like to use the power of MyManagementLabLab to accelerate your learning? You need both an access card and a course ID to access MyManagementLabLab. These are the steps you need to take: 1. Make sure that your lecturer is already using the system. Ask your lecturer before purchasing a MyLab product as you will need a course ID from them before you can gain access to the system. 2. Check whether an access card has been included with the book at a reduced cost. If it has, it will be on the inside back cover of the book. 3. If you have a course ID but no access code, you can benefit from MyManagementLabLab at a reduced price by purchasing a pack containing a copy of the book and an access code for MyManagementLabLab (ISBN:9781292060378) 4. If your lecturer is using the MyLab and you would like to purchase the product... Go to www.mymanagementlab.com to buy access to this interactive study programme. For educator access, contact your Pearson representative. To find out who your Pearson representative is, visit www.pearsoned.co.uk/relocator

The Future of Tourism Eduardo Fayos-Solà 2018-08-22 This book presents the foundations for the future of tourism in a structured and

detailed format. The who-is-who of tourism intelligence has collaborated to present a definitive blueprint for tourism reflecting the role of science, market institutions, and governance in its innovation and sustainability. The book adopts a comprehensive approach, exploring recent research and the latest developments in practice to inform the reader about instruments and actions that can shape a successful future for tourism. Broad in scope, the book incorporates the perspectives of leading tourism academics, as well as the views of tourism entrepreneurs, destination managers, government officials, and civil leaders. The book is divided into three parts, the first of which addresses the scientific facets of innovation, analyzing the challenges and opportunities that technology provides for organic and disruptive developments in tourism, which will shape its future. In turn, the second part examines socio-cultural paradigms – with a view to dismantling traditional barriers to innovation. It also explores the role of heritage and the ethics of inclusiveness as drivers for sustainable tourism. The third part investigates new ways and means in governance and policy making for tourism. It introduces advances such as strategic positioning, symbiotic partnerships, and innovative management, and closes by presenting governance frameworks for an inclusive and sustainable future of tourism.

M? Dhruv Grewal 2018-03-22

Absolute Value Itamar Simonson 2014-02-04
Going against conventional marketing wisdom, *Absolute Value* reveals what really influences customers today and offers a new framework—the Influence Mix, a totally new way of thinking about consumer decision making and marketing, and about developing more effective business strategies. How people buy things has changed profoundly—yet the fundamental thinking about consumer decision-making and marketing has not. Most marketers still believe that they can shape consumers’ perception and drive their behavior. In this provocative book, Stanford professor Itamar Simonson and bestselling author Emanuel Rosen show why current mantras are losing their relevance. When consumers base their decisions on reviews from other users, easily accessed expert opinions, price comparison apps, and other emerging technologies, everything changes. *Absolute Value* answers the pressing questions of how to influence customers in this new age. Simonson and Rosen point out the old-school marketing concepts that need to change and explain how a company should design its communication strategy, market research program, and segmentation strategy in the new environment. Filled with deep analysis, case studies, and cutting-edge research, this forward-looking book provides a totally new way of thinking about marketing.

Advanced Engineering Mathematics Michael

Greenberg 2013-09-20 Appropriate for one- or two-semester Advanced Engineering Mathematics courses in departments of Mathematics and Engineering. This clear, pedagogically rich book develops a strong understanding of the mathematical principles and practices that today's engineers and scientists need to know. Equally effective as either a textbook or reference manual, it approaches mathematical concepts from a practical-use perspective making physical applications more vivid and substantial. Its comprehensive instructional framework supports a conversational, down-to-earth narrative style offering easy accessibility and frequent opportunities for application and reinforcement.

Digital and Social Media Marketing Aleksej

Heinze 2016-11-18 Digital and Social Media Marketing: A Results-Driven Approach is an exciting new industry-led, research-informed and results-driven guide to digital commerce. Its examples draw from SMEs and from Europe to offer a unique perspective for those learning about digital marketing and, having been developed in close collaboration with the Search Engine Marketing Trade Association (SEM-TA), it is a reliable source of prevailing industry standards for practitioners at the cutting edge of their trade. Unlike other digital marketing texts, this accessible textbook gives special consideration to the ethical challenges raised by an increasingly digital world. Equally unique is the

book's Digital Business Maturity Model, which offers organisations a clear roadmap for understanding their relative levels of technology adoption. Embracing the true spirit of Digital and Social Media Marketing, the book will be the first of its kind in this field with digital learning materials, case studies and exercises available in a supporting Massive Open Online Course (MOOC). The MOOC will enhance learners' experience and create an interactive international learning community. This book will provide a hands on, accessible and user friendly platform to turn skills and knowledge into strategic advantage. Ideal for postgraduate learners, instructors interested in providing a unique and up-to-date learning experience and for SMEs and practitioners aiming to be at the cutting edge of Digital and Social Media Marketing.

Consumer Behavior Solomon 1973

Burn Care and Treatment Marc G. Jeschke

2013-03-12 This practical guide offers a comprehensive summary of the most important and most immediate therapeutic approaches in the assessment and treatment of burn injuries. Taking into account age-specific needs in pediatric, adult, and elderly burn patients, the book discusses key issues such as pre-hospital treatment, wound care and infection control, burn nursing, and critical care. In addition, burn reconstructive surgery and rehabilitation for burn victims are described. Written in a concise

manner, Burn Care and Treatment provides guidelines for the optimal care in order to improve patient outcome, and thus will be a valuable reference for physicians, surgeons, residents, nurses, and other burn care providers.

The 5-minute Urology Consult Leonard G. Gomella 2009 This is a comprehensive reference for urological disorders, including adult and pediatric problems. Given the nature of the 5 Minute format, it is more useful for medical than surgical approaches to urologic problems, and thus functions well as an adjunct to Glenn's Urologic Surgery, for which Len Gomella is also an editor. As a comprehensive reference it occupies a vacant spot in the market between good but smaller and less comprehensive handbooks and encyclopedic, often multivolume, textbooks. It is useful as a board exam prep tool. The Second Edition includes a number of new entries and a new section of algorithms for some of the most common or problematic diagnoses. The organization of the book has been revamped so that all standard 2-page entries are printed in alphabetical order, and pages are tabbed for quicker access. The short entries are printed in alphabetical order in their own section after the standard entries.

The Antitrust Paradox Robert Bork 2021-02-22 The most important book on antitrust ever written. It shows how antitrust suits adversely affect the consumer by encouraging a costly form of

protection for inefficient and uncompetitive small businesses.

Tourism Destination Marketing and Management Youcheng Wang 2011-03-01 This book offers a comprehensive understanding of the concept and scope of the tourism industry in general and of destination marketing and management in particular. Taking an integrated and comprehensive approach, it focuses on both the macro and micro aspects of destination marketing and management. The book consists of 27 chapters presented in seven parts with the following themes: concept, scope and structure of destination marketing and management, destination planning and policy, consumer decision-making processes, destination marketing research, destination branding and positioning, destination product development and distribution, the role of emerging technologies in destination marketing, destination stakeholder management, destination safety, disaster and crisis management, destination competitiveness and sustainability, and challenges and opportunities for destination marketing and management. -- [Source inconnue].

The Black Box Society Frank Pasquale 2015-01-05 Every day, corporations are connecting the dots about our personal behavior—silently scrutinizing clues left behind by our work habits and Internet use. But who connects the dots about what firms are doing with

all this information? Frank Pasquale exposes how powerful interests abuse secrecy for profit and explains ways to rein them in.

World Report on Ageing and Health World Health Organization 2015-10-22 The WHO World report on ageing and health is not for the book shelf it is a living breathing testament to all older people who have fought for their voice to be heard at all levels of government across disciplines and sectors. - Mr Bjarne Hastrup President International Federation on Ageing and CEO DaneAge This report outlines a framework for action to foster Healthy Ageing built around the new concept of functional ability. This will require a transformation of health systems away from disease based curative models and towards the provision of older-person-centred and integrated care. It will require the development sometimes from nothing of comprehensive systems of long term care. It will require a coordinated response from many other sectors and multiple levels of government. And it will need to draw on better ways of measuring and monitoring the health and functioning of older populations. These actions are likely to be a sound investment in society's future. A future that gives older people the freedom to live lives that previous generations might never have imagined. The World report on ageing and health responds to these challenges by recommending equally profound changes in the way health policies for ageing populations are

formulated and services are provided. As the foundation for its recommendations the report looks at what the latest evidence has to say about the ageing process noting that many common perceptions and assumptions about older people are based on outdated stereotypes. The report's recommendations are anchored in the evidence comprehensive and forward-looking yet eminently practical. Throughout examples of experiences from different countries are used to illustrate how specific problems can be addressed through innovation solutions. Topics explored range from strategies to deliver comprehensive and person-centred services to older populations to policies that enable older people to live in comfort and safety to ways to correct the problems and injustices inherent in current systems for long-term care.

[Becoming Canadians](#) Sarjeet Singh Jagpal 1994 A superbly illustrated book that succinctly describes the social history of the Sikh population in Canada, focusing on their struggles, hardships, and perseverance to live in British Columbia. -BC Historical News

[Webs of Influence](#) Nathalie Nahai 2012-12-14 As legions of businesses scramble to set up virtual-shop, we face an unprecedented level of competition to win over and keep new customers online. At the forefront of this battleground is your ability to connect with your customers, nurture your relationships and understand the psychology

behind what makes them click. In this book *The Web Psychologist*, Nathalie Nahai, expertly draws from the worlds of psychology, neuroscience and behavioural economics to bring you the latest developments, cutting edge techniques and fascinating insights that will lead to online success. *Webs of Influence* delivers the tools you need to develop a compelling, influential and profitable online strategy which will catapult your business to the next level – with dazzling results.

Genetic Algorithms in Search, Optimization, and Machine Learning David Edward Goldberg 1989

A gentle introduction to genetic algorithms. Genetic algorithms revisited: mathematical foundations. Computer implementation of a genetic algorithm. Some applications of genetic algorithms. Advanced operators and techniques in genetic search. Introduction to genetics-based machine learning. Applications of genetics-based machine learning. A look back, a glance ahead. A review of combinatorics and elementary probability. Pascal with random number generation for fortran, basic, and cobol programmers. A simple genetic algorithm (SGA) in pascal. A simple classifier system(SCS) in pascal. Partition coefficient transforms for problem-coding analysis.

Building Customer-based Brand Equity Kevin Lane Keller 2001

Framework for Marketing Management Kotler 2007-09 "Using the most current concepts, up-to-

date data, and a wide range of examples, this authoritative text illustrates how excellent management strategies lead to unsurpassed marketing success."--Page 4 of cover.

Relationship Marketing Robert W. Palmatier

2008-01-01 Offers useful perspectives to academic researchers interested in better understanding the conceptual underpinnings of relationships and to managers seeking to build effective relationships with customers.

Perspectives on Digital Humanism Hannes

Werthner 2021-11-23 This open access book aims to set an agenda for research and action in the field of Digital Humanism through short essays written by selected thinkers from a variety of disciplines, including computer science, philosophy, education, law, economics, history, anthropology, political science, and sociology.

This initiative emerged from the Vienna Manifesto on Digital Humanism and the associated lecture series. Digital Humanism deals with the complex relationships between people and machines in digital times. It acknowledges the potential of information technology. At the same time, it points to societal threats such as privacy violations and ethical concerns around artificial intelligence, automation and loss of jobs, ongoing monopolization on the Web, and sovereignty. Digital Humanism aims to address these topics with a sense of urgency but with a constructive mindset. The book argues for a Digital Humanism

that analyses and, most importantly, influences the complex interplay of technology and humankind toward a better society and life while fully respecting universal human rights. It is a call to shaping technologies in accordance with human values and needs.

Profitable Customer Engagement V. Kumar

2013-10-30 The concept of customer engagement has evolved as a powerful tool for building a profitable approach to customer management.

Profitable Customer Engagement is an authoritative book that communicates the fundamentals of profitable customer engagement by proposing a customer engagement value (CEV) framework. It is a first-of-its-kind book that outlines the methods of engaging customers profitably in business-to-consumer as well as business-to-business settings. The book offers firms with definitions of the metrics within the CEV framework, and the ways to measure and maximize these metrics that can help in engaging customers profitably. The interrelationships between these metrics, i.e., how each metric impacts the other, are also explained in detail with real-life examples.

Digital Transformation in Business and Society

Babu George 2019-10-04 The digital traces that people leave behind as they conduct their daily lives provide a powerful resource for businesses to better understand the dynamics of an otherwise chaotic society. Digital technologies

have become omnipresent in our lives and we still do not fully know how to make the best use of the data these technologies could harness.

Businesses leveraging big data appropriately could definitely gain a sustainable competitive advantage. With a balanced mix of texts and cases, this book discusses a variety of digital technologies and how they transform people and organizations. It offers a debate on the societal consequences of the yet unfolding technological revolution and proposes alternatives for harnessing disruptive technologies for the greater benefit of all. This book will have wide appeal to academics in technology management, strategy, marketing, and human resource management.

Electronic Word of Mouth (eWOM) in the Marketing Context Elvira Ismagilova 2017-02-15

This SpringerBrief offers a state of the art analysis of electronic word-of-mouth (eWOM) communications and its role in marketing. The book begins with an overview of traditional word-of-mouth (WOM) and its evolution to eWOM. It discusses the differences between traditional and online WOM. The book examines why people engage in eWOM communications, but also how consumers evaluate its persuasiveness. It also looks at the effects of eWOM. The book identifies current gaps in the eWOM research, but also highlights future directions for this growing field. eWOM is an important marketing technique in brand communications, and it plays an important

role in modern e-commerce. Marketers become extremely interested in enhancing the power of eWOM developing loyalty programs and building brands. Studying the effect of eWOM can be beneficial for companies. This book should be a good resource for scholars and practitioners that need to understand the pervasive effects of eWOM.

Marketing Grewal 2016-01-29

Handbook of Biomaterial Properties William Murphy 2016-06-11 This book provides tabular and text data relating to normal and diseased tissue materials and materials used in medical devices. Comprehensive and practical for students, researchers, engineers, and practicing physicians who use implants, this book considers the materials aspects of both implantable materials and natural tissues and fluids. Examples of materials and topics covered include titanium, elastomers, degradable biomaterials, composites, scaffold materials for tissue engineering, dental implants, sterilization effects on material properties, metallic alloys, and much more. Each chapter author considers the intrinsic and interactive properties of biomaterials, as well as their appropriate applications and historical contexts. Now in an updated second edition, this book also contains two new chapters on the cornea and on vocal folds, as well as updated insights, data, and citations for several chapters.

Marketing Dhruv Grewal 2014-07

Tourism Marketing Nilanjan Ray 2017-09-01

Tourism Marketing: A Strategic Approach presents a variety of practical application tools, skills, practices, models, approaches, and strategies that are proving themselves effective in tourism marketing. The volume considers overall infrastructure, socioeconomic conditions, and modern tourism business infrastructure in discussing the efficiency of good strategies and practices and their impact on business and economic growth. Tourism is one of the fastest growing industries, and in the next few decades, it will play a role in many fields, such human resources, national economic growth, and more.

Pediatric Chest Imaging Pilar Garcia-Peña

2014-08-09 Since the second edition of **Pediatric Chest Imaging** was published in 2007, there have been further significant advances in our understanding of chest diseases and continued development of new imaging technology and techniques. The third, revised edition of this highly respected reference publication has been thoroughly updated to reflect this progress. Due attention is paid to the increased role of hybrid imaging, and entirely new chapters cover topics such as interventional radiology, lung MRI, functional MRI, diffuse/interstitial lung disease, and cystic fibrosis. As in previous editions, the focus is on technical aspects of modern imaging modalities, their indications in pediatric chest disease, and the diagnostic information that they

supply. Pediatric Chest Imaging will be an essential asset for pediatricians, neonatologists, cardiologists, radiologists, and pediatric radiologists everywhere.

Haines San Mateo County Criss-cross Directory
2006

The ADA Practical Guide to Patients with Medical Conditions Lauren L. Patton 2015-08-13 With new medications, medical therapies, and increasing numbers of older and medically complex patients seeking dental care, all dentists, hygienists, and students must understand the intersection of common diseases, medical management, and dental management to coordinate and deliver safe care. This new second edition updates all of the protocols and guidelines for treatment and medications and adds more information to aid with patient medical assessments, and clearly organizes individual conditions under three headings: background, medical management, and dental management. Written by more than 25 expert academics and clinicians, this evidence-based guide takes a patient-focused approach to help you deliver safe, coordinated oral health care for patients with medical conditions. Other sections contain disease descriptions, pathogenesis, coordination of care between the dentist and physician, and key questions to ask the patient and physician.

Strategic Management Michael A. Hitt 2011
Examine strategic management with the market-

leading book that has set the standard for providing an intellectually rich, yet thoroughly practical, analysis of strategic management today. Written by highly respected experts and scholars Hitt, Ireland, and Hoskisson, **STRATEGIC MANAGEMENT: COMPETITIVENESS AND GLOBALIZATION, CONCEPTS AND CASE, 9E** is the only book that integrates the classic industrial organization model with a resource-based view of the firm to give readers a complete understanding of how businesses use strategic management to establish a sustained competitive advantage. The authors present cutting-edge research and strategic management trends within a strong global focus, using memorable examples from more than 600 companies. A selection of 30 compelling cases prepares you to face the broad range of critical issues confronting contemporary managers. You can also easily build your own case selections from other premier providers, such as Harvard, Ivey, and Darden.

Marketing and Smart Technologies Álvaro Rocha 2020 This book includes selected papers presented at the International Conference on Marketing and Technologies (ICMarkTech 2019), held at Maieutica Academic Campus (University Institute of Maia & Polytechnic Institute of Maia) in Maia, Portugal, from 27 to 29 November 2019. It covers up-to-date cutting-edge research on artificial intelligence applied in marketing, virtual and augmented reality in marketing, business

intelligence databases and marketing, data mining and big data, marketing data science, web marketing, e-commerce and v-commerce, social media and networking, geomarketing and IoT, marketing automation and inbound marketing, machine learning applied to marketing, customer data management and CRM, and neuromarketing technologies.

Internet Marketing Mary Lou Roberts 2008 Using broad but balanced coverage, this text analyses advertising and content delivery capabilities of the Internet as well as its transactional ones.

Business-to-business and business-to-consumer applications are also examined.

The Comprehensive Cancer Center Mahmoud Aljurf 2021-10-29 This open access book provides a valuable resource for hospitals, institutions, and health authorities worldwide in their plans to set up and develop comprehensive cancer care centers. The development and implementation of a comprehensive cancer program allows for a systematic approach to evidence-based strategies of prevention, early detection, diagnosis, treatment, and palliation. Comprehensive cancer programs also provide a nexus for the running of clinical trials and implementation of novel cancer therapies with the overall aim of optimizing comprehensive and holistic care of cancer patients and providing them with the best opportunity to improve quality of life and overall survival. This book's self-

contained chapter format aims to reinforce the critical importance of comprehensive cancer care centers while providing a practical guide for the essential components needed to achieve them, such as operational considerations, guidelines for best clinical inpatient and outpatient care, and research and quality management structures.

Intended to be wide-ranging and applicable at a global level for both high and low income countries, this book is also instructive for regions with limited resources. *The Comprehensive Cancer Center: Development, Integration, and Implementation* is an essential resource for oncology physicians including hematologists, medical oncologists, radiation oncologists, surgical oncologists, and oncology nurses as well as hospitals, health departments, university authorities, governments and legislators.

Haines ... Directory, San Jose, California, City and Suburban 2008

A Fine Balance Rohinton Mistry 2010-10-29 *A Fine Balance*, Rohinton Mistry's stunning internationally acclaimed bestseller, is set in mid-1970s India. It tells the story of four unlikely people whose lives come together during a time of political turmoil soon after the government declares a "State of Internal Emergency." Through days of bleakness and hope, their circumstances – and their fates – become inextricably linked in ways no one could have foreseen. Mistry's prose is alive with enduring

images and a cast of unforgettable characters.
Written with compassion, humour, and insight, A

Fine Balance is a vivid, richly textured, and
powerful novel written by one of the most gifted
writers of our time.