

## Key Person Of Influence Revised Edition The Five Step Method To Become One Of The Most Highly Valued And Highly Paid People In Your Industry

A no-nonsense, implementable handbook for taking part in the Entrepreneur Revolution We are living in revolutionary times; times with an impact as significant and far-reaching as the previous Industrial Revolution was to the Agricultural Age. Technological shifts have allowed micro-businesses to compete with large corporations. Small business can now have a global footprint, can be structured in low tax environments, move products anywhere in the world, and access unprecedented levels of support. Entrepreneur Revolution means taking the initiative to do something that you love, something that you're good at, and something that will make you money. This masterclass in gaining an entrepreneurial mindset will show how to change the way you think, the way you network, and the way you make a living. Includes new statistics, activities, case studies, and research Takes a look at how the brain can affect the entrepreneurial mindset Offers new ideas for entrepreneurs starting a new business Helps you shake off old ideas and make a great, independent leap forward This inspiring and practical book shows you how to break free from The Industrial Revolution mindset, quit working so hard, follow your dream—and make a fortune along the way.

A list of the one hundred most influential people in history features descriptions of the careers, contributions, and accomplishments of the political and religious leaders, inventors, writers, artists, and others who changed the course of history. Simultaneous.

With the help of industrialist Andrew Carnegie, the author of this remarkable book spent two decades interviewing hundreds of people renowned for their wealth and achievement. Napoleon Hill's all-time bestseller in the personal success field offers priceless advice on positive thinking and overcoming adversity by distilling the collective wisdom of Henry Ford, Thomas Edison, John D. Rockefeller, and other successful figures from the worlds of finance, industry, and the arts. Growing rich, Hill explains, is about far more than just making money. "Whatever the mind can conceive and believe," he asserts, "it can achieve with positive mental attitude." Hill outlines 13 principles of success involving goal setting, developing entrepreneurial thinking, and exercising effective leadership. A must for any reader of *The Secret*, this guide will transform the way you think about time, money, and relationships, setting your feet on the path to financial freedom.

Every industry revolves around Key People of Influence. People think it takes decades of hard work, academic qualifications and good luck to become a Key Person of Influence. This book shows that there is a strategy for fast-tracking your way to the inner circle of the industry you love. Your ability to succeed depends on your ability to influence. An expert on shopping behavior and motivation offers an analysis of consumers' tastes and habits, discussing why point-of-sale purchases are still the most significant, and why Internet shopping will not replace the mall.

The classic, bestselling book on the psychology of racism -- now fully revised and updated Walk into any racially mixed high school and you will see Black, White, and Latino youth clustered in their own groups. Is this self-segregation a problem to address or a coping strategy? Beverly Daniel Tatum, a renowned authority on the psychology of racism, argues that straight talk about our racial identities is essential if we are serious about enabling communication across racial and ethnic divides. These topics have only become more urgent as the national conversation about race is increasingly acrimonious. This fully revised edition is essential reading for anyone seeking to understand the dynamics of race in America.

Executive careers are increasingly under pressure due to the changes in the talent demographics and delivery expectations from fast evolving organisations. People are finding themselves on the crossroads of a promising career wilting under the demands of business and a midlife stage with competing priorities where they need to keep everything going from children's education to mortgages. Breakthrough: The framework for an Inspired Career presents a compelling argument on the much-needed shift from "making a living" career mindset to power highly successful careers, fuelled by true human potential. With his unique framework, and various anecdotes and personal stories of individuals who "crossed the bridge", the author attempts to unshackle you from limited thinking and propels you to make an inspired career move where you can be at your best.

Decades of research have demonstrated that the parent-child dyad and the environment of the family—which includes all primary caregivers—are at the foundation of children's well-being and healthy development. From birth, children are learning and rely on parents and the other caregivers in their lives to protect and care for them. The impact of parents may never be greater than during the earliest years of life, when a child's brain is rapidly developing and when nearly all of her or his experiences are created and shaped by parents and the family environment. Parents help children build and refine their knowledge and skills, charting a trajectory for their health and well-being during childhood and beyond. The experience of parenting also impacts parents themselves. For instance, parenting can enrich and give focus to parents' lives; generate stress or calm; and create any number of emotions, including feelings of happiness, sadness, fulfillment, and anger. Parenting of young children today takes place in the context of significant ongoing developments. These include: a rapidly growing body of science on early childhood, increases in funding for programs and services for families, changing demographics of the U.S. population, and greater diversity of family structure. Additionally, parenting is increasingly being shaped by technology and increased access to information about parenting. Parenting Matters identifies parenting knowledge, attitudes, and practices associated with positive developmental outcomes in children ages 0-8; universal/preventive

and targeted strategies used in a variety of settings that have been effective with parents of young children and that support the identified knowledge, attitudes, and practices; and barriers to and facilitators for parents' use of practices that lead to healthy child outcomes as well as their participation in effective programs and services. This report makes recommendations directed at an array of stakeholders, for promoting the wide-scale adoption of effective programs and services for parents and on areas that warrant further research to inform policy and practice. It is meant to serve as a roadmap for the future of parenting policy, research, and practice in the United States.

Beginning with the destruction of Jerusalem and continuing through the persecutions of Christians in the Roman Empire, the apostasy of the Dark Ages, the shining light of the Reformation, and the worldwide religious awakening of the nineteenth century, this volume traces the conflict into the future, to the Second Coming of Jesus and the glories of the earth made new. In this concluding volume, the author powerfully points out the principles involved in the impending conflict and how each person can stand firmly for God and His truth.

Have you ever queued for a restaurant? Pre-ordered something months in advance? Fought for tickets that sell out in a day? Had a hairdresser with a six-month waiting list? There are people who don't chase clients, clients chase them. In a world of endless choices, why does this happen? In this book, entrepreneur and author Daniel Priestley explains why and, most importantly, how. This is a recipe for ensuring demand outstrips supply for your product or service, and you have scores of customers lining up to give you money

CHANGE YOUR COMPANY. CHANGE THE LIVES OF OTHERS. CHANGE THE WORLD. An INFLUENCER leads change. An INFLUENCER replaces bad behaviors with powerful new skills. An INFLUENCER makes things happen. This is what it takes to be an INFLUENCER. Whether you're a CEO, a parent, or merely a person who wants to make a difference, you probably wish you had more influence with the people in your life. But most of us stop trying to make change happen because we believe it is too difficult, if not impossible. We learn to cope rather than learning to influence. From the bestselling authors who taught the world how to have Crucial Conversations comes the new edition of Influencer, a thought-provoking book that combines the remarkable insights of behavioral scientists and business leaders with the astonishing stories of high-powered influencers from all walks of life. You'll be taught each and every step of the influence process--including robust strategies for making change inevitable in your personal life, your business, and your world. You'll learn how to: Identify high-leverage behaviors that lead to rapid and profound change Apply strategies for changing both thoughts and actions Marshal six sources of influence to make change inevitable Influencer takes you on a fascinating journey from San Francisco to Thailand to South Africa, where you'll see how seemingly "insignificant" people are making incredibly significant improvements in solving problems others would think impossible. You'll learn how savvy folks make change not only achievable and sustainable, but inevitable. You'll discover breakthrough ways of changing the key behaviors that lead to greater safety, productivity, quality, and customer service. No matter who you are or what you do, you'll never learn a more valuable or important set of principles and skills. Once you tap into the power of influence, you can reach out and help others work smarter, grow faster, live, look, and feel better--and even save lives. The sky is the limit . . . for an Influencer. PRAISE FOR INFLUENCER: "AN INSTANT CLASSIC! Whether you're leading change or changing your life, this book delivers." -- Stephen R. Covey, author of The 7 Habits of Highly Effective People "Ideas can change the world—but only when coupled with influence--the ability to change hearts, minds, and behavior. This book provides a practical approach to lead change and empower us all to make a difference." -- Muhammad Yunus, Nobel Peace Prize Winner "Influencing human behavior is one of the most difficult challenges faced by leaders. This book provides powerful insight into how to make behavior change that will last." -- Sidney Taurel, Chairman and Chief Executive Officer, Eli Lilly and Company "If you are truly motivated to make productive changes in your life, don't put down this book until you reach the last page. Whether dealing with a recalcitrant teen, doggedly resistant coworkers, or a personal frustration that 'no one ever wants to hear my view,' Influencer can help guide you in making the changes that put you in the driver's seat." -- Deborah Norville, anchor of Inside Edition and bestselling author

The authors aim to assist the U.S. Army in understanding "influence operations," capabilities that may allow the United States to effectively influence the attitudes and behavior of particular foreign audiences while minimizing or avoiding combat. The book identifies approaches, methodologies, and tools that may be useful in planning, executing, and assessing influence operations.

In the present book, How to Win Friends and Influence People, Dale Carnegie says, "You can make someone want to do what you want them to do by seeing the situation from the other person's point of view and arousing in the other person an eager want." You learn how to make people like you, win people over to your way of thinking, and change people without causing offense or arousing resentment. For instance, "let the other person feel that the idea is his or hers" and "talk about your own mistakes before criticizing the other person." This book is all about building relationships. With good relationships, personal and business successes are easy and swift to achieve.

When sixteen-year-old Rashad is mistakenly accused of stealing, classmate Quinn witnesses his brutal beating at the hands of a police officer who happens to be the older brother of his best friend. Told through Rashad and Quinn's alternating viewpoints.

Hugely influential study of the psychology of authoritarianism What makes a fascist? Are there character traits that make someone more likely to vote for the far right? The Authoritarian Personality is not only one of the most significant works of social psychology ever written, it also marks a milestone in the development of Adorno's thought, showing him grappling with the problem of fascism and the reasons for Europe's turn to reaction. Over half a century later and with the rise of right-wing populism and the

reemergence of the far-right in recent years, this hugely influential study remains as insightful and relevant as ever. This new edition includes an introduction by Frankfurt School scholar Peter E. Gordon and contains the first-ever publication of Adorno's subsequent critical notes on the project.

"If you are a freelancer working in the creative industries, I highly recommend you read this book" - Chris Do, Emmy award-winning designer and founder of The Futur Being good at your craft will only get you so far. With more than two million freelancers in the UK alone, it's harder than ever to find projects you really love and get paid what you deserve, consistently. If you ever find yourself taking on projects just to pay the bills or being treated like a creative monkey, this could be the book you've been looking for. Creative business coach, Matthew Essam, has developed a unique framework that will show you how to: - Find and attract your dream clients, without needing to become a marketing expert or social media influencer. - Take back control of your time and restore your work/life balance - Raise your prices and charge what you're worth - Find purpose and fulfilment in your work Having worked in the creative industry for over 12 years, Matthew Essam has coached award-winning designers, internationally recognised photographers and critically acclaimed directors, to help them transform their life and businesses. Create and Prosper is an inside look at the proven strategies and frameworks that have helped freelancers and small business owners build a life and business they love on their own terms.

Bill Cooper, former United States Naval Intelligence Briefing Team member, reveals information that remains hidden from the public eye. This information has been kept in Top Secret government files since the 1940s. His audiences hear the truth unfold as he writes about the assassination of John F. Kennedy, the war on drugs, the Secret Government and UFOs. Bill is a lucid, rational and powerful speaker who intent is to inform and to empower his audience. Standing room only is normal. His presentation and information transcend partisan affiliations as he clearly addresses issues in a way that has a striking impact on listeners of all backgrounds and interests. He has spoken to many groups throughout the United States and has appeared regularly on many radio talk shows and on television. In 1988 Bill decided to "talk" due to events then taking place worldwide, events which he had seen plans for back in the early '70s. Since Bill has been "talking," he has correctly predicted the lowering of the Iron Curtain, the fall of the Berlin Wall and the invasion of Panama. All Bill's predictions were on record well before the events occurred. Bill is not a psychic. His information comes from Top Secret documents that he read while with the Intelligence Briefing Team and from over 17 years of thorough research. "Bill Cooper is the world's leading expert on UFOs." -- Billy Goodman, KVEG, Las Vegas. "The onlt man in America who has all the pieces to the puzzle that has troubled so many for so long." -- Anthony Hilder, Radio Free America "William Cooper may be one of America's greatest heros, and this story may be the biggest story in the history of the world." -- Mills Crenshaw, KTALK, Salt Lake City. "Like it or not, everything is changing. The result will be the most wonderful experience in the history of man or the most horrible enslavement that you can imagine. Be active or abdicate, the future is in your hands." -- William Cooper, October 24, 1989.

In every industry, there are companies that take off. They effortlessly hire talented people, attract loyal customers, create cool products and make lots of money. These companies seem to stand out and scale up quickly with support from investors, partners and the media. Sadly, most companies don't perform this way. Most entrepreneurs aren't building anything of value. They work hard, make sacrifices, struggle, dream, plan and strive, but in the end, it doesn't pay off. This book sets out a method for building a business that becomes a valuable asset. It focuses you on transforming your organisation into something scalable, digital, fun and capable of making an impact. It's time to, stand out, scale up and build a business that has a life of its own. Start now by reading this book.

The acclaimed New York Times and Wall Street Journal bestseller from Robert Cialdini—"the foremost expert on effective persuasion" (Harvard Business Review)—explains how it's not necessarily the message itself that changes minds, but the key moment before you deliver that message. What separates effective communicators from truly successful persuaders? With the same rigorous scientific research and accessibility that made his Influence an iconic bestseller, Robert Cialdini explains how to prepare people to be receptive to a message before they experience it. Optimal persuasion is achieved only through optimal pre-suasion. In other words, to change "minds" a pre-suader must also change "states of mind." Named a "Best Business Books of 2016" by the Financial Times, and "compelling" by The Wall Street Journal, Cialdini's Pre-Suasion draws on his extensive experience as the most cited social psychologist of our time and explains the techniques a person should implement to become a master persuader. Altering a listener's attitudes, beliefs, or experiences isn't necessary, says Cialdini—all that's required is for a communicator to redirect the audience's focus of attention before a relevant action. From studies on advertising imagery to treating opiate addiction, from the annual letters of Berkshire Hathaway to the annals of history, Cialdini outlines the specific techniques you can use on online marketing campaigns and even effective wartime propaganda. He illustrates how the artful diversion of attention leads to successful pre-suasion and gets your targeted audience primed and ready to say, "Yes." His book is "an essential tool for anyone serious about science based business strategies...and is destined to be an instant classic. It belongs on the shelf of anyone in business, from the CEO to the newest salesperson" (Forbes).

Argues that children's development is influenced primarily by their peers--other children--rather than by their parents

For use in schools and libraries only. An African American man describes life as the son of a white mother and black father, reflecting on his mother's contributions to his life and his confusion over his own identity.

In the present book, How to Win Friends and Influence People, Dale Carnegie says, "You can make someone want to do what you want them to do by seeing the situation from the other person's point of view and arousing in the other person an eager want." You learn how to make people like you, win people over to your way of thinking, and change people without causing

offense or arousing resentment. For instance, "let the other person feel that the idea is his or hers" and "talk about your own mistakes before criticizing the other person." This book is all about building relationships. With good relationships, personal and business successes are easy and swift to achieve. Twelve Ways to Win People to Your Way of Thinking 1. The only way to get the best of an argument is to avoid it. 2. Show respect for the other person's opinions. Never say "You're wrong." 3. If you're wrong, admit it quickly and emphatically. 4. Begin in a friendly way. 5. Start with questions to which the other person will answer yes. 6. Let the other person do a great deal of the talking. 7. Let the other person feel the idea is his or hers. 8. Try honestly to see things from the other person's point of view. 9. Be sympathetic with the other person's ideas and desires. 10. Appeal to the nobler motives. 11. Dramatize your ideas. 12. Throw down a challenge.

Angela Merkel, the woman who has held control of the European Union and successfully negotiated with Russian President Vladimir Putin, is one of the most crucial and formidable fixtures in contemporary politics. Political commentator and journalist Matthew Qvortrup weaves the personal story of the German chancellor with the vivid history of post- World War II in Angela Merkel, the riveting account of the political titan's ascent from obscurity to become one of the most influential leaders in the world, responsible for making Germany more liberal and prosperous than it has ever been. Updated from the hardcover, this definitive biography follows Angela Merkel from her bleak childhood in East Germany through her meteoric rise to power, and includes up-to-date information on recent pressing concerns, such as the current refugee crisis. Offering an unprecedented look at how Merkel's inimitable personality and perspective allowed her and her staff of mostly female advisors to repeatedly outmaneuver a network of conservative male politicians, Angela Merkel is essential reading for anyone interested in politics and current affairs, or simply in the story of a truly remarkable woman.

In, But Not Of provides readers with valuable insights, wisdom, personal experiences, and advice on how to rise in the world and achieve the kind of radical success that honors God.

What are "essential questions," and how do they differ from other kinds of questions? What's so great about them? Why should you design and use essential questions in your classroom?

Essential questions (EQs) help target standards as you organize curriculum content into coherent units that yield focused and thoughtful learning. In the classroom, EQs are used to stimulate students' discussions and promote a deeper understanding of the content. Whether you are an Understanding by Design (UbD) devotee or are searching for ways to address standards—local or Common Core State Standards—in an engaging way, Jay McTighe and Grant Wiggins provide practical guidance on how to design, initiate, and embed inquiry-based teaching and learning in your classroom. Offering dozens of examples, the authors explore the usefulness of EQs in all K-12 content areas, including skill-based areas such as math, PE, language instruction, and arts education. As an important element of their backward design approach to designing curriculum, instruction, and assessment, the authors \*Give a comprehensive explanation of why EQs are so important; \*Explore seven defining characteristics of EQs; \*Distinguish between topical and overarching questions and their uses; \*Outline the rationale for using EQs as the focal point in creating units of study; and \*Show how to create effective EQs, working from sources including standards, desired understandings, and student misconceptions. Using essential questions can be challenging—for both teachers and students—and this book provides guidance through practical and proven processes, as well as suggested "response strategies" to encourage student engagement. Finally, you will learn how to create a culture of inquiry so that all members of the educational community—students, teachers, and administrators—benefit from the increased rigor and deepened understanding that emerge when essential questions become a guiding force for learners of all ages.

"Influenza pandemics are unpredictable but recurring events that can have severe consequences on societies worldwide. This revised WHO guidance publication on pandemic influenza preparedness and response acknowledges that pandemic preparedness is centered around health sectors planning but must also be broader. WHO therefore advocates a "whole-of-society" approach to sustainable and ethical pandemic preparedness while focusing in more detail on the role of the health sector. The roles of WHO and national governments are outlined to create a better understanding of how health and non-health sectors, both public and private, all contribute to pandemic preparedness"--Publisher's description.

While Americans are generally aware of China's ambitions as a global economic and military superpower, few understand just how deeply and assertively that country has already sought to influence American society. As the authors of this volume write, it is time for a wake-up call. In documenting the extent of Beijing's expanding influence operations inside the United States, they aim to raise awareness of China's efforts to penetrate and sway a range of American institutions: state and local governments, academic institutions, think tanks, media, and businesses. And they highlight other aspects of the propagandistic "discourse war" waged by the Chinese government and Communist Party leaders that are less expected and more alarming, such as their view of Chinese Americans as members of a worldwide Chinese diaspora that owes undefined allegiance to the so-called Motherland. Featuring ideas and policy proposals from leading China specialists, China's Influence and American Interests argues that a successful future relationship requires a rebalancing toward greater transparency, reciprocity, and fairness.

Throughout, the authors also strongly state the importance of avoiding casting aspersions on Chinese and on Chinese Americans, who constitute a vital portion of American society. But if the United States is to fare well in this increasingly adversarial relationship with China, Americans must have a far better sense of that country's ambitions and methods than they do now.

Alex Rogo is a harried plant manager working ever more desperately to try and improve performance. His factory is rapidly heading for disaster. So is his marriage. He has ninety days to save his plant - or it will be closed by corporate HQ, with hundreds of job losses. It takes a chance meeting with a colleague from student days - Jonah - to help him break out of conventional ways of thinking to see what needs to be done. Described by Fortune as a 'guru to industry' and by Businessweek as a 'genius', Eliyahu M. Goldratt was an internationally recognized leader in the development of new business management concepts and systems. This 20th anniversary edition includes a series of detailed case study interviews by David Whitford, Editor at Large, Fortune Small Business, which explore how organizations around the world have been transformed by Eli Goldratt's ideas. The story of Alex's fight to save his plant contains a serious message for all managers in industry and explains the ideas which underline the Theory of Constraints (TOC) developed by Eli Goldratt. Written in a fast-paced thriller style, The Goal is the gripping novel which is transforming management thinking throughout the Western world. It is a book to recommend to your friends in industry - even to your bosses - but not to your competitors!

Priestley details how anyone can become a key person of influence within his or her industry in a very short time.

The updated edition of the bestselling book that has changed millions of lives with its insights into the growth mindset "Through clever research studies and engaging writing, Dweck

illuminates how our beliefs about our capabilities exert tremendous influence on how we learn and which paths we take in life.”—Bill Gates, GatesNotes After decades of research, world-renowned Stanford University psychologist Carol S. Dweck, Ph.D., discovered a simple but groundbreaking idea: the power of mindset. In this brilliant book, she shows how success in school, work, sports, the arts, and almost every area of human endeavor can be dramatically influenced by how we think about our talents and abilities. People with a fixed mindset—those who believe that abilities are fixed—are less likely to flourish than those with a growth mindset—those who believe that abilities can be developed. Mindset reveals how great parents, teachers, managers, and athletes can put this idea to use to foster outstanding accomplishment. In this edition, Dweck offers new insights into her now famous and broadly embraced concept. She introduces a phenomenon she calls false growth mindset and guides people toward adopting a deeper, truer growth mindset. She also expands the mindset concept beyond the individual, applying it to the cultures of groups and organizations. With the right mindset, you can motivate those you lead, teach, and love—to transform their lives and your own.

If you've been looking for a kick up the backside to finally launch that business, start a new project you've been putting off or just become awesome, this book is for you. So, if you are sick of the usual guru bullsh\*t advice, and want to make your life truly awesome, then read this book from cover to cover, and do every single thing Dan says.

The inspirational bestseller that ignited a movement and asked us to find our WHY Discover the book that is captivating millions on TikTok and that served as the basis for one of the most popular TED Talks of all time—with more than 56 million views and counting. Over a decade ago, Simon Sinek started a movement that inspired millions to demand purpose at work, to ask what was the WHY of their organization. Since then, millions have been touched by the power of his ideas, and these ideas remain as relevant and timely as ever. START WITH WHY asks (and answers) the questions: why are some people and organizations more innovative, more influential, and more profitable than others? Why do some command greater loyalty from customers and employees alike? Even among the successful, why are so few able to repeat their success over and over? People like Martin Luther King Jr., Steve Jobs, and the Wright Brothers had little in common, but they all started with WHY. They realized that people won't truly buy into a product, service, movement, or idea until they understand the WHY behind it. START WITH WHY shows that the leaders who have had the greatest influence in the world all think, act and communicate the same way—and it's the opposite of what everyone else does. Sinek calls this powerful idea The Golden Circle, and it provides a framework upon which organizations can be built, movements can be led, and people can be inspired. And it all starts with WHY.

This book will change your life. You are playing persuasion games all the time, whether you realise it or not. "Now," for the first time, one of the world's top mentalists teaches YOU the hidden secrets of persuasion and influence that will enhance your personal, social and professional life. In this remarkable and exciting book, acclaimed mentalist and trainer Gilan Gork reveals the powerful psychology of subtle, successful persuasion that you can use on your clients, colleagues, family, friends... and even complete strangers! "Persuasion Games" explores, examines and explains the mind games of influence that are part of everyday life -- and how to win them. You will not only learn how to enhance your own powers of influence in an ethical, responsible way, but also how to protect yourself from persuasive exploitation in any form. Gilan has travelled the world to find the leading experts in influence and study their methods, including the normally private, secret realm of professional 'psychics'. Discover how many seemingly 'psychic' powers are actually persuasion techniques that anyone can learn -- including a psychological model of communication that is one of the world's best-kept secrets. Welcome to the Persuasion Games.

What does it mean to be white in a society that proclaims race meaningless yet is deeply divided by race? In the face of pervasive racial inequality and segregation, most whites cannot answer that question. Robin DiAngelo argues that a number of factors make this question difficult for whites: miseducation about what racism is; ideologies such as individualism and colorblindness; defensiveness; and a need to protect (rather than expand) our worldviews. These factors contribute to what she terms white racial illiteracy. Speaking as a white person to other white people, Dr. DiAngelo clearly and compellingly takes readers through an analysis of white socialization. She describes how race shapes the lives of white people, explains what makes racism so hard for whites to see, identifies common white racial patterns, and speaks back to popular white narratives that work to deny racism. Written as an accessible introduction to white identity from an anti-racist framework, &lt;What Does It Mean To Be White? is an invaluable resource for members of diversity and anti-racism programs and study groups and students of sociology, psychology, education, and other disciplines.

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