

Artful Persuasion Harry Mills

The Art Of Seduction
360 Degrees of Influence: Get Everyone to Follow Your Lead on Your Way to the Top
The Leading-Edge Manager's Guide to Success, with WebsiteCook + Cork
Power, Influence, and Persuasion
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From Betty Crocker to Feminist Food Studies
A Dictionary of English Synonymes and Synonymous Or Parallel Expressions
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The Handbook of Science and Technology Studies
The End of Books--or Books Without End?
The Conductor as Leader
The Politics of Jane Austen
The Signal Corps
The Path to Destruction
The Road to Sarajevo
With a Critical Eye
The Power of Persuasion
The Extraordinary Black Book

The Art Of Seduction

When it comes to messaging, what worked in the past won't work today. Our noisy,

digital world has undermined our ability to focus. For a message to grab attention and persuade, it now has to pass the SAUCE test and be: Simple, Appealing, Unexpected, Credible, and Emotional. Secret Sauce shows you how to transform unconvincing messages into compelling copy. It comes with a 15-question SAUCE test and a Heat Gauge which allows you to precisely measure the persuasive impact of your messages. Short, easy to read, and packed with visuals, Secret Sauce provides: Clear examples of what works and what doesn't Fascinating insights from behavioral and neurological research Powerful lessons from successful and failed campaigns Less than 10 percent of marketing messages are truly compelling—engaging the head and heart. Secret Sauce helps you weed out the clutter and craft messages that stick.

360 Degrees of Influence: Get Everyone to Follow Your Lead on Your Way to the Top

In this Second Edition of this radical social history of America from Columbus to the present, Howard Zinn includes substantial coverage of the Carter, Reagan and Bush years and an Afterword on the Clinton presidency. Its commitment and vigorous style mean it will be compelling reading for under-graduate and post-graduate students and scholars in American social history and American studies, as well as the general reader.

The Leading-Edge Manager's Guide to Success, with Website

SPREAD YOUR INFLUENCE FOR TRUE LEADERSHIP SUCCESS “The extraordinary power of influence is now within everyone’s reach. Recent graduates, executive assistants, project managers, and business leaders can all benefit from Monarth’s simple steps for ‘getting everyone to follow your lead.’” —MARSHALL GOLDSMITH, million-selling author of the New York Times bestsellers MOJO and What Got You Here Won’t Get You There “Monarth’s monograph is must reading for everyone who needs to build their personal brand and sell themselves—which is, of course, everybody.” —JEFFREY PFEFFER, Ph.D., professor, Stanford Graduate School of Business, and author of Power: Why Some People Have It—and Others Don’t “Your ability to influence and persuade others is the single most important skill for success in business and leadership—and this book shows you how with simple, powerful, practical, and proven techniques.” —BRIAN TRACY, author of Full Engagement “Finally! A book about influence that doesn’t tell you how to impose your position on others but rather illuminates ways to build authentic relationships that are mutually beneficial. Truly a 21st-century approach to a critical skill.” —LOIS P. FRANK EL, Ph.D., author of Nice Girls Don’t Get the Corner Office and Nice Girls Just Don’t Get It “360 Degrees of Influence breaks new ground. Harrison Monarth writes with fl air, passion, and insight. Even seasoned professionals will find his advice practical and invaluable.” —HARRY MILLS, Managing Director of The Mills Group and author of Artful Persuasion and The StreetSmart Negotiator About

the Book: Leadership doesn't have to be a top-down proposition. In fact, the best leaders influence those who are below and above them, as well as people external to the organization, such as customers and partners. This 360 degrees of influence is what separates the good leader from the great leader. Founder of the global executive coaching firm GuruMaker, Harrison Monarth makes a living helping top figures in business and politics hone their influencing, communication, persuasion, impression management, and media skills. He teaches leaders how to operate without relying on spin or manipulation. Now, in *360 Degrees of Influence*, Monarth provides everything you need to gain the trust and respect of those around you—no matter where they're positioned in the organizational hierarchy—and expand your influence well beyond your immediate environment. Providing valuable insight into human emotion and behavior, Monarth reveals the secrets to becoming the most psychologically astute person in the room—so you can be the most influential leader in the room. Learn how to: Assess your current influencing power Overcome resistance to your ideas and proposals Know what people are thinking and feeling—even better than they do Avoid the most common decision-making pitfalls Create an influence strategy tailored to your organization's hierarchy In addition to sharing insight he has gleaned during years of coaching leading executives, Monarth includes practice exercises, checklists, self-evaluations, and worksheets to help you tackle the challenge of influence and leadership head on. Right now, one of your own counterparts might be exerting influence over you and your boss. You can do the same thing. Apply the lessons of

360 Degrees of Influence to place yourself in the best possible position to lead the leaders.

Cook + Cork

Today's audiences have come to expect presentations that are not only informative, but also innovative and visually exciting. Power Points ! shows readers how to create and use stunning PowerPoint graphics and visuals to their fullest, while also speaking with greater eloquence and persuasiveness. Author and persuasion expert Harry Mills reveals how to: * Captivate audiences with a mastery of graphics, diagrams, cartoons, and photos. * Speak and present with confidence and style. * Learn to influence any kind of audience. * Use the hundreds of professionally designed samples and PowerPoint templates on the companion CD-ROM to add drama to presentations. * Create dazzling visuals more easily by taking advantage of PowerPoint 2007's new features. With these invaluable tips, even the most reluctant speakers can deliver informative, entertaining, and persuasive presentations.

Power, Influence, and Persuasion

Which sort of seducer could you be? Siren? Rake? Cold Coquette? Star? Comedian?

Charismatic? Or Saint? This book will show you which. Charm, persuasion, the ability to create illusions: these are some of the many dazzling gifts of the Seducer, the compelling figure who is able to manipulate, mislead and give pleasure all at once. When raised to the level of art, seduction, an indirect and subtle form of power, has toppled empires, won elections and enslaved great minds. In this beautiful, sensually designed book, Greene unearths the two sides of seduction: the characters and the process. Discover who you, or your pursuer, most resembles. Learn, too, the pitfalls of the anti-Seducer. Immerse yourself in the twenty-four manoeuvres and strategies of the seductive process, the ritual by which a seducer gains mastery over their target. Understand how to 'Choose the Right Victim', 'Appear to Be an Object of Desire' and 'Confuse Desire and Reality'. In addition, Greene provides instruction on how to identify victims by type. Each fascinating character and each cunning tactic demonstrates a fundamental truth about who we are, and the targets we've become - or hope to win over. The Art of Seduction is an indispensable primer on the essence of one of history's greatest weapons and the ultimate power trip. From the internationally bestselling author of The 48 Laws of Power, Mastery, and The 33 Strategies Of War.

The Rainmaker's Toolkit

General Adams reflects on his experiences in the cold war, during which he served in both manned bombers and missile silos. He tells stories of famous and not-so-

famous cold warriors, including some from the US Navy. Some stories are humorous; some stories are tragic. Having traveled extensively in Russia and some former Soviet Union states after retirement, General Adams tells us about his former adversaries, the Soviet cold warriors. In the process, he leaves no doubt about his respect for all who served so valiantly in the "strategic triad"-- the strategic command, the ICBM force, and the submarine Navy.

Winning CFOs

Winner of the Pulitzer Prize "A masterwork . . . the novel astonishes with its inventiveness . . . it is nothing less than a grand comic fugue."—The New York Times Book Review A Confederacy of Dunces is an American comic masterpiece. John Kennedy Toole's hero, one Ignatius J. Reilly, is "huge, obese, fractious, fastidious, a latter-day Gargantua, a Don Quixote of the French Quarter. His story bursts with wholly original characters, denizens of New Orleans' lower depths, incredibly true-to-life dialogue, and the zaniest series of high and low comic adventures" (Henry Kisor, Chicago Sun-Times).

Guerrilla Marketing for Consultants

Salespeople, consultants, managers, executives, entrepreneurs. . . Influence is a

crucial tool for absolutely anyone seeking success and prosperity. But how can everyday people actually become more influential? Maximum Influence unlocks the secrets of the master influencers. Now in an all-new edition, the book combines scientific research with real-world studies, presenting the most authoritative and effective arsenal of persuasion techniques ever. Author and renowned expert Kurt Mortensen reveals the 12 Laws of Persuasion, explaining why each law works, how to use it, and what to avoid. You will learn about the law of dissonance, the law of contrast, the law of expectation-and nine other proven principles that consciously and unconsciously propel people to act. You will also discover how to: * Read anyone instantly * Get people to trust you instinctively * Change minds easily * And convince anyone to give you almost anything With new case studies and cutting-edge influencing techniques, this is the ultimate guide to the art and science of getting exactly what you want-when you want.

When Lincoln Met Wisconsin's Nightingale

To be effective, managers have to be skilled at acquiring power and using that power to persuade others to get things done. This guide offers must-know methods for commanding attention, changing minds, and influencing decision makers up and down the organizational ladder. The Harvard Business Essentials series provides comprehensive advice, personal coaching, background information, and guidance on the most relevant topics in business. Whether you are a new manager

seeking to expand your skills or a seasoned professional looking to broaden your knowledge base, these solution-oriented books put reliable answers at your fingertips.

Creative Selling for the 1990's

Peels away the mystery that surrounds the psychology of influence and reveals how the world's most persuasive politicians, advertisers, salespeople, and spin doctors work their magic. Case studies in human behavior, examples of masterful persuaders such as Churchill and Lincoln, and step-by-step guidelines help readers put the power of persuasion to work.

The Language of Money and Debt

Zero Resistance

Trusted advice on successful consulting from the authors of the bestselling Guerrilla Marketing series Consulting is entering the era of the guerrilla client-buyers with a glut of information at their fingertips and doubts about the value consultants add. Guerrilla Marketing for Consultants is the first book to reveal how

guerrilla marketing can transform today's challenges into golden opportunities for winning profitable work from the new breed of consulting clients. Packed with information, this step-by-step guide details the 12 marketing secrets every consultant should know, the anatomy of a marketing plan, Web sites, sources of free publicity, direct-mail marketing, winning proposals, and more. Jay Conrad Levinson (San Rafael, CA) is the Chairman of the Board of Guerrilla Marketing International and the author or coauthor of more than 30 books, including the bestselling Guerrilla Marketing series. Michael W. McLaughlin (Mill Valley, CA) has been a partner with Deloitte Consulting since 1994.

Maximum Influence

Cook + Cork: Recipes and frank advice on how to enjoy food and wine in your life every day What you drink with what you eat is a big deal, but it's hard to navigate the sea of information (and misinformation) when it comes to food and wine pairing. Chef Harry ?Coach? Mills and Sommelier Chris Horn of Purple Café & Wine Bar in Seattle want to outfit you with the knowledge, skills, and tools necessary to make food and wine pairing as natural (and fun) as chocolate chip cookies and milk. Cook + Cork explores basic food and wine relationships, introduces the idea of the Mind Mouth, and lays out an essential Wine Wardrobe with friendly recipes to get you started on your way to cooking food with pairing in mind. Sommelier Chris Horn gives his honest opinions and instruction on how to navigate the

daunting world of wine stores and restaurant wine lists and gives you the template for what bottles to have on hand at all times. Each essential bottle is matched with a recipe written with helpful insider tips from the point of view of a former culinary instructor and 20-year restaurant veteran, Chef Harry ?Coach? Mills. Cook + Cork is your guidebook to a more delicious existence.

The Streetsmart Negotiator

This book analyses the language that ordinary people employ when discussing money, debt and financial behaviour. It documents and critiques this language from an array of disciplinary perspectives, with chapters on children's books, government infomercials, television poverty porn, the emotional experience of being indebted, and more. In doing so, it addresses common underlying questions concerning definitions of money and value, and scrutinises how people construct, negotiate and articulate meaning in these domains. This wide-ranging edited collection will be of interest to students and scholars of linguistics, sociology, communication, literature and anthropology.

Reinventing the CFO

This book applies the principles of business leadership to the task of leading a

musical ensemble.

Power Points!

The more mobile an armed force becomes, the more rugged the terrain it encounters, or the more widely the force is deployed, the greater becomes the difficulty of securing and maintaining rapid, completely linked communications. In the U.S. Army the Signal Corps is the agency charged with developing, procuring, and furnishing signal equipment to overcome the difficulties mentioned above. In an age of swift and startling progress in electronics, this phase of its mission demands that it keep abreast of scientific advances at home and abroad and maintain close ties with civilian laboratories and industry in order to take advantage of their capabilities. This volume traces the course which the Signal Corps followed between the first and second world wars, a period of planning and preparation. Others to follow will recount the testing of the Corps' organization and equipment, and the results achieved at home and overseas. The author has dealt with the subject on a chronological basis, instead of following the topical treatment used in other technical service volumes. This broad-front approach has enabled him to weave into one pattern the many activities in which the Signal Corps was simultaneously engaged. The reader can here follow from birth the history of Army radar and mobile radio, the first steps taken in the conversion of the civilian communications industry to war production, the expansion of training facilities,

and the beginnings of the far-flung communications network that eventually encircled the globe. He will see the uncertainties of planning and the difficulties of organization incident to rapidly changing conditions, meager appropriations, and the clash of interest within the military household. These and many other matters showing human beings and institutions under pressure are replete with significance to us who must live in a turbulent world where revolution tends to have the upper hand over evolution.

From Betty Crocker to Feminist Food Studies

Internationally renowned sociologist, Arthur J. Vidich (1922-2006), was an active researcher and teacher whose career spanned the second half of the twentieth century. With a Critical Eye: An Intellectual and His Times recounts Vidich's career in the wider cultural context of his life and work. Providing a window into post-World War II intellectual life, the richness of the autobiography lies not only in Vidich's perspectives on the academic world, but also in his personal and sociological observations about the world around him. Best known for his book, *Small Town in Mass Society* (co-authored with Joseph Bensman, 1958), Vidich taught for more than forty years at the New School for Social Research in New York. He published eighteen books, co-edited a book series with Robert Jackall, and was the founding editor of the *International Journal of Politics, Culture, and Society*.

A Dictionary of English Synonymes and Synonymous Or Parallel Expressions

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

Mysteries of Police and Crime

With socialism largely discredited in recent years, the moral and legal status of private property has become an increasingly important area for discussion in contemporary political and social thought. Offering a contribution to legal theory, and to political and social philosophy, this work examines the two currently dominant traditions - those of neo-conservative utilitarianism and liberal communitarianism - emphasizing the strengths of both approaches and laying the groundwork for a theory to bridge the gap between them.

Negotiate

Few professional firms are able to consistently grow their fees and profits. Based on the concept of relationship marketing, The Rainmaker's Toolkit gives readers the tools, techniques, and strategies to help win and close bigger deals, helping

them dramatically increase the odds of success and sustain that level of accomplishment from year to year. The Rainmaker's Toolkit helps readers identify and maximize the potential growth opportunities in their companies and gives them a step-by-step system for building a high-profit practice. The book shows readers how to:

- * Identify high-profit customers and build lifelong relationships with them
- * Stand out from competitors by differentiating their firm, services, and people
- * Build a million dollar referral network.

Packed with more than 80 reproducible tools and templates, The Rainmaker's Toolkit shows how to find the gold hidden within every company.

A People's History of the United States

No Logo

During the American Civil War, disease and infection caused by poor medical care and lack of proper hygiene were the main causes of death to both Confederate and Union soldiers. Why, then, were there no adequate facilities to care for these men? That is the question Cordelia Harvey sought to answer. Join author Daniel L. Stika as he examines the work of Wisconsin's Nightingale, Cordelia Harvey. As a tireless campaigner for improved medical care for Civil War soldiers, Harvey inspects

battlefield hospitals and takes her reports of squalor and death all the way to the White House. Throughout the course of several meetings with President Abraham Lincoln, Harvey advocates for the construction of hospitals with the sole purpose of caring for the men who are fighting and dying for their country. Though Lincoln is reticent to hear her requests, Harveys fervor for her cause and her passionate arguments ultimately lead the president to make a decision that will save the lives of innumerable soldiers. When Lincoln Met Wisconsin's Nightingale presents the life of an extraordinary woman who battled adversity and tragedy in her quest to provide care to those who needed it most.

Inside the Cold War

Jane Austen is a formative influence on how we think about 'England' and 'Englishness', about class, ideology and gender issues. But the critical convoy for 'Jane', as she is patronizingly styled, aligns her with conservative views which her texts entertain - but don't finally sign up for. In fact, as Edward Neill points out in this devastating new study, it is possible to show that 'Tory Jane' is largely illusion, and that much traditional critical effort has been fundamentally misdirected. This exhilarating book seeks to 'liberate' the reading of Jane Austen by offering a very different critical inflection from those of traditional critical appropriations.

Artful Persuasion

Business is like life. It's a game where the streetwise and streetsmart triumph over the unskilled and unprepared. In *The StreetSmart Negotiator*, readers will learn the tips, tactics, and techniques the street-savvy pros use to negotiate and win the game of business. Filled with compelling tips and techniques, the book distills the collective wisdom of the world's top negotiators into a practical seven-step model that will help readers triumph over even the most ruthless competitors. This high-impact field guide shows readers how to:- plan an agenda - analyze the other party - avoid typical persuasion tactics- counter negative tactics - package proposals that generate movement- trade concessions - close the toughest of dealsFeaturing an array of proven bargaining tools, this book will give readers the edge at any negotiating table.

Designing Infographics

A Confederacy of Dunces

On the heels of a decade of scandals and the new pressures brought on by the Sarbanes-Oxley Act, corporations expect far more from their CFOs than simply

managing the numbers. They expect decision-making support and performance insights that can improve bottom-line results. Unfortunately, the complexity and detail inherent in CFOs' jobs keep them shackled to budgeting and transaction-processing systems that leave little time for value-adding activities. Grounded in extensive research, *Reinventing the CFO* outlines seven critical roles—from streamlining redundant processes to regulating risk to identifying a few key measures—that CFOs must take on in order to successfully transform the finance operation.

Secret Sauce

NO LOGO was an international bestseller and "a movement bible" (*The New York Times*). Naomi Klein's second book, *The Shock Doctrine*, was hailed as a "master narrative of our time," and has over a million copies in print worldwide. In the last decade, *No Logo* has become an international phenomenon and a cultural manifesto for the critics of unfettered capitalism worldwide. As America faces a second economic depression, Klein's analysis of our corporate and branded world is as timely and powerful as ever. Equal parts cultural analysis, political manifesto, mall-rat memoir, and journalistic exposé, *No Logo* is the first book to put the new resistance into pop-historical and clear economic perspective. Naomi Klein tells a story of rebellion and self-determination in the face of our new branded world.

Property And Persuasion

Do you realize how much your professional success, your income, and even your personal relationships depend on your ability to persuade, influence, and motivate other people? Yet many of us continue to use outdated techniques for convincing others or worse yet, have no technique at all. Kurt Mortensen, through his Persuasion Institute, has sought out and studied the world's top persuaders, and with his specially formulated Persuasion I.Q. assessment-the most comprehensive persuasion resource available today-he lets readers in on the essential habits, traits, and behaviors necessary to cultivate their natural persuasive abilities. Concentrating on the 10 major Persuasion I.Q. skills, the book allows readers to determine their own current Persuasion I.Q., helping them to identify their strengths and weaknesses, and starting them down a path to enormous success and wealth. The book reveals powerful techniques that will enable them to: * read people quickly * create instant trust * get others to take immediate action * close more sales * win over clients * accelerate business success * earn what they're really worth * influence others to accept their points of view * win negotiations * enhance relationships * and-most important-hear the magical word "yes" more often! Whether you are selling a product, presenting an idea, or asking for a raise, persuasion is the magic ingredient. This powerful, life-changing book will transform anyone into a persuasion genius.

Persuasion IQ

Concentrates on the theory and practical application of creating effective charts and graphics

The Nurture Assumption

The Handbook of Science and Technology Studies

Practical, commonsense advice on becoming an effective leader Examining the baggage that most managers have and then helping them to understand the personal traits that can limit their potential, this book guides you through the pathway of self development, then takes you through management and leadership better practices, providing many implementation tools. All you need to know when getting prepared for a 'management role' How to develop 'conquest leadership' attributes Traits to make you a 'winning' CEO Latest thinking on KPIs, quarterly rolling planning, decision based reporting and performance related pay How to create Winning Management and Leadership Habits Examines how to become More Financially Aware This book is a very practical guide with templates, 'how to do it tools', stories about gifted leaders, checklists and examples and is devoid of all

intellectual arguments on management. With directional guidance on what managers need to know in order to be able to manage and lead others, The Leading-Edge Manager's Guide to Success helps managers and 'managers to be' as they climb the 'management mountain.'

The End of Books--or Books Without End?

Sheds light on the history of food, cooking, and eating. This collection of essays investigates the connections between food studies and women's studies. From women in colonial India to Armenian American feminists, these essays show how food has served as a means to assert independence and personal identity.

The Conductor as Leader

Better practices that today's CFOs can employ to bring value and efficiency to the teams that report to them Helping corporate accountants from the CFOs to the management accountant implement better practices that will make a difference to their finance team's performance, Winning CFOs shows corporate accountants how to create permanent improvements in their organization's processes. Provides better practice solutions the author has learned from more than 4,000 finance teams worldwide A to Z guidance on how to be an effective CFO Includes

templates, checklists and implementation programs for process improvement
Abundance of tools to ensure implementation of better practices
Tips on how to develop winning leadership traits
Winning CFOs shows corporate accountants how to radically transform their contribution to their organization, enhance their job satisfaction and profile, and leave a legacy of efficiency and effectiveness in every organization for which they work.

The Politics of Jane Austen

The fourth edition of an authoritative overview, with all new chapters that capture the state of the art in a rapidly growing field.

The Signal Corps

The Path to Destruction

An exploration of the possibilities of hypertext fiction as art form and entertainment

The Road to Sarajevo

Ben Feldman, "the greatest salesman ever", reveals his methods of making sales and solving problems. He offers power phrases, tips, and comments that will energize all salespeople, whatever their product or service.

With a Critical Eye

It may be said that society itself creates the crimes that most beset it. If the good things of life were more evenly distributed, if everyone had his rights, if there were no injustice, no oppression, there would be no attempts to readjust an unequal balance by violent or flagitious means. There is some force in this, but it is very far from covering the whole ground, and it cannot excuse many forms of crime. Crime, indeed, is the birthmark of humanity, a fatal inheritance known to the theologians as original sin. Crime, then, must be constantly present in the community, and every son of Adam may, under certain conditions, be drawn into it. To paraphrase a great saying, some achieve crime, some have it thrust upon them; but most of us (we may make the statement without subscribing to all the doctrines of the criminal anthropologists) are born to crime. The assertion is as old as the hills; it was echoed in the fervent cry of pious John Bradford when he pointed to the man led out to execution, "There goes John Bradford but for the grace of God!" Criminals are manufactured both by social cross-purposes and by the domestic neglect which fosters the first fatal predisposition. Assuredly external factors and

circumstances count for much in the causation of crime," says Maudsley. The preventive agencies are all the more necessary where heredity emphasises the universal natural tendency. The taint of crime is all the more potent in those whose parentage is evil. The germ is far more likely to flourish into baleful vitality if planted by congenital depravity. This is constantly seen with the offspring of criminals. But it is equally certain that the poison may be eradicated, the evil stamped out, if better influences supervene betimes. Even the most ardent supporters of the theory of the "born criminal" admit that this, as some think, imaginary monster, although possessing all the fatal characteristics, does not necessarily commit crime. The bias may be checked; it may lie latent through life unless called into activity by certain unexpected conditions of time and chance. An ingenious refinement of the old adage, "Opportunity makes the thief," has been invented by an Italian scientist, Baron Garofalo, who declares that "Opportunity only reveals the thief"; it does not create the predisposition, the latent thievish spirit.

The Power of Persuasion

Looks at the power of effective persuasion, describing the mindset and tactics of persuasion professionals and detailing ways to protect oneself from becoming a victim of manipulation.

The Extraordinary Black Book

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