

Harley Davidson National Hog Chapter

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American Motorcyclist 1994-07 American Motorcyclist magazine, the official journal of the American Motorcyclist Associaton, tells the stories of the people who make motorcycling the sport that it is. It's available monthly to AMA members. Become a part of the largest, most diverse and most enthusiastic group of riders in the country by visiting our website or calling 800-AMA-JOIN.

Handbook of Relationship Marketing Jagdish N Sheth 2000 As businesses increasingly stress the importance of cooperation and collaboration with suppliers and customers, relationship marketing is emerging as the 'core' of all marketing activity. In recent years, there has been an explosive growth in business and academic interest in relationship marketing, yet no comprehensive book has been available to present key concepts, theories, and applications. The editors of this volume have assembled an authoritative and global cast of chapter contributors and crafted a volume that will become the seminal, founding work in this growing field. Their approach is eclectic, including a broad coverage of topics, diverse theoretical and conceptual paradigms, and global viewpoints.

Brands and Branding Rita Clifton 2009-04-01 With contributions from leading brand experts around the world, this valuable resource delineates the case for brands (financial value, social value, etc.) and looks at what makes certain brands great. It covers best practices in branding and also looks at the future of brands in the age of globalization. Although the balance sheet may not even put a value on it, a company's brand or its portfolio of brands is its most valuable asset. For well-known companies it has been calculated that the brand can account for as much as 80 percent of their market value. This book argues that because of this and because of the power of not-for-profit brands like the Red Cross or Oxfam, all organisations should make the brand their central organising principle, guiding every decision and every action. As well as making the case for brands and examining the argument of the anti-globalisation movement that brands are bullies which do harm, this second edition of Brands and Branding provides an expert review of best practice in branding, covering everything from brand positioning to brand protection, visual and verbal identity and brand communications. Lastly, the third part of the book looks at trends in branding, branding in Asia, especially in China and India, brands in a digital world and the future for brands. Written by 19 experts in the field, Brands and Branding sets out to provide a better understanding of the role and importance of brands, as well as a wealth of insights into how one builds and sustains a successful brand.

100 Years of Harley-Davidson Willie G. Davidson 2002 In celebration of a century of making classic motorcycles, the official one-hundredth anniversary volume recounts the history of the company, and presents images of its famous products.

What Happened to Serie A Steven G. Mandis 2018-10-04 A deep dive into Italy's storied league. "An excellent book . . . Anyone with an interest in football beyond the playing pitch will find it fascinating." –Game of the People In the 1980s and 1990s, Serie A was known as "Il campionato più bello del mondo"–the most beautiful championship in the world–and had the highest match attendances in Europe. The stadiums were not only full of people, but full of color, flags, songs and rituals. Italy hosted World Cup 1990 and the stadia and stars on show in Serie A became iconic. Across the ten year period from 1989 to 1999 a remarkable 10 different Serie A clubs occupied nearly half the places in the finals of the Champions League and Europa Cup. They were dominant. But then in the 2000s they began to fall behind and despite the Azzurri winning the World Cup in 2006 and Inter Milan winning the Champions League in 2010, Italian football was on a downwards trajectory that saw the national team fail to qualify for the 2018 World Cup, their first absence from the tournament since 1958. What happened and why? In this extraordinary book, Steven G. Mandis investigates. Given unprecedented behind-the-scenes access to Italian clubs and key decision makers and players, Mandis is the first outside researcher to rigorously analyze both the on-the-pitch and business aspects of a club and league. What he learns is completely unexpected and challenges popular explanation and conventional wisdom.

Direct Action David Graeber 2009-09-01 A radical anthropologist studies the global justice movement.

Satisfaction Chris Denove 2007-06-26 For nearly four decades, J. D. Power and Associates has been measuring consumer satisfaction and helping businesses improve profits by paying attention to what customers really want. Their annual awards are widely publicized and valued worldwide for what they say about a company's commitment to its customers. Now, at last, the company has created the definitive book on how to boost profits by increasing customer satisfaction. Although most businesses pay lip service to putting customers first, few actually listen to the voice of the customer and use it as a tangible asset. In this book, J. D. Power and Associates provides an insider's perspective on some of the most successful companies on the planet. Corporate giants such as Toyota and Staples and local legends like Mike Diamond Plumbing all use customer satisfaction as their key to market dominance. Satisfaction opens the vault on years of J. D. Power data, quantifying the elusive links between satisfaction and customer loyalty, market share, and profits. The book provides extensive coverage of the varying touchpoints of consumer satisfaction–covering every type of business from service providers to product manufacturers–and shows companies in detail how to make a commitment to consumers at the highest levels and translate this commitment into strategies and practices. For any business that wants to reap the rewards that come when they truly put the customer first, this is the ultimate guide.

Follow the Dead Lin Anderson 2017-08-10 Shortlisted for the 2018 McIlvanney Prize for Scottish Crime Book of the Year. Follow the Dead is the thrilling twelfth book in Lin Anderson's forensic crime series featuring Rhona MacLeod. On holiday in the Scottish Highlands, forensic scientist Dr Rhona MacLeod joins a mountain rescue team on Cairngorm summit, where a mysterious plane has crash-landed on the frozen Loch A'an. Added to that, a nearby climbing expedition has left three young people dead, with a fourth still missing. Meanwhile in Glasgow, DS McNab's raid on the Delta Club produces far more than just a massive haul of cocaine. Questioning one of the underage girls found partying with the city's elite reveals she was smuggled into Scotland via Norway, and it seems the crashed plane in the Cairngorms may be linked to the club. But before McNab can discover more, the girl is abducted. Joined by Norwegian detective Alvis Olsen, who harbours disturbing theories about how the two cases are connected with his homeland, Rhona searches for the missing link. What she uncovers is a dark underworld populated by ruthless people willing to do anything to ensure the investigation dies in the frozen wasteland of the Cairngorms . . . Follow Rhona MacLeod in more forensic thrillers with Sins of the Dead and Time for the Dead.

Harley-Davidson Since 1965 Allan Girdler Valuable information on Harley-Davidson motorcycles, including the Sportster, the Shovelhead- and Evolution-engined bikes, as well as competition, police, Aermacchi, and Buell models. Packed with information on where and how to find these machines, how to identify rare models, and how to figure out what your machine is worth. Girdler offers a mini-history of each model, and explains why the model exists and what its role was in Harley-Davidson's line-up. Covers all models built 1965-98, plus performance ratings. Includes 5-Star rating system.

Soul on Bikes Tobie Levinston 2013-11-15 "The history of the East Bay Dragons Motorcycle Club, an all-black, all-Harley, all-chopper group of motorcyclists in Oakland, California. Written by the club's founder and president, it presents an often-un told portion of African-American history"-Provided by publisher.

Profit Power Economics Mia de Kuijper 2009-11-20 A new economy is emerging from the global financial crisis. In this groundbreaking book, seasoned executive and Harvard-trained economist Mia de Kuijper guides readers through the fundamentals of this economy and explains how companies and individuals can create sustainable wealth now. The key is wielding one of twelve contemporary sources of profit power. Control just one and you are on the road to high returns. Turning profit power into sustainable wealth requires new strategies, enumerated here, for choosing and valuing investments, structuring and managing global enterprises, confronting competitive threats, and navigating markets which may increasingly display power law dynamics and where distributions may have "fat tails." To derive this book's unique framework for achieving high returns, de Kuijper rethought parts of economic theory itself in light of the most transformative force in the new economy (dubbed the Transparent Economy by de Kuijper), namely the vanishing cost of information and connectivity. Based on original research and illustrated with lively lessons from the experiences of the author and other successful investors and leaders, Profit Power Economics draws a detailed picture of the new competitive arena and gives readers a step-by-step approach to build (or find) exceptionally high-return enterprises and to utilize today's shifting market dynamics to influence choice and build wealth.

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Offensive Marketing Hugh Davidson 2012-06-25 Offensive Marketing is the best source for competitive executives who are serious about strengthening their marketing skills and producing new outcomes. The authors bring the acclaimed POISE (Profitable, Offensive, Integrated, Strategic, Effectively Executed) framework to a North American audience. POISE brings together advances in strategy, innovation, and approach to produce a new level of effectiveness and market results. Extensively used by companies and individuals worldwide, this freshly adapted book is an essential resource for all marketing students and professionals interested in achievable strategies and profitable marketing.

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Chocolates on the Pillow Aren't Enough Jonathan M. Tisch 2007-04-18 Praise for Chocolates on the Pillow Aren't Enough "Jonathan recognizes that in today's Internet-fed, savvy-consumer world, it is the people-to-people connections, regardless of price point, that differentiate a customer's experience. Gimmicks come and go, but without sincere and caring people delivering the overall experience, from start to finish, well, it's true--chocolates on the pillow are not enough. A great read!" –David Neeleman, founder and CEO, JetBlue Airways Corporation "If you don't work for your customer, you're not doing your job. Who better to turn to for lessons in great customer experiences than Jonathan Tisch? He has long been one of the most respected leaders in travel and hospitality, and when it comes to treating all customers like guests, to put it simply, he gets it. And then some." –Millard S. Drexler, Chairman and CEO, J. Crew Group "What brings customers back to my restaurants? Why do viewers watch my TV show? It's more than Bam! It's delivering a kicked-up customer experience. Tisch is the guy who knows how to do this best. His book gives the inside scoop on how to excite your customers and bring 'em back for more." –Emeril Lagasse "Attention to detail, passion, and dedication are a few of the things that made me successful as an athlete. Jonathan knows that by doing the same in business, you maximize the customer's experience and outscore the competition." –Tricki Barber

Dueling Identities Doreen Anderson-Facile 2007 Dueling Identities examines the contradictions facing the Christian biker in regard to conflicting culture norms and values, while exploring how the Christian biker identity is developed and maintained.

The SAGE Encyclopedia of Corporate Reputation Craig E. Carroll 2016-05-04 What creates corporate reputations and how should organizations respond? Corporate reputation is a growing research field in disciplines as diverse as communication, management, marketing, industrial and organizational psychology, and sociology. As a formal area of academic study, it is relatively young with roots in the 1980s and the emergence of specialized reputation rankings for industries, products/services, and performance dimensions and for regions. Such rankings resulted in competition between organizations and the alignment of organizational activities to qualify and improve standings in the rankings. In addition, today's changing stakeholder expectations, the growth of advocacy, demand for more disclosures and greater transparency, and globalized, mediatized environments create new challenges, pitfalls, and opportunities for organizations. Successfully engaging, dealing with, and working through reputational challenges requires an understanding of options and tools for organizational decision-making and stakeholder engagement. For the first time, the vast and important field of corporate reputation is explored in the format of an encyclopedic reference. The SAGE Encyclopedia of Corporate Reputation comprehensively overviews concepts and techniques for identifying, building, measuring, monitoring, evaluating, maintaining, valuing, living up to and/or changing corporate reputations. Key features include: 300 signed entries are organized in A-to-Z fashion in 2 volumes available in a choice of electronic or print formats Entries conclude with Cross-References and Further Readings to guide students to in-depth resources. Although organized A-to-Z, a thematic "Reader's Guide" in the front matter groups related entries by broad areas. A Chronology provides historical perspective on the development of corporate reputation as a discrete field of study. A Resource Guide in the back matter lists classic books, key journals, associations, websites, and selected degree programs of relevance to corporate reputation. A General Bibliography will be accompanied by visual maps noting the relationships between the various disciplines touching upon corporate reputation studies. The work concludes with a comprehensive Index, which—in the electronic version—combines with the Reader's Guide and Cross-References to provide thorough search-and-browse capabilities.

Two-Wheeled Wind Therapy Kathleen Turner 2021-07 A woman finds courage and new confidence riding a motorcycle across country following a devastating divorce and a bout with cancer.

Big Trees of California Southern Pacific Company 1914

Cases in Strategic Management Thomas L. Wheelen 2000 For courses in Strategic Management at the undergraduate senior level, or at the MBA introductory level. This comprehensive collection of Cases covers a wide range of issues and industries. A thorough and complete Case Instructor's Manual offers a systematic and consistent format for ease of use.

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Managing Brand You Jerry S. WILSON 2008-07-16 Whether we realize it or not, we are all brands. We all have qualities that shape and influence how the people in our lives see us—and how we see ourselves. Nationally respected brand experts Jerry Wilson and Ira Blumenthal have helped some of the most exceptional companies and individuals in the world perfect their images. Now, in Managing Brand You, they reveal their proven seven-step process for personal brand building. Using illuminating examples from successful corporations like Coca-Cola and Starbucks as well as high-profile celebrities like Bono and Oprah, Managing Brand You gives readers a step-by-step guide for conducting a self analysis, creating a unique identity, defining their objectives, discovering their passions, creating a plan, putting that plan into action, and monitoring their progress. Wise and insightful, this book will help readers identify what it is that makes them unique and communicate it in a way that guarantees them success.

Born to Be Wild Randy D. McBee 2015-05-14 In 1947, 4,000 motorcycle hobbyists converged on Hollister, California. As images of dissolute bikers graced the pages of newspapers and magazines, the three-day gathering sparked the growth of a new subculture while also touching off national alarm. In the years that followed, the stereotypical leather-clad biker emerged in the American consciousness as a menace to law-abiding motorists and small towns. Yet a few short decades later, the motorcyclist, once menacing, became mainstream. To understand this shift, Randy D. McBee narrates the evolution of motorcycle culture since World War II. Along the way he examines the rebelliousness of early riders of the 1940s and 1950s, riders' increasing connection to violence and the counterculture in the 1960s and 1970s, the rich urban bikers of the 1990s and 2000s, and the factors that gave rise to a motorcycle rights movement. McBee's fascinating narrative of motorcycling's past and present reveals the biker as a crucial character in twentieth-century American life.

Motorcycles & Sweetgrass Drew Hayden Taylor 2010-03-09 A story of magic, family, a mysterious stranger . . . and a band of marauding raccoons. Otter Lake is a sleepy Anishnawbe community where little happens. Until the day a handsome stranger pulls up astride a 1953 Indian Chief motorcycle – and turns Otter Lake completely upside down. Maggie, the Reserve's chief, is swept off her feet, but Virgil, her teenage son, is less than enchanted. Suspicious of the stranger's intentions, he teams up with his uncle Wayne – a master of aboriginal martial arts – to drive the stranger from the Reserve. And it turns out that the raccoons are willing to lend a hand.

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The Meaning of Life According to Bikers Louise Lewis 2018-09-13 Motorcycle riders from all walks of life--from Main Street to Wall Street, Hollywood to Washington, D.C.-- are invited to peel back their "badass" masks and answer one simple question: what is the meaning of life? Their answers expose the motorcycle community's lesser-known philosophical and charitable nature and help to smash the typical motorcycle-rider stereotype. Joining the "regular folks" interviewed are celebrities, including Peter Fonda, Gen. Tommy Franks, John Paul DeJoria, Jillian Michaels, Kyle Petty, Carey Hart, and Norman Reedus, along with a former chair of the Joint Chiefs of Staff, a Congressman, a Senator, a former NASA astronaut, governors, military generals, actors, rock n'roll and country artists, corporate executives, and NFL, NBA, MLB sports figures. Whether you drive on four wheels or straddle a "wild thang" on two, these voices are sure to enlighten and entertain.

Riding the Rim Terry L. Forrette 2010-08-11 Riding the Rim is one man's response to the catastrophic events in New Orleans following Hurricane Katrina. The wetlands had been disappearing at an ever-increasing rate over fifty years. America's demand for oil combined with a mismanaged levee system had finally dealt a mortal blow to the defenses of New Orleans. The city lay open to the wrath of a 20 foot wall of tidal surge. We could not let this happen again. Little was being done. It was important that someone step up. Someone did. The audacious idea was that a guy on a motorcycle, traveling 16,500 miles around the perimeter of the United States, talking about coastal erosion just might call attention to the issue. If this rider was also a trained public speaker with a passion for his message, perhaps he could be the catalyst needed to raise awareness in the rest of the country. There was no way to predict success. There was risk as well as reward. The author took the risk and discovered a nation genuinely concerned for New Orleans but with little understanding of the importance of the wetlands to the country's economy and security. The wetlands are still endangered, but one man stepped up and made his voice heard. This is his story. "While many serve the cause of saving America's WETLAND, Terry Forrette takes his show on the road, mile by mile enlisting supporters. These personal and sincere acts of advocacy are seldom recognized in a time of media hype, but they are the backbone of our efforts to show that America cannot not afford to lose coastal Louisiana." Valsin A. Marmillion Managing Director, America's WETLAND Foundation President and Founder, Marmillion + Company

Hogs on 66 Michael Wallis 2004 The authors team up to celebrate two beloved American icons, Harleys and Route 66. Hogs on Route 66 mixes food, fun and the freedom of the road in colourful photographs, stories and information about Hog-friendly Hangouts, where to buy your Harley stuff, road tips, profiles from the road, biker wedding spots and several hundred favourite recipes from towns along the Route.

National Agenda for Motorcycle Safety 2007

The Immortal Life of Henrietta Lacks Rebecca Skloot 2010-02-02 #1 NEW YORK TIMES BESTSELLER • “The story of modern medicine and bioethics—and, indeed, race relations—is refracted beautifully, and movingly.”—Entertainment Weekly NOW A MAJOR MOTION PICTURE FROM HBO® STARRING OPRAH WINFREY AND ROSE BYRNE • ONE OF THE “MOST INFLUENTIAL” (CNN), “DEFINING” (LTHUB), AND “BEST” (THE PHILADELPHIA INQUIRER) BOOKS OF THE DECADE • ONE OF ESSENCE’S 50 MOST IMPACTFUL BLACK BOOKS OF THE PAST 50 YEARS • WINNER OF THE CHICAGO TRIBUNE HEARTLAND PRIZE FOR NONFICTION NAMED ONE OF THE BEST BOOKS OF THE YEAR BY The New York Times Book Review • Entertainment Weekly • O: The Oprah Magazine • NPR • Financial Times • New York • Independent (U.K.) • Times (U.K.) • Publishers Weekly • Library Journal • Kirkus Reviews • BookList • Globe and Mail Her name was Henrietta Lacks, but scientists know her as HeLa. She was a poor Southern tobacco farmer who worked the same land as her slave ancestors, yet her cells—taken without her knowledge—became one of the most important tools in medicine: The first “immortal” human cells grown in culture, which are still alive today, though she has been dead for more than sixty years. HeLa cells were vital for developing the polio vaccine; uncovered secrets of cancer, viruses, and the atom bomb’s effects; helped lead to important advances like in vitro fertilization, cloning, and gene mapping; and have been bought and sold by the billions. Yet Henrietta Lacks remains virtually unknown, buried in an unmarked grave. Henrietta’s family did not learn of her “immortality” until more than twenty years after her death, when scientists investigating HeLa began using her husband and children in research without informed consent. And though the cells had launched a multimillion-dollar industry that sells human biological materials, her family never saw any of the profits. As Rebecca Skloot so brilliantly shows, the story of the Lacks family—past and present—is inextricably connected to the dark history of experimentation on African Americans, the birth of bioethics, and the legal battles over whether we control the stuff we are made of. Over the decade it took to uncover this story, Rebecca became enmeshed in the lives of the Lacks family—especially Henrietta’s daughter Deborah. Deborah was consumed with questions: Had scientists cloned her mother? Had they killed her to harvest her cells? And if her mother was so important to medicine, why couldn’t her children afford health insurance? Intimate in feeling, astonishing in scope, and impossible to put down, The Immortal Life of Henrietta Lacks captures the beauty and drama of scientific discovery, as well as its human consequences.

The New Language of Marketing 2.0 Sandy Carter 2008-10-31 "Marketing has entered a new era of rapid advance. Those unwilling to experiment with new combinations of traditional and internet marketing will be left behind." –Chris Trimble, Adjunct Associate Professor of Business Administration, Tuck School of Business at Dartmouth and Coauthor, Ten Rules for Strategic Innovators: From Idea to Execution "It's no secret that business has been changing dramatically over the last decade. To succeed in this rapidly changing environment, businesses must adapt their marketing strategies accordingly—The New Language of Marketing 2.0 provides practical, proven, and prescient tools to do exactly that." –Dr. Steve Moxey, Research Fellow, High-Tech Marketing, Manchester Business School "Most U.S. marketers mistakenly think 'going global' is just a matter of translating your promotional materials into different languages and widening your media buys. Packed with real-life examples, this new book amply demonstrates that successful global marketing is actually all about local marketing. Learn how to give a local spin within each regional marketplace for global success." –Anne Holland, Founder, MarketingSherpa Inc Use ANGELS and Web 2.0 Marketing to Drive Powerful, Quantifiable Results For every marketer, strategist, executive, and entrepreneur Today, marketers have an array of radically new Web 2.0-based techniques at their disposal: viral marketing, social networking, virtual worlds, widgets, Web communities, blogs, podcasts, and next-generation search, to name just a few. Now, leading IBM marketing innovator Sandy Carter introduces ANGELS, a start-to-finish framework for choosing the right Web 2.0 marketing tools—and using them to maximize revenue and profitability. Carter demonstrates winning Web 2.0 marketing at work through 54 brand-new case studies: organizations ranging from Staples to Harley Davidson, Coca-Cola to Mentos, Nortel to IBM itself. You'll discover powerful new ways to market brands and products in both B2B and B2C markets...integrate Web 2.0, experiential, and conventional marketing...maximize synergies between global and local marketing...gain more value from influencers, and more. Includes information, case studies, and working examples for next generation marketing strategies such as: • Social networks with virtual environments, including Second Life • Online communities including Facebook • Viral Marketing and eNurturing • Serious Gaming • Widgets • Wikis • Blogging, including Twitter • RSS • Podcasting • Videocasting Whether you're a marketing professional, Web specialist, strategist, executive, or entrepreneur, this book will help you drive immense, quantifiable value from Web 2.0 technologies—now, and for years to come. Sandy Carter's breakthrough ANGELS approach, a step-by-step framework for success: Analyze and ensure strong market understanding Nail the relevant strategy and story Go to Market Plan Energize the channel and community Leads and revenue Scream!!! Don't forget the Technology! BONUS Content Available Online: Additional chapters, case studies, examples, and resources are available on the book companion site, ibmpressbooks.com/angels.

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Superperformance Dave Guerra 2005-08 In this provocative new book, Dave Guerra introduces a new management science -- superperformance. He explains how ten premier organizations use the principles of Superperformance to moninate their industries and provides guidance your organization may use to achieve similar results.

The Power of Customer Misbehavior M. Fisher 2013-11-01 To stay competitive, firms need to build great products but they also need to lend these products to the uses and misuses of their customers and learn extensively from them. This is the first book to explore the idea that allowing customers to adapt features in online products or services to suit their needs is the key to viral growth.

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Hell's Angels Hunter S. Thompson 2012-08-01 Gonzo journalist and literary roustabout Hunter S. Thompson flies with the angels–Hell's Angels, that is–in this short work of nonfiction. “California, Labor Day weekend . . . early, with ocean fog still in the streets, outlaw motorcyclists wearing chains, shades and greasy Levis roll out from damp garages, all-night diners and cast-off one-night pads in Frisco, Hollywood, Berdoo and East Oakland, heading for the Monterey peninsula, north of Big Sur. . . The Menace is loose again.” Thus begins Hunter S. Thompson’s vivid account of his experiences with California’s most notorious motorcycle gang, the Hell’s Angels. In the mid-1960s, Thompson spent almost two years living with the controversial Angels, cycling up and down the coast, reveling in the anarchic spirit of their clan, and, as befits their name, raising hell. His book successfully captures a singular moment in American history, when the biker lifestyle was first defined, and when such countercultural movements were electrifying and horrifying America. Thompson, the creator of Gonzo journalism, writes with his usual bravado, energy, and brutal honesty, and with a nuanced and incisive eye; as The New Yorker pointed out, “For all its uninhibited and sardonic humor, Thompson’s book is a thoughtful piece of work.” As illuminating now as when originally published in 1967, Hell’s Angels is a gripping portrait, and the best account we have of the truth behind an American legend.

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Bike Lust Barbara Joans 2001-08-03 Bike Lust roars straight into the world of women bikers and offers us a ride. In

this adventure story that is also an insider's study of an American subculture, Barbara Joans enters as a passenger on the back of a bike, but soon learns to ride her own. As an anthropologist she untangles the rules, rituals, and rites of passage of the biker culture. As a new member of that culture, she struggles to overcome fear, physical weakness, and a tendency to shoot her mouth off—a tendency that very nearly gets her killed. *Bike Lust* travels a landscape of contradictions. Outlaws still chase freedom on the highway, but so do thousands of riders of all classes, races, and colors. Joans introduces us to the women who ride the rear—the biker chick, the calendar slut straddling the hot engine, the back-seat Betty at the latest rally, or the underage groupie at the local run. But she also gives us the first close look at women who ride in their own right, on their own bikes, as well as a new understanding of changing world of male bikers. These are ordinary women's lives made extraordinary, adding a dimension of courage to the sport not experienced by males, risking life and limb for a glimpse of the very edge of existence. This community of riders exists as a primal tribute to humanity's lust for freedom.

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Rebuilding the Brand Clyde Fessler 2012 What happens when a company's brand needs more than a face-lift? Author Clyde Fessler, former Harley-Davidson vice president of marketing and business development, takes you along for a ride through a complete brand overhaul. By examining the core principles of brand identity, development, and extension, Fessler shows how these ideas—paired with his unique “problems are in the office, solutions are in the field” leadership style—helped reestablish Harley as one of the most enduring and identifiable brands in the world. In *Rebuilding the Brand*, you will: •Explore the six key components of building and maintaining a powerful brand: brand experience, brand extension, brand association, brand consistency, brand welfare, and brand team. •Discover the power of “turning left” when the competition turns right and why breaking away from the pack will keep you at the center of customers' attention. •Learn how the traction of turning negatives into positives will help you gain powerful marketing momentum.