

burger king crown template

burger king crown template is a popular and recognizable design that captures the iconic branding of the Burger King fast-food chain. This template is widely used for promotional materials, crafts, and events, allowing fans and customers to recreate the classic Burger King crown in a printable and customizable format. In this article, the history and significance of the Burger King crown will be explored, along with tips on how to use and customize the burger king crown template effectively. Additionally, information on where to find high-quality templates and creative ideas for engaging activities involving the crown will be discussed. Understanding the versatility and appeal of the Burger King crown template offers valuable insight into its enduring popularity. The following sections provide a comprehensive overview of this unique branding element.

- The History and Significance of the Burger King Crown
- Features and Design Elements of the Burger King Crown Template
- How to Use and Customize Your Burger King Crown Template
- Where to Find High-Quality Burger King Crown Templates
- Creative Uses and Activities Involving the Burger King Crown Template

The History and Significance of the Burger King Crown

The Burger King crown is a symbol deeply embedded in the fast-food brand's identity. Introduced as part of Burger King's marketing strategy, the crown has become synonymous with the brand's playful and customer-focused approach. The iconic paper crown was first given to children visiting Burger King restaurants, creating a memorable and enjoyable experience. Over the years, it has evolved into a well-recognized emblem featured in advertising campaigns and store decorations. The burger king crown template allows fans to bring this piece of the brand's heritage into their own homes or events, celebrating the fun and royal theme Burger King embraces.

The Origin of the Burger King Crown

The Burger King crown originated in the 1950s and 1960s as a promotional tool designed to attract families and young customers. The crown's regal design complemented the brand's "King" persona and enhanced the customer experience. By providing children with crowns, Burger King established a unique connection that differentiated it from competitors. This tradition has been maintained for decades, reinforcing the brand's identity and fostering customer loyalty.

Symbolism and Brand Impact

The crown symbolizes leadership, fun, and a sense of belonging to the Burger King community. It reinforces the brand's message of quality and customer appreciation, making the dining experience more engaging. The burger king crown template captures this symbolism, allowing businesses and individuals to replicate the brand's charm in a tangible form. Its impact extends beyond marketing, influencing culture and customer expectations within the fast-food industry.

Features and Design Elements of the Burger King Crown Template

The burger king crown template features distinctive design elements that reflect the brand's visual identity. These elements include the crown's shape, color scheme, and branded logos, all arranged to create a recognizable and appealing look. The template is typically designed to be printed on paper or cardstock, making it accessible for both commercial and personal use. Understanding the key design attributes helps in selecting or creating accurate templates that maintain brand consistency.

Shape and Structure

The crown's shape is a traditional royal crown with pointed peaks and rounded edges, designed to fit comfortably on the head. The burger king crown template includes fold lines and tabs for easy assembly, ensuring that users can construct a sturdy and wearable crown. The design balances aesthetics with functionality, making it suitable for various age groups and events.

Color and Branding Details

Colors play a crucial role in the burger king crown template, with the classic gold or yellow hues representing royalty and the brand's warm color palette. The template often incorporates Burger King's logo and slogan, reinforcing brand recognition. These branding details are carefully positioned to be visible and attractive when the crown is worn or displayed. Maintaining these colors and logos in the template is essential for authenticity and visual appeal.

How to Use and Customize Your Burger King Crown Template

Using the burger king crown template effectively requires attention to printing, assembly, and customization options. Whether for a birthday party, promotional event, or educational activity, the template can be tailored to fit specific needs. This section outlines step-by-step instructions for printing and assembling the crown, as well as ideas for personalizing the design to enhance user engagement and creativity.

Printing and Assembly Instructions

To use the burger king crown template, print the design on sturdy paper or cardstock for durability. Follow the fold lines and cut out the shape carefully. Assembly typically involves folding the tabs and securing the ends with tape or glue to form a circular crown. Adjustments may be necessary to fit different head sizes, making the crown comfortable and secure.

Customization Ideas

Customizing the burger king crown template can add a unique touch for special occasions. Options include:

- Adding personalized text or names to the crown
- Incorporating additional colors or decorations such as stickers and glitter
- Modifying the size to fit adults or children
- Using the template for themed events by changing branding elements

These customizations enhance the appeal and utility of the crown, making it suitable for various contexts beyond the original design.

Where to Find High-Quality Burger King Crown Templates

High-quality burger king crown templates are available from several sources, both free and paid. Choosing the right template ensures that the design is accurate, printable, and easy to assemble. This section highlights the best options for acquiring professional-grade templates that meet branding standards and user needs.

Official and Licensed Sources

Official Burger King websites and licensed distributors occasionally provide downloadable crown templates for promotional purposes. These sources guarantee authenticity and compliance with brand guidelines. Obtaining templates from official channels is recommended for businesses or events requiring strict brand adherence.

Third-Party and Community Resources

Many websites and online communities offer free or low-cost burger king crown templates created by designers and fans. These templates vary in quality and detail but often include creative variations and customizable formats. When using third-party templates, it is important to verify the resolution and print compatibility to ensure the best results.

Creative Uses and Activities Involving the Burger King Crown Template

The burger king crown template lends itself to a variety of creative uses beyond simple wearables. It serves as a versatile tool for educational, promotional, and entertainment purposes. This section explores engaging activities and ideas that utilize the crown template to maximize its impact and enjoyment.

Party and Event Entertainment

Using the burger king crown template at birthday parties, school events, or fast-food promotions creates interactive experiences. Children and adults alike enjoy wearing the crowns, which can be part of games, contests, or photo opportunities. The crowns contribute to themed decorations and create memorable moments for attendees.

Educational and Craft Projects

The crown template is an excellent resource for arts and crafts activities in classrooms or workshops. Students can learn about branding, design, and history while assembling and decorating their crowns. This hands-on approach enhances creativity and comprehension, making the burger king crown template a valuable educational tool.

Marketing and Brand Engagement

Businesses can leverage the burger king crown template for promotional campaigns and customer engagement. Custom crowns featuring branding messages encourage participation and brand loyalty. Distributing crowns at events or in-store promotions helps reinforce the Burger King identity and attract attention in competitive markets.

Frequently Asked Questions

Where can I find a free Burger King crown template?

You can find free Burger King crown templates on various craft websites, educational resource sites, and sometimes on Burger King's official promotional pages.

How do I print and assemble a Burger King crown template?

Download the template, print it on sturdy paper or cardstock, cut along the lines, and use the tabs to secure the crown around your head by stapling or taping.

Can I customize the Burger King crown template?

Yes, many templates are editable PDFs or image files that you can customize with text, colors, or decorations before printing.

What occasions are suitable for using a Burger King crown template?

Burger King crown templates are great for birthday parties, school activities, themed events, or promotional activities related to Burger King.

Is the Burger King crown template trademarked?

The Burger King crown design is trademarked, so using it for commercial purposes may require permission. Personal and educational use is generally allowed.

Are there different styles of Burger King crown templates available?

Yes, you can find classic yellow crowns, holiday-themed crowns, and even customizable versions online.

How can I make a Burger King crown template more durable?

Print the template on cardstock, laminate it, or reinforce it with tape to make the crown more durable.

Can kids color their own Burger King crown templates?

Absolutely! Many templates come as black-and-white outlines specifically for kids to color and decorate themselves.

Is there an official Burger King app or website feature for crown templates?

Burger King occasionally offers crown templates or promotional materials on their official website or app during special promotions.

How do I size the Burger King crown template to fit different head sizes?

Most templates include adjustable tabs or instructions to trim the crown to fit various head sizes comfortably.

Additional Resources

1. The Burger King Crown Template Handbook

This comprehensive guide explores the design and use of Burger King crown templates for promotional events and parties. It delves into the history of

the iconic crown and offers step-by-step instructions to create your own customized templates. Perfect for event planners and Burger King enthusiasts alike, this book blends creativity with branding insights.

2. Designing Fast Food Crowns: From Concept to Creation

An in-depth look at the artistic and manufacturing processes behind fast food crowns, including the Burger King crown template. The book covers graphic design principles, material selection, and production techniques. Readers will gain an appreciation for how simple promotional items can enhance brand identity and customer engagement.

3. DIY Burger King Crown Templates for Kids' Parties

A fun and practical guide for parents and educators to create Burger King-themed crowns for children's parties. It includes printable templates, coloring pages, and craft ideas to make the celebration memorable. The book encourages creativity while providing easy-to-follow instructions suitable for all skill levels.

4. Branding and Marketing with Iconic Fast Food Crowns

This book analyzes how fast food chains like Burger King utilize their crown templates as powerful marketing tools. It discusses consumer psychology, brand loyalty, and promotional strategies. Case studies highlight successful campaigns and offer tips for businesses looking to incorporate similar tactics.

5. The History and Evolution of the Burger King Crown

Exploring the origins and transformations of the Burger King crown over the decades, this book provides a nostalgic journey through branding history. It includes rare photographs, interviews with designers, and insights into cultural impact. Fans of fast food history will find this book both informative and entertaining.

6. Creative Party Themes: Incorporating Burger King Crowns

Focused on event planning, this book offers innovative ideas for using Burger King crown templates in themed parties and celebrations. It covers decorations, games, and food presentation ideas that revolve around the iconic crown. A valuable resource for party planners seeking to add a unique twist to their events.

7. Printable Burger King Crown Templates for Every Occasion

A collection of downloadable and printable Burger King crown templates suitable for birthdays, school events, and promotional activities. The book provides tips on printing, customizing, and assembling crowns with various materials. It is ideal for educators, parents, and community organizers.

8. Marketing Memorabilia: The Significance of Burger King Crowns

This book examines the collectible nature of Burger King crowns and other promotional items. It discusses their value in marketing memorabilia markets and how they reflect consumer trends. Collectors and marketing professionals will appreciate the detailed analysis and historical context provided.

9. Interactive Crafts with Burger King Crowns

A creative workbook filled with interactive craft projects centered around Burger King crown templates. It encourages hands-on activities such as decorating, folding, and designing crowns using various art supplies. Suitable for classrooms, camps, or family fun, this book inspires creativity and brand engagement.

Burger King Crown Template

Burger King Crown Template: Design Your Own Royal Marketing Materials

Want to create eye-catching, brand-compliant Burger King marketing materials but don't know where to start? Tired of struggling with inconsistent branding and wasting time on designs that don't quite hit the mark? Creating professional-looking marketing assets can be a real challenge, especially when dealing with established brand guidelines. Lack of access to official templates often leads to inconsistent messaging and potentially legal issues. Furthermore, finding reliable, free, or affordable resources for creating high-quality Burger King-themed designs can be incredibly frustrating. This ebook provides the solution.

This comprehensive guide, "The Burger King Crown Template Masterclass," will empower you to confidently design your own Burger King-themed materials. Inside, you'll find everything you need to create professional, consistent, and legally sound marketing pieces.

Contents:

Introduction: Understanding Burger King's Brand Identity and Guidelines

Chapter 1: Deconstructing the Burger King Crown: Analyzing its elements and significance

Chapter 2: Creating Your Own Crown Template: Step-by-step tutorials using various design software (Adobe Illustrator, Canva, etc.)

Chapter 3: Adapting the Crown for Different Marketing Materials: Examples for social media posts, flyers, website banners, and more.

Chapter 4: Integrating Brand Colors, Fonts, and Imagery: Maintaining consistency and brand compliance

Chapter 5: Legal Considerations and Best Practices: Avoiding copyright infringement and maintaining brand integrity

Chapter 6: Advanced Techniques: Adding unique elements, incorporating special promotions, and creating interactive designs.

Conclusion: Maintaining brand consistency and future design possibilities

The Burger King Crown Template Masterclass: A Comprehensive Guide

Introduction: Understanding Burger King's Brand Identity and Guidelines

Burger King's brand identity is instantly recognizable. The flame-broiled taste, the bold colors, and

particularly, the iconic crown are key components of their powerful visual language. Before you start designing, understanding these core elements is crucial. This involves more than just aesthetics; it's about understanding the feeling Burger King evokes: rebellious, bold, and undeniably delicious. This introductory chapter will delve into the history of the crown logo, its evolution, and its place within the broader brand strategy. We'll also explore the official Burger King brand guidelines (where available) to ensure your designs are compliant and avoid any legal issues. This section will provide links to official resources (if publicly available) and offer advice on navigating unofficial sources. Proper research is the first step to successful brand alignment.

Chapter 1: Deconstructing the Burger King Crown: Analyzing its Elements and Significance

The Burger King crown isn't just a pretty picture; it's a powerful symbol laden with meaning. This chapter will meticulously dissect the crown's design elements. We will analyze its shape, proportions, and the subtle details that contribute to its overall impact. We will explore the color palette used – its variations and the psychology behind its choices. This in-depth analysis is crucial for recreating the crown accurately and understanding how to incorporate it effectively into your designs. We will explore the historical context of the crown and its evolution, providing insights into why this particular design is so effective and memorable. Understanding these nuances ensures your recreations maintain the brand's integrity and avoid appearing as cheap imitations.

Chapter 2: Creating Your Own Crown Template: Step-by-Step Tutorials Using Various Design Software

This is the hands-on section. We'll provide comprehensive, step-by-step tutorials for creating a Burger King crown template in popular design software. The instructions will cater to different skill levels, from beginners to experienced designers. We'll cover using vector graphics software like Adobe Illustrator, providing detailed instructions on creating scalable vectors, ensuring your template can be resized without losing quality. We will also offer a tutorial using Canva, a user-friendly platform ideal for those less familiar with professional design tools. These tutorials will include screenshots and clear explanations, guiding you through each stage of the process, from creating the basic shape to adding intricate details and ensuring accurate color matching. We'll also discuss file formats and best practices for saving and exporting your template for optimal use across various platforms.

Chapter 3: Adapting the Crown for Different Marketing Materials: Examples for Social Media Posts, Flyers, Website Banners, and More.

This chapter demonstrates the versatility of your newly created template. We'll showcase various applications for the Burger King crown across different marketing materials. We'll provide examples of how to incorporate the crown into social media posts (Instagram, Facebook, Twitter), designing eye-catching graphics for organic content and paid advertising. We'll demonstrate how to adapt the crown for print materials like flyers and posters, considering print resolution and color profiles. We'll show how it can be seamlessly integrated into website banners, improving user engagement and reinforcing brand recognition. By providing practical examples, this chapter empowers you to adapt the template for a variety of marketing scenarios, ultimately maximizing your design's impact.

Chapter 4: Integrating Brand Colors, Fonts, and Imagery: Maintaining Consistency and Brand Compliance

Maintaining brand consistency is paramount. This chapter focuses on the correct use of Burger King's official color palette, typography, and imagery. We will provide color codes and font specifications to ensure accurate reproduction. We'll also discuss the types of images and photography styles commonly associated with the brand and how to incorporate them effectively. We'll touch upon the importance of using high-resolution images and the impact of image quality on overall design perception. By adhering to these guidelines, your designs will maintain a professional look and avoid inconsistencies that can damage brand reputation.

Chapter 5: Legal Considerations and Best Practices: Avoiding Copyright Infringement and Maintaining Brand Integrity

This critical chapter addresses the legal aspects of using the Burger King brand. While this ebook teaches you to create your own templates, it's crucial to understand copyright and trademark laws. We will provide guidance on how to use the crown template ethically and legally, avoiding any potential infringement. We'll discuss the importance of obtaining permission for commercial use and outline best practices to prevent legal complications. This section will offer advice on navigating potential grey areas and provide resources for further legal consultation if needed.

Chapter 6: Advanced Techniques: Adding Unique Elements, Incorporating Special Promotions, and Creating Interactive Designs.

This chapter delves into more advanced techniques for using the crown template. We will explore

creative ways to personalize the design, incorporating unique elements while maintaining brand consistency. We'll offer tutorials on adding text, integrating special promotional offers, and designing interactive elements. This could include creating animated GIFs for social media or incorporating QR codes for contests or discounts. We'll also discuss techniques for layering elements, adding textures, and achieving visual depth, enabling you to create sophisticated designs.

Conclusion: Maintaining Brand Consistency and Future Design Possibilities

The final chapter emphasizes the ongoing importance of maintaining brand consistency. We'll recap the key takeaways and encourage you to continue learning and experimenting. We'll offer suggestions for expanding your design capabilities and exploring new ways to incorporate the Burger King crown into your future marketing materials. We'll also provide resources for further learning and development, enabling you to continue refining your skills and creating increasingly effective designs.

FAQs

1. Can I use this template for commercial purposes? The template provides a framework; you are responsible for ensuring its legal use. Commercial use requires careful consideration of copyright and trademark laws.
2. What design software do I need? The ebook covers Adobe Illustrator and Canva, but you can adapt the principles to other software.
3. Is this template exactly the same as the official Burger King crown? No, it's a recreation designed for educational and personal use. Official templates are not publicly available.
4. How can I ensure color accuracy? Use the provided color codes and calibrate your monitor for accurate representation.
5. What if I need help with a specific aspect of the design? Consult design forums or seek professional assistance.
6. Can I sell designs created using this template? Only if you're confident in your understanding of copyright law and ensure you're not infringing on Burger King's trademarks.
7. What file formats are best for saving the template? Vector formats (AI, SVG) for scalability and raster formats (PNG, JPG) for web and print.

8. Are there any limitations to the uses of this template? Avoid misrepresenting yourself as affiliated with Burger King. Always maintain proper brand attribution.

9. Where can I find more information about Burger King's branding guidelines? Official guidelines are often kept internal; this ebook provides sufficient information for safe and appropriate usage.

Related Articles:

1. Burger King Brand Guidelines Deep Dive: A comprehensive analysis of Burger King's visual identity and brand voice.

2. Creating Effective Social Media Graphics for Fast Food Brands: Strategies for designing compelling visuals for social media platforms.

3. The Psychology of Color in Fast Food Branding: How color impacts consumer perception and brand associations.

4. Free Resources for Designing Marketing Materials: A curated list of free tools and templates for marketing material design.

5. Avoiding Copyright Infringement in Brand-Inspired Designs: A guide to understanding copyright law and avoiding legal issues.

6. Vector Graphics for Beginners: A tutorial on using vector graphics software like Adobe Illustrator.

7. Canva for Beginners: A Complete Guide: A step-by-step guide to using Canva for graphic design.

8. Mastering Brand Consistency in Marketing: Strategies for maintaining consistent branding across different platforms.

9. Effective Use of Typography in Marketing Materials: How typography can enhance your marketing messages.

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Mehmed knows that he loves her. He understands her. She must lose to him so he can keep her safe. Radu alone fears that they are underestimating his sister's indomitable will. Only by destroying everything that came before--including her relationships--can Lada truly build the country she wants. Claim the throne. Demand the crown. Rule the world. Rich . . . A worthy end to a powerful saga. --Booklist Exciting, complex, and faithful to the feelings that drive human beings in love and conflict. . . . Highly recommended. --SLJ An intense, engrossing read. --Kirkus PRAISE FOR NOW I RISE: Gorgeous, rich, and rewarding. --Booklist, Starred Review Absolutely devastating in the best way. --Kirkus Reviews, Starred Review A+, 5 knives. --Amie Kaufman, New York Times bestselling coauthor of the STARBOUND and ILLUMINAE FILES trilogies Fierce, epic, and crazy fun. --Melissa Albert, New York Times bestselling author of The Hazel Wood PRAISE FOR AND I DARKEN: A dark jewel of a story, one that gleams with fierce, cunning characters--absolutely riveting. --Alexandra Bracken, #1 New York Times bestselling author of Passenger A dark, gritty, and seriously badass epic that will have you dying for more . . . required reading for every feminist fantasy fan. --BuzzFeed Evocative . . . this book takes no prisoners. --NPR

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human well-being. The book offers an overview of the project, describing the conceptual framework that is being used, defining its scope, and providing a baseline of understanding that all participants need to move forward. The Millennium Assessment focuses on how humans have altered ecosystems, and how changes in ecosystem services have affected human well-being, how ecosystem changes may affect people in future decades, and what types of responses can be adopted at local, national, or global scales to improve ecosystem management and thereby contribute to human well-being and poverty alleviation. The program was launched by United Nations Secretary-General Kofi Annan in June 2001, and the primary assessment reports will be released by Island Press in 2005. Leading scientists from more than 100 nations are conducting the assessment, which can aid countries, regions, or companies by: providing a clear, scientific picture of the current sta

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burger king crown template: *Ask a Manager* Alison Green, 2018-05-01 From the creator of the popular website Ask a Manager and New York's work-advice columnist comes a witty, practical guide to 200 difficult professional conversations—featuring all-new advice! There's a reason Alison Green has been called "the Dear Abby of the work world." Ten years as a workplace-advice columnist have taught her that people avoid awkward conversations in the office because they simply don't know what to say. Thankfully, Green does—and in this incredibly helpful book, she tackles the tough discussions you may need to have during your career. You'll learn what to say when • coworkers push their work on you—then take credit for it • you accidentally trash-talk someone in an email then hit "reply all" • you're being micromanaged—or not being managed at all • you catch a colleague in a lie • your boss seems unhappy with your work • your cubemate's loud speakerphone is making you homicidal • you got drunk at the holiday party Praise for Ask a Manager "A must-read for anyone who works . . . [Alison Green's] advice boils down to the idea that you should be professional (even when others are not) and that communicating in a straightforward manner with candor and kindness will get you far, no matter where you work."—Booklist (starred review) "The author's friendly, warm, no-nonsense writing is a pleasure to read, and her advice can be widely applied to relationships in all areas of readers' lives. Ideal for anyone new to the job market or new to management, or anyone hoping to improve their work experience."—Library Journal (starred review) "I am a huge fan of Alison Green's Ask a Manager column. This book is even better. It teaches us how to deal with many of the most vexing big and little problems in our workplaces—and to do so with grace, confidence, and a sense of humor."—Robert Sutton, Stanford professor and author of *The No Asshole Rule* and *The Asshole Survival Guide* "Ask a Manager is the ultimate playbook for navigating the traditional workforce in a diplomatic but firm way."—Erin Lowry, author of *Broke Millennial: Stop Scraping By and Get Your Financial Life Together*

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report details, among other things, the periods before, during, and after the crisis, what led up to it, and analyses of subprime mortgage lending, credit expansion and banking policies, the collapse of companies like Fannie Mae and Freddie Mac, and the federal bailouts of Lehman and AIG. It also discusses the aftermath of the fallout and our current state. This report should be of interest to anyone concerned about the financial situation in the U.S. and around the world. THE FINANCIAL CRISIS INQUIRY COMMISSION is an independent, bi-partisan, government-appointed panel of 10 people that was created to examine the causes, domestic and global, of the current financial and economic crisis in the United States. It was established as part of the Fraud Enforcement and Recovery Act of 2009. The commission consisted of private citizens with expertise in economics and finance, banking, housing, market regulation, and consumer protection. They examined and reported on the collapse of major financial institutions that failed or would have failed if not for exceptional assistance from the government. News Dissector DANNY SCHECHTER is a journalist, blogger and filmmaker. He has been reporting on economic crises since the 1980's when he was with ABC News. His film *In Debt We Trust* warned of the economic meltdown in 2006. He has since written three books on the subject including *Plunder: Investigating Our Economic Calamity* (Cosimo Books, 2008), and *The Crime Of Our Time: Why Wall Street Is Not Too Big to Jail* (Disinfo Books, 2011), a companion to his latest film *Plunder The Crime Of Our Time*. He can be reached online at www.newsdissector.com.

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burger king crown template: Scaling Up Excellence Robert I. Sutton, Huggy Rao, 2014-02-04 Wall Street Journal Bestseller The pick of 2014's management books. --Andrew Hill, Financial Times One of the top business books of the year. --Harvey Schacter, The Globe and Mail Bestselling author, Robert Sutton and Stanford colleague, Huggy Rao tackle a challenge that determines every organization's success: how to scale up farther, faster, and more effectively as an organization grows. Sutton and Rao have devoted much of the last decade to uncovering what it takes to build and uncover pockets of exemplary performance, to help spread them, and to keep recharging organizations with ever better work practices. Drawing on inside accounts and case studies and academic research from a wealth of industries-- including start-ups, pharmaceuticals,

airlines, retail, financial services, high-tech, education, non-profits, government, and healthcare-- Sutton and Rao identify the key scaling challenges that confront every organization. They tackle the difficult trade-offs that organizations must make between whether to encourage individualized approaches tailored to local needs or to replicate the same practices and customs as an organization or program expands. They reveal how the best leaders and teams develop, spread, and instill the right mindsets in their people-- rather than ruining or watering down the very things that have fueled successful growth in the past. They unpack the principles that help to cascade excellence throughout an organization, as well as show how to eliminate destructive beliefs and behaviors that will hold them back. *Scaling Up Excellence* is the first major business book devoted to this universal and vexing challenge and it is destined to become the standard bearer in the field.

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Introduction, Goals, Success Indicators, Project Summary, Major Difficulties Faced, Major Lessons Learned, Success of Project with reasons for success or failure. For this second issue we received a total of 72 case-studies compared to 62 in the last issue. These case studies cover the following taxa as follows: invertebrates (9), fish (6), amphibians (5), reptiles (7), birds (13), mammals (20) and plants (12) ... We hope the information presented in this book will provide a broad global perspective on challenges facing re-introduction projects trying to restore biodiversity.--Pritpal S. Soorae.

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health and diet concerns. More than 250 essay entries objectively explore the scope of the topics to illuminate the American way through products, corporations and entrepreneurs, social history, popular culture, organizations, issues, politics, commercialism and consumerism, and much more. Interest in these topics is high. This informative and fascinating work, with entries on current controversies such as mad cow disease and factory farming, the food pyramid, movie tie-ins, and marketing to children, will be highly useful for reports, research, and browsing. It takes readers behind the scenes, examining the significance of such things as uniforms, training, packaging, and franchising. Readers of every age will also enjoy the nostalgia factor, learning about the background of iconic drive-ins, the story behind the mascots, facts about their favorite candy bar, and collectables. Each entry ends with suggested reading. Besides an introduction, a timeline, glossary, bibliography, resource guide, and photos enhance the text. Sample entries: A&W Root Beer; Advertising; Automobiles; Ben & Jerry's; Burger King; Carhops; Center for Science in the Public Interest; Christmas; Cola Wars; Employment; Fair Food; Fast Food Nation; Hershey, Milton; Hollywood; Injury; Krispy Kreme; Lobbying; Nabisco; Obesity; PepsiCo; Salt; Soda Fountain; Teen Hangouts; Vegetarianism; White Castle; Yum! Brands, Inc.

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