

The Hero And The Outlaw: Building Extraordinary Brands Through The Power Of Archetypes

Unlike such romanticized renegades as Robin Hood and Jesse James, there is another kind of outlaw hero, one who lives between the law and his own personal code. In times of crisis, when the law proves inadequate, the liminal outlaw negotiates between the social imperatives of the community and his innate sense of right and wrong. While society requires his services, he necessarily remains apart from it in self-preservation. The modern outlaw hero of film and television is rooted in the knight errant, whose violent exploits are tempered by his solitude and devotion to a higher ideal. In Hollywood classics such as Casablanca (1942) and Shane (1953), and in early series like The Lone Ranger (1949-1957) and Have Gun--Will Travel (1957-1963), the outlaw hero reconciles for audiences the conflicting impulses of individual freedom versus serving a larger cause. Urban westerns like the Dirty Harry and Death Wish franchises, as well as iconic action figures like Rambo and Batman, testify to his enduring popularity. This book examines the liminal hero's origins in medieval romance, his survival in the mythology of the Hollywood western and his incarnations in the urban western and modern action film. Taro? is the heroic tale of Japan’s legendary boy samurai. Author Blue Spruell reimagines traditional Japanese folklore in an historical fantasy adventure filled with samurai swords, martial arts, and mythical creatures from old Japan. Lost in the mists of Mount Fuji . . . But no one can escape destiny. The year is 1596, when samurai warlords fight for control of the Imperial throne. Taro? does not want to be a samurai like his father, but fate takes a hand when a witch enchants the boy. Gaining supernatural powers, and befriending the magical forest animals of Mount Fuji, Taro? saves a powerful warlord’s life and discovers his destiny—as he hurdles headlong into the total war for ultimate control of Japan.

This book is an overview and analysis of the global tradition of the outlaw hero. The mythology and history of the outlaw hero is traced from the Roman Empire to the present, showing how both real and mythic figures have influenced social, political, economic and cultural outcomes in many times and places. The book also looks at the contemporary continuations of the outlaw hero mythology, not only in popular culture and everyday life, but also in the current outbreak of global terrorism. The book also presents a more general argument related to the importance of understanding folk and popular mythologies in historical contexts. Outlaw heroes have a strong purchase in high and popular culture, appearing in film, books, plays, music, drama, art, even ballet. To simply ignore and discard such powerful expressions without understanding their origins, persistence and especially their ongoing cultural consequences, is to refuse the opportunity to comprehend some profoundly important aspects of human behaviour. These issues are pursued through discussion of the processes through which real and mythical outlaw heroes are romanticised, sentimentalised, sanitised, commodified and mythologised. The result is a new position in the continuing controversy over the existence the ‘social bandit’ that highlights the central role of mythology in the creation and perpetuation of outlaw heroes.

With a gift for telling a story in a factual but folksy manner, Don Reid reflects on the lives of biblical people such as Abraham, Joseph, Esther and John the Baptist. Don lets us see a little bit of ourselves in the lives of these men and women and when you get down to it, they were not super-humans; they were just folks like you and me.

Heroes and Outlaws of the Bible

The Hero and the Outlaw

The Hero Within

The Hero’s Guide to Saving Your Kingdom

How a Radical Plan to Outlaw War Remade the World

Six Archetypes We Live by

A brand's meaning—how it resonates in the public heart and mind—is a company's most valuable competitive advantage. Yet, few companies really know how brand meaning works, how to manage it, and how to use brand meaning strategically. Written by best-selling author Carol S. Pearson (The Hero Within) and branding guru Margaret Mark, this groundbreaking book provides the illusive and compelling answer. Using studies drawn from the experiences of Nike, Marlboro, Ivory and other powerhouse brands, the authors show that the most successful brands are those that most effectively correspond to fundamental patterns in the unconscious mind known as archetypes. The book provides tools and strategies to:
• Implement a proven system for identifying the most appropriate and leverageable archetypes for any company and/or brand
• Harness the power of the archetype to align corporate strategy to sustain competitive advantage

DREAD PERIL FROM BEYOND DEEP SPACE Where are they from and what is their ultimate evil purpose? A band of dread invaders, led by a ruthless genius, is overcoming the system, sapping it of radium - its most vital element - killing all who stand in the way. Captain Future must find their base - their Outlaw World - and crush their deadly plot. He is the last hope in a crumbling solar system.

One of the most important and popular premodern Korean novels, The Story of Hong Gildong is a fast-paced adventure story about the illegitimate son of a nobleman who becomes the leader of a band of honest outlaws who take from the rich and punish the corrupt. Despite the importance of the work to Korean culture—it is often described as the story of the Korean Robin Hood—studies of the novel have been hindered by a number of myths, namely that it was authored in the early sixteenth century by statesman Heo Gyun, who wrote it not only in protest of Joseon-dynasty laws on the rights of illegitimate children, but also as a manifesto of his own radical political ideas. In Invincible and Righteous Outlaw, the first book-length study of the novel in English, Minsoo Kang reveals that The Story of Hong Gildong was most likely written by an anonymous mid-nineteenth-century writer whose primary concern was appealing to the increasing number of readers in the late Joseon looking to be entertained and that the myth of Heo's authorship can be traced to the writing of literary scholar Kim Taejun in the 1930s. Following a detailed examination of the history and literary significance of the novel—including analysis based on Eric Hobsbawm's work on the universal figure of the noble robber—Kang surveys the many afterlives of the hero Hong Gildong, who throughout the decades has appeared and reappeared in countless revisionist novels, films, television dramas, and comics, even inspiring the creation of a Hong Gildong theme park in South Korea. He shows how the story was altered, distorted, and reinvigorated during and after the Japanese colonial period in both the North and the South for political, social, and literary purposes. While demonstrating the continued relevance of the novel and its hero in Korean culture up to the present day, Kang makes it clear that such narratives have served mostly to distance readers from a better understanding of this classic work.

The second book in this fast-paced and hilarious fantasy quest in the grand tradition of Shrek and The Princess Bride, starring four very unlikely, but likeable, heroes.

A Toolkit for Creatives and Strategists

Dirt Don't Slow You Down

Outlaw: Author Armed & Dangerous
Taro

The Hero's Guide to Storming the Castle

*The Hero and the Outlaw: Building Extraordinary Brands Through the Power of Archetypes*McGraw Hill Professional

Lost in a dark, strange forest, his father captured and his mother murdered, young Robin is rescued by a motley crew of misfits--the Outcasts. Among them he finds Marion, his most constant friend and the love of his life. As the courageous band of warriors grows ever stronger--joined by the jovial Friar Tuck and the mighty Little John--Robin seeks to unite them all to bring relief and justice to the poor and to punish the evil Sheriff of Nottingham. In collaboration with the celebrated illustrator Michael Foreman, whose art soars from the page, Michael Morpurgo's retelling of the classic story combines contemporary relevance with dramatic excitement from beginning to end.

King Richard the Lionheart has been crowned, and his loyal subject Robin Hood is preparing an army to take on the Third Crusade with Richard's forces to free the Holy Land from the grip of Saladin and his victorious Saracen army. In Sicily, en route to the Holy Land, the crusaders sack the town of Messina and Alan rescues and then falls in love with a beautiful Muslim slave-girl. But someone is trying to assassinate Robin - possibly the duo's old enemy Sir Richard Malbisse, who joins King Richard's army in Sicily and very soon has the royal ear as a favoured courtier. As Alan and Robin fight their way through the conquest of Cyprus, the siege of Acre and the climatic carnage of the battle of Arsuf near modern-day Tel Aviv, Alan discovers that Robin's motive for coming to the Holy Land is not as honourable as he had imagined...

"Ben Robinson is an internationally acclaimed master magician, he delighted the audience."-The New York Times. Who is Ben Robinson? Author. Master Magician. Knife thrower. Who is The Outlaw Hero? Between 2017 and 2019 audiences in seventy-five cities and several countries gave Ben Robinson standing ovations. For forty-five years he's been spreading wonder, laughter and raising consciousness-now he explains how. Do you covet your dreams; mission impossible success? The Outlaw Hero explodes with secret tales and images regarding love, sex, "the loose affiliation of millionaires and billionaires", magic theatre and the ever-present struggle between Good and Evil. You know Robin Hood, Zorro, Batman and the Lone Ranger-now meet the real thing, The Outlaw Hero. From The Outlaw Hero: "This is intuition, the superhighway of thought. The operative, the outlaw hero, as the finest example of all tradecraft and silent justice, achieves the target, operation or stage show because they went ahead in time, saw what needed to occur and then went back to the so-called "present" and executed what they found in the future. Don't believe me? Check this out."

The Life of Michelangelo

Urban Outlaw

Down Home Reflections of History's Most Colorful Men and Women

The Creation of an Outlaw and Cherokee Hero

Robin of Sherwood

The Female Hero in American and British Literature

The fame and influence of Michelangelo Buonarroti (1475-1564) were as immediate as they were unprecedented. It is not surprising, therefore, that he was the only living artist Giorgio Vasari included in the first edition of Lives of the Most Excellent Painters, Sculptors and Architects, published in 1550. Revised and expanded in 1568, Vasari's monumental work comprises more than two hundred biographies; for centuries it has been recognized as a seminal text in art history and one of the most important sources on the Italian Renaissance. Vasari's biography of Michelangelo, the longest in his Lives, presents Michelangelo's oeuvre as the culminating achievement of Renaissance painting, sculpture, and architecture. He tells the grand story of the artist's expansive career, profiling his working habits; describing the creation of countless masterpieces, from the David to the Sistine Chapel ceiling; and illuminating his relationships with popes and other illustrious patrons. A lifelong friend, Vasari also quotes generously from the correspondence between the two men; the narrative is further enhanced by an abundance of colorful anecdotes. The volume's forty-two illustrations convey the range and richness of Michelangelo's art. An introduction by the scholar David Hemsoll traces the textual development of Vasari's Lives and situates his biography of Michelangelo in the broader context of Renaissance art history. Who was Nede Wade Christie? Was he a violent criminal guilty of murdering a federal officer? Or a Cherokee statesman who suffered a martyr's death for a crime he did not commit? For more than a century, journalists, pulp fiction authors, and even serious historians have produced largely fictitious accounts of "Ned" Christie's life. Now, in a tour de force of investigative scholarship, Devon A. Mihesuah offers a far more accurate depiction of Christie and the times in which he lived. In 1887 Deputy U.S. Marshal Dan Maples was shot and killed in Tahlequah, Indian Territory. As Mihesuah recounts in unsurpassed detail, any of the criminals in the vicinity at the time could have committed the crime. Yet the federal court at Fort Smith, Arkansas, focused on Christie, a Cherokee Nation councilman and adviser to the tribal chief. Christie evaded capture for five years. His life ended when a posse dynamited his home—knowing he was inside—and shot him as he emerged from the burning building. The posse took Christie's body to Fort Smith, where it lay for three days on display for photographers and gawkers. Nede's family suffered as well. His teenage cousin Arch Wolfe was sentenced to prison and ultimately perished in the Canton Asylum for “insane” Indians—a travesty that, Mihesuah shows, may even surpass the injustice of Nede's fate. Placing Christie's story within the rich context of Cherokee governance and nineteenth-century American political and social conditions, Mihesuah draws on hundreds of newspaper accounts, oral histories, court documents, and family testimonies to assemble the most accurate portrayal of Christie's life possible. Yet the author admits that for all this information, we may never know the full story, because Christie's own voice is largely missing from the written record. In addition, she spotlights our fascination with villains and martyrs, murder and mayhem, and our dangerous tendency to glorify the “Old West.” More than a biography, Ned Christie traces the making of an American myth.

Memoirs of celebrated criminals purvey vivid personal stories while spawning sharp questions about the cultures that produced them. In Outlaw: Author Armed & Dangerous, Rédoine Faïd, of Algerian immigrant parents, born and raised in the housing projects surrounding Paris, recounts his career as an infamous and renowned bandit. Drawing inspiration and instruction from a host of films and television series, Faïd styled himself and was known to friends and accomplices as "Doc" -- after Steve McQueen in the legendary suspense thriller, The Getaway. With self-discipline and a striking ability to learn from experience, Faïd carried off his first robberies while still a teenager. He soon graduated from petty thievery to armed robbery, targeting computer component suppliers, jewelry stores, banks, and most memorably, armored trucks. A master of disguise, with bulletproof vest and a .357 Magnum as a prop to encourage compliance, he led a crew that operated with careful planning but eschewed bloodshed and physical violence. In imitation of Michael Mann's Heat, Faïd and his cohorts donned hockey masks for one job, sometimes even quoting from other famous heist films during their capers. When bold plans went wrong, he reacted with fast thinking that served him well -- until it didn't, and he was arrested and imprisoned in 1998. Outlaw was first published in France in 2009, after which Faïd was imprisoned again. Subsequently, his dramatic escapes from jail, in 2013 and 2018, made front-page news in France and around the world. Interviewed by journalist Jérôme Pierrat, who specializes in crime and investigative reportage, Rédoine Faïd tells his own story with panache and humor, darkened by introspection and cautionary tales. His story, like that of a character out of a Jean-Pierre Melville film or Dassin's Rififi, is not only intriguing, it is also as compelling as any high-grade thriller. Three months after his daring helicopter escape from Réau Prison in 2018, Faïd was captured again. He currently remains in jail.

"The heroic quest is about saying 'yes' to yourself and in so doing, becoming more fully alive and more effective in the world. . . . The quest is replete with dangers and pitfalls, but it offers great rewards: the capacity to be successful in the world, knowledge of the mysteries of the human soul, and the opportunity to find and express your unique gifts in the world." In this bold and original work, Carol S. Pearson shows that the heroic quest isn't just for certain people under special circumstances. Exploring the many heroic paths available to each of us, at every point in our lives, her innovative program enables us to live heroically by activating and applying twelve archetypes in our lives. This companion to the bestselling The Hero Within outlines twelve archetypal patterns that can aid inner development and the quest for wholeness. These archetypes are inner guides that can help us prepare for the journey, by learning how to become successful members of society; embark upon the quest, by becoming initiated into the mysteries of the human soul; and return to transform our lives as a result of claiming our uniqueness and personal power. Writing for individuals seeking to realize their full potential and professionals engaged in empowering others, Pearson shows how journeys differ by the age, gender, and cultural background of the seeker, and how archetypes help awaken the capacities of our psyches. A unique diagnostic test, the Heroic Myth Index, and exercise are included to help us understand and awaken our inner guides.

Robin Hood: People's Outlaw and Forest Hero

Outlaw Heroes in Myth and History

The Internationalists

The Outlaw Hero

A Graphic Guide

The Hero and the Outlaw: Building Extraordinary Brands Through the Power of Archetypes

Where and what was Robin Hood? Why is an outlaw from fourteenth century England still a hero today, with films, festivals and songs dedicated to his living memory? This book explores the mysteries, the historical evidence, and the trajectory that led to centuries of village festivals around Mayday and the green space of nature unconquered by the forces in power. Great revolutionaries including William Morris adopted Robin as hero, children's books offered many versions, and Robin entered modern popular culture with cheap novels, silent films and comics. There, in the world of popular culture, Robin Hood continues to hold unique and secure place. The "bad-good" hero of pulp urban fiction of the 1840s-50s, and more important, the Western outlaw who thwarts the bankers in pulps, films, and comics, is essentially Robin Hood. So are Zorro, the Cisco Kid, and countless Robin Hood knockoff characters in various media. Robin Hood has a special resonance for leftwing influences on American popular culture in Hollywood, film and television. During the 1930s-50s, future blacklist victims devised radical plots of "people's outlaws," including anti-fascist guerilla fighters, climaxing in The Adventures of Robin Hood, network television 1955-58, written under cover by victims of the Blacklist, seen by more viewers than any other version of Robin Hood. Robin Hood: People's Outlaw and Forest Hero also features 30 pages of collages and comic art, recuperating the artistic interpretations of Robin from seven centuries, and offering new comic art as a comic-within-a-book. With text by Paul Buhle, comics and assorted drawings by Christopher Hutchinson, Gary Dumm, and Sharon Rudahl; Robin Hood: People's Outlaw and Forest Hero adds another dimension to the history and meaning of rebellion.

****THE INTERNATIONAL BESTSELLER**** Magnus Walker is one of life's originals. Serial entrepreneur, fashion designer, TV presenter, motivational speaker and one of the world's most prolific Porsche collectors, the dreadlocked, tattooed hoarder of individual creativity is a very modern incarnation of success. Raised in the urban decay of Thatcher's Britain, Sheffield-born Magnus Walker left school with just two O levels and drifted for several years before buying a one-way ticket to America. Now, 30 years and three successful businesses later, by following his instincts, rejecting convention and pursuing his passions Magnus has succeeded against all the odds. Here, for the first time, is the full story of his journey from a Northern steel town to the bright lights of Hollywood, from a boy with little hope to an anti-establishment hero. Along the way we'll witness his potent combination of inspiration and graft, discover his motivations and his ambitions, and come to understand his philosophy and the keys to his success. Inspiring and exhilarating, URBAN OUTLAW is a compelling tale of succeeding through pure instinct and determination by a man who was brave enough to follow his own path.

Living Buildings celebrates the 50th Anniversary of Donald Insall Associates, the Practice founded by distinguished British architect Donald Insall, a leading exponent in the field of Architectural Conservation. Probably best known for the restoration of

Robin Loxley, the 5th grade outlaw of Nottingham Elementary, tells all! From Epic! Originals comes a comic-inspired illustrated novel series that treats growing up as an adventure. Fifth grade has just started, and the school bully, Nadia, already rules recess with an unfair Playground Tax. Robin refuses to be pushed around, but all she can think about is winning back her best friend, Mary Ann, after a disastrous fallout over the summer. To do so, she will have to stand up to Nadia, face the wrath of Assistant Principal Johnson, and become a legendary outlaw at Nottingham Elementary--all while forming a merry band of new friends along the way.

Twelve Archetypes to Help Us Find Ourselves and Transform Our World

The Innocent And The Outlaw (Mills & Boon Historical) (Outlaws of the Wild West, Book 1)

A Simpler Way

Warrior and Hero Designs, 1825-45

Archetypes in Branding

Alternative Business

"The Internationalists tells the story of the Peace Pact by placing it in the long history of international law from the seventeenth century through the present, tracing this rich history through a fascinating and diverse array of lawyers, politicians and intellectuals--Hugo Grotius, Nishi Amane, Salmon Levinson, James Shotwell, Sumner Welles, Carl Schmitt, Hersch Lauterpacht, and Sayyid Qutb. It tells of a centuries-long struggle of ideas over the role of war in a just world order. It details the brutal world of conflict the Peace Pact helped extinguish, and the subsequent era where tariffs and sanctions take the place of tanks and gunships." --Amazon.

A riveting story of American fighting men, Outlaw Platoon is Lieutenant Sean Parnell's stunning personal account of the legendary U.S. Army's 10th Mountain Division's heroic stand in the mountains of Afghanistan. Acclaimed for its vivid, poignant, and honest recreation of sixteen brutal months of nearly continuous battle in the deadly Hindu Kesh, Outlaw Platoon is a Band of Brothers or We Were Soldiers Once and Young for the early 21st century—an action-packed, highly emotional true story of enormous sacrifice and bravery. A magnificent account of heroes, renegades, infidels, and brothers, it stands with Sebastian Junger's War as one of the most important books to yet emerge from the heat, smoke, and

fire of America's War in Afghanistan.

The Classic Guide, Updated for Our Contemporary World A modern classic of Jungian psychology, The Hero Within has helped hundreds of thousands of people enrich their lives by revealing how to tap the power of the archetypes that exist within. Drawing from literature, anthropology, and psychology, author Carol S. Pearson clearly defines six heroic archetypes—the Innocent, the Orphan, the Wanderer, the Warrior, the Altruist, and the Magician—and shows how we can use these powerful guides to discover our own hidden gifts, solve difficult problems, and transform our lives with rich sources of inner strength. This book will speak deeply to the evolving hero in all of us and reverberate through every part of our lives. With poignant wisdom and prolific examples, it gives us enduring tools to help us develop our own innate heroic gifts—the Orphan's resilience, the Wanderer's independence, the Warrior's courage, the Altruist's compassion, the Innocent's faith, and the Magician's abiding power.

From Robin Hood to Jack Sparrow from Pirates of the Caribbean, outlaws have been a central part of 800 years of culture. These are characters who criticise the power of those in the castle or the skyscraper, and earn their keep by breaking the law. Outlaws break categories too. They are fact and fiction, opposition and product, culture and economy, natural justice and organized crime. Beginning with Robin Hood stealing from the rich, and covering along the way pirates, smugglers, highwaymen, the Wild West, the Mafia and many others, Martin Parker offers a fresh and exciting insight into the counter culture of the outlaw - one that rebels against the more dominant and traditional forms of economy and organization and celebrates a life free from wage slavery. Alternative Business is a highly readable, entertaining book that will prove a helpful study tool for all students and lecturers working on organizations, cultural studies and criminology.

Diary of a 5th Grade Outlaw (Diary of a 5th Grade Outlaw Book 1)

Architectural Conservation : Philosophy, Principles and Practice

Invincible and Righteous Outlaw

The Korean Hero Hong Gildong in Literature, History, and Culture

Holy Warrior

Outlaw Heroes as Liminal Figures of Film and Television

This man is dangerous in more ways than one... The step-daughter of a bank robber, innocent barmaid Emmaline Drake knows Hunter Jameson is trouble the second he walks into her saloon. Though his gaze holds her captive, she vows to keep her distance.

When he's caught stealing, young Alan Dale is forced to leave his family and go to live with a notorious band of outlaws in Sherwood Forest. Their leader is the infamous Robin Hood. A tough, bloodthirsty warrior, Robin is more feared than any man in the county. And he becomes a mentor for Alan; with his fellow outlaws, Robin teaches Alan how to fight - and how to win. But Robin is a ruthless man - and although he is Alan's protector, if Alan displeases him, he could also just as easily become his murderer.... From bloody battles to riotous feast days to marauding packs of wolves, Outlaw is a gripping, action-packed historical thriller that delves deep into the fascinating legend of Robin Hood.

A fast-paced and hilarious fantasy quest in the grand tradition of Shrek and The Princess Bride, starring four very unlikely, but likeable, heroes.

The League of Princes returns in the hilariously epic conclusion to Christopher Healy's hit series, which Kirkus Reviews called "part screwball comedy, part sly wit, and all fun" in a starred review! Prince Liam. Prince Frederic. Prince Duncan. Prince Gustav. You think you know those guys pretty well by now, don't you? Well, think again. Posters plastered across the thirteen kingdoms are saying that Briar Rose has been murdered—and the four Princes Charming are the prime suspects. Now they're on the run in a desperate attempt to clear their names. Along the way, however, they discover that Briar's murder is just one part of a nefarious plot to take control of all thirteen kingdoms—a plot that will lead to the doorstep of an eerily familiar fortress for a final showdown with an eerily familiar enemy.

Outlaws, Crime and Culture

Heroes, Renegades, Infidels, and the Brotherhood of War in Afghanistan

Legendary Boy Hero of Japan

Outlaw World

Dead Man

The Hero's Guide to Being an Outlaw

"We want life to be less arduous and more delightful. We want to be able to think differently about how to organize human activities." So begins A Simpler Way, an exploration of a radically different world view that will reshape how we think about organizing all human endeavor. Margaret J. Wheatley and coauthor Myron Kellner-Rogers explore the question: "How could we organize human endeavor if we developed different understandings of how life organizes itself?" They draw on the work of scientists, philosophers, poets, novelists, spiritual teachers, colleagues, audiences, and their own experience in search of new ways of understanding life and how organizing activities occur. A Simpler Way presents a profoundly different world view that can change how we live our lives and how we can create organizations that thrive. A Simpler Way explores fundamental new beliefs about organizations and life. Like Leadership and the New Science, this new book is rooted in science but breaks new ground by developing insights from literature, spiritual teachings, and direct experience. The authors challenge many assumptions about life, organizations, and change, while providing inspiration and guidance for readers on their own journey to a simpler way to organize their endeavors. The authors describe a new paradigm of life as self-organizing and coevolving, drawing on sources that support modern science but predate its findings by thousands of years. They examine five major themes—play, organization, self, emergence, and coherence—each grounded in both the science and philosophy of a world that knows how to organize itself. Each theme is explored in depth, and then applied to how we think about human organizations. The book begins and ends with photo essays, providing visual imagery that recalls readers to their own experience with a world that is creative, playful, and self-organizing. Written in a relaxed, poetic, and inviting style, the book welcomes the reader into this exploration of a new way of being in the world, one which can give us increased organizing capacity and effectiveness with less of the stress that plagues us now.

Utagawa Kuniyoshi produced thousands of prints and designs during his lifetime, but is perhaps best-known for his musha-e ('warrior prints'), with which he came to prominence in 1830. Outlaw Swords of Death collects over 160 of Kuniyoshi's most striking and innovative early musha-e designs, presented in large format and full-colour throughout. The collection includes all 74 prints in the series 108 Heroes, and also a wide selection of the most dynamic images from his follow-up series 800 Heroes (1830-36). The designs range in date from 1825 to 1845.

Archetypes in Branding: A Toolkit for Creatives and Strategists offers a highly participatory approach to brand development. Combined with a companion deck of sixty original archetype cards, this kit will give you a practical tool to: Reveal your brand's motivations, how it moves in the world, what its trigger points are and why it attracts certain customers. Forge relationships with the myriad stakeholders that affect your business. Empower your team to access their creativity and innovate with integrity. Readers will use this tool over and over again to inform and enliven brand strategy, and to create resonant and authentic communications. For more information visit www.archetypesinbranding.com.

The brilliant, explosive new book from the master of the modern espionage thriller and Sunday Times bestseller James Swallow. Now available to pre-order in hardback, eBook and audiobook.

_____ Gutted by the ruthless power brokers known as the Combine, the Rubicon Group is a shadow of its former self, its founder Ekko Solomon missing presumed dead and the members of its private security and intelligence team in hiding, framed for a terrorist atrocity they did not commit. For ex-MI6 officer Marc Dane, his friend and colleague Lucy Keyes, and the survivors of Rubicon's Special Conditions Division, the future is bleak. With no support and no backup, they are living on the edge, and the walls are closing in - so with nothing left to lose, the team will risk everything in a last ditch gambit to strike back at the Combine and bring them down...once and for all. Rising from the ashes of Rubicon's destruction, Marc and the team undertake a high-stakes undercover mission to stop a catastrophic plan to crash the global financial network, with only their cunning and their skills to carry them through. If they succeed, they might just get their lives back. If they fail, it will be the end of everything they've been fighting for... The epic final book in the Marc Dane series, OUTLAW is Swallow's most explosive thriller to date - perfect for fans of Gregg Hurwitz, Ant Middleton and Terry Hayes. _____ PRAISE FOR JAMES SWALLOW'S ESPIONAGE THRILLERS: 'Unputdownable' - WILBUR SMITH 'Britain's answer to Jason Bourne' - DAILY MAIL 'Explosive' - IRISH EXAMINER

Ned Christie

Hero Within - Rev. & Expanded Ed.

Building Extraordinary Brands Through the Power of Archetypes

Awakening the Heroes Within

Outlaw

Outlaw Platoon

A modern classic of Jungian psychology, The Hero Within has helped hundreds of thousands of people enrich their lives by revealing how to tap the power of the archetypes that exist within. Drawing from literature, anthropology, and psychology, author Carol S. Pearson clearly defines six heroic archetypes—the Innocent, the Orphan, the Wanderer, the Warrior, the Altruist, and the Magician—and shows how we can use these powerful guides to discover our own hidden gifts, solve difficult problems, and transform our lives with rich sources of inner strength. This book will speak deeply to the evolving hero in all of us and reverberate through every part of our lives. With poignant wisdom and prolific examples, it gives us enduring tools to help us develop our own innate heroic gifts—the Orphan's resilience, the Wanderer's independence, the Warrior's courage, the Altruist's compassion, the Innocent's faith, and the Magician's abiding power.

THE HERO WITHIN In 'The Hero with a Thousand Faces', Joseph Campbell introduced readers to the significance of myth and archetype in understanding who we are and how we live our lives. Carol Pearson's best-selling 'The Hero Within' combines liter

Drawing from literature, anthropology, and psychology, author Carol S. Pearson clearly defines six heroic archetypes—the Innocent, the Orphan, the Wanderer, the Warrior, the Altruist, and the Magician--and shows how we can use these powerful guides

Alone, bereft, and unable to forgive himself for the slaughter at the ravine, the Nameless Dwarf swears to do one last thing, even if it kills him: With Nils Fargin, the son of a Jeridium guild lord as his guide, Nameless pursues the survivors among the dwarves, hoping to convince them that the curse of the Black Axe has been lifted from him and they are safe to return home. The trail leads to the town of Malfen—a nest of cutthroats and the gateway to Cerreth, the Land of Nightmare, which would be suicide for the dwarves to enter. Nameless and Nils join forces with a shapeshifting assassin and a sorcerer under the sway of a dubious magical grimoire for the hazardous journey into Cerreth. It soon becomes apparent their new companions have agendas of their own. With threats from within and horror on every side, Nameless knows that time is running out for his people. The only surprise is that they have lasted so long. But new hope awaits him in a city beneath the waves—if he can first survive the unstoppable evil that destroyed the dwarf lords of old.

Living Buildings

Outlaw Swords of Death

Land of Nightmare

Six Archetypes We Live By

Soldier, Outlaw, Hero, King

This book is an overview and analysis of the global tradition of the outlaw hero. The mythology and history of the outlaw hero is traced from the Roman Empire to the present, showing how both real and mythic figures have influenced social, political, economic and cultural outcomes in many times and places. The book also looks at the contemporary continuations of the outlaw hero mythology, not only in popular culture and everyday life, but also in the current outbreak of global terrorism.

Some brands are so extraordinary that they become larger-than-life, symbolic of entire cultures, and used and admired by consumers the world over. But in spite of all the books and banter about branding, few companies come even close to developing iconic identities for their brands. New brands are being born every minute, with lots of flash and fanfare, but often with no real human connection to make them truly relevant. At the same time, mature brands are diluting their identities in an attempt to respond to shifting trends, while other others attempt to graft meaning onto products in artificial and ineffectual ways. As a result, millions of advertising and promotional dollars are being squandered. In an easily accessible way, The Hero and the Outlaw offers a clearly structured system that all business and marketing professionals can follow and replicate. After presenting the compelling concept of archetypal meaning, the authors demonstrate specific methods for implementing this concept into real-world setting, including: how to understand the deep meaning of your product category and claim it for your brand, how to assess the competitive landscape from an archetypal perspective