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the most complete guide to the modern methods of standard bidding for bridge from one of america s leading players teachers and authorities with a logical easy to follow style william root covers all the bidding essentials

common sense the key to saving our republic the rise of the progressive movement which has taken hold under the democratic banner is one that not only finds both our country and its system of government lacking but is attempting to transform america from a capitalistic nation that has prospered for centuries into a nation that is more dependent on government and less freedom oriented in order to prevent the reimagining of america we first must bring the progressive movement into the light and expose their beliefs for all to see this is not the democratic party of john f kennedy or even bill clinton for that matter we can no longer remain the silent majority we need to raise our voices for all to hear and stop the changing of america once and for all before this movement succeeds in altering our dna from a nation founded on individual rights and freedoms into a nation of handouts and entitlements depending on others to get by when you remove our desire to succeed you end up with a nation that no longer has the will to excel

this book is designed to highlight the advantages and disadvantages of the three major bidding systems standard american 2 1 and precision club as well as the bergen raise system solutions are offered for each disadvantage proposals for additional conventions such as the weak nt and jacoby transfers are contained in a simplified model chart of each system there are also innovative proposals for showing a five card major overcalls and slam bidding you will also find chapters on various conventions irregularities in bidding probabilities filling out the convention card playing in a team event and scoring

in this book miles addresses the complex arena of competitive bidding methods for the more advanced player he discusses current thinking and recommends methods which will continue to be playable as bridge enters its second century this book will appeal to fairly serious players only there are two earlier books on this topic by the same author 5 and 10 years old respectively and therefore superseded by this new work

this book incorporates the 2 1 game force bidding system whenever the opener bids a major suit this book is designed to improve your bidding of minor suit openings in 3 steps the 1st step involves bids to hamper the opponents from finding their 4 4 spade fit this involves the use of the casey overcall and the weak 1nt opening it also involves the use of the casey jacoby transfer to find a 5 card major in responder s hand and

the use of inverted minors the 2nd step involves adoption of the strong 2 bid a bid of 20 21p this allows the opener to use the casey reverse to show a hand of 16 17p by bidding at the 2 level and to show a hand of 18 19p by bidding at the 3 level the casey minor rebid convention allows the opening to show a 4 card suit at the 2 or 3 level the third step involves optimizing your slam bidding with the casey trump queen convention it also involves the use of the redwood kickback convention for minor suit contracts and the use of the fourth suit forcing convention to ascertain whether opener has 5 cards in his 2nd bid minor suit

in the basic facts of economics a common sense primer for advanced students louis f post presents a comprehensive exploration of economic principles through a lens of pragmatic clarity his writing is marked by an accessible literary style that demystifies complex economic concepts making them readily understandable for those with advanced educational backgrounds the book situates itself within the broader context of early 20th century economic thought critiquing prevailing theories while offering insightful analysis into the workings of economic systems markets and the societal impacts of economic decisions louis f post an influential economist and public figure during his time draws upon his extensive expertise in the field to write this seminal work his experiences with economic policy and advocacy particularly during progressive reforms in the early 1900s shaped his understanding of economics as a tool for social betterment post s commitment to education and social justice drives the intent behind this primer as he sought to empower advanced students with a practical understanding of economics that could inform their future endeavors i highly recommend the basic facts of economics for anyone seeking to gain a deeper yet approachable understanding of economic principles this book not only serves as a valuable resource for advanced students but also acts as a thought provoking guide for policymakers and engaged citizens eager to comprehend the intricacies of the economic landscape

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the precision diamond system provides a solution to the flaws in the standard american bidding convention sayc there are 6 notable features of my bidding system the 1st feature is the ability of the responder to show his 5 card major suit immediately using the casey jacoby transfer the 2nd feature is that precision diamond permits the opener to show his points within a 2p range from 16 21 points using the casey shift and the strong 2 opening the 3rd feature is the ability of the overcaller to show his 4 card major suit immediately by assigning 1nt to show 4s the 4th feature of precision diamond is the ability of the keycard asker in a slam contract to ascertain whether the opener has the trump queen using the casey rkc method the 5th feature is the ability of the opener to show keycards including the trump queen at the 4 level in the case of a minor suit slam attempt using minorwood the 6th feature is the ability of the opener to find a slam with a minor suit fit using the casey minor rebid convention

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both the genteel tradition and calvinistic puritanism exhibited a sense of possessing inside information about the workings of the universe and the intentions of the almighty in humor and revelation in american literature pascal covici jr traces this perspective from its early presence to the humorous tradition in america that has been related to the old southwest showing how american puritan thought was instrumental

in the formative stages of american humor covici argues that much of american literature works as humor does surprising readers into sudden enlightenment the humor from which mark twain derived his early models had the same sort of arrogance as american puritan thought especially in regard to social and political truths twain transcended the roots of that humor which run from works of nineteenth century americans back to british forms of the eighteenth century in doing so he helped shape american literature in addition to reexamining twain s art humor and revelation in american literature considers some of the writers long regarded as among the usual suspects in any consideration of cultural hegemony including emerson thoreau hawthorne and melville covici explores not so much the hypocrisy as the ambivalence repeatedly displayed in american literature he demonstrates that even though our writers have always had a strong desire to avoid the influences of the past their independence from its cultural theological and psychological effects has been much slower in coming than previously thought original and well written humor and revelation in american literature will be welcomed by all scholars and critics of american literature especially those interested in puritanism major nineteenth century writers southwestern humor and mark twain

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this work argues against the plausibility against proportionalism and its first proponents namely peter knauer joseph fuchs louis janssens and richard mccormick examining the genealogy of the movement it disputes a received history that depicts proportionalism as a recovery of thomas aquinas

originally published in 1915 this book forms section 3 of a 5 volume work on the four canonical gospels and the relationship between them

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first published in 1987 the new eighteenth century now with a new preface by felicity nussbaum and laura brown examines eighteenth century english literature s resistance to the application of new theoretical approaches and presents new work by leading scholars which both challenges this resistance and demonstrates the usefulness of feminist marxist new historicist and psychoanalytic approaches to the analysis of eighteenth century texts this book reinterprets and resituates canonical works by such writers as fielding goldsmith and Sterne but also explores areas and figures increasingly important to eighteenth century study it opens questions about the canon and about the nature of canonicity itself as it considers texts by women working class literature guidebooks for bourgeois tourists and aspects of the cultural and social terrain including problems of race and colonialism capitalism and penal institutions the new eighteenth century not only provides new ways of looking at the literature of the period but serves as a model for future work in eighteenth century studies

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Decoding 21.99: The Psychology and Economics Behind the Price

The seemingly innocuous number "21.99" is far more significant than it appears at first glance. This seemingly arbitrary price point, ubiquitous in retail settings worldwide, is a carefully crafted strategy leveraging psychological principles and economic considerations. This article delves into the rationale behind the pervasive use of "21.99" and similar "99-cent pricing," exploring its impact on consumer behavior and the strategic thinking behind its implementation.

I. The Psychology of Left-Digit Effect

The core of the "21.99" phenomenon lies in the "left-digit effect," a well-documented cognitive bias. Our brains process numbers from left to right, giving disproportionate weight to the leftmost digit. When we see "21.99," we tend to register it as being closer to "20" than to "22." This subconscious perception of lower value significantly influences our buying decisions. We perceive a considerable difference between \$21.99 and \$22.00, even though the actual difference is merely one cent. This seemingly insignificant amount creates a powerful psychological perception of a bargain.

II. The Perception of Value and Savings

The power of "21.99" is further amplified by its association with savings and value. Retailers often leverage this by highlighting the price reduction compared to a "rounded-up" price. For instance, an item originally priced at \$25 might be discounted to "21.99," emphasizing the "saved" \$3.01. This creates a perception of getting a "deal," even if the discount is relatively small. The marketing message focuses on the psychological impact of the savings rather than the actual monetary value.

III. Competition and Market Positioning

Pricing strategies, including the use of "21.99," also play a crucial role in competitive market landscapes. If competitors are offering similar products around the \$22 mark, "21.99" immediately positions the product as a more attractive option. This subtle difference can be the deciding factor for price-sensitive consumers, giving businesses a significant competitive edge.

IV. The Impact on Sales and Profit Margins

While the individual profit margin per item might be slightly lower at "21.99" compared to a round number like "22," the increase in sales volume often compensates for this. The psychological effect of the pricing strategy frequently leads to higher sales, resulting in greater overall profit. This principle is particularly true for high-volume businesses where small differences in price can dramatically affect the bottom line.

V. Practical Examples and Applications

Consider a clothing store selling a shirt. Pricing it at \$21.99, instead of \$22, might lead to a 5-10% increase in sales due to the perceived value and the left-digit effect. Similarly, a grocery store might price a product like pasta sauce at \$2.99 rather than \$3.00, leading to significantly higher sales. This strategy is applicable across various industries, demonstrating its effectiveness.

VI. Conclusion

The widespread use of "21.99" and similar pricing strategies isn't arbitrary. It represents a sophisticated blend of psychology and economics, capitalizing on cognitive biases to influence consumer behavior and maximize profits. By understanding the underlying principles - the left-digit effect, the perception of value, and the competitive dynamics - businesses can effectively leverage this strategy to improve their sales and market position.

FAQs

1. Isn't it just a marketing trick? Yes, it is a marketing strategy, but it's based on well-documented psychological principles that are demonstrably effective. 2. Does it work for all products? While effective for many products, its impact varies depending on the product category, price point, and target audience. High-end products might not be as susceptible. 3. Are there any ethical considerations? The ethicality is debated. Some argue it manipulates consumers, while others see it as a legitimate competitive strategy. 4. What are some alternatives to this pricing strategy? Round pricing, premium pricing, and value-based pricing are alternative strategies. 5. Can I use this pricing strategy for my business? Yes, but consider your target audience, product type, and competitive landscape before implementing it. Thorough market research is crucial.

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