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A Random Walk Down
Wall Street: The Time-
Tested Strategy for
Successful Investing
(Ninth Edition) Duke
University Press

You can use this book to design a house for yourself with your family; you can use it to work with your neighbors to improve your town and neighborhood; you can use it to design an office, or a workshop, or a public building. And you can use it to guide you in the actual process of construction. After a ten-year silence, Christopher Alexander and his colleagues at the Center for Environmental Structure are now publishing a major statement in the form of three books which will, in their words, "lay the basis for an entirely new approach to architecture, building and planning, which will we hope replace existing ideas and practices entirely." The three books are *The Timeless Way of Building*, *The Oregon Experiment*, and this book, *A Pattern Language*. At the core of these books is the idea that people should design

for themselves their own houses, streets, and communities. This idea may be radical (it implies a radical transformation of the architectural profession) but it comes simply from the observation that most of the wonderful places of the world were not made by architects but by the people. At the core of the books, too, is the point that in designing their environments people always rely on certain "languages," which, like the languages we speak, allow them to articulate and communicate an infinite variety of designs within a forma system which gives them coherence. This book provides a language of this kind. It will enable a person to make a design for almost any kind of building, or any part of the built environment. "Patterns," the units of this language, are answers to design problems (How high should a window sill be? How many stories should a building have? How much space in a neighborhood should be devoted to grass and trees?). More than 250 of the patterns in this pattern language are given: each consists of a problem statement, a

discussion of the problem with an illustration, and a solution. As the authors say in their introduction, many of the patterns are archetypal, so deeply rooted in the nature of things that it seems likely that they will be a part of human nature, and human action, as much in five hundred years as they are today.

Missing Middle Housing
The MIT Press

An encyclopedia designed especially to meet the needs of elementary, junior high, and senior high school students.

The Great Streets of the World Wiley

Building on the success of their *Global Street Design Guide*, the National Association of City Transportation Officials (NACTO)-Global Designing Cities Initiative (GDCI) Streets for Kids program has developed child-focused design guidance to inspire leaders, inform practitioners, and empower communities around the world to consider their city from the eyes of a child. The guidance in *Designing Streets for Kids* captures international best practices, strategies, programs, and policies that cities around the world have used to design streets and public spaces

that are safe and appealing to children from their earliest days. The guidance also highlights tactics for engaging children in the design process, an often-overlooked approach that can dramatically transform how streets are designed and used.

[The Great Neighborhood Book](#) Lindhardt og Ringhof Allan Jacobs has written a city planning book for everyone with a passion for urban environments. His message--conveyed in word and vivid image--is that the people who make changes in cities base their decisions upon what they see, and that their visions and actions, which affect the lives of millions, have too often been faulty. Jacobs shows us how to read cities by identifying and discussing the many visual clues and their various meanings in different environments.

Street Design Macmillan Imagine a bus system that is fast, frequent, and reliable--what would that change about your city? Buses can and should be the cornerstone of urban transportation. They offer affordable mobility and can connect citizens with every aspect of their lives. But in the US, they have long been an afterthought in budgeting and

planning. Transit expert Steven Higashide uses real-world stories of reform to show us what a successful bus system looks like. Higashide explains how to marshal the public in support of better buses and argues that better bus systems will create better cities for all citizens. With a compelling narrative and actionable steps, *Better Buses, Better Cities* describes how decision-makers, philanthropists, activists, and public agency leaders can work together to make the bus a win in any city.

Global Street Design Guide Elsevier

It's time for America to move beyond zoning, argues city planner M. Nolan Gray in *Arbitrary Lines: How Zoning Broke the American City and How to Fix It*. With lively explanations, Gray shows why zoning abolition is a necessary--if not sufficient--condition for building more affordable, vibrant, equitable, and sustainable cities. Gray lays the groundwork for this ambitious cause by clearing up common misconceptions about how American cities regulate growth and examining four contemporary critiques of zoning (its role in

increasing housing costs, restricting growth in our most productive cities, institutionalizing racial and economic segregation, and mandating sprawl). He sets out some of the efforts currently underway to reform zoning and charts how land-use regulation might work in the post-zoning American city. *Arbitrary Lines* is an invitation to rethink the rules that will continue to shape American life--where we may live or work, who we may encounter, how we may travel. If the task seems daunting, the good news is that we have nowhere to go but up

[Main Street](#) New Society Publishers

Donald Shoup brilliantly overcame the challenge of writing about parking without being boring in his iconoclastic 800-page book *The High Cost of Free Parking*. Easy to read and often entertaining, the book showed that city parking policies subsidize cars, encourage sprawl, degrade urban design, prohibit walkability, damage the economy, raise housing costs, and penalize people who cannot afford or choose not to own a car. Using careful analysis and creative thinking, Shoup

recommended three parking reforms: (1) remove off-street parking requirements, (2) charge the right prices for on-street parking, and (3) spend the meter revenue to improve public services on the metered streets. Parking and the City reports on the progress that cities have made in adopting these three reforms. The successful outcomes provide convincing evidence that Shoup's policy proposals are not theoretical and idealistic but instead are practical and realistic. The good news about our decades of bad planning for parking is that the damage we have done will be far cheaper to repair than to ignore. The 51 chapters by 46 authors in Parking and the City show how reforming our misguided and wrongheaded parking policies can do a world of good. Read more about parking benefit districts with a free download of Chapter 51 by copying the link below into your browser.

<https://www.routledge.com/posts/13972>

The Great Mental Models, Volume 1 MIT Press

The Global Street Design Guide is a timely resource that sets a global baseline for designing streets and

public spaces and redefines the role of streets in a rapidly urbanizing world. The guide will broaden how to measure the success of urban streets to include: access, safety, mobility for all users, environmental quality, economic benefit, public health, and overall quality of life. The first-ever worldwide standards for designing city streets and prioritizing safety, pedestrians, transit, and sustainable mobility are presented in the guide. Participating experts from global cities have helped to develop the principles that organize the guide. The Global Street Design Guide builds off the successful tools and tactics defined in NACTO's Urban Street Design Guide and Urban Bikeway Design Guide while addressing a variety of street typologies and design elements found in various contexts around the world.

We Beat the Street

Island Press

How can we design places that fulfill urgent needs of the community, achieve environmental justice, and inspire long-term stewardship? By bringing community members to the table with designers to collectively create

vibrant, important places in cities and neighborhoods. For decades, participatory design practices have helped enliven neighborhoods and promote cultural understanding. Yet, many designers still rely on the same techniques that were developed in the 1950s and 60s. These approaches offer predictability, but hold waning promise for addressing current and future design challenges. Design as Democracy is written to reinvigorate democratic design, providing inspiration, techniques, and case stories for a wide range of contexts. Edited by six leading practitioners and academics in the field of participatory design, with nearly 50 contributors from around the world, it offers fresh insights for creating meaningful dialogue between designers and communities and for transforming places with justice and democracy in mind.

The City at Eye Level BoD - Books on Demand

"The Transit Street Design Guide sets a new vision for how cities can harness the immense potential of transit to create active and efficient streets in

neighborhoods and downtowns alike. Building on the Urban Street Design Guide and Urban Bikeway Design Guide, the Transit Street Design Guide details how reliable public transportation depends on a commitment to transit at every level of design. Developed through a new peer network of NACTO members and transit agency partners, the Guide provides street transportation departments, transit operating agencies, leaders, and practitioners with the tools to actively prioritize transit on the street."--Site Web de NACTO.

The Cop and the Anthem
Penguin

"Nineteen Eighty-Four: A Novel", often published as "1984", is a dystopian social science fiction novel by English novelist George Orwell. It was published on 8 June 1949 by Secker & Warburg as Orwell's ninth and final book completed in his lifetime. Thematically, "Nineteen Eighty-Four" centres on the consequences of totalitarianism, mass surveillance, and repressive regimentation of persons and behaviours within society. Orwell, himself a democratic

socialist, modelled the authoritarian government in the novel after Stalinist Russia. More broadly, the novel examines the role of truth and facts within politics and the ways in which they are manipulated. The story takes place in an imagined future, the year 1984, when much of the world has fallen victim to perpetual war, omnipresent government surveillance, historical negationism, and propaganda. Great Britain, known as Airstrip One, has become a province of a totalitarian superstate named Oceania that is ruled by the Party who employ the Thought Police to persecute individuality and independent thinking. Big Brother, the leader of the Party, enjoys an intense cult of personality despite the fact that he may not even exist. The protagonist, Winston Smith, is a diligent and skillful rank-and-file worker and Outer Party member who secretly hates the Party and dreams of rebellion. He enters into a forbidden relationship with a colleague, Julia, and starts to remember what life was like before the Party came to power.

Walkable City MIT Press

The novel written by Sinclair Lewis is set in the small town of Gopher Prairie, Minnesota, a fictionalized version of Sauk Centre, Minnesota. The novel takes place in the 1910s, with references to the start of World War I, the United States' entry into the war, and the years following the end of the war, including the start of Prohibition. Satirizing small-town life, Main Street is perhaps Sinclair Lewis's most famous book, and led in part to his eventual 1930 Nobel Prize for Literature. It relates the life and struggles of Carol Milford Kennicott as she comes into conflict with the small-town mentality of the residents of Gopher Prairie. Highly acclaimed upon publication, Main Street remains a recognized American classic.

Livable Streets 2.0 MIT Press
Presents a plan for American cities that focuses on making downtowns walkable and less attractive to drivers through smart growth and sustainable design

Start with Why Penguin
Although rarely explored in academic literature, most inhabitants and visitors interact with an

urban landscape on a day-to-day basis is on the street level. Storefronts, first floor apartments, and sidewalks are the most immediate and common experience of a city. These "plinths" are the ground floors that negotiate between inside and outside, the public and private spheres. *The City at Eye Level* qualitatively evaluates plinths by exploring specific examples from all over the world. Over twenty-five experts investigate the design, land use, and road and foot traffic in rigorously researched essays, case studies, and interviews. These pieces are supplemented by over two hundred beautiful color images and engage not only with issues in design, but also the concerns of urban communities. The editors have put together a comprehensive guide for anyone concerned with improving or building plinths, including planners, building owners, property and shop managers, designers, and architects.

Better Buses, Better Cities
Lannoo Publishers

Abandoned lots and litter-strewn pathways, or rows of green beans and pockets of wildflowers?

Graffiti-marked walls and desolate bus stops, or shady refuges and comfortable seating? What transforms a dingy, inhospitable area into a dynamic gathering place? How do individuals take back their neighborhood? Neighborhoods decline when the people who live there lose their connection and no longer feel part of their community. Recapturing that sense of belonging and pride of place can be as simple as planting a civic garden or placing some benches in a park. *The Great Neighborhood Book* explains how most struggling communities can be revived, not by vast infusions of cash, not by government, but by the people who live there. The author addresses such challenges as traffic control, crime, comfort and safety, and developing economic vitality. Using a technique called "placemaking"-- the process of transforming public space -- this exciting guide offers inspiring real-life examples that show the magic that happens when individuals take small steps, and motivate others to make change. This book will motivate not only neighborhood activists and concerned

citizens but also urban planners, developers and policy-makers.

The World Book Encyclopedia Island Press

In addition to offering detailed information on street dimensions, plans, sections, and patterns of use, this volume identifies and examines fifteen of the finest streets in the world.

The Death and Life of Great American Cities
Penguin

Anda mungkin beruntung memiliki pekerjaan atau proyek mendatang dengan visi yang cemerlang. Namun, upaya mewujudkan visi ini sering kali tak mudah. Setiap hari Anda gampang sekali terjebak dalam berbagai hal: surel yang seolah tiada habisnya, tenggat yang molor, rapat-rapat seharian yang menyita waktu, dan proyek jangka panjang yang hanya berdasarkan asumsi. Sudah waktunya Anda mencoba Sprint, sebuah metode untuk memecahkan masalah dan menguji ide-ide baru, menyelesaikan lebih banyak hal dengan efisien. Buku ini ditulis Jake Knapp, mantan Design Partner Google Ventures, untuk menuntun Anda merasakan pengalaman menerapkan metode yang

telah mendunia ini. Sprint mewujudkan pengekskusian ide besar hanya dalam lima hari. Menuntun tim Anda dengan checklist lengkap, mulai dari Senin hingga Jumat. Menjawab segala pertanyaan penting yang sering kali hanya disimpan di benak mereka yang sedang menguji ide/konsep/produk. Sprint juga membantu Anda lebih menikmati setiap proses. Anda bisa mengamati dan bergabung dengan ratusan dari pelaku Sprint di seluruh dunia melalui tagar #sprintweek di Twitter. Sebuah proyek besar terjadi pada 2009. Seorang insinyur Gmail bernama Peter Balsiger mencetuskan ide mengenai surel yang bisa teratur secara otomatis. Saya sangat tertarik dengan idenya—yang disebut “Kotak Masuk Prioritas”—dan merekrut insinyur lain, Annie Chen, untuk bergabung bersama kami. Annie setuju, tetapi dia hanya punya waktu sebulan untuk mengerjakannya. Kalau kami tidak bisa membuktikan bahwa ide itu bisa diterapkan dalam jangka waktu tersebut, Annie akan beralih ke proyek lainnya. Saya yakin waktunya tidak akan cukup, tetapi Annie

adalah insinyur yang luar biasa. Jadi, saya memutuskan untuk menjalaninya saja. Kami membagi waktu sebulan itu ke dalam empat bagian yang masing-masing lamanya seminggu. Setiap pekan, kami menggarap desain baru. Annie dan Peter membuat purwarupa, lalu pada akhir minggu, kami menguji desain ini bersama beberapa ratus orang lainnya. Pada akhir bulan, kami menemukan solusi yang bisa dipahami dan diinginkan orang-orang. Annie tetap menjadi pemimpin untuk tim Kotak Masuk Prioritas. Dan entah bagaimana caranya, kami berhasil menyelesaikan tugas desainnya dalam waktu yang lebih singkat dari biasanya. Beberapa bulan kemudian, saya mengunjungi Serge Lachapelle dan Mikael Drugge, dua orang karyawan Google di Stockholm. Kami bertiga ingin menguji ide perangkat lunak untuk konferensi video yang bisa dijalankan lewat peramban. Karena saya berada di kota tersebut hanya selama beberapa hari, kami bekerja secepat mungkin. Pada penghujung kunjungan saya, kami berhasil menyelesaikan

purwarupanya. Kami mengirimkannya ke rekan kerja kami lewat surel dan mulai menggunakannya dalam rapat. Dalam beberapa bulan, seluruh perusahaan sudah bisa menggunakannya. (Selanjutnya, versi yang sudah dipoles dan disempurnakan dari aplikasi berbasis web tersebut dikenal sebagai Google Hangouts.) Dalam kedua kasus tersebut, saya menyadari bahwa saya bekerja jauh lebih efektif ketimbang rutinitas kerja harian saya atau ketika mengikuti lokakarya diskusi sumbang saran. Apa yang membedakannya? Saya menimbang kembali lokakarya tim yang saya gagas sebelumnya. Bagaimana kalau saya memasukkan elemen ajaib lainnya—fokus pada kerja individu, waktu untuk membuat purwarupa, dan tenggat yang tak bisa ditawar? Saya lalu menyebutkan, “sprint” desain. Saya membuat jadwal kasar untuk sprint pertama saya: satu hari untuk berbagi informasi dan mereka ide, diikuti dengan empat hari pembuatan purwarupa. Sekali lagi, tim Google menyambut baik eksperimen ini. Saya memimpin sprint untuk

mendesain Chrome, Google Search, Gmail, dan proyek-proyek lainnya. Ini sangat menarik. Sprint ini berhasil. Ide-ide diuji, dibangun, diluncurkan, dan yang terbaik, kebanyakan dari ide-ide ini berhasil diterapkan dalam dunia nyata. Proses sprint menyebar di seisi Google dari satu tim ke tim lain, dari satu kantor ke kantor lain. Seorang desainer dari Google X tertarik dengan metode ini, jadi dia menjalankan sprint untuk sebuah tim di Google Ads. Anggota tim dalam sprint di Ads kemudian menyampaikannya kepada kolega mereka, dan begitu seterusnya. Dalam waktu singkat saya mendengar penerapan sprint dari orang-orang yang tidak saya kenal. Dalam perjalanannya, saya membuat beberapa kesalahan. Sprint pertama saya melibatkan empat puluh orang—jumlah yang sangat besar dan justru hampir menghambat sprint tersebut, bahkan sebelum dimulai. Saya menyesuaikan waktu yang diperlukan untuk mengembangkan ide dan pembuatan purwarupa. Saya jadi memahami mana yang terlalu cepat, terlalu lambat, hingga akhirnya menemukan

yang waktu paling sesuai. Beberapa tahun kemudian, saya bertemu Bill Maris untuk membicarakan sprint. Bill adalah CEO Google Ventures, perusahaan modal ventura yang didirikan Google untuk berinvestasi pada startup-startup potensial. Dia adalah salah satu orang berpengaruh di Silicon Valley. Namun, Anda tidak akan menyangkanya dari pembawaannya yang santai. Pada sore itu, dia mengenakan pakaian khasnya, yaitu topi bisbol dan kaus dengan tulisan tentang Vermont. Bill tertarik untuk menjalankan sprint dengan startup dalam portofolio GV. Startup biasanya hanya memiliki satu kesempatan emas untuk mendesain sebuah produk yang sukses, sebelum akhirnya kehabisan dana. Sprint bisa membantu mencari tahu apakah startup-startup ini berada di jalur yang tepat sebelum akhirnya mereka bisa berkecimpung dalam tahapan yang lebih berisiko untuk membangun dan meluncurkan produk mereka. Dengan menjalankan sprint, mereka bisa mendapatkan sekaligus menghemat uang. Namun

agar berhasil, saya harus menyesuaikan proses sprint ini. Saya sudah berpikir mengenai produktivitas individu dan tim selama beberapa tahun. Namun, saya hampir tidak tahu apa-apa mengenai startup dan kebutuhan bisnis mereka. Tetap saja, antusiasme Bill meyakinkan saya bahwa Google Ventures adalah tempat yang tepat untuk menerapkan sprint—sekaligus tempat yang tepat bagi saya. “Ini misi kita,” ujarnya, “untuk bisa menemukan entrepreneur terbaik di muka bumi dan membantu mereka membuat dunia ini menjadi tempat yang lebih baik.” Saya tentu tak bisa menolaknya. Di GV, saya bergabung dengan tiga rekan lain: Braden Kowitz, John Zeratsky, dan Michael Margolis. Bersama, kami mulai menjalankan sprint dengan startup-startup, bereksperimen dengan prosesnya, dan menguji hasilnya agar bisa menemukan cara untuk memperbaikinya. Ide-ide dalam buku ini lahir dari semua anggota tim kami. Braden Kowitz memasukkan desain berbasis cerita dalam proses sprint, sebuah pendekatan tak biasa yang berfokus pada

pengalaman konsumen alih-alih komponen individu atau teknologi. John Zeratsky membantu kami memulai dari akhir sehingga tiap sprint bisa membantu menjawab berbagai pertanyaan bisnis paling penting. Braden dan John memiliki pengalaman dalam bisnis dan startup, hal yang tidak saya miliki, dan mereka menyesuaikan prosesnya untuk menciptakan fokus yang lebih baik dan keputusan yang lebih cerdas di tiap sprint. Michael Margolis mendorong kami untuk mengakhiri tiap sprint dengan pengujian di dunia nyata. Dia menjalankan riset konsumen, yang perencanaan dan pelaksanaannya bisa menghabiskan waktu berminggu-minggu, dan menemukan cara untuk mendapatkan hasil yang jelas hanya dalam sehari. Ini benar-benar sebuah keajaiban. Kami tidak perlu lagi menebak-nebak apakah solusi kami bagus atau tidak karena di akhir tiap sprint, kami mendapatkan jawabannya. Kemudian ada Daniel Burka, seorang entrepreneur yang mendirikan dua startup sebelum menjual salah satunya ke Google dan bergabung dengan GV.

Saat kali pertama menjelaskan proses sprint kepadanya, dia skeptis. Baginya, sprint terdengar seperti serangkaian proses manajemen yang rumit. Namun, dia sepakat untuk mencoba salah satunya. "Dalam sprint pertama itu, kami memangkas prosesnya dan menciptakan sesuatu yang ambisius hanya dalam sepekan. Saya benar-benar jatuh hati." Setelah kami berhasil meyakinkannya, pengalaman langsung Daniel sebagai seorang pendiri startup dan sikapnya yang tidak menoleransi omong kosong membantu kami menyempurnakan prosesnya. Sejak sprint pertama di GV pada 2012, kami telah beradaptasi dan bereksperimen. Mulanya kami mengira pembuatan purwarupa dan riset yang cepat hanya akan berhasil untuk produk berskala besar. Mampukah kami bergerak sama cepatnya jika konsumen kami adalah para ahli di berbagai bidang seperti kesehatan dan keuangan? Tanpa disangka, proses lima hari ini bisa bertahan. Proses ini sesuai untuk semua jenis konsumen, mulai dari investor sampai petani, dari onkolog sampai pemilik bisnis

skala kecil. Juga bagi situs web, aplikasi iPhone, laporan medis, hingga perangkat keras berteknologi tinggi. Tidak hanya untuk mengembangkan produk, kami juga menggunakan sprint untuk menentukan prioritas, strategi pemasaran, bahkan menamai perusahaan. Proses ini berulang-ulang menyatukan tim dan menjadikan ide-ide menjadi nyata. Selama beberapa tahun belakangan, tim kami mendapatkan beragam kesempatan untuk bereksperimen dan memvalidasi ide kami mengenai proses kerja. Kami menjalankan lebih dari seratus sprint bersama dengan startup-startup dalam portofolio GV. Kami bekerja bersama, sekaligus belajar dari para entrepreneur brilian seperti Anne Wojcicki (pendiri 23andMe), Ev Williams (pendiri Twitter, Blogger, dan Medium), serta Chad Hurley dan Steve Chen (pendiri YouTube). Pada awalnya, saya hanya ingin membuat hari-hari kerja saya efisien dan berkualitas. Saya ingin berfokus pada apa yang benar-benar penting dan menjadikan waktu saya berharga—bagi saya, tim,

dan konsumen kami. Kini, lebih dari satu dekade kemudian, proses sprint secara konsisten telah membantu saya meraih mimpi tersebut. Dan saya sangat senang berbagi mengenai hal tersebut dengan Anda dalam buku ini. Dengan keberuntungan, Anda bisa memilih pekerjaan Anda karena visi yang tajam. Anda ingin berbagi visi tersebut kepada dunia, baik yang berupa pesan, layanan, maupun pengalaman, dengan perangkat lunak maupun keras, atau bahkan—sebagaimana dicontohkan dalam buku ini—sebuah cerita atau ide. Namun, mewujudkan visi ini tak mudah. Gampang sekali terjebak dalam berbagai hal: surel yang seolah tiada habisnya, tenggat yang molor, rapat-rapat seharian yang menyita waktu Anda, dan proyek jangka panjang yang hanya berdasarkan asumsi. Prosesnya tidak harus selalu seperti ini. Sprint menawarkan jalur untuk memecahkan masalah-masalah besar, menguji ide-ide baru, menyelesaikan lebih banyak hal, dan melakukan semuanya dengan lebih cepat. Sprint

juga membantu Anda lebih menikmati prosesnya. Dengan kata lain, Anda benar-benar harus mencobanya sendiri. Ayo kita mulai.
—Jake Knapp San Francisco, Februari 2016 [Mizan, Bentang Pustaka, Manajemen, Ide, Kreatif, Inovasi, Motivasi, Dewasa, Indonesia] spesial seri bentang bisnis & startup *Parking and the City* Oxford University Press Updated with a new chapter that draws on behavioral finance, the field that studies the psychology of investment decisions, the bestselling guide to investing evaluates the full range of financial opportunities. [The House on Mango Street](#) epubli This work has been selected by scholars as being culturally important, and is part of the knowledge base of civilization as we know it. This work is in the "public domain in the United States of America, and possibly other nations. Within the United States, you may freely copy and distribute this work, as no entity (individual or corporate) has a copyright on the body of the work. Scholars believe, and we concur, that this work is

important enough to be preserved, reproduced, and made generally available to the public. We appreciate your support of the preservation process, and thank you for being an important part of keeping this knowledge alive and relevant. [Townscape](#) W. W. Norton & Company Growing up on the rough streets of Newark, New Jersey, Rameck, George, and Sampson could easily have followed their childhood friends into drug dealing, gangs, and prison. But when a presentation at their school made the three boys aware of the opportunities available to them in the medical and dental professions, they made a pact among themselves that they would become doctors. It took a lot of determination—and a lot of support from one another—but despite all the hardships along the way, the three succeeded. Retold with the help of an award-winning author, this younger adaptation of the adult hit novel *The Pact* is a hard-hitting, powerful, and inspirational book that will speak to young readers everywhere.