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# Nike and Liu Xiang: Crisis Management in Celebrity Endorsement

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## Thesis

Our book portrays a wide variety of theories and examines a lot of rising action, as well as having a very interesting origin. It touches on themes such as betrayal, suffering and courage, with very compelling characters that involve and address them in the situations concerning these themes. Our examinations of each of these sections will help you further understand the depth and true meaning of the book.



Floria de Lucca



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## Nike and Liu Xiang: Crisis Management in Celebrity Endorsement

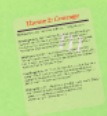
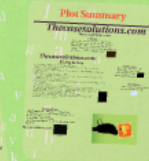
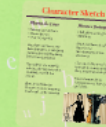
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Our book portrays a wide variety of themes and contains a lot of interesting articles, as well as having a very interesting origin. It touches on themes such as betrayal, suffering and courage, with very compelling characters that create and advance from the situations containing these themes. Our examinations of each of these sections will help you further understand the depth and true meaning of the book.



Flores de Luce





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Flavia de Luce

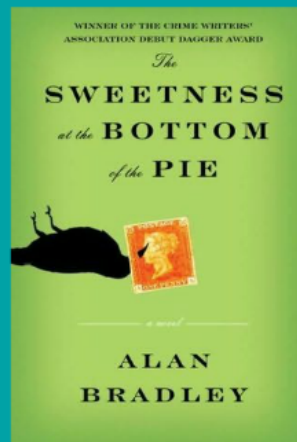
# Context

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Alan Bradley



### *Alan Bradley*

- born in Toronto
- 77 years old (born in 1933)
- lives in Malta, Europe with Shirley (wife)

### *The Sweetness at the Bottom of the Pie*

- won 2007 Debut Dagger Award of the Crime Writer's Association
- won 2009 Agatha Award for Best First Novel
- all 6 novels of the Flavia de Luce series have been New York Times best sellers
- published in over 30 languages and countries
- inspired by his own childhood

- Mrs. Mullet finds  
- Flavia overhears her  
murdering a Mr. G  
- Flavia discovers an  
last word was, "Vale"  
- Flavia's suspicious o  
- finds out Mr. Twinn  
cucumber patch. Later  
- she finds out Mr. Twi  
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Penny Black stamps)  
- meets with Frank Pen  
- goes back home to find  
- Flavia goes to talk to hi  
cause of Mr. Grenville Tw  
Avenger in England was s  
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*Exposi*  
- small English village of Buci  
- Flavia Sabina de Luce (11 ye  
(most interested in poison)  
- mom died when she was littl  
- two older sisters Ophelia (17  
years old)

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# Plot Summary

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### Climax

- Flavia came to a conclusion that Bob Stanley killed Bonepenny in order to obtain the stamps
- Bob finds out Flavia knows and kidnaps her
- Dogger, who noticed Bob Stanley lurking around, came to rescue Flavia from Bob Stanley



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### Rising Action

- Mrs. Mullet finds a dead snipe with a stamp stuck on its beak
- Flavia overhears her father have an angry argument with a stranger with red hair, they talk about murdering a Mr. Grenville Twinning
- Flavia discovers an almost dead body the next morning, same person with red hair from last night, and his last word was, "Vale"
- Flavia's suspicious of her father and tries to research
- finds out Mr. Twinning fell from a clock tower shouting, "Vale," connecting him and the man from the cucumber patch later revealed as Horace Bonepenny
- she finds out Mr. Twinning is actually her uncle
- goes to Bonepenny's hotel and finds out that he possessed the Ulster Avenger (one of the only two existing Penny Black stamps)
- meets with Frank Pemberton (American Writer)
- goes back home to find that her father was accused of murder and was being held captive
- Flavia goes to talk to him and hears the full story of how his dad and Bonepenny were friends and the cause of Mr. Grenville Twinning's death, as well as how the Ulster Avenger and the King's Ulster Avenger in England was stolen by Bonepenny and Bob Stanley
- returned the stamp that she found in Bonepenny's room to Dr. Kissing
- visited a place where she found out that Frank Pemberton was Bob Stanley who worked with Bonepenny to steal the stamps

### Falling Action

- Bob Stanley was put in jail
- Havilland (Flavia's father) was released from jail

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### Resolution

- Flavia ended up returning the AA stamp to King George



Penny black stamp

### Exposition

- small English village of Buckshaw during 1950
- Flavia Sabina de Luce (11 years old) loves chemistry (most interested in poison)
- mom died when she was little
- two older sisters Ophelia (17 years old) & Daphne (13 years old)

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Buckshaw



with Bonepenny to steal the stamps

## *Exposition*

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Buckshaw

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