Master Pentatonic Scales For Guitar In 14 Days Bu

Pentatonic Scales for Jazz ImprovisationPentatonic Scales for GuitarPentatonics ProMaster Pentatonic Scales for Guitar in 14 Days! The Complete Book of Pentatonic Scales for GuitarPentatonic Scales For GuitarPentatonic Scales for GuitarMaster Pentatonic Scales For Guitar in 14 DaysRare Pentatonic ScalesPentatonic Scales for Jazz ImprovisationMajor and Minor Pentatonic Scales 101 basic major pentatonic scales for guitar Pentatonic Improvisation Left Handed Edition- Pentatonic Scales for GuitarModes of Pentatonic ScalesGuitar Scales Vol. 2Scale FluencyPentatonic and Blues Scales for GuitarMinor pentatonic scales for guitarMinor Pentatonic Scales for Guitar (custom Print for Guitar Center Proline Series) Ramon Ricker Rob Silver Graham Tippett Troy Nelson Remo Moretto Matteo Prefumo Chad Johnson Troy Nelson Vladimir Stanic Ramon Ricker Matt Bentley Yoichi Arakawa Erik Halbig Rob Silver Karan Mahajan Kamel Sadi Graham Tippett Rob Silver Yoichi Arakawa Hal Leonard Corp. Staff Pentatonic Scales for Jazz Improvisation Pentatonic Scales for Guitar Pentatonics Pro Master Pentatonic Scales for Guitar in 14 Days! The Complete Book of Pentatonic Scales for Guitar Pentatonic Scales For Guitar Pentatonic Scales for Guitar Master Pentatonic Scales For Guitar in 14 Days Rare Pentatonic Scales Pentatonic Scales for Jazz Improvisation Major and Minor Pentatonic Scales 101 basic major pentatonic scales for guitar Pentatonic Improvisation Left Handed Edition - Pentatonic Scales for Guitar Modes of Pentatonic Scales Guitar Scales Vol. 2 Scale Fluency Pentatonic and Blues Scales for Guitar Minor pentatonic scales for guitar Minor Pentatonic Scales for Guitar (custom Print for Guitar Center Proline Series) Ramon Ricker Rob Silver Graham Tippett Troy Nelson Remo Moretto Matteo Prefumo Chad Johnson Troy Nelson Vladimir Stanic Ramon Ricker Matt Bentley Yoichi Arakawa Erik Halbig Rob Silver Karan Mahajan Kamel Sadi Graham Tippett Rob Silver Yoichi Arakawa Hal Leonard Corp. Staff

more than a pattern book this lays out the theory behind the use of pentatonic scales in jazz and follows with transcribed solos and exercises still a favorite after 14 years this book has become a standard in the field

pentatonic scales for guitar a brief introduction the book gives you all the knowledge you need to play the major and minor pentatonic scale in any position anywhere on the neck it assumes no knowledge of music theory but fully explains what the pentatonic scale is and how it is formed as well as explaining how you can use it it any key anywhere on the guitar neck

how many pentatonic scales do you know 2 maybe 3 did you know that there are 330 possible 5 note combinations available that s 328 more pentatonic scales you re not using while this might sound like an overwhelming number of scales to learn they can be used as sonic tools to explore the harmonic possibilities on the guitar so don t worry this is not about rote learning scales it s about taking your riffing soloing and improvisational creativity to the next level and beyond you might be wondering how on earth you d learn another 328 pentatonic scales and what you might use them for but as we shall see it s more about exploring harmonic possibilities than memorizing endless permutations of patterns i II give you the tools to effectively cover more than enough of the fretboard to be dangerous with just one pattern per pentatonic scale then if you find the scale useful or like the sound of it you II have a system to map it out on the fretboard literally on the fly

learn to play amazing guitar solos all over the guitar neck with master pentatonic scales for guitar in 14 days an amazing guitar scales book pentatonic scales for guitar are the basis for almost anything you II ever want to learn and master they will be the foundation for all of the great playing you dream of doing yourself if your guitar licks are stuck in a vertical box and you re bored with the guitar solos you play this book will help you bust out and soar all over the guitar neck to play horizontally as well i m going to tell you a secret those great guitar players you love mastering pentatonic scales is a huge reason why they are so great they have learned how to effortlessly link pentatonic scales together along

any string and glide between positions they never run out of soloing options because they never have to wonder where to go next learning the guitar pentatonic scales in this book will put you on the road to having unlimited soloing tools in your toolbox grab this pentatonic guitar book and gain total fretboard freedom when you master unique guitar licks hiding in both the major and minor pentatonic scales what you learn in this book is how to play scales musically by using easy to read tab to play thoughtfully designed exercises bonus questions during practice contact us from our website and we will happily answer any questions that s right every troy nelson music book includes direct access to help whether it s about an exercise in the book or questions about the audio files we want to help you master pentatonic scales for guitar in 14 days will teach you the 5 box patterns and 2 extended patterns of the major pentatonic and minor pentatonic scales as well as their relative blues scales playing the exercises in this guitar scales book will teach you to play the scales more musically connect the patterns across the entire fretboard use patterns to create licks for soloing master pentatonic scale fluency and so much more inside this scales book you will find guitar lessons packed with guitar tab and explanations for scale patterns exercises arpeggios techniques lead licks major and minor blues scales connecting the patterns read it hear it play it music examples are presented in notes and tab this practical step by step guide to pentatonic scales for guitarists includes quick and easy access to audio tracks via download or streaming right from troynelsonmusic com no signup required remember free access to instant streaming or audio downloads from troy s website is included from the author of over 30 guitar lesson books master pentatonic scales for guitar in 14 days is written how troy nelson would want to learn major and minor pentatonic scales if he was starting from scratch in his signature tried and true sound great right away style troy has written more than 30 books for the guitar and edited more than 100 others

this book covers all the pentatonic scales in every major key each scale is broken down into 5 degrees including the minor pentatonic 5th degree of the major pentatonic once you have mastered the fingering for each degree there is an exercise to unite each degree across the fretboard and finally a 3 octave

scale which will pass through each degree the method includes notation tabs and left hand fingerings no other book covers the subject in detail like this

when you play do you think about the major pentatonic or the minor pentatonic scale if you ve ever asked someone this question or only heard about these two pentatonic scales it s time to broaden your musical horizons here s the second book by matteo prefumo following his guitar scale book for beginners which sold thousands of copies matteo is back with something even more extraordinary pentatonic scales for guitar this is not just a book it s a complete guide to transforming the way you play and improvise on the guitar using this type of sound the pentatonic scales are not limited to major minor or blues there are many other types to explore and over 50 delve into this book will be your trusted companion in unleashing your musical creativity thoroughly understanding each pentatonic their relationship with chords and how to masterfully apply them a revolutionary guide for learning with this manual you II learn not just the theory but most importantly how to apply it effectively and musically on the guitar you Il be provided with tools to develop your skills creatively through 151 patterns and a wide range of practical examples and exercises you II be able to explore and personalize your learning thanks to the theory and practical examples in the book you II be able to independently create over 10 000 unique exercises tailoring your study to your personal growth and musical goals don t miss this unique opportunity this is the most comprehensive revolutionary and effective manual for learning pentatonic scales available on the market and you II also learn over 200 new four voice chords closely related to pentatonic scales but that s not all we have a special bonus for you in addition to the book you will have access to 490 mp3s which are the audio files of the main exercises along with this collection of mp3s you II also have the pentatonic tracker an innovative tool to help you track your study progress for each pentatonic seize the opportunity today don t miss this extraordinary chance to elevate your musical level and explore a world that is often simplistically reduced to two three individual scales buy the manual today and start your journey here s what you II find inside 55 pentatonic scales 275 pentatonic modes 3 2 categories 9 scales 151 patterns 490 mp3 fingerings and tablatures for basic pentatonic scales 4 voice harmonization of each type of pentatonic chords to play them on solos to study for learning to use pentatonic scales and much more what are you waiting for don t miss this offer buy the manual today

guitar educational this book provides the pentatonic scale fingerings diagrams lessons and licks that every guitarist needs to know it covers major and minor pentatonic scale patterns in all positions licks in the styles of chuck berry eric clapton jimi hendrix b b king jimmy page and other great artists and much more the online audio tracks include 90 full band demos for listening and or play along each example is played twice once at normal tempo and once slower for closer examination the book is in standard notation and tablature

learning to play the guitar then you need this book pentatonic scales are the basis for almost anything you II ever want to learn and master on the guitar whether you choose this instruction book or another take the time to learn the pentatonic scales they will be the foundation for all of the great playing you dream of doing master pentatonic scales for guitar in 14 days will teach you the five 5 box patterns and two 2 extended patterns of the major and minor pentatonic scales as well as their relative blues scales learn exercises that will enable you to play the scales more musically how to connect the patterns across the entire fretboard and how the patterns can be used to create licks for soloing and much more inside this book you will find guitar lessons packed with guitar tab and explanations for scale patterns exercises arpeggios techniques lead licks major and minor blues scales connecting the patterns all guitar examples are demonstrated in clear expertly formatted tab and include an audio demonstration track so you never have to go it alone from the author of the 1 best seller quitar aerobics hal leonard troy nelson once again brings his easy to follow guitar teaching style to this helpful guitar lesson book free access to instant audio downloads from troy s website included free shipping with amazon prime about troy nelson troy nelson is the former editor of top guitar magazines guitar one sister publication of guitar world and guitar edge after earning a degree in occupational music nelson launched his music editing career at hal leonard corporation the world s largest print music publisher he s a life long guitar player whose passion is helping others learn to love the guitar as much as he does here s what others have to say about guitar lesson book author troy nelson troy nelson guitar god amazon reviewer i m a total fan of troy s books and method of learning amazon reviewer troy nelson former editor of my favorite guitar magazines amazon reviewer his brilliance is his ability to break the project down into practical bite sized daily medicine and at the same time add a nice flavor to the dose amazon reviewer fretboard freedom i must say i have noticed a big improvement in my playing my wife no longer tells me to turn it down or off amazon reviewer guitar aerobics another winner from troy nelson amazon reviewer rhythm guitar 365 i love this book it s my first purchase from troy nelson and it s got me interested in his other books amazon reviewer one man guitar jam

rare pentatonic scales is a comprehensive guide to 63 different rare pentatonic scales for guitar written by the author and guitarist vladimir stanic the book demonstrates each pentatonic scale in a realistic diagram and all the intervals are written in the circles this book is suitable for beginners as well as for intermediate and advanced guitar players allowing the readers to unlock their full potential when it comes to pentatonic scales

more than a pattern book this 80 page spiral bound book lays out the theory behind the use of pentatonic scales in jazz and follows with 12 pages of transcribed solos and 40 pages of exercises still a favorite after 14 years this book has become a standard in the field

major minor pentatonic scales on guitar all five positions in 12 keys around the circle of fifths including the blues scales

101 basic is a new and innovative series that offers simple fundamental and practical guidance and quick reference need to learn or find something quickly and easily your answer is available here in easy to follow diagrams and user friendly format major pentatonic scale patterns both in horizontal and vertical positions in 12 keys

this unique and creative approach to improvising with the pentatonic scale will take guitar players soloing skills to a new level designed to spark a modern dynamic fire under improvising chops pentatonic improvisation may change your definition of pentatonic forever a recording demonstrating all the examples in the book is included

left handed edition pentatonic scales for guitar a brief introduction the book gives you all the knowledge you need to play the major and minor pentatonic scale in any position anywhere on the neck it assumes no knowledge of music theory but fully explains what the pentatonic scale is and how it is formed as well as explaining how you can use it it any key anywhere on the guitar neck

pentatonic scales are the scales which consist of five different notes there are many types of pentatonic scales such as major pentatonic dorian pentatonic phrygian pentatonic mixolydian pentatonic aeolian pentatonic and locrian pentatonic this book is a complete reference guide on various types of pentatonic scales and their modes here is the preview of what you will learn in this book 1 six types of pentatonic scales major dorian phrygian mixolydian aeolian and locrian 2 five modes associated with each type of pentatonic scale 3 names of these scales and modes in japanese music chinese music ethiopian music egyptian and arabic music laos and isan northeast thailand music indonesian music korean music hindustani classical music classical music of north india and carnatic music classical music of south india 4 formulas to construct these pentatonic scales and their modes 5 list of pentatonic scales and their modes in all 12 keys if you are songwriter or a composer then this book will help you to choose a number of scales or modes to create your own music

minor pentatonic scale diagrams note names intervals tabs audio tracks backing tracks

scale fluency pentatonics will give you the complete picture for any pentatonic scale across the entire guitar neck in essence it s a practice method that ties all those loose ends together that you may have picked up from other scale systems such as the caged and or the incomplete five shapes approach it will

also bring to life any scale theory you ve learned as you II start to see the big picture rather than unrelated bits of information that lead to many gray areas on the neck this book as well as being a complete scales practice method presents a subtle but deeper take on pentatonic scales that most guitarists overlook for the beginning to intermediate guitarist pentatonic scales provide a very effective springboard into soloing but what tends to happen is that these players quickly become tired of the scale and feel they have to move on to something else like modes to play better solos this is not the case as what they should do is look deeper into the structure of the pentatonic scale and approach it in a more melodic way which is what we II do in this book you II see the pentatonic major and minor scales which are really one entity as they relate to chords and keys and you II hear and see those famous five patterns in an entirely different way with consistent practice the combination of logical horizontal and vertical patterns will allow you to improvise using pentatonic scales in a more satisfying confident and melodic way

this guide maps out various pentatonic and blues scales including the minor pentatonic scale the major pentatonic scale the minor blues scale the major blues scale the voodoo blues scale the indian pentatonic scale the dominant pentatonic scale and the dorian pentatonic scale for you on 6 string guitar in standard tuning i ve also included some bonus material for the shredders out there 3 note per string pentatonic shapes three octave 3 note string pentatonic shapes and three octave 3 note per string blues scales each scale or mode is mapped out all over the neck and in all positions to let you play with any scale in any key anywhere on the guitar neck the scales have been mapped out showing all the relative intervals in each pattern making it much easier for you apply the information to your playing by putting the dots in a harmonic context

101 basic is a new and innovative series that offers simple fundamental and practical guidance and quick reference need to learn or find something quickly and easily your answer is available here in easy to follow diagrams and user friendly format minor pentatonic scale patterns both in horizontal and vertical positions

reading Master Pentatonic Scales For Guitar In 14 Days Bu. Maybe you have knowledge that, people have look numerous times for their chosen novels like this Master Pentatonic Scales For Guitar In 14 Days Bu, but end up in malicious downloads. Rather than reading a good book with a cup of coffee in the afternoon, instead they are facing with some infectious virus inside their computer. Master Pentatonic Scales For Guitar In 14 Days Bu is available in our book collection an online access to it is set as public so you can download it instantly. Our books collection saves in multiple locations, allowing you to get the most less latency time to

Thank you very much for

Merely said, the Master
Pentatonic Scales For
Guitar In 14 Days Bu is
universally compatible
with any devices to read.

- 1. How do I know which
 eBook platform is the
 best for me? Finding the
 best eBook platform
 depends on your reading
 preferences and device
 compatibility. Research
 different platforms, read
 user reviews, and explore
 their features before
 making a choice.
- Are free eBooks of good quality? Yes, many reputable platforms offer high-quality free eBooks, including classics and public domain works. However, make sure to verify the source to ensure the eBook credibility.
- 3. Can I read eBooks
 without an eReader?
 Absolutely! Most eBook
 platforms offer webbased
 readers or mobile apps
 that allow you to read
 eBooks on your
 computer, tablet, or
 smartphone.

- 4. How do I avoid digital eye strain while reading eBooks? To prevent digital eye strain, take regular breaks, adjust the font size and background color, and ensure proper lighting while reading eBooks.
- 5. What the advantage of interactive eBooks?
 Interactive eBooks incorporate multimedia elements, quizzes, and activities, enhancing the reader engagement and providing a more immersive learning experience.
- 6. Master Pentatonic Scales
 For Guitar In 14 Days Bu
 is one of the best book in
 our library for free trial.
 We provide copy of
 Master Pentatonic Scales
 For Guitar In 14 Days Bu
 in digital format, so the
 resources that you find
 are reliable. There are
 also many Ebooks of
 related with Master
 Pentatonic Scales For
 Guitar In 14 Days Bu.
- Where to download
 Master Pentatonic Scales
 For Guitar In 14 Days Bu

download any of our

books like this one.

online for free? Are you looking for Master Pentatonic Scales For Guitar In 14 Days Bu PDF? This is definitely going to save you time and cash in something you should think about. If you trying to find then search around for online. Without a doubt there are numerous these available and many of them have the freedom. However without doubt you receive whatever you purchase. An alternate way to get ideas is always to check another Master Pentatonic Scales For Guitar In 14 Days Bu. This method for see exactly what may be included and adopt these ideas to your book. This site will almost certainly help you save time and effort, money and stress. If you are looking for free books then you really should consider finding to assist you try this.

8. Several of Master Pentatonic Scales For Guitar In 14 Days Bu are for sale to free while some are payable. If you arent sure if the books

- you would like to
 download works with for
 usage along with your
 computer, it is possible to
 download free trials. The
 free guides make it easy
 for someone to free
 access online library for
 download books to your
 device. You can get free
 download on free trial for
 lots of books categories.
- 9. Our library is the biggest of these that have literally hundreds of thousands of different products categories represented. You will also see that there are specific sites catered to different product types or categories, brands or niches related with Master Pentatonic Scales For Guitar In 14 Days Bu. So depending on what exactly you are searching, you will be able to choose e books to suit your own need.
- 10. Need to access
 completely for Campbell
 Biology Seventh Edition
 book? Access Ebook
 without any digging. And
 by having access to our
 ebook online or by storing
- it on your computer, you have convenient answers with Master Pentatonic Scales For Guitar In 14 Days Bu To get started finding Master Pentatonic Scales For Guitar In 14 Days Bu, you are right to find our website which has a comprehensive collection of books online. Our library is the biggest of these that have literally hundreds of thousands of different products represented. You will also see that there are specific sites catered to different categories or niches related with Master Pentatonic Scales For Guitar In 14 Days Bu So depending on what exactly you are searching, you will be able tochoose ebook to suit your own need.
- 11. Thank you for reading
 Master Pentatonic Scales
 For Guitar In 14 Days Bu.
 Maybe you have
 knowledge that, people
 have search numerous
 times for their favorite
 readings like this Master
 Pentatonic Scales For
 Guitar In 14 Days Bu, but

- end up in harmful downloads.
- 12. Rather than reading a good book with a cup of coffee in the afternoon, instead they juggled with some harmful bugs inside their laptop.
- 13. Master Pentatonic Scales For Guitar In 14 Days Bu is available in our book collection an online access to it is set as public so you can download it instantly. Our digital library spans in multiple locations, allowing you to get the most less latency time to download any of our books like this one. Merely said, Master Pentatonic Scales For Guitar In 14 Days Bu is universally compatible with any devices to read.

Hello to
esb.allplaynews.com, your
stop for a extensive
collection of Master
Pentatonic Scales For
Guitar In 14 Days Bu
PDF eBooks. We are
passionate about making

the world of literature reachable to everyone, and our platform is designed to provide you with a effortless and enjoyable for title eBook getting experience.

At esb.allplaynews.com, our aim is simple: to democratize knowledge and promote a passion for reading Master Pentatonic Scales For Guitar In 14 Days Bu. We are convinced that every person should have admittance to Systems Study And Design Elias M Awad eBooks, encompassing diverse genres, topics, and interests. By supplying Master Pentatonic Scales For Guitar In 14 Days Bu and a diverse collection of PDF eBooks, we endeavor to empower readers to explore, acquire, and immerse themselves in the world

of books.

In the vast realm of digital literature, uncovering Systems Analysis And Design Elias M Awad refuge that delivers on both content and user experience is similar to stumbling upon a concealed treasure. Step into esb.allplaynews.com, Master Pentatonic Scales For Guitar In 14 Days Bu PDF eBook downloading haven that invites readers into a realm of literary marvels. In this Master Pentatonic Scales For Guitar In 14 Days Bu assessment, we will explore the intricacies of the platform, examining its features, content variety, user interface, and the overall reading experience it pledges.

At the core of esb.allplaynews.com lies a varied collection that spans genres, meeting the voracious appetite of every reader. From classic novels that have endured the test of time to contemporary page—turners, the library throbs with vitality. The Systems Analysis And Design Elias M Awad of content is apparent, presenting a dynamic array of PDF eBooks that oscillate between profound narratives and quick literary getaways.

One of the defining features of Systems Analysis And Design Elias M Awad is the coordination of genres, forming a symphony of reading choices. As you navigate through the Systems Analysis And Design Elias M Awad, you will discover the complexity of options □ from the organized complexity of science fiction to the rhythmic simplicity of romance. This variety ensures that every reader, regardless of their literary taste,

finds Master Pentatonic Scales For Guitar In 14 Days Bu within the digital shelves.

In the domain of digital literature, burstiness is not just about assortment but also the joy of discovery. Master Pentatonic Scales For Guitar In 14 Days Bu excels in this performance of discoveries. Regular updates ensure that the content landscape is ever-changing, presenting readers to new authors, genres, and perspectives. The unpredictable flow of literary treasures mirrors the burstiness that defines human expression.

An aesthetically pleasing and user-friendly interface serves as the canvas upon which Master Pentatonic Scales For Guitar In 14 Days Bu

masterpiece. The
website's design is a
showcase of the
thoughtful curation of
content, presenting an
experience that is both
visually engaging and
functionally intuitive. The
bursts of color and
images blend with the
intricacy of literary
choices, creating a
seamless journey for
every visitor.

The download process on Master Pentatonic Scales For Guitar In 14 Days Bu is a concert of efficiency. The user is greeted with a simple pathway to their chosen eBook. The burstiness in the download speed guarantees that the literary delight is almost instantaneous. This smooth process corresponds with the human desire for fast and uncomplicated access to the treasures

held within the digital library.

A critical aspect that distinguishes esb.allplaynews.com is its commitment to responsible eBook distribution. The platform rigorously adheres to copyright laws, ensuring that every download Systems Analysis And Design Elias M Awad is a legal and ethical effort. This commitment adds a layer of ethical perplexity, resonating with the conscientious reader who values the integrity of literary creation.

esb.allplaynews.com
doesn't just offer
Systems Analysis And
Design Elias M Awad; it
fosters a community of
readers. The platform
supplies space for users
to connect, share their
literary explorations, and
recommend hidden

gems. This interactivity injects a burst of social connection to the reading experience, raising it beyond a solitary pursuit.

In the grand tapestry of digital literature, esb.allplaynews.com stands as a vibrant thread that blends complexity and burstiness into the reading journey. From the fine dance of genres to the quick strokes of the download process, every aspect echoes with the changing nature of human expression. It's not just a Systems Analysis And Design Elias M Awad eBook download website; it's a digital oasis where literature thrives, and readers start on a journey filled with pleasant surprises.

We take satisfaction in choosing an extensive library of Systems

Analysis And Design
Elias M Awad PDF
eBooks, meticulously
chosen to appeal to a
broad audience. Whether
you're a fan of classic
literature, contemporary
fiction, or specialized
non-fiction, you'll find
something that engages
your imagination.

Navigating our website is a breeze. We've crafted the user interface with you in mind, ensuring that you can easily discover Systems Analysis And Design Elias M Awad and get Systems Analysis And Design Elias M Awad eBooks. Our search and categorization features are easy to use, making it straightforward for you to find Systems Analysis And Design Elias M Awad.

esb.allplaynews.com is committed to upholding legal and ethical

standards in the world of digital literature. We focus on the distribution of Master Pentatonic Scales For Guitar In 14 Days Bu that are either in the public domain. licensed for free distribution, or provided by authors and publishers with the right to share their work. We actively discourage the distribution of copyrighted material without proper authorization.

Quality: Each eBook in our assortment is thoroughly vetted to ensure a high standard of quality. We strive for your reading experience to be satisfying and free of formatting issues.

Variety: We continuously update our library to bring you the most

recent releases, timeless classics, and hidden gems across categories. There's always something new to discover.

Community Engagement:
We appreciate our
community of readers.
Connect with us on
social media, share your
favorite reads, and join in
a growing community
passionate about
literature.

Whether or not you're a passionate reader, a student in search of study materials, or an individual venturing into the world of eBooks for the very first time, esb.allplaynews.com is here to cater to Systems Analysis And Design Elias M Awad. Join us on this reading journey, and let the pages of our

eBooks to transport you to fresh realms, concepts, and encounters.

We comprehend the excitement of finding something fresh. That is the reason we regularly update our library, making sure you have access to Systems Analysis And Design Elias M Awad, acclaimed authors, and concealed literary treasures. With each visit, anticipate fresh possibilities for your reading Master Pentatonic Scales For Guitar In 14 Days Bu.

Appreciation for selecting esb.allplaynews.com as your reliable destination for PDF eBook downloads. Joyful perusal of Systems Analysis And Design Elias M Awad