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Edition
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Urban Transportation Networks

Could you use a good laugh? This definitive guide by the founder of the worldwide laughter yoga movement will show you how to giggle your way to good health! Bring laughter into your life at any time of day--no special equipment needed, no new wardrobe, no expensive classes, not even a sense of humor! Laughter yoga is all about voluntary laughter--how you can learn to laugh even in the absence of humorous stimuli, and reap the extraordinary, scientifically proven benefits, which include stress reduction, pain relief, weight loss, heightened immunity, and, especially, enhanced mood: If you act happy, you'll become happy--your body can't tell the difference! Children laugh more than 300 times a day, adults fewer than fifteen. But it's easy to start laughing again. The exercises in this book combine voluntary laughter with yogic breathing to give you a full body-mind workout. And it turns out that laughter is the fastest way to reduce stress and the best kind of cardio: Ten minutes of hearty laughter is equal to thirty minutes on the rowing machine. With Laughter Yoga, join the growing worldwide movement and discover how laughter really is the best medicine. A PENGUIN LIFE TITLE

Navigating the Numbers

PRAISE FOR WASTED 'This book enhances our understanding of the historical issues that have plagued India's sanitation challenge. A must read for those who are interested in the important agenda of a clean environment for all' NAINA LAL KIDWAI, Chair, India-Sanitation Coalition 'Despite the clarion call by our Prime Minister, Indian society still lacks clarity on the nature of the desirable solution for sanitation. Wasted is a serious attempt at pointing out possibilities and solutions.

Written lucidly and in a narrative style; it provides an inspiring peek of a clean future. A much-needed book for our times' DR RAJIV KUMAR, Vice Chairman, Niti Aayog 'Wasted advocates that the handling of waste in India requires the finest management and developmental architecture. The book remarkably delves into the depth and breadth of the problem of yesterday and today and presents it as a free-flowing storytelling' MARTIN MACWAN, Dalit human rights activist 'Wasted locates India's missed opportunities in sanitation in its complex civilizational legacy; its comfort with caste, informality and child labour; and in its appalling local governance systems. Necessary reading for every policy maker, town planner and engaged urban citizen.' HARSH MANDER, author and activist 'Wasted addresses India's complex caste-driven perception of waste. It traces the illogic of our constant discontent with modes of disposal, while being deliberately blind to socio-political processes behind its creation. This book must be read by all concerned Indians' ARUNA ROY, socio-political activist and Magsaysay Award winner (2000) 'India is not working on the science needed towards the management of pollution that it emits in the name of development. Therefore, even well-intentioned projects do not yield results. This book can be an entry point to understanding the process to reduce use of nature and to rejuvenate nature for our sustainable future' DR RAJENDRA SINGH, environmentalist and Magsaysay Award winner (2001) ABOUT THE BOOK Urban India generates close to 3 million trucks of untreated garbage every day. If these were laid end-to-end, one could reach half way to the moon. The need for attention to sanitation and cleanliness is both urgent and long-term. This book takes an honest look into India's perpetual struggle with these issues and suggests measures to overcome them. Historically, we have developed into a society with a skewed mindset towards sanitation with our caste system and non-accountability towards sanitation. Through stories, anecdotes and analysis of events, this book seeks solutions to the current entangled problems of urban planning, governance and legislation, and institutional and human capacity building. Wasted traces interesting relationships between urban planning and dirty cities in India; legislative and governance lacunae and the rising height of open landfills; the informality of waste management methods, and the degrading health of Indian rivers, soil and air. Arguing that all current solutions of India are extrapolated from these flawed beliefs and structures and are therefore woefully inadequate, Bisen draws a benchmark from clean countries of today. Underlining the need for inclusive human clusters, specificity in legislation, correction of existing social contracts and governance frameworks, creating a formal resource recovery industry in India, and the pursuit of diplomacy around this industry, this book shows how these solutions could lead us towards a brighter future and better social development.

The Endurance of Family Businesses

This book, Happy Executive - A Systems Approach: Nurturing Mind, Body and Soul, presents easy-to-follow pathways to happiness and success based on the lifetime of personal and professional experiences of the author Dr. Appu Kuttan in the USA, India, Venezuela, Mauritius and other countries. The best of the wisdom of the East and the West is combined in the book. The first part of the book describes the Happiness System. Dr. Kuttan's advice for a happy life is simple-nurture daily:

your mind by thinking positively and creatively; your body by eating healthy and doing physical activities you enjoy; and your soul by being grateful, loving, caring, compassionate and helpful towards everyone. As a 72 year-old healthy and happy person, Dr. Kuttan lives by example: he works out 72 minutes daily; he increases his work out by one minute every year; he practises yoga and meditation daily; he thinks positively and creatively daily; he deals with people around by being grateful, loving, caring and compassionate. He has shown up at work every day bright and early. Dr. Kuttan prescribes the Seven "P's" to success and happiness based on his lifetime of creating success and happiness for himself and others. His advice is: whatever you do, first establish your Purpose, then determine the best Pathway for you to get there, then carry out your program with Passion, Perseverance, Positivity, Patience and Principle-and you shall succeed! Ten practical tips for happiness are presented: nurture mind, nurture body, nurture soul, perform activities leading to mind-body-soul balance, practise mind-body-soul nurturing, live in the moment, live for a cause larger than yourself, set goals, objectives, visions and missions - be a systems thinker, use your resources effectively, and practise, practise, practise - it makes you better. A quick 2-minute quiz helps you determine your level of happiness, and guides you on your own pathway to happiness. The second part of the book shows how Dr. Appu Kuttan developed the Happiness System. The life story of Dr. Kuttan from his early years to his successful professional and philanthropic work is summarised, illustrating how he has developed and practised the happy executive concepts everyone can benefit from and use daily. This section includes several photos at the end of each of the three chapters. The third part of the book contains a systems approach for a happy India. This includes guiding suggestions to Indian leaders, executives and non-executives. This book is focused on Indian executives. A sequel to this book focused on US executives will be published soon.

Ethics for the Information Age, Global Edition

An adaptation of the bestselling book about the American Greg Mortenson's building of over 60 schools in Pakistan and Afghanistan.

Investments

1. STRESS -- 2. STRESS IN INDUSTRY -- 3. THOSE WHO ARE VULNERABLE -- 4. HOW TO PREVENT AND TO TREAT -- 5. PRINCIPLES OF PREVENTION OF STRESS-RELATED DISEASES. Countless people in today's society complain of "stress". The word is often misused, and used, in the most varied of meanings. What, then, do we actually mean by stress? How does it feel? What takes place in the body? Does it make sense to talk about stress illnesses? How common are they? Can stress be measured? Can stress be cured or, indeed, can it be prevented? In the following pages an attempt is made to answer both these and other common questions about stress. To facilitate comprehension, a few simplifications have been unavoidable. The aim has been merely to present the most elementary of introductions. Those who wish, therefore, to explore the topic

more thoroughly are referred to the more detailed works listed in the bibliography at the end of this booklet. The publication has five chapters: stress; stress in industry; those who are vulnerable; how to prevent and to treat; principles of prevention of stress-related diseases.

Laughter Yoga

This guide is designed for musicians and music professionals who wish to hone their knowledge of the music business. It is intended as a practical tool to help composers, performers and all those involved in the music world get into the specifics of the management of their intellectual property rights. The guide aims to provide instructive advice on how to build a successful career in music in both developed and developing countries, by generating income from musical talent.

The Puzzle of Modern Economics

Twilight Tenth Anniversary/Life and Death Dual Edition

ADVANCEBOOKS - UNDERSTANDING ARGUMENTS: AN INTRODUCTION TO INFORMAL LOGIC, 9E shows readers how to construct arguments in everyday life, using everyday language. In addition, this easy-to-read textbook also devotes three chapters to the formal aspects of logic including forms of argument, as well as propositional, categorical, and quantificational logic. Plus, this edition helps readers apply informal logic to legal, moral, scientific, religious, and philosophical scenarios, too. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

How to Make a Living from Music

This document provides data on greenhouse gas and international climate policy. It examines them at the global, national, sectoral, and fuel levels and identifies implications of the data for international cooperation on global climate change.

When Cultures Collide, Third Edition

Production ergonomics – the science and practice of designing industrial workplaces to optimize human well-being and system performance – is a complex challenge for a designer. Humans are a valuable and flexible resource in any system of creation, and as long as they stay healthy, alert and motivated, they perform well and also become more competent over

time, which increases their value as a resource. However, if a system designer is not mindful or aware of the many threats to health and system performance that may emerge, the end result may include inefficiency, productivity losses, low working morale, injuries and sick-leave. To help budding system designers and production engineers tackle these design challenges holistically, this book offers a multi-faceted orientation in the prerequisites for healthy and effective human work. We will cover physical, cognitive and organizational aspects of ergonomics, and provide both the individual human perspective and that of groups and populations, ending up with a look at global challenges that require workplaces to become more socially and economically sustainable. This book is written to give you a warm welcome to the subject, and to provide a solid foundation for improving industrial workplaces to attract and retain healthy and productive staff in the long run.

Teaching To Transgress

As businesses continue to expand globally into new and emerging markets, bribery and corruption risks have increased exponentially. Bribery and Corruption offers a comprehensive look at this growing problem, and at the Foreign Corrupt Practices Act (FCPA) and other international anti-bribery and corruption conventions. Presenting hypothetical examples of situations companies will face, along with practical solutions, the book offers detailed global guidance on a region and country-specific basis. The FCPA prohibits US companies and their subsidiaries from bribing foreign officials, either directly or indirectly through intermediaries, for the purpose of obtaining or retaining business. It also requires companies to keep accurate records of all business transactions and maintain an effective system of internal accounting controls. Internationally, the Organization of Economic Cooperation and Development's (OECD's) anti-bribery convention has been adopted by 38 countries and creates legally binding standards related to bribery of foreign public officials. Written by renowned accounting fraud experts Richard A. Sibery and Brian P. Loughman, and providing an introduction and overview of the Foreign Corrupt Practices Act (FCPA) and international bribery laws, Bribery and Corruption considers: How to conduct FCPA risk assessments and investigations How to consider FCPA specific financial controls How to implement an FCPA compliance program and how to measure FCPA compliance The risk of bribery and corruption continues to be an area of concern for companies around the world, but armed with Bribery and Corruption, it is easier than ever to understand the challenges that exist and how to deal with them.

The Scientific Basis of Integrative Medicine, Second Edition

The automotive industry is still one of the world's largest manufacturing sectors, but it suffers from being very technology-focused as well as being relatively short-term focused. There is little emphasis within the industry and its consultancy and analyst supply network on the broader social and economic impacts of automobility and of the sector that provides it. The

Global Automotive Industry addresses this need and is a first port of call for any academic, official or consultant wanting an overview of the state of the industry. An international team of specialist researchers, both from academia and business, review and analyse the key issues that make vehicle manufacturing still the world's premier manufacturing sector, closely tied in with the fortunes of both established and newly emerging economies. In doing so, it covers issues related to manufacturing, both established practices as well as new developments; issues relating to distribution, marketing and retail, vehicle technologies and regulatory trends; and, crucially, labour practices and the people who build cars. In all this it explains both how the current situation arose and also likely future trajectories both in terms of social and regulatory trends, as the technological, marketing and labour practice responses to those, leading in many cases to the development of new business models. Key features Provides a global overview of the automotive industry, covering its current state and considering future challenges Contains contributions from international specialists in the automotive sector Presents current research and sets this in an historical and broader industry context Covers threats to the industry, including globalization, economic and environmental sustainability The Global Automotive Industry is a must-have reference for researchers and practitioners in the automotive industry and is an excellent source of information for business schools, governments, and graduate and undergraduate students in automotive engineering.

Bribery and Corruption

Covering the same topics found in more advanced-level texts, Investments incorporates minimal math and is much more student-friendly, resulting in an increased excitement for and understanding of the basic investment course material. It is the text of choice for the College of Financial Planning. It includes a strong focus on the individual financial planner and features a Financial AdvisorAEs Investment Case at the end of each chapter. These short cases illustrate how text material applies to real investment decisions. Financial calculators are introduced and utilized throughout the text with explanations employing both interest tables and the calculator. It is also ideal for non-majors courses."

A Standard Dictionary of the English Language

The classic work that revolutionized the way business is conducted across cultures around the world.

Happy Executive

Since the first suffering supplicant offered a prayer to his god or the first mother cradled an ailing child in her caring arms, we have witnessed how human health and healing goes beyond any inventory of parts and infusion of chemicals. We humans are a complex melding of thought, emotion, spirit, and energy and each of those components is as critical to our

well-being as our physiological status. Even if we are just beginning to quantify and document these seemingly intangible aspects, to ignore them in the practice of medicine is neglect and an invitation to do harm. Now in its second edition, *The Scientific Basis of Integrative Medicine* continues to provide doctors and other health practitioners with information on complementary and alternative approaches to health, that is authoritative, scientifically based, and epidemiologically substantiated. Written for doctors and healthcare professionals by pioneering practitioners and updated with the newest research across an increasing range of possibilities, the new edition of this bestselling work – Establishes the scientific basis for the mind-body connection and then documents the puissant interactions of the endocrine, immune, nervous, and stress systems that so profoundly influence our lives Examines that healing dimension of spirituality, which informs but transcends the five senses Investigates how hope, faith, and love aid healing Discusses how the emotional presence of a practitioner affects patient outcome Considers the incorporation of a unified theory that can account for the existence of health enhancing energy fields within — as well as outside — the human body Integral physiology serves as a bridge between Western medical knowledge and the equally valuable, but less well-recognized, Eastern systems of medicine. The authors refer to it as integrative because it combines important Western biological knowledge with forms of healing that incorporate the mental and emotional, and spiritual aspects that are essential to health, because those aspects are what make us essentially human.

Phantoms in the Brain

This book offers a comprehensive look at an industry that plays a growing role in motor vehicle production in the United States.

The Global Automotive Industry

Praise for the first edition: ‘An excellent text for exploring marketing communications in the 21st century.’ - Ann Torres, Lecturer in Marketing, National University of Ireland, Galway ‘First rate and comprehensive. This book has got it just right: a rich blend of academic underpinning and practical examples in a very readable style.’ - Martin Evans, Senior Teaching in Marketing, Cardiff Business School, University of Cardiff This book introduces the core components and concepts of marketing communications for those studying at both undergraduate and postgraduate levels. It covers essential topics such as advertising, direct marketing, corporate communications, public relations, product placement, sales promotion, social media, sponsorship and many more. The author provides a set of managerial frameworks that include analysis, planning and implementation to help prepare those who go on to strategically create and effectively manage marketing communications campaigns. Every chapter includes Snapshots that help you to apply theory to engaging real-world examples. These include: BMW, Harrods, Levi’s, Lynx, Tesco, Tencent, United Colors of Benetton and Wonga. Additionally,

Stop Points encourage you to pause and critically reflect upon the topic for deeper learning and higher grades. The Assignment boxes invite you to test your knowledge in the form of a task based on what you have just read to also help push yourself further. The Companion Website includes longer case studies, video feeds and other useful web links, a larger glossary of key terms, and links to SAGE journal articles. Password-protected resources are also available to lecturers, including: PowerPoint slides, a tutor manual, activities for the classroom and indicative responses to the assignments and discussion questions provided in each chapter.

Lajja

A book on the design and practice of industrial policy that explores the challenges faced by African firms in international markets, with primary research data and policy experience from three Ethiopian case studies.

Road & Track

Along the Bolivian Highway traces the emergence of a new middle class in Bolivia, a society commonly portrayed as the site of struggle between a superwealthy white minority and a destitute indigenous majority. Miriam Shakow shows how Bolivian middle classes have deeply shaped politics and social life. While national political leaders like Evo Morales have proclaimed a new era of indigenous power and state-led capitalism in place of racial exclusion and neoliberal free trade, Bolivians of indigenous descent who aspire to upward mobility have debated whether to try to rise within their country's longstanding hierarchies of race and class or to break down those hierarchies. The ascent of indigenous politics, and a boom in coca and cocaine production beginning in the 1970s, have created dilemmas for "middling" Bolivians who do not fit the prevailing social binaries of white elite and indigenous poor. In their family relationships, political activism, and community life, the new middle class confronted competing moral imperatives. Focusing on social and political struggles that hinged on class and racial status in a provincial boomtown in central Bolivia, Shakow recounts the experiences of first-generation teachers, agronomists, lawyers, and prosperous merchants. They puzzled over whom to marry, how to claim public interest in the face of accusations of selfishness, and whether to seek political patronage jobs amid high unemployment. By linking the intimate politics within families to regional and national power struggles, Along the Bolivian Highway sheds light on what it means to be middle class in the global south.

The Innovative Bureaucracy

The Japanese motor industry worldwide.

Corporate Communications

Does economics hold the key to everything or does the recent financial crisis show that it has failed? This book provides an assessment of modern economics that cuts through the confusion and controversy on this question. Case studies of the creation of new markets, the Russian transition to capitalism, globalization, and money and finance establish that economics has been very successful where problems have been well defined and where the world can be changed to fit the theory, but that it has been less successful in tackling bigger problems. The book then offers a historical perspective on how economists have, since the Second World War, tried to make their subject scientific. It explores the evolving relationship between science and ideology and investigates the place of heterodoxy and dissent within the discipline.

Who Really Made Your Car?

Along the Bolivian Highway

Drawing on a wide range of social and psychological theories, Castells presents original research on political processes and social movements. He applies this analysis to numerous recent events - the misinformation of the American public on the Iraq War, the global environmental movement to prevent climate change, the control of information in China and Russia, Barak Obama's internet-based presidential campaigns, and (in this new edition) responses to recent political and economic crises such as the Arab Spring and the Occupy movement. On the basis of these case studies he proposes a new theory of power in the information age based on the management of communication networks.

The Next Production Revolution

This publication examines the opportunities and challenges, for business and government, associated with technologies bringing about the "next production revolution". These include a variety of digital technologies (e.g. the Internet of Things and advanced robotics), industrial biotechnology, 3D printing, new materials and nanotechnology. Some of these technologies are already used in production, while others will be available in the near future. All are developing rapidly. As these technologies transform the production and the distribution of goods and services, they will have far-reaching consequences for productivity, skills, income distribution, well-being and the environment. The more that governments and firms understand how production could develop in the near future, the better placed they will be to address the risks and reap the benefits.

Motor Business Japan

Thorough yet concise, ESSENTIALS OF STRATEGIC MANAGEMENT, Third Edition, is a brief version of the authors' market-leading text STRATEGIC MANAGEMENT: AN INTEGRATED APPROACH. Following the same framework as the larger book, ESSENTIALS helps students identify and focus on core concepts in the field in a more succinct, streamlined format. Based on real-world practices and current thinking, the text's presentation of strategic management features an increased emphasis on the business model concept as a way of framing the issues of competitive advantage. Cutting-edge research, new strategic management theory, and a hands-on approach allow students to explore major topics in management, including corporate performance, governance, strategic leadership, technology, and business ethics. In addition, a high-quality case program examines small, medium, and large companies--both domestic and international--so that students gain experience putting chapter concepts into real-world practice in a variety of scenarios. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

“A” Standard Dictionary of the English Language Upon Original Plans

The Absorbent Mind

A leading educator discusses the importance of the first six years to a child's normal physical and emotional development

Made in Africa

The field of corporate communications describes the practices organizations use to communicate as coherent corporate 'bodies'. Drawing on the metaphor of the body and on a variety of theories and disciplines the text challenges the idealized notion that organizations can and should communicate as unified wholes. The authors pose important questions such as: - Where does the central idea of corporate communications come from? - What are the underlying assumptions of most corporate communications practices? - What are the organizational and ethical challenges of attempting truly 'corporate' communication? Clearly written with international vignettes and executive briefings, this book shows that in a complex world the management of communication needs to embrace multiple opinions and voices. Rewarding readers with a deeper understanding of corporate communications, the text will be a 'must read' for advanced undergraduates, graduate students, and scholars, in the arenas of corporate communications, organizational communication, employee relations, marketing, public relations and corporate identity management. Practitioners in these areas will be provoked to re-examine their assumptions and habits.

The Guinness Book of Records 1987

Highly original and based on unique empirical research in the fields of organization theory and organization behaviour, this work makes an invaluable contribution to the literature on bureaucracy and innovation. Focusing on a study of two major companies working with innovation and new product development Styhre's critical analysis pushes the boundaries of bureaucracy studies beyond its current entrenched position. Departing from the traditional view that bureaucratic organizations are inefficient, incapable of responding to external changes, unable to orchestrate innovative work and provide meaningful jobs for its co-workers, this empirical study underlines the merits of a functional organization, the presence of specialist and expertise groups and hierarchical structures. Analyzing the literature of bureaucracy, the new forms of post-bureaucratic organizations and drawing on the philosophy of Henri Bergson, the author offers a model of bureaucracy, capable of both apprehending its functional organization and its continuous and ongoing modifications and changes to adapt to external conditions. Innovative and compelling, this book is an excellent text for advanced students of organization and management theory and managerial strategists and decision-makers across the globe.

Three Cups of Tea

This report analyses all aspects of cultural diversity, which has emerged as a key concern of the international community in recent decades, and maps out new approaches to monitoring and shaping the changes that are taking place. It highlights, in particular, the interrelated challenges of cultural diversity and intercultural dialogue and the way in which strong homogenizing forces are matched by persistent diversifying trends. The report proposes a series of ten policy-oriented recommendations, to the attention of States, intergovernmental and non-governmental organizations, international and regional bodies, national institutions and the private sector on how to invest in cultural diversity. Emphasizing the importance of cultural diversity in different areas (languages, education, communication and new media development, and creativity and the marketplace) based on data and examples collected from around the world, the report is also intended for the general public. It proposes a coherent vision of cultural diversity and clarifies how, far from being a threat, it can become beneficial to the action of the international community.

Marketing Communications Management

First published in 1994. Routledge is an imprint of Taylor & Francis, an informa company.

Cengage Advantage Books: Understanding Arguments: An Introduction to Informal Logic

Essentials of Strategic Management

A savage indictment of religious extremism and man's inhumanity to man, Lajja was banned in Bangladesh, but became a bestseller in the rest of the world. The Duttas—Sudhamoy and Kironmoyee, and their children, Suranjan and Maya— have lived in Bangladesh all their lives. Despite being members of a small, vulnerable Hindu community, they refuse to leave their country, unlike most of their friends and relatives. Sudhamoy believes with a naive mix of optimism and idealism that his motherland will not let him down. And then, on 6 December 1992, the Babri Masjid is demolished. The world condemns the incident, but its immediate fallout is felt most acutely in Bangladesh, where Muslim mobs begin to seek out and attack Hindus. The nightmare inevitably arrives at the Duttas' doorstep, and their world begins to fall apart.

Communication Power

John, aged sixty, suffered a stroke and recovered fully, except in one respect: although he can see perfectly, he can no longer recognise faces, even his own reflection in a mirror. Whenever Francesca touches a particular texture, she experiences a vivid emotion: denim = extreme sadness; wax = embarrassment; orange peel = shock. Jimmie, whose left arm was recently amputated, can still feel it - and it's itchy. Our brains are the most enchanting and complex things in the known universe - but what happens when they go wrong? Dr V. S. Ramachandran, 'the Sherlock Holmes of brain science' and one of the world's leading neuroscientists, has spent a lifetime working with patients who suffer from rare and baffling brain conditions. In *The Tell-Tale Brain*, he tells their stories, and explores what they reveal about the greatest mystery of them all: how our minds work, and what makes each of us so uniquely human.

Investing in Cultural Diversity and Intercultural Dialogue

Twilight fans everywhere will adore this dual edition featuring an exclusive anniversary release of the first book and a gender-swapped reimagining of the classic immortal love story. In *Life and Death*, readers will be thrilled to experience this iconic tale told through the eyes of a human teenage boy in love with a female vampire. Packaged as an oversize, jacketed hardcover "flip book," this edition features nearly 400 pages of exclusive content as well as exquisitely re-imagined cover art. Fans of Bella and Edward will not want to miss the opportunity to see these iconic characters portrayed in intriguing new roles. The series has been praised as *New York Times* and *USA Today* bestsellers, a *Time* magazine Best Young Adult Book of All Time, an NPR Best Ever Teen Novel, and a *New York Times* Editor's Choice. Enrapturing millions of readers since its first publication, *Twilight* has become a modern classic, leaving readers yearning for more. It's here! #1 bestselling author Stephenie Meyer makes a triumphant return to the world of *Twilight* with the highly anticipated companion, *Midnight Sun*: the iconic love story of Bella and Edward told from the vampire's point of view. "People do not want to just read

Meyer's books; they want to climb inside them and live there." -- Time "A literary phenomenon." -- The New York Times

Stress in Industry

This book is appropriate for any standalone Computers and Society or Computer Ethics course offered by a computer science, business, or philosophy department, as well as special modules in any advanced CS course. In an era where information technology changes constantly, a thoughtful response to these rapid changes requires a basic understanding of IT history, an awareness of current issues, and a familiarity with ethics. Ethics for the Information Age is unique in its balanced coverage of ethical theories used to analyze problems encountered by computer professionals in today's environment. By presenting provocative issues such as social networking, government surveillance, and intellectual property from all points of view, this market-leading text challenges students to think critically and draw their own conclusions, which ultimately prepares them to become responsible, ethical users of future technologies. Teaching and Learning Experience This program presents a better teaching and learning experience—for you and your students. It will help: Encourage Critical Thinking: A balanced, impartial approach to ethical issues avoids biased arguments, encouraging students to consider and analyze issues for themselves. Keep Your Course Current and Relevant: A thoughtful response to information technology requires an awareness of current information-technology-related issues. Support Learning: Resources are available to expand on the topics presented in the text.

Wasted

The Endurance of Family Businesses is a collection of essays offering an overview of the importance and resilience of family-controlled large businesses. Much of economic and business history research neglects family businesses, considering them an inefficient form of business organization. These essays discuss the strengths of family businesses: the ways family firms have managed, financed and governed their corporations, as well as the way in which they structure their relationship with the external environment, from the government to the company's stakeholders. Family businesses have learned new ways of organizing their resources and using their accumulated know-how for new markets and institutional environments. This volume combines the expertise of well-known scholars who specialize in business history, economic history, management and consulting, to provide an interdisciplinary perspective on family businesses. Contributors provide a global view by taking into account Asian, American and European experiences.

Production Ergonomics

Speak

Neuroscientist V.S. Ramachandran is internationally renowned for uncovering answers to the deep and quirky questions of human nature that few scientists have dared to address. His bold insights about the brain are matched only by the stunning simplicity of his experiments -- using such low-tech tools as cotton swabs, glasses of water and dime-store mirrors. In *Phantoms in the Brain*, Dr. Ramachandran recounts how his work with patients who have bizarre neurological disorders has shed new light on the deep architecture of the brain, and what these findings tell us about who we are, how we construct our body image, why we laugh or become depressed, why we may believe in God, how we make decisions, deceive ourselves and dream, perhaps even why we're so clever at philosophy, music and art. Some of his most notable cases: A woman paralyzed on the left side of her body who believes she is lifting a tray of drinks with both hands offers a unique opportunity to test Freud's theory of denial. A man who insists he is talking with God challenges us to ask: Could we be "wired" for religious experience? A woman who hallucinates cartoon characters illustrates how, in a sense, we are all hallucinating, all the time. Dr. Ramachandran's inspired medical detective work pushes the boundaries of medicine's last great frontier -- the human mind -- yielding new and provocative insights into the "big questions" about consciousness and the self.

The Tell-tale Brain

The first ten lies they tell you in high school. "Speak up for yourself--we want to know what you have to say." From the first moment of her freshman year at Merryweather High, Melinda knows this is a big fat lie, part of the nonsense of high school. She is friendless, outcast, because she busted an end-of-summer party by calling the cops, so now nobody will talk to her, let alone listen to her. As time passes, she becomes increasingly isolated and practically stops talking altogether. Only her art class offers any solace, and it is through her work on an art project that she is finally able to face what really happened at that terrible party: she was raped by an upperclassman, a guy who still attends Merryweather and is still a threat to her. Her healing process has just begun when she has another violent encounter with him. But this time Melinda fights back, refuses to be silent, and thereby achieves a measure of vindication. In Laurie Halse Anderson's powerful novel, an utterly believable heroine with a bitterly ironic voice delivers a blow to the hypocritical world of high school. She speaks for many a disenfranchised teenager while demonstrating the importance of speaking up for oneself. *Speak* was a 1999 National Book Award Finalist for Young People's Literature.

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