

Linguistics A Very Short Introduction

Soft Matter: A Very Short Introduction Microeconomics: A Very Short Introduction Memory: A Very Short Introduction History Information: A Very Short Introduction Writing and Script Music: A Very Short Introduction Comedy: A Very Short Introduction Wakan Tanka Special Report International Encyclopedia of Ergonomics and Human Factors - 3 Volume Set Fashion Annals of the New York Academy of Sciences Transactions of the American Entomological Society and Proceedings of the Entomological Section of the Academy of Natural Sciences The Gardener's Assistant: Practical and Scientific ... Organizations The Future The Flora of British India Arab Command A Complete Latin-English and English-Latin Dictionary Tom McLeish Avinash Dixit Jonathan K. Foster John H. Arnold Luciano Floridi Andrew Robinson Nicholas Cook Matthew Bevis John Bennett United States. Department of Agriculture Informa Healthcare Rebecca Arnold Thomas Lincoln Casey Robert Thompson (Horticulturist.) Mary Jo Hatch Jennifer M. Gidley Hooker Claude Scudamore Jarvis John Tahourdin White

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soft matter science is concerned with soft materials such as polymers colloids liquid crystals and foams and has emerged as a rich interdisciplinary field over the last 30 years drawing on physics chemistry mathematics and engineering soft matter links fundamental scientific ideas to everyday phenomena one such example is polymers encountered in plastic materials and melted cheese which illustrate how sliminess emerges from the flow and form of giant molecules this very short introduction delves into the field of soft matter looking beneath the appearances of matter into its inner structure tom mcleish shows how brownian motion the random local motion of molecules that gives rise to heat is an underlying principle of soft matter from hair conditioner to honey he discusses how the shared physical properties and characteristics of these materials influence the way they behave and their

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microeconomics individuals choices of where to live and work how much to save what to buy and firms decisions about location hiring firing and investment involves issues that concern us on a daily basis but when people think about economics they tend to place importance on the bigger picture macroeconomics including issues such as unemployment inflation and the competitiveness of nations in this very short introduction avinash dixit argues that the microeconomy has a large impact on the economic world arguably as much as the issues of macroeconomics dixit steers a clear path through the huge number of issues related to microeconomics explaining what happens when things go well as well as showing how they fail why that happens and what can be done about it using real life examples from around the world using the minimum of mathematics and including simple graphs he provides insights into economics from psychology and sociology to explain economic behaviour and rational choice an ideal introduction for anyone interested in business and economics about the series the very short introductions series from oxford university press contains hundreds of titles in almost every subject area these pocket sized books are the perfect way to get ahead in a new subject quickly our expert authors combine facts analysis perspective new ideas and enthusiasm to make interesting and challenging topics highly readable

why can we sometimes remember events from our childhood as if they happened yesterday but not what we did last week how are memories stored in the brain and how does our memory change as we age what happens when our memory goes wrong and how easy is it for others to manipulate our memories this fascinating very short introduction brings together the latest research in psychology and neuroscience to address these and many other important questions about the science of memory revealing how our memory works why we couldn't live without it and even how we may learn to remember more book jacket

there are many stories we can tell about the past and we are not perhaps as free as we might imagine in our choice of which stories to tell or where those stories end john arnold's very short introduction is a stimulating essay about how we study and understand history the book begins by inviting us to think about various questions provoked by our investigation of history and explores the ways these questions have been answered in the past concepts such as causation interpretation and periodization are introduced by means of concrete examples of how historians work giving the reader a sense of the excitement of discovering not only the past but also ourselves about the series the very short introductions series from oxford university press contains hundreds of titles in almost every subject area these pocket sized books are the perfect way to get ahead in a new subject quickly our expert authors combine facts analysis perspective new ideas and enthusiasm to make interesting and challenging topics highly readable

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without writing there would be no records no history no books and no emails writing is an integral and essential part of our lives but when did it start why do we all write differently and how did writing develop into what we use today all of these questions are answered in this very short introduction starting with the origins of writing five thousand years ago with cuneiform and egyptian hieroglyphs andrew robinson explains how these early forms of writing developed into hundreds of scripts including the roman alphabet and the chinese characters he reveals how the modern writing symbols and abbreviations we take for granted today including airport signage and text messaging resemble ancient ones much more closely than we might think about the series the very short introductions series from oxford university press contains hundreds of titles in almost every subject area these pocket sized books are the perfect way to get ahead in a new subject quickly our expert authors combine facts analysis perspective new ideas and enthusiasm to make interesting and challenging topics highly readable

this stimulating very short introduction to music invites us to really think about music and the values and qualities we ascribe to it the world teems with different kinds of music traditional folk classical jazz rock pop and each type of music tends to come with its own way of thinking drawing on a wealth of accessible examples ranging from beethoven to chinese zither music nicholas cook attempts to provide a framework for thinking about all music by examining the personal social and cultural values that music embodies the book reveals the shortcomings of traditional conceptions of music and sketches a more inclusive approach emphasizing the role of performers and listeners about the series the very short introductions series from oxford university press contains hundreds of titles in almost every subject area these pocket sized books are the perfect way to get ahead in a new subject quickly our expert authors combine facts analysis perspective new ideas and enthusiasm to make interesting and challenging topics highly readable

with a broad scope across the millennia from high literature to popular culture between page and stage and screen this very short introduction considers comedy not only as a literary genre but also as a broader impulse at work in many other historical and contemporary forms of satire parody and play

where did we come from why are we here is there a god in our modern world many people yearn for answers to these most fundamental of life s questions having become disillusioned with trite explanations and troubled by narratives that deny their intuitive spirituality beginning with some of our most ancient ancestors wakan tanka traces the evolution of humanity through the ages citing paleontological and archaeological discoveries along with recent genetic evidence it recounts how mankind evolved from the earliest mammals into anatomically and behaviourally modern humans wakan tanka describes how human culture and spirituality evolved in concert with anatomy showing how humankind has since very ancient times had an instinctual moral sense it discusses how our spirituality has given us an appreciation for both the aesthetic and divine aspects of life as reflected in our cultures and artistic endeavours by comparing philosophical and religious views of creation with modern scientific theory wakan tanka reaches the conclusion that rather than conflicting these views are remarkably similar and equally valid ways of describing the same reality indeed our scientific knowledge and

spiritual beliefs can be harmonized providing us with a deeper understanding of ourselves of creation and of life's purpose

the first encyclopedia in the field the international encyclopedia of ergonomics and human factors provides a comprehensive and authoritative compendium of current knowledge on ergonomics and human factors it gives specific information on concepts and tools unique to ergonomics about 500 entries published in three volumes and on cd rom are pre

fashion is a dynamic global industry that plays an important role in the economic political cultural and social lives of an international audience it spans high art and popular culture and plays a significant role in material and visual culture this book introduces fashion's myriad influences and manifestations fashion is explored as a creative force a business and a means of communication from karl lagerfeld's creative reinventions of chanel's iconic style to the multicultural reference points of indian designer manish arora from the spectacular fashion shows held in nineteenth century department stores to the mix and match styles of japanese youth the book examines the ways that fashion both reflects and shapes contemporary culture using historical and contemporary examples it gives a clear understanding of how fashion has developed since the renaissance while raising questions about its status ethical credibility and influence on consumers the book provides insight into the structure of the fashion industry and how fashions are designed promoted and consumed in relation to relevant historical social and cultural contexts it is structured thematically to look at the role and development of designers the growth of shopping and the different businesses involved in making and selling fashionable clothes fashion's relationship to the wider culture is also explored by considering its representation in art and collaborations between designers and artists the moral controversies surrounding fashion and attempts to produce ethical clothing and the effects of globalisation on the fashion trade about the series the very short introductions series from oxford university press contains hundreds of titles in almost every subject area these pocket sized books are the perfect way to get ahead in a new subject quickly our expert authors combine facts analysis perspective new ideas and enthusiasm to make interesting and challenging topics highly readable

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most of us recognize that organizations are everywhere you meet them on every street corner in the form of families and shops study in them work for them buy from them pay taxes to them but have you given much thought to where they came from what they are today and what they might become in the future how and why do they have so much influence over us and what influences them how do they contribute to and detract from the meaningfulness of lives and how might we improve them so they better serve our needs and desires this very short introductions addresses all of these questions and considers many more mary jo hatch introduces the concept of organizations by presenting definitions and ideas drawn from a variety of subject areas including the physical sciences economics sociology psychology anthropology literature and the visual and performing arts drawing on examples from prehistory and everyday life from the animal kingdom as well as from business government and other formal organizations hatch provides

a lively and thought provoking introduction to the process of organization about the series the very short introductions series from oxford university press contains hundreds of titles in almost every subject area these pocket sized books are the perfect way to get ahead in a new subject quickly our expert authors combine facts analysis perspective new ideas and enthusiasm to make interesting and challenging topics highly readable

from the beginning of time humans have been driven by both a fear of the unknown and a curiosity to know we have always yearned to know what lies ahead whether threat or safety scarcity or abundance throughout human history our forebears tried to create certainty in the unknown by seeking to influence outcomes with sacrifices to gods preparing for the unexpected with advice from oracles and by reading the stars through astrology as scientific methods improve and computer technology develops we become ever more confident of our capacity to predict and quantify the future by accumulating and interpreting patterns from the past yet the truth is there is still no certainty to be had in this very short introduction jennifer gidley considers some of our most burning questions what is the future is the future a time yet to come or is it a utopian place does the future have a history is there only one future or are there many possible futures she asks if the future can ever be truly predicted or if we create our own futures both hoped for and feared by our thoughts feelings and actions and concludes by analysing how we can learn to study the future about the series the very short introductions series from oxford university press contains hundreds of titles in almost every subject area these pocket sized books are the perfect way to get ahead in a new subject quickly our expert authors combine facts analysis perspective new ideas and enthusiasm to make interesting and challenging topics highly readable

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Introduction

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