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This concise, student-friendly, current introduction to general anthropology carefully balances coverage of core topics and contemporary changes in the field. *Window on Humanity* is a perfect match for general anthropology courses that use readings or ethnographies along with a main text. How modern philosophers use and perpetuate myths about prehistory? The state of nature, the origin of property, the origin of government, the primordial nature of inequality and war why do political philosophers talk so much about the Stone Age? And are they talking about a Stone Age that really happened, or is it just a convenient thought experiment to illustrate their points? Karl Widerquist and Grant S. McCall take a philosophical look at the origin of civilisation, examining political theories to show how claims about prehistory are used. Drawing on the best available evidence from archaeology and anthropology, they show that much of what we think we know about human origins comes from philosophers' imagination, not scientific investigation. **Key Features** Shows how modern political theories employ ambiguous factual claims about prehistory Brings archaeological and anthropological evidence to bear on those claims Tells the story of human origins in a way that reveals many commonly held misconceptions A leading name in anthropology, Conrad Philip Kottak continues to define student learning in the cultural anthropology course. *Cultural Anthropology* offers an up-to-date holistic introduction to general anthropology from the four-field perspective. Key themes of appreciating the experiences students bring to the classroom, appreciating human diversity, and appreciating the field of anthropology are showcased throughout the text. Focusing on an increasingly interconnected world, the new *Focus on Globalization* essays examine topics as diverse as tourism in the ancient and modern worlds, global disease pandemics, world events (including the Olympics and the World Cup), and the expansion of international finance and branding. *Assault on Paradise* is a highly readable, instructive, and entertaining ethnography for use as a supplement in introductory anthropology courses. The text chronicles the rapid social and economic change in Arembepe, a Brazilian coastal fishing village, where the author has conducted anthropological fieldwork from 1962 to the present. This revision brings the research up to date, covering events that have occurred in this community through the present and focusing primarily on the impact of globalization, technology, and mass media. The ethnography can be used on its own, or in conjunction with any introductory anthropology text, but works particularly well with *Mirror for Humanity: A Concise Introduction to Cultural Anthropology*, Fourth Edition (2005), also by Conrad Kottak. Advertising has traditionally communicated messages to consumers with strong local and national identities. However, increasingly, products, producers, advertising agencies and media are becoming internationalized. In the development of strategies that appeal to a large multinational consumer base, advertising language takes on new 'multilingual' features. The author explores the role of advertising language in this new globalized environment, from a communicative theory point of view, as well as from a close linguistic analysis of some major advertising campaigns within a multicultural and multilingual marketplace. "For over 40 years, students have found Conrad Kottak's *Introductions to Anthropology* and *Cultural Anthropology* thoughtful guides to the ever-changing discipline. His books are classics in

the field offering undergraduates a comprehensive and robust set of materials that support and expand on the instruction they receive in the classroom or online. Students engage with rich content with an effective, efficient, and easy-to-use platform in Connect"-- Brings together seminal articles by the Spindlers-widely regarded as the founders of educational anthropology-and binds them together with a master commentary by George Spindler. Presents a unified view of the Spindlers' work & development of the field. The first part of this book considers what kind of study social anthropology is, the types of questions social anthropologists ask and how they go about obtaining the answers. The second part discusses the more important fields in which social anthropologists have advanced our knowledge of other cultures: kinship and marriage, social order, economic relations and magical and religious institutions. The important theme of social change is also discussed. First published in 1964. A recent National Academy of Sciences inductee, Conrad Phillip Kottak offers an up-to-date holistic introduction to general anthropology from the four-field perspective. Kottak emphasizes why anthropology should matter to students and how students can use anthropology to better understand themselves. "Bringing It All Together" essays found on the online learning center demonstrate the integrated and comparative nature of anthropology. New "Through the Eyes of Others" essays offer the perspectives of foreign students and recent graduates who present their own cultures of origin in contrast with contemporary American culture. Thought-provoking questions now begin each chapter to highlight key themes and spark discussions and critical thinking. Focused on the appreciation of anthropology, the new edition of *Anthropology: The Exploration of Human Diversity* offers an up-to-date holistic introduction to general anthropology from the four-field perspective. Key themes of appreciating the experiences students bring to the classroom, appreciating human diversity, and appreciating the field of anthropology are showcased throughout the text. In this edition, *Understanding Ourselves* chapter openers and *Through the Eyes of Others* boxes show how anthropology helps us understand ourselves. New *Appreciating Diversity* boxes focus on the various forms of human biological and cultural diversity. *Appreciating Anthropology* boxes are also new to the text and focus on the value and usefulness of anthropological research and approaches. Demonstrate the nature of culture and its influence on people's lives. For over 40 years, the best-selling *Conformity and Conflict* has brought together original readings and cutting edge research alongside classic works as a powerful way to study human behavior and events. Its readings cover a broad range of theoretical perspectives and demonstrate basic anthropological concepts. The Fourteenth Edition incorporates successful articles from past editions and fresh ideas from the field to show fascinating perspectives on the human experience. *Teaching and Learning Experience Personalize Learning - MyAnthroLab* delivers proven results in helping students succeed, provides engaging experiences that personalize learning, and comes from a trusted partner with educational expertise and a deep commitment to helping students and instructors achieve their goals. *Improve Critical Thinking - Articles*, article introductions and review questions encourage students to examine their assumptions, discern hidden values, evaluate evidence, assess their conclusions, and more! *Engage Students - Section parts*, key terms, maps, a glossary and subject index all spark student interest and illustrate the reader's main points with examples and visuals from daily life. *Support Instructors - Teaching your course just got easier!* You can create a Customized Text or use our Instructor's Manual, Electronic "MyTest" Test Bank or PowerPoint Presentation Slides. Additionally, *Conformity and Conflict's* part introductions parallel the basic concepts taught in introductory courses - which allow the book to be used alone as a reader or in conjunction with a main text. Note: MyAnthroLab does not come automatically packaged with this text. To purchase MyAnthroLab, please visit www.MyAnthroLab.com or you can purchase a valuepack of the text + MyAnthroLab (at no additional cost): VP ISBN-10: 0205176011/ISBN-13: 9780205176014 Offers a holistic introduction to anthropology that approaches the course from a four-field perspective. To emphasize anthropology's integrated and comparative nature, *Bringing It All Together* essays show how anthropology's sub-fields and dimensions combine to interpret and explain a common topic. A leading name in anthropology, Conrad Philip Kottak continues to define student learning in the cultural anthropology course. *Cultural Anthropology* offers an up-to-date holistic introduction to anthropology from the four-field perspective. Key themes of appreciating the experiences students bring to the classroom, appreciating human diversity, and appreciating the field of anthropology are showcased throughout the text. The program presents anthropology's core concepts and also demonstrates anthropology's relevance to the 21st-century world we inhabit. Revisions to the 18th edition of *Cultural Anthropology* were extensively informed by student data, collected anonymously by McGraw-Hill's adaptive learning system. Connect is the only integrated learning system that empowers students by continuously adapting to deliver precisely what they need, when they need it, and how they need it, so that your class time is more engaging and effective. "This concise, student-friendly, current introduction to cultural anthropology carefully balances coverage of core topics and contemporary changes in the field. *Mirror for Humanity* is a perfect match for cultural anthropology courses that use readings or ethnographies along with a main text." --Amazon. A recent National Academy of Sciences inductee, Conrad Phillip Kottak offers an up-to-date holistic introduction to cultural anthropology. Kottak emphasizes why anthropology should matter to students and how students can use anthropology to better understand themselves. *Bringing It All Together* essays found on the online learning center demonstrate the integrated and comparative nature of anthropology. New *Through the Eyes of Others* essays offer the perspectives of foreign students and recent graduates who present their own cultures of origin in contrast with contemporary American culture. Thought-provoking questions now begin each chapter to highlight key themes and spark discussions and critical thinking. When originally published in Norway, *Ethnic Groups and Boundaries* marked the transition to a new era of ethnic studies. Today this much-cited classic is regarded as the seminal volume from which stems much current anthropological thinking about ethnicity. *Ethnic Groups and Boundaries* opens with Barths invaluable thirty-page essay that introduces students to important theoretical issues in the analysis of ethnic groups. Following is a collection of seven essays the results of a symposium involving a small group of Scandinavian social anthropologists intended to illustrate the application of Barths analytical viewpoints to different sides of the problems of polyethnic organization in various ethnographic areas, including Norway, Sudan, Ethiopia, Mexico, Afghanistan, and Laos. The volume *Environmental Change and African Societies* contributes to current debates on global climate change from the perspectives of the social sciences and the humanities. It charts past and present environmental change in different African settings and also discusses policies and scenarios for the future. The first section, "Ideas", enquires into local perceptions of the environment, followed by contributions on historical cases of environmental change and state regulation. The section "Present" addresses decision-making and agenda-setting processes related to current representations and/or predicted effects of climate change. The section "Prospects" is concerned with contemporary African megatrends. The authors move across different scales of investigation, from locally-grounded ethnographic analyses to discussions on continental trends and international policy. Contributors are: Daniel Callo-Concha, Joy Clancy, Manfred Denich, Sara de Wit, Ton Dietz, Irit Eguavoen, Ben Fanstone, Ingo Haltermann, Laura Jeffrey, Emmanuel Kreike, Vimbai Kwashirai, James C. McCann, Bertrand F. Nero, Jonas Ø. Nielsen, Erick G. Tambo, Julia Tischler. The new edition of Kottak's best selling text for cultural anthropology emphasizes anthropology's integrated and comparative nature with *Bringing It All Together* essays that show how anthropology's sub-fields and dimensions combine to interpret and explain a common topic. Another distinctive feature, *Understanding Ourselves*, illustrates the relevance of anthropological facts and theories to students' everyday lives. In addition, every new copy of the eleventh edition is packaged free with a new student CD-ROM as well as PowerWeb A recent National Academy of Sciences inductee, Conrad Phillip Kottak offers an up-to-date holistic introduction to cultural anthropology. Kottak emphasizes why anthropology should matter to students and how students can use anthropology to better understand themselves. "Bringing It All Together" essays found on the online learning center demonstrate the integrated and comparative nature of anthropology. New "Through the Eyes of Others" essays offer the perspectives of foreign students and recent graduates who present their own cultures of origin in contrast with contemporary American culture. Thought-provoking questions now begin each chapter to highlight key themes and spark discussions and critical thinking. Written by one of the prominent scholars in the field, this concise, up-to-date text provides a carefully balanced introduction to core topics in the four subfields of general anthropology--physical anthropology, archeology, linguistics, and cultural anthropology--as well as contemporary changes in the field. Since no single or monolithic theoretical perspective orients this book, instructors with a wide range of views and approaches can use it effectively. The combination of brevity and readability make *Window on Humanity* a perfect match for general anthropology courses that use readings or ethnographies along with a main text. *Advanced Accounting* delivers an in-depth, comprehensive introduction to advanced accounting theory and application, using actual business examples and relevant news stories to demonstrate how core principles translate into real-

world business scenarios. Clearly defined and logically organized Learning Objectives aid in student comprehension, while highlighted Related Concepts illustrate how individual concepts fit into the larger picture. Short answer questions throughout the chapter allow students to test their knowledge before reaching the more in-depth end-of-chapter questions, promoting a deeper understanding of both technical and conceptual aspects of the field. Written by active accounting researchers, this text brings clarity and flexibility to the central ideas underlying business combinations, consolidated financial statements, foreign currency transactions, partnerships, non-profit accounting and more. This new Seventh Edition has been updated to reflect the latest changes to FASB and GASB standards, allowing students to build a skill set based on up-to-date practices. With a student-oriented pedagogy designed to enhance comprehension, promote engagement, and build real-world understanding, this user-friendly book provides an essential foundation in current advanced accounting methods and standards. Focused on the appreciation of anthropology, the new edition of *Anthropology: Appreciating Human Diversity* offers an up-to-date holistic introduction to general anthropology from the four-field perspective. Key themes of appreciating the experiences students bring to the classroom, appreciating human diversity, and appreciating the field of anthropology are showcased throughout the text. In this edition, Understanding Ourselves chapter openers and Through the Eyes of Others boxes show how anthropology helps us understand ourselves. New Appreciating Diversity boxes focus on the various forms of. 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Connect is the only integrated learning system that empowers students by continuously adapting to deliver precisely what they need, when they need it, and how they need it, so that your class time is more engaging and effective. Written by a prominent scholar in the field, Conrad Phillip Kottak, this concise, student-friendly, current introduction to general anthropology carefully balances coverage of core topics and contemporary changes in the field. While maintaining its connection with students through relevant examples, the combination of brevity, readability, and trusted content makes *Window on Humanity* a perfect match for anthropology courses that use readings or ethnographies along with a main text. "Mirror for Humanity is intended to provide a concise, readable introduction to cultural anthropology. Its shorter length increases the instructor's options for assigning additional reading-case studies, readers, and other supplements-in a semester course. Mirror also can work well in a quarter system, for which traditional texts may be too long"-- A leading name in anthropology, Conrad Phillip Kottak continues to define student learning in the general anthropology course. *Anthropology: Appreciating Human Diversity* offers an up-to-date holistic introduction to general anthropology from the four-field perspective. Key themes of appreciating the experiences students bring to the classroom, appreciating human diversity, and appreciating the field of anthropology are showcased throughout the text. Focusing on an increasingly interconnected world, the new Focus on Globalization essays examine topics as diverse as tourism in the ancient and modern worlds, global disease pandemics, world events (including the Olympics and the World Cup), and the expansion of international finance and branding. Written by a prominent scholar in the field and recent inductee to The National Academy of Sciences, this concise, up-to-date introduction to cultural anthropology carefully balances coverage of core topics with contemporary changes in the field. Since no single or monolithic theoretical perspective orients this book, instructors with a wide range of views and approaches can use it effectively. The combination of brevity and readability make *Mirror for Humanity* a perfect match for cultural anthropology courses that use readings or ethnographies along with a main text. Who is not captivated by tales of Islanders earnestly scanning their watery horizons for great fleets of cargo ships bringing rice, radios and refrigerators - ships that will never arrive? Of all the stories spun about the island peoples of Melanesia, tales of cargo cult are among the most fascinating. The term cargo cult, Lamont Lindstrom contends, is one of anthropology's most successful conceptual offspring. Like culture, worldview and ethnicity, its usage has steadily proliferated, migrating into popular culture where today it is used to describe an astonishing roll-call of people. Its history makes for lively and compelling reading. The cargo cult story, Lindstrom shows, is more significant than it at first appears, for it recapitulates in summary form three generations of anthropological theory and Pacific studies. Although anthropologists' enthusiasm for the notion of cargo cult has waned, it now colors outsiders' understanding of Melanesian culture, and even Melanesians' perceptions of themselves. The repercussions for contemporary Islanders are significant: leaders of more than one political movement have felt the need to deny that they are any kind of cargo cultist. Of particular interest to this history is Lindstrom's argument that accounts of cargo cult are at heart tragedies of thwarted desire, melancholy anticipation and crazy unrequited love. He makes a convincing case that these stories expose powerful Western scenarios of desire itself—giving cargo cult its combined titillation of the fascinating exotic and the comfortably familiar. Written by a prominent scholar in the field, Conrad Phillip Kottak, this concise, student-friendly, current introduction to general anthropology carefully balances coverage of core topics and contemporary changes in the field. New to this edition, Connect Anthropology offers a variety of learning tools and activities to make learning more engaging for students and teaching more efficient for instructors. *Window on Humanity* is a perfect match for general anthropology courses that use readings or ethnographies along with a main text. The book uses anthropological methods and insights to study the practice of anthropology. It calls for a paradigm shift, away from the publication treadmill, toward a more profile-raising paradigm that focuses on addressing a broad array of social concerns in meaningful ways. A leading name in anthropology, Conrad Phillip Kottak continues to define student learning in the cultural anthropology course. *Cultural Anthropology* offers an up-to-date holistic introduction to general anthropology from the four-field perspective. Key themes of appreciating the experiences students bring to the classroom, appreciating human diversity, and appreciating the field of anthropology are showcased throughout the text. Focusing on an increasingly interconnected world, the new Focus on Globalization essays examine topics as diverse as tourism in the ancient and modern worlds, global disease pandemics, world events (including the Olympics and the World Cup), and the expansion of international finance and branding.

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