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Jessica Pressman explores the rise of "bookishness" as an identity and an aesthetic strategy that proliferates from store-window décor to experimental writing. Ranging from literature to kitsch objects, stop-motion animation films to book design, she considers the multivalent meanings of books in contemporary culture. In today's dynamic practice environment, collaboration and teamwork skills are increasingly critical to the successful completion of building projects. Indeed, it is the careful nurturing of comradeship among complementary but distinctive egos that drives creativity underlying the hi-tech algorithms that help shape complex projects. *Designing Relationships: The Art of Collaboration in Architecture* focuses on the skill set necessary to facilitate effective teamwork and collaboration among all stakeholders no matter what project delivery mode or technology is deployed. This book provides valuable guidance on how to design and construct buildings in a team context from inception to completion. It is the less tangible elements of collaboration and teamwork that provide the magic that transforms the most challenging projects into great works of architecture, and it is these more nuanced and subtle skills which the book brings to the fore. Showing examples of best and worst practice to illustrate the principles with real-life situations, this book presents the reader with an approach that is flexible and applicable to their everyday working life. With more than four million copies sold, *Wifey* is Judy Blume's hilarious, moving tale of a woman who trades in her conventional wifely duties for her wildest fantasies—and learns a lot about life along the way. Sandy Pressman is a nice suburban wife whose boredom is getting the best of her. She could be making friends at the club, like her husband keeps encouraging her to do. Or working on her golf game. Or getting her hair done. But for some reason, these things don't interest her as much as the naked man on the motorcycle... *Data Structures & Theory of Computation* In this compelling book, the authors present an innovative therapeutic model for understanding and treating adults from emotionally abusive or neglectful families? families the authors call narcissistic. Narcissistic families have a parental system that is, for whatever reason (job stress, alcoholism, drug abuse, mental illness, physical disability, lack of parenting skills, self-centered immaturity), primarily involved in getting its own needs met. The children in such narcissistic family systems try to earn love, attention and approval by satisfying their parents' needs, thus never developing the ability to recognize their own needs or create strategies for getting them met. By outlining the theoretical framework of their model and using dozens of illustrative clinical examples, the authors clearly illuminate specific practice guidelines for treating these individuals. Stephanie Donaldson-Pressman is a therapist, consultant, and trainer. She is known for her work with dysfunctional families, particularly with survivors of incest. Robert M. Pressman is the editor-in-chief and president of the Joint Commission for the Development of the Treatment and Statistical Manual for Behavioral and Mental Disorders. Electronic literature is still in its nascent stages, and so too is the field of literary criticism engaging it. While most critical studies of born-digital literature celebrate it as a postmodern art form with roots in contemporary technologies and social interactions, this book provides an

alternative genealogy. Digital Modernism examines exemplary cases of electronic literature that renovate modernist texts and poetics as a means of critiquing contemporary culture. This study suggests that by referencing modernism, "digital modernism" reframes that earlier literary tradition around questions of media and technology. Grounding her argument in literary history, media studies, and the practice of close-reading, Jessica Pressman pairs modernist works by Ezra Pound, James Joyce, and Bob Brown, with major digital works like William Poundstone's *Project for the Tachistoscope {Bottomless Pit}*, Young-hae Chang Heavy Industries's *Dakota*, and Judd Morrissey's *The Jew's Daughter*. She demonstrates how the modernist movement of the 1920s and 1930s laid the groundwork for the innovations of electronic literature. Accordingly, Digital Modernism makes the case for considering these digital creations as "literature" and argues for the value of reading them carefully, closely, and within literary history. Moreover, this remarkable study details how and why one of the most maligned of literary spaces, the web -- one accused of fostering reading habits that destroy deep attention and devalue hermeneutic analysis -- is actually the place where serious literature stages its rebellion and renaissance. Even more importantly, perhaps, this book argues for the importance of literature, literary study, and close reading in our digital age. A groundbreaking approach to building learning habits for life, based on a major new study revealing what works -- and what doesn't -- Life is different for kids today. Between standardized testing, the Common Core Curriculum, copious homework assignments, and seemingly endless amounts of "screen time," it's hard for kids -- and parents -- to know what's most essential. How can parents help their kids succeed -- not just do well "on the test" -- but develop the learning habits they'll need to thrive throughout their lives? This important and parent-friendly book presents new solutions based on the largest study of family routines ever conducted. *The Learning Habit* offers a blueprint for navigating the maze of homework, media use, and the everyday stress that families with school-age children face; turning those "stress times" into opportunities to develop the eight critical skills kids will need to succeed in college and in the highly competitive job market of tomorrow -- skills including concentration and focus, time management, decision-making, goal-setting, and self-reliance. Along with hands-on advice and compelling real-life case studies, the book includes 21 fun family challenges for parents and kids, bringing together the latest research with simple everyday solutions to help kids thrive, academically and beyond. For the past few hundred years, Western cultures have relied on print. When writing was accomplished by a quill pen, inkpot, and paper, it was easy to imagine that writing was nothing more than a means by which writers could transfer their thoughts to readers. The proliferation of technical media in the latter half of the twentieth century has revealed that the relationship between writer and reader is not so simple. From telegraphs and typewriters to wire recorders and a sweeping array of digital computing devices, the complexities of communications technology have made mediality a central concern of the twenty-first century. Despite the attention given to the development of the media landscape, relatively little is being done in our academic institutions to adjust. In *Comparative Textual Media*, editors N. Katherine Hayles and Jessica Pressman bring together an impressive range of essays from leading scholars to address the issue, among them Matthew Kirschenbaum on archiving in the digital era, Patricia Crain on the connection between a child's formation of self and the possession of a book, and Mark Marino exploring how to read a digital text not for content but for traces of its underlying code. Primarily arguing for seeing print as a medium along with the scroll, electronic literature, and computer games, this volume examines the potential transformations if academic departments embraced a media framework. Ultimately, *Comparative Textual Media* offers new insights that allow us to understand more deeply the implications of the choices we, and our institutions, are making. Contributors: Stephanie Boluk, Vassar College; Jessica Brantley, Yale U; Patricia Crain, NYU; Adriana de Souza e Silva, North Carolina State U; Johanna Drucker, UCLA; Thomas Fulton, Rutgers U; Lisa Gitelman, New York U; William A. Johnson, Duke U; Matthew G. Kirschenbaum, U of Maryland; Patrick LeMieux; Mark C.

Marino, U of Southern California; Rita Raley, U of California, Santa Barbara; John David Zuern, U of Hawai'i at Mānoa. For almost three decades, Roger Pressman's *Software Engineering: A Practitioner's Approach* has been the world's leading textbook in software engineering. The new eighth edition represents a major restructuring and update of previous editions, solidifying the book's position as the most comprehensive guide to this important subject. The eighth edition of *Software Engineering: A Practitioner's Approach* has been designed to consolidate and restructure the content introduced over the past two editions of the book. The chapter structure will return to a more linear presentation of software engineering topics with a direct emphasis on the major activities that are part of a generic software process. Content will focus on widely used software engineering methods and will de-emphasize or completely eliminate discussion of secondary methods, tools and techniques. The intent is to provide a more targeted, prescriptive, and focused approach, while attempting to maintain SEPA's reputation as a comprehensive guide to software engineering. The 39 chapters of the eighth edition are organized into five parts - Process, Modeling, Quality Management, Managing Software Projects, and Advanced Topics. The book has been revised and restructured to improve pedagogical flow and emphasize new and important software engineering processes and practices. Professional practice courses often suffer from a boring reputation, but there's nothing dull about this updated, cornerstone edition of *Professional Practice 101*, which renders accessible the art and science of contemporary architectural practice. With its unique focus on links between design thinking and practice, this third edition brings an inspiring and fresh perspective to the myriad issues involved in successful architectural practice. The process of providing architectural services in today's constantly evolving practice environment must be just as creative, intellectually rigorous, and compelling as wrestling with design problems. In this new edition, packed with invaluable advice from leading experts, Andrew Pressman bridges the knowledge and experience gap between school and practice covering topics such as: Ethics, social responsibilities, and obligations to the environment Design firm types, culture, and leadership Financial, project, and time management Service and project delivery; leveraging emerging technologies Entrepreneurial business models and business development Legal issues, including AIA contract document analysis Collaboration and negotiating with clients and stakeholders Practice-based research Students and early-career professionals will discover the fundamentals they need to launch their careers as well as more sophisticated strategies that will allow them to thrive as their roles evolve and they assume increasing responsibilities. This engaging, comprehensive primer debunks the myth that recent architecture graduates have little or no guidance to prepare them for business. *Professional Practice 101* is a learning tool that will readily deliver the knowledge and background for success in current architectural practice. Thomas Piketty's *Capital in the Twenty-First Century* reached the top of most best-seller lists last year shortly after it was released. Nonetheless, few people actually read the book. Yet reviewers have agreed that the book is important because it touches on one of the major problems facing the US economy, the UK economy and many developed nations: rising income and wealth inequality. It also provides an explanation of the problem and a policy solution: a global wealth tax. This book is intended to do three things. First, it provides a summary of the argument of Piketty's book, which many people have bought and few people have read. Second, it fills in some of the gaps in the book, by providing readers with the background that is needed to understand the volume and the argument. This background information discusses economic data sources, measures of inequality and why income inequality is such an important issue today. Finally, the work provides a defense of Piketty's analysis and at times some criticism of his work. Pressman explains why the problem of rising inequality is important, where Piketty's data comes from, and the strengths and weaknesses of that data. It defends Piketty's inequality, $r > g$, as the reason inequality has risen over the past several decades in many developed nations. Using Piketty's own data, this book argues that rising inequality is not just a characteristic of capitalism, but results from different growth rates for income and wealth, which can occur under any type of economic system. *Understanding Piketty's Capital in the Twenty-First Century* is the ideal introduction to one of the most important books of recent years for anyone interested in Piketty's work and the inevitability of inequality. Michael Miller is a computer science professor and a loving father whose life has taken a few bad turns. His wife of ten years, a beautiful, hard-driving corporate executive, has divorced him, and Michael is left to raise their seven year-

old son—a quirky, yet lovable little boy who has a near-obsession with spiders. As Michael struggles with his life, Salim Haddad glides to the zenith of his career. Haddad is “America's Newsmen” —a media icon, he represents everything that his television viewers admire—honesty, virtue, and professionalism. But Salim Haddad has dark secrets, and it is those secrets that lead to a horrifying incident that puts the professor and the media star on a collision path. Contrary to the apocalyptic pronouncements of paper media's imminent demise in the digital age, there has been a veritable surge of creative reimaginings of books as bearers of the literary. From typographic experiments (Mark Z. Danielewski's *House of Leaves*, Steven Hall's *The Raw Shark Texts*) to accordion books (Anne Carson's *Nox*), from cut ups (Jonathan Safran Foer's *Tree of Codes*) to collages (Graham Rawle's *Woman's World*), from erasures (Mary Ruefle's *A Little White Shadow*) to mixups (Simon Morris's *The Interpretations of Dreams*), print literature has gone through anything but a slow, inevitable death. In fact, it has re-invented itself materially. Starting from this idea of media plurality, *Book Presence in a Digital Age* explores the resilience of print literatures, book art, and zines in the late age of print from a contemporary perspective, while incorporating longer-term views on media archeology and media change. Even as it focuses on the materiality of books and literary writing in the present, *Book Presence* also takes into consideration earlier 20th-century “moments” of media transition, developing the concepts of presence and materiality as analytical tools to perform literary criticism in a digital age. Bringing together leading scholars, artists, and publishers, *Book Presence in a Digital Age* offers a variety of perspectives on the past, present, and future of the book as medium, the complex relationship of materiality to virtuality, and of the analog to the digital. Written by two renowned authorities who specialize in the treatment of breast cancer, a surgeon and an oncologist, this lucid step-by-step guide has established itself as the indispensable book women need to make informed decisions about the care that is right for them. Breast cancer will strike one out of every eight women in the United States. Because there have been many important changes in the diagnosis and treatment of breast cancer in the last few years, this fully revised Third Edition contains information on the latest developments in the field, including: • new diagnostic procedures • changes in the treatment of in situ cancer • improved surgical techniques • gene testing • sequencing radiation and chemotherapy • HER-2Neu (Herceptin) • tamoxifen for prevention • bone marrow and stem cell transplants • and more Allied nations often stop each other from going to war. Some countries even form alliances with the specific intent of restraining another power and thereby preventing war. Furthermore, restraint often becomes an issue in existing alliances as one ally wants to start a war, launch a military intervention, or pursue some other risky military policy while the other ally balks. In *Warring Friends*, Jeremy Pressman draws on and critiques realist, normative, and institutionalist understandings of how alliance decisions are made. Alliance restraint often has a role to play both in the genesis of alliances and in their continuation. As this book demonstrates, an external power can apply the brakes to an incipient conflict, and even unheeded advice can aid in clarifying national goals. The power differentials between allies in these partnerships are influenced by leadership unity, deception, policy substitutes, and national security priorities. Recent controversy over the complicated relationship between the U.S. and Israeli governments—especially in regard to military and security concerns—is a reminder that the alliance has never been easy or straightforward. Pressman highlights multiple episodes during which the United States attempted to restrain Israel's military policies: Israeli nuclear proliferation during the Kennedy Administration; the 1967 Arab-Israeli War; preventing an Israeli preemptive attack in 1973; a small Israeli operation in Lebanon in 1977; the Israeli invasion of Lebanon in 1982; and Israeli action during the Gulf War of 1991. As Pressman shows, U.S. initiatives were successful only in 1973, 1977, and 1991, and tensions have flared up again recently as a result of Israeli arms sales to China. Pressman also illuminates aspects of the Anglo-American special relationship as revealed in several cases: British nonintervention in Iran in 1951; U.S. nonintervention in Indochina in 1954; U.S. commitments to Taiwan that Britain opposed, 1954-1955; and British intervention and then withdrawal during the Suez War of 1956. These historical examples go far to explain the context within which the Blair administration failed to prevent the U.S. government from pursuing war in Iraq at a time of unprecedented American power. In *Deconstructing Anxiety*, Pressman provides a new and comprehensive understanding of fear's subtlest mechanisms. In this model, anxiety is understood as the wellspring at the source of all

problems. Tapping into this source therefore holds the clues not only for escaping fear, but also for releasing the very causes of suffering, paving the way to a profound sense of peace and satisfaction in life. With strategically developed exercises, this book offers a unique, integrative approach to healing and growth, based on an understanding of how the psyche organizes itself around anxiety. It provides insights into the architecture of anxiety, introducing the dynamics of the "core fear" (one's fundamental interpretation of danger in the world) and "chief defense" (the primary strategy for protecting oneself from threat). The anxious personality is then built upon this foundation, creating a "three dimensional, multi-sensory hologram" within which one can feel trapped and helpless. Replete with processes that bring the theoretical background into technicolor, *Deconstructing Anxiety* provides a clear roadmap to resolving this human dilemma, paving the way to an ultimate and transcendent freedom. Therapists and laypeople alike will find this book essential in helping design a life of meaning, purpose and enduring fulfillment. For almost four decades, *Software Engineering: A Practitioner's Approach* (SEPA) has been the world's leading textbook in software engineering. The ninth edition represents a major restructuring and update of previous editions, solidifying the book's position as the most comprehensive guide to this important subject. This book, first published in 1998, revisits the period in the 1940s and 1950s when many Americans were operated on for mental illness. In the *Guide to the Software Engineering Body of Knowledge (SWEBOK(R) Guide)*, the IEEE Computer Society establishes a baseline for the body of knowledge for the field of software engineering, and the work supports the Society's responsibility to promote the advancement of both theory and practice in this field. It should be noted that the Guide does not purport to define the body of knowledge but rather to serve as a compendium and guide to the knowledge that has been developing and evolving over the past four decades. Now in Version 3.0, the Guide's 15 knowledge areas summarize generally accepted topics and list references for detailed information. The editors for Version 3.0 of the SWEBOK(R) Guide are Pierre Bourque (Ecole de technologie superieure (ETS), Universite du Quebec) and Richard E. (Dick) Fairley (Software and Systems Engineering Associates (S2EA)). Designed for the introductory programming course or the software engineering projects course offered in departments of computer science. This book serves as a cookbook for software engineering, presenting the subject as a series of steps that the student can apply to complete a software project. *Yiddish Hip Hop*, a nineteenth-century "Hasidic Slasher," obscure Yiddish writers, and immigrant Jewish newspapers in Buenos Aires, Paris, and New York are just a few of the topics featured in *Choosing Yiddish: New Frontiers of Language and Culture*. Editors Lara Rabinovitch, Shiri Goren, and Hannah S. Pressman have gathered a diverse and richly layered collection of essays that demonstrates the currency of Yiddish scholarship in academia today. Organized into six thematic rubrics, *Choosing Yiddish* demonstrates that Yiddish, always a border-crossing language, continues to push boundaries with vigorous disciplinary exchange. "Writing on the Edge" focuses on the realm of belles lettres; "Yiddish and the City" spans the urban centers of Paris, Buenos Aires, New York City, and Montreal; "Yiddish Goes Pop" explores the mediating role of Yiddish between artistic vision and popular culture; "Yiddish Comes to America" focuses on the history and growth of Yiddish in the United States; "Yiddish Encounters Hebrew" showcases interactions between Yiddish and Hebrew in the late nineteenth and twentieth centuries; and "Hear and Now" explores the aural dimension of Yiddish in contemporary settings. Along the way, contributors consider famed and lesser-known Yiddish writers, films, and Yiddish hip-hop, as well as historical studies on the Yiddish press, Yiddish film melodrama, Hasidic folkways, and Yiddish culture in Israel. Venerable scholars introduce each rubric, creating additional dialogue between newer and more established voices in the field. The international contributors prove that the language—far from dying—is fostering exciting new directions of academic and popular discourse, rooted in the field's historic focus on interdisciplinary research. Students and teachers of Yiddish studies will enjoy this innovative collection. Written by a child of two Holocaust Survivors, *Looking Up: A Memoir of Sisters, Survivors and Skokie*, tells a story of growing up with parents who have survived the unsurvivable, who land in Skokie, an idyllic northern suburb of Chicago, where they're suddenly free to live their lives, but find the past has arrived with them. In a book that's both funny and somber, and a story universal in its scope, Linda Pressman creates an unforgettable portrait of adolescent angst and traumatized parents amid the suburban world of the 60s and 70s, ultimately finding that her parents' stories are her own. For almost three

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decades, Roger Pressman's *Software Engineering: A Practitioner's Approach* has been the world's leading textbook in software engineering. The new eighth edition represents a major restructuring and update of previous editions, solidifying the book's position as the most comprehensive guide to this important subject. The eighth edition of *Software Engineering: A Practitioner's Approach* has been designed to consolidate and restructure the content introduced over the past two editions of the book. The chapter structure will return to a more linear presentation of software engineering topics with a direct emphasis on the major activities that are part of a generic software process. Content will focus on widely used software engineering methods and will de-emphasize or completely eliminate discussion of secondary methods, tools and techniques. The intent is to provide a more targeted, prescriptive, and focused approach, while attempting to maintain SEPA's reputation as a comprehensive guide to software engineering. The 39 chapters of the eighth edition are organized into five parts - Process, Modeling, Quality Management, Managing Software Projects, and Advanced Topics. The book has been revised and restructured to improve pedagogical flow and emphasize new and important software engineering processes and practices. *Designing Architecture* is an indispensable tool to assist both students and young architects in formulating an idea, transforming it into a building, and making effective design decisions. This book promotes integrative and critical thinking in the preliminary design of buildings to inspire creativity, innovation, and design excellence. This compendium of individual wisdom and collective experience offers explicit guidance to students and young professionals on how to approach, analyze, and execute specific tasks; develop and refine a process to facilitate the best possible design projects; and create meaningful architectural form. Here the design process - from orchestrating client participation to finalizing schematic design - is explored and illuminated. The following material is presented to make the book a useful didactic tool for professional development: explicit strategies for doing design rather than simply reviewing principles and precedents creative ideas in approaching and framing problems in design terms specific methods to translate ideas to culturally significant, socially responsive, and environmentally sensitive buildings techniques to integrate all levels of cognition from analysis to epiphany counsel on developing a personalized process for engaging design projects case studies augment the text and chronicle fascinating applications of the design process. The essence of this book lies in an integrated and holistic approach to each unique project as well as fostering curiosity and exploration - a departure from algorithms, easy generalities, or a formula for design. *Designing Architecture* will inspire readers to elevate the quality of preliminary designs and unravel some of the mystery of creating the most beautiful, responsive, and responsible architectural design possible. "IEEE Press is pleased to bring you this Second Edition of Phillip A. Laplante's best-selling and widely-acclaimed practical guide to building real-time systems. This book is essential for improved system designs, faster computation, better insights, and ultimate cost savings. Unlike any other book in the field, *REAL-TIME SYSTEMS DESIGN AND ANALYSIS* provides a holistic, systems-based approach that is devised to help engineers write problem-solving software. Laplante's no-nonsense guide to real-time system design features practical coverage of: Related technologies and their histories Time-saving tips * Hands-on instructions Pascal code Insights into decreasing ramp-up times and more!" *The World's #1 Guide to Power Supply Design Now Updated!* Recognized worldwide as the definitive guide to power supply design for over 25 years, *Switching Power Supply Design* has been updated to cover the latest innovations in technology, materials, and components. This Third Edition presents the basic principles of the most commonly used topologies, providing you with the essential information required to design cutting-edge power supplies. Using a tutorial, how-and-why approach, this expert resource is filled with design examples, equations, and charts. The Third Edition of *Switching Power Supply Design* features: Designs for many of the most useful switching power supply topologies The core principles required to solve day-to-day design problems A strong focus on the essential basics of transformer and magnetics design New to this edition: a full chapter on choke design and optimum drive conditions for modern fast IGBTs Get Everything You Need to Design a Complete Switching Power Supply: Fundamental Switching Regulators * Push-Pull and Forward Converter Topologies * Half- and Full-Bridge Converter Topologies * Flyback Converter Topologies * Current-Mode and Current-Fed Topologies * Miscellaneous Topologies * Transformer and Magnetics Design * High-Frequency Choke Design * Optimum Drive Conditions for Bipolar Power Transistors,

MOSFETs, Power Transistors, and IGBTs * Drive Circuits for Magnetic Amplifiers * Postregulators * Turn-on, Turn-off Switching Losses and Low Loss Snubbers * Feedback-Loop Stabilization * Resonant Converter Waveforms * Power Factor and Power Factor Correction * High-Frequency Power Sources for Fluorescent Lamps, and Low-Input-Voltage Regulators for Laptop Computers and Portable Equipment and content management. Whether you're an industry practitioner or intend to become one, *Web Engineering: A Practitioner's Approach* can help you meet the challenge of the next generation of Web-based systems and applications." --Book Jacket. This book offers a comprehensive and step-by-step approach for creating successful software releases. It includes new chapters on Web Engineering, Interface Design, Architectural Design, and Component-based software. The book covers project management and the traditional programming approach as well as object-oriented programming, also containing many examples, diagrams, and extensive references. Discover the foundations of software engineering with this easy and intuitive guide In the newly updated second edition of *Beginning Software Engineering*, expert programmer and tech educator Rod Stephens delivers an instructive and intuitive introduction to the fundamentals of software engineering. In the book, you'll learn to create well-constructed software applications that meet the needs of users while developing the practical, hands-on skills needed to build robust, efficient, and reliable software. The author skips the unnecessary jargon and sticks to simple and straightforward English to help you understand the concepts and ideas discussed within. He also offers you real-world tested methods you can apply to any programming language. You'll also get: Practical tips for preparing for programming job interviews, which often include questions about software engineering practices A no-nonsense guide to requirements gathering, system modeling, design, implementation, testing, and debugging Brand-new coverage of user interface design, algorithms, and programming language choices *Beginning Software Engineering* doesn't assume any experience with programming, development, or management. It's plentiful figures and graphics help to explain the foundational concepts and every chapter offers several case examples, Try It Out, and How It Works explanatory sections. For anyone interested in a new career in software development, or simply curious about the software engineering process, *Beginning Software Engineering, Second Edition* is the handbook you've been waiting for. *How Social Forces Impact the Economy* demonstrates that a broader conception of social economics provides for a better understanding of how economies work. It argues that adopting a social approach opens the door to studying how people learn by taking cues from others about what to consume. "A collaborative critical analysis of a work of digital literature, this book models how scholars can and need to weave together multiple methodologies from the digital humanities in order to effectively analyze born-digital electronic literature"-- A study of how mainstream journalism transformed from 1960 to 1980. In the 1960s and 1970s, the American press embraced a new way of reporting and selling the news. The causes were many: the proliferation of television, pressure to rectify the news media's dismal treatment of minorities and women, accusations of bias from left and right, and the migration of affluent subscribers to suburbs. As Matthew Pressman's timely history reveals, during these tumultuous decades the core values that held the profession together broke apart, and the distinctive characteristics of contemporary American journalism emerged. Simply reporting the facts was no longer enough. In a country facing assassinations, a failing war in Vietnam, and presidential impeachment, reporters recognized a pressing need to interpret and analyze events for their readers. Objectivity and impartiality, the cornerstones of journalistic principle, were not jettisoned, but they were reimagined. Journalists' adoption of an adversarial relationship with government and big business, along with sympathy for the dispossessed, gave their reporting a distinctly liberal drift. Yet at the same time, "soft news"—lifestyle, arts, entertainment—moved to the forefront of editors' concerns, as profits took precedence over politics. Today, the American press stands once again at a precipice. Accusations of political bias are more rampant than ever, and there are increasing calls from activists, customers, advertisers, and reporters themselves to rethink the values that drive the industry. As *On Press* suggests, today's controversies—the latest iteration of debates that began a half-century ago—will likely take the press in unforeseen directions and challenge its survival. Praise for *On Press* "The ultimate story behind all the stories. In tracing the evolution of news over the past half century, Matthew Pressman has produced an account that's deeply historical and not a little troubling. In an age when the press is alternately villain or hero, Pressman serves as a

kind of medicine man of journalism, telling us how we got from there to here and warning us what must change." —Graydon Carter, former editor of *Vanity Fair* "Pressman helps us understand how we came to our current, troubled media moment with his deeply researched, engagingly written history of America's press in the 1960s and '70s. This is an important and original contribution—and a needed one." —Margaret Sullivan, media columnist for the *Washington Post* *Software Engineering: Architecture-driven Software Development* is the first comprehensive guide to the underlying skills embodied in the IEEE's Software Engineering Body of Knowledge (SWEBOK) standard. Standards expert Richard Schmidt explains the traditional software engineering practices recognized for developing projects for government or corporate systems. Software engineering education often lacks standardization, with many institutions focusing on implementation rather than design as it impacts product architecture. Many graduates join the workforce with incomplete skills, leading to software projects that either fail outright or run woefully over budget and behind schedule. Additionally, software engineers need to understand system engineering and architecture—the hardware and peripherals their programs will run on. This issue will only grow in importance as more programs leverage parallel computing, requiring an understanding of the parallel capabilities of processors and hardware. This book gives both software developers and system engineers key insights into how their skillsets support and complement each other. With a focus on these key knowledge areas, *Software Engineering* offers a set of best practices that can be applied to any industry or domain involved in developing software products. A thorough, integrated compilation on the engineering of software products, addressing the majority of the standard knowledge areas and topics Offers best practices focused on those key skills common to many industries and domains that develop software Learn how software engineering relates to systems engineering for better communication with other engineering professionals within a project environment For more than 20 years, this has been the best selling guide to software engineering for students and industry professionals alike. This edition has been completely updated and contains hundreds of new references to software tools. Design thinking is a powerful process that facilitates understanding and framing of problems, enables creative solutions, and may provide fresh perspectives on our physical and social landscapes. Not just for architects or product developers, design thinking can be applied across many disciplines to solve real-world problems and reconcile dilemmas. It is a tool that may trigger inspiration and the imagination, and lead to innovative ideas that are responsive to the needs and issues of stakeholders. *Design Thinking: A Guide to Creative Problem Solving for Everyone* will assist in addressing a full spectrum of challenges from the most vexing to the everyday. It renders accessible the creative problem-solving abilities that we all possess by providing a dynamic framework and practical tools for thinking imaginatively and critically. Every aspect of design thinking is explained and analyzed together with insights on navigating through the process. Application of design thinking to help solve myriad problems that are not typically associated with design is illuminated through vignettes drawn from such diverse realms as politics and society, business, health and science, law, and writing. A combination of theory and application makes this volume immediately useful and personally relevant. Mathematically sufficient without being unnecessarily academic; this practical book's tutorial; how-to approach shows how even a novice can immediately design a complete switching power supply circuit. -- A successful design practice requires principals and staff who are creative, technically proficient, and financially savvy. *Designing Profits* focuses on the last component—the one that is so elusive for many architects, engineers, and construction professionals—the business aspects of practice. Not an ordinary book on practice issues or finance, *Designing Profits* explains the application of design thinking to guide wise business decisions. It is indeed possible to be as creative in establishing and operating a practice as in designing and constructing a building. The book offers comprehensive guidance and objective tools for design professionals to reap financial rewards from their practices, and to discover innovative strategies to become entrepreneurial and implement creative practice models. An extended case study is woven throughout the book. Witness the trials and tribulations of Michelangelo & Brunelleschi Architects as they engage problematic clients, tight project budgets and schedules, low fees and insufficient profits, marketing issues, quirky staff, technology upgrades, and growth, among other difficult challenges. This mythical firm, a composite of several real-life practices, navigates through these various dilemmas, providing readers with insights into superior financial

management and a reimagined services portfolio. Cool isn't just a state of mind, a celebrity fad, or an American obsession -- it's a business. In boardrooms across America, product managers are examining vodka bottles and candy bars, tissue boxes and hamburgers, wondering how do we make this thing cool? How do we make this gadget into the iPod of our industry? How do we do what Nike did? How do we get what Target got? How do we infuse this product with that very desirable, nearly unattainable it factor? In this wide-ranging exploration the authors Noah Kerner, a celebrated marketing maverick, and Gene Pressman, legendary creative visionary and former co-CEO of Barneys New York, have uncovered surprising and universal patterns and trends. They systematically parse the successes and failures of the last few decades -- in music and fashion, magazines and food, spirits and hip-hop culture. Their discoveries are pulled together in this definitive book on the commerce of cool. Nike and Target endure as relevant brands not because of a shortsighted and gimmicky campaign. A dash of bling and a viral website don't amass long-term value. Brands are effectively developed when companies take substantial risk -- and face the possibility of real failure -- in order to open up the opportunity for real success. Chasing Cool includes interviews with more than seventy of today's most respected innovators from Tom Ford and Russell Simmons to Ian Schrager and Christina Aguilera. And through this accomplished assemblage, Pressman and Kerner dig beneath the surface and reveal how emphasizing long-lasting relevance trumps a fleeting preoccupation with what's hot and what's not. In a multidimensional, entertaining, and eminently readable book that redefines how to appeal to today's savvy consumer, Kerner and Pressman explore the lessons to be learned by America's ongoing search for the ever-changing concept of cool. Readers will learn how to apply these lessons to their own businesses and creative projects in order to stand out in today's cluttered marketplace. "Simply chasing cool is really a bad idea; inspired by cool is a great idea. Walk the street, see what's going on, and spit it out in your own way. Don't do it because you research it, do it because you breathe it." -- Russell Simmons, chairman and CEO of Rush Communications "I can't imagine having to hire a so-called Cool Hunter. If I had to go to someone else to be cool, I'd just pack up my bags and find a new profession." -- Tony Hawk, professional skateboarder "It's possible to be both mainstream and edgy. You can be the Goliath but you always have to think and behave like the David." -- Scott Bedbury, former Nike and Starbucks marketing executive "I love looking at trend reports because then I know exactly what I shouldn't be doing." -- John Demsey, group president, Estée Lauder, MAC Cosmetics, Prescriptives, Sean John, and Tom Ford Beauty "I don't believe in creation by committee. I think it's impossible." -- Bonnie Fuller, chief editorial director and executive vice president of American Media Inc. "We had to make a big decision at MTV when I was there. Do we grow old with our audience or are we going to be the voice of young America? We made the decision to be the voice of young America, which meant we had to let people grow out of MTV." -- Bob Pittman, cofounder of MTV, former president of AOL

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