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The guide provides critical insights into shaping programs and policies  
for integrating social media for internal and external stakeholder  
groups, along with handling demands for social media tools, and a  
clear, concise approach to minimizing corporate exposure while  
maximizing opportunity in the marketplace by engaging employees  
and consumers in exciting new ways. Much of the evolutionary biology  
that has grabbed headlines in recent years has sprung from the efforts  
of sociobiologists and evolutionary psychologists to explain sexual  
features and behavior—even differences between how men and women  
think—as evolutionary adaptations. They have looked to the forces of  
natural selection to explain everything from the mimicry of male  
mockingbirds to female orgasms among humans. In this controversial  
book, Richard Francis argues that the utility of this approach is greatly  
exaggerated. He proposes instead a powerful alternative rooted in the  
latest findings in evolutionary biology as well as research on the  
workings of our brains, genes, and hormones. Exploring various sexual  
phenomena, Francis exposes fundamental defects in sociobiology and  
evolutionary psychology, which he traces to their misguided emphasis  
on "why" questions at the expense of "how" questions. Francis  
contends that this preoccupation with "why" questions (such as, "Why  
won't men ask for directions"?) results in a paranoid mindset and  
distorted evolutionary explanations. His alternative framework entails  
a broader conception of what constitutes an evolutionary explanation,

one in which both evolutionary history, as embodied in the tree of life,  
and developmental processes are brought to the foreground. This  
alternative framework is also better grounded in basic biology. Deeply  
learned, consistently persuasive, and always engaging, this book is a  
welcome antidote to simplistic sociobiological exegeses of animal and  
human behavior. How do we create a satisfactory user experience  
when limited to a small device? This new guide focuses on usability for  
mobile devices, primarily smartphones and touchphones, and covers  
such topics as developing a mobile strategy, designing for small  
screens, writing for mobile, usability comparisons, and looking toward  
the future. The book includes 228-full color illustrations to  
demonstrate the points. Based on expert reviews and international  
studies with participants ranging from students to early technology  
adopters and business people using websites on a variety of mobile  
devices, this guide offers a complete look at the landscape for a mobile  
world. Author Jakob Nielsen is considered one of the world's leading  
experts on Web usability. He is the author of numerous best-selling  
books, including Prioritizing Web Usability and the groundbreaking  
Designing Web Usability, which has sold more than 250,000 copies  
and has been translated in 22 languages. The face of entertainment  
has changed radically over the last decade—and dangerously so. Stars  
like Britney, Paris, Lindsay, Amy Winehouse—and their media  
enablers—have altered what we consider "normal" behavior.  
According to addiction specialist Dr. Drew Pinsky and business and  
entertainment expert Dr. S. Mark Young, a high proportion of  
celebrities suffer from traits associated with clinical  
narcissism—vanity, exhibitionism, entitlement, exploitativeness—and  
the rest of us, especially young people, are mirroring what we witness  
nightly on our TV and computer screens. A provocative, eye-opening  
study, The Mirror Effect sounds a timely warning, raising important  
questions about our changing culture—and provides insights for  
parents, young people, and anyone who wonders what the cult of  
celebrity is really doing to America. In this book, the two authors draw  
on their over 40 years of collective experience in the environmental  
field in order to provide guidelines for environmentally adapted  
product development. The basic core is the Ten Golden Principles. The  
book has been developed primarily for use in university education, but  
can also be an inspiring and helpful tool for product developers and  
management in business organizations. Its principles are applicable to  
products as well as services. From Lewis Black, the uproarious and  
perpetually apoplectic New York Times-bestselling author and Daily  
Show regular, comes a ferociously funny book about his least favorite  
holiday, Christmas. Christmas is supposed to be a time of peace on  
earth and goodwill toward all. But not for Lewis Black. He says  
humbug to the Christmas traditions and trappings that make the  
holiday memorable. In I'm Dreaming of a Black Christmas, his

hilarious and sharply observed book about the holiday, Lewis lets loose on all things Yule. It's a very personal look at what's wrong with Christmas, seen through the eyes of "the most engagingly pissed-off comedian ever."\* From his own Christmas rituals—which have absolutely nothing to do with presents or the Christmas tree or Rudolph—to his own eccentric experiences with the holiday (from a USO Christmas tour to playing Santa Claus in full regalia), I'm Dreaming of a Black Christmas is classic Lewis Black: funny, razor-sharp, insightful, and honest. You'll never think of Christmas in the same way. \*Stephen King Having your own blog isn't just for the nerdy anymore. Today, it seems everyone - from multinational corporations to a neighbor up the street - has a blog. They all have one, in part, because the folks at WordPress make it easy to get one. but to actually build a good blog - to create a blog people want to read - takes thought, planning, and some effort. From picking a theme and using tags to choosing widgets and building a community, creating your blog really starts after you set it up. In this book by blogger extraordinaire Scott McNulty, you learn how to: Install and get your WordPress blog running. Set up your site to ensure it can easily grow with you and your readers. Be the master of user accounts. Manage your site with the WordPress Dashboard and extend its capabilities with plug-ins. Make the most of images. Work with pages, templates, and links and - of course - publish your posts. Deal with comments - if you even want readers commenting at all. Find a theme - or build one yourself. Maintain your site and fix common problems. This book examines the question of what makes one design environmentally preferable to another. Graedel discusses data and analyzes the streamlined life-cycle assessment process in the context of the goals of a particular process or product. FEATURES Discusses environmental objectives as the basis of life-cycle assessment. Focuses on streamlined LCAs, a technique common in industry today. Includes unique coverage of the assessment of societal infrastructures (Ch. 12). Ends with a hypothetical discussion of what an environmentally perfect product might look like. Includes useful checklists for performing SLCA. Using Space to Save Earth Veteran science journalist William E Burrows offers a bold new mission for the U.S. space program: to protect the Earth from the ever-growing number of perils that threaten our way of life - and even our very survival. We are living through one of the most dangerous times in human history. Nuclear, chemical, and biological weapons technology are proliferating, and missile technology is falling into more and more hands. Extreme natural disasters like hurricanes, floods, fires, and earthquakes, are becoming increasingly costly - not only in dollars, but in lives - as population expands. Environmental crises threaten to provoke massive famines and widespread social collapse. Asteroids the size of battleships streak within striking distance of the earth every year. One strategy offers the best hope of protecting us from all of these dangers - a revitalized national space program that coordinates efforts in global defense, in environmental protection, in communications, and in military security. The Survival Imperative offers an impassioned argument for this bold initiative. To demonstrate the urgency of his cause, Burrows presents a vivid

scenario: an impact by a moderately large asteroid that triggers a series of nuclear exchanges, environmental devastation, and the slow disintegration of civilization. And he examines the existing space program from the heady days of the Moon landing through the political compromises that have characterized the history of NASA in the 35 years following our retreat from the Moon. Most of all, Burrows warns that the primary obstacle to achieving a true planetary defense program is not financial or scientific, but social—an unwillingness to acknowledge the urgency of the crisis, and to take the political risks needed to address it. The question, says Burrows, is not whether we can do it, but whether we will act before it's too late. At the Publisher's request, this title is being sold without Digital Rights Management Software (DRM) applied. The Earth's natural resources are finite and easily compromised by contamination from industrial chemicals and byproducts from the degradation of consumer products. The growing field of green and sustainable chemistry seeks to address this through the development of products and processes that are environmentally benign while remaining economically viable. Inorganic chemistry plays a critical role in this endeavor in areas such as resource extraction and isolation, renewable energy, catalytic processes, waste minimization and avoidance, and renewable industrial feedstocks. Sustainable Inorganic Chemistry presents a comprehensive overview of the many new developments taking place in this rapidly expanding field, in articles that discuss fundamental concepts alongside cutting-edge developments and applications. The volume includes educational reviews from leading scientists on a broad range of topics including: inorganic resources, sustainable synthetic methods, alternative reaction conditions, heterogeneous catalysis, photocatalysis, sustainable nanomaterials, renewable and clean fuels, water treatment and remediation, waste valorization and life cycle sustainability assessment. The content from this book will be added online to the Encyclopedia of Inorganic and Bioinorganic Chemistry. This book offers a detailed review of the remarkable advances that have been made in research on the pathogenesis of a number of neuroimmunological diseases, as well as outlining novel treatments including the use of monoclonal antibodies. Written by renowned experts who have made major contributions in the field, such as identifying neuromyelitis optica as an immunopathological clinical condition, identifying the role of ganglioside and ganglioside-complex antibodies in Guillain-Barré syndrome, and developing a novel treatment for POEMS (polyneuropathy, organomegaly, endocrinopathy, M-protein, and skin changes) syndrome, the book summarizes recent advances in basic and clinical research. Neuroimmunological Diseases is a useful resource for not only researchers but also neurologists who are engaged in the management of neuroimmunological diseases. Most Americans are shocked to discover that slavery still exists in the United States. Yet 145 years after the Emancipation Proclamation, the CIA estimates that 14,500 to 17,000 foreigners are “trafficked” annually into the United States, threatened with violence, and forced to work against their will. Modern people unanimously agree that slavery is abhorrent. How,

then, can it be making a reappearance on American soil? Award-winning journalist John Bowe examines how outsourcing, subcontracting, immigration fraud, and the relentless pursuit of “everyday low prices” have created an opportunity for modern slavery to regain a toehold in the American economy. Bowe uses thorough and often dangerous research, exclusive interviews, eyewitness accounts, and rigorous economic analysis to examine three illegal workplaces where employees are literally or virtually enslaved. From rural Florida to Tulsa, Oklahoma, to the U.S. commonwealth of Saipan in the Western Pacific, he documents coercive and forced labor situations that benefit us all, as consumers and stockholders, fattening the profits of dozens of American food and clothing chains, including Wal-Mart, Kroger, McDonald's, Burger King, PepsiCo, Del Monte, Gap, Target, JCPenney, J. Crew, Polo Ralph Lauren, and others. In this eye-opening book, set against the everyday American landscape of shopping malls, outlet stores, and Happy Meals, Bowe reveals how humankind's darker urges remain alive and well, lingering in the background of every transaction—and what we can do to overcome them. Praise for *Nobodies*: “Investigative, immersion reporting at its best . . . Bowe is a master storyteller whose work is finely tuned and fearless.” -USA Today “A brilliant and readable tour of the modern heart of darkness, *Nobodies* takes a long, hard look at what our democracy is becoming.” -Thomas Frank, author of *What's the Matter with Kansas?* “Bowe dramatizes in gripping detail these stolen lives.” -O: The Oprah Magazine “The vividness of Bowe's local stories might make you think twice before reaching for that cheap fruit or pair of discount socks.” -Condé Nast Portfolio NAMED ONE OF THE TWENTY BEST BOOKS OF THE YEAR BY THE VILLAGE VOICE This is one of the most significant military books of the twentieth century. By an outstanding soldier of independent mind, it pushed forward the evolution of land warfare and was directly responsible for German armoured supremacy in the early years of the Second World War. Published in 1937, the result of 15 years of careful study since his days on the German General Staff in the First World War, Guderian's book argued, quite clearly, how vital the proper use of tanks and supporting armoured vehicles would be in the conduct of a future war. When that war came, just two years later, he proved it, leading his Panzers with distinction in the Polish, French and Russian campaigns. Panzer warfare had come of age, exactly as he had forecast. This first English translation of Heinz Guderian's classic book - used as a textbook by Panzer officers in the war - has an introduction and extensive background notes by the modern English historian Paul Harris. By New Yorker and Atlantic writer Carl Elliott, a readable and even funny account of the serious business of medicine. A tongue-in-cheek account of the changes that have transformed medicine into big business. Physician and medical ethicist Carl Elliott tracks the new world of commercialized medicine from start to finish, introducing the professional guinea pigs, ghostwriters, thought leaders, drug reps, public relations pros, and even medical ethicists who use medicine for (sometimes huge) financial gain. Along the way, he uncovers the cost to patients lost in a health-care universe centered around

consumerism. “The most powerful and instructive change manual you’ll ever read. It will persuade and inspire you to change your business, your work, and maybe your life.” —Daniel H. Pink, bestselling author of *A Whole New Mind In Practically Radical*, William C. Taylor, the New York Times bestselling co-author of *Mavericks at Work* offers a refreshing, rigorous new look at pragmatic ways to shake things up and make positive change in difficult times. Exploring how twenty-five for-profit companies and nonprofit organizations—including IBM, Zappos, Swatch, the Girl Scouts, and Interpol—made remarkable strides in tough circumstances, *Practically Radical* raises (and answers) the make-or-break questions facing today's leaders in every field: Do you see opportunities the competition doesn't see? The most successful organizations embrace one-of-a-kind ideas in a world filled with "me-too" thinking. Do you have new ideas about where to look for new ideas? Routine practices in one field can be revolutionary when they migrate to another. Are you the most of anything? In business today, the middle of the road is the road to ruin. Are you getting the best contributions from the most people? Change is not a game best played by loners. Anything but your typical business book, *Practically Radical* is a must-own for small business owners and CEOs, for managers at all levels, and innovators and entrepreneurs of every stripe. Traces physics professor John Vincent Atanasoff's role in the invention of the computer, describing his innovative construction of an unpatented electronic device that eased the lives of burdened scientists by performing calculations using binary numbers. This volume gathers together the technical papers presented at the 8 European Conference on Computer Supported Cooperative Work (ECSCW), held in Helsinki Finland. ECSCW is an international forum for multidisciplinary research covering the technical, empirical, and theoretical aspects of collaboration and computer systems. The 20 papers presented here have been selected via a rigorous reviewing process from 110 submissions. Both the number of submissions and the quality of the selected papers are testimony to the diversity and energy of the CSCW community. We trust that you will find the papers interesting and that they will serve to stimulate further quality work within the community. The technical papers are complemented by a wider set of activities at ECSCW 2003, including tutorials, workshops, demonstrations, videos, posters and a doctoral colloquium. Together these provide rich opportunities for discussion, learning and exploration of the more recent and novel issues in the field. This conference could not have taken place without considerable enthusiasm, support and participation, not to mention the hard work of a number of people. In particular, we would like to thank the following:

- The authors, representing over 17 countries and 97 institutions, who submitted a paper. So many submissions of such high quality are the basis of a good conference.
- The members of the program committee who so diligently reviewed and discussed papers. Their collective decisions result in a good scientific program and their feedback to authors strengthens the work of the community. The recent announcement that Google would digitize the holdings of several major libraries sent shock waves through the book industry

and academe. Google presented this digital repository as a first step towards a long - dreamed - of universal library, but skeptics were quick to raise a number of concerns about the potential for copyright infrin... The African American population in the United States has always been seen as a single entity: a “Black America” with unified interests and needs. In his groundbreaking book, *Disintegration*, Pulitzer-Prize winning columnist Eugene Robinson argues that over decades of desegregation, affirmative action, and immigration, the concept of Black America has shattered. Instead of one black America, now there are four:

- a Mainstream middle-class majority with a full ownership stake in American society;
- a large, Abandoned minority with less hope of escaping poverty and dysfunction than at any time since Reconstruction’s crushing end;
- a small Transcendent elite with such enormous wealth, power, and influence that even white folks have to genuflect;
- and two newly Emergent groups—individuals of mixed-race heritage and communities of recent black immigrants—that make us wonder what “black” is even supposed to mean.

Updated with an emphasis on current issues, this classic casebook emphasizes developments in international law, with expertly edited cases and problems for class discussion. *Cases and Materials on International Law* offers a treatment of the subject for introductory and advanced classes and detailed readings and reference materials for those who wish to pursue topics in depth. The fourth edition enriches every chapter with new information on institutions contributing to the sources and enforcement of international law, including the World Trade Organization, the International Criminal Tribunals for Yugoslavia and Rwanda, the prospective International Criminal Court, and organizations in the fields of law of the sea and arms control. International criminal law now has a chapter of its own, and the casebook gives expanded treatment to human rights, environmental law, and economic law. The practical guide to discovering the rules of our superconnected world through the science and sociology of networks. In *Superconnect*, Richard Koch and Greg Lockwood show that success is less about who you are than how you connect—a chance meeting with an old colleague leads to a swanky new job; two businessmen collaborate online and cofound a successful start-up; a friend introduces a promising entrepreneur to a millionaire looking to invest. But why do these lucky breaks always happen to other people? Personal and professional networks shape everything we do, but simply knowing that they exist won’t help you harness your connections for maximum success. With an eye toward business applications, *Superconnect* outlines the new rules of our densely linked society. At the core of the analysis are three simple network components—strong relationships, weak relationships, and hubs—that interact in surprising, counterintuitive ways. Understanding how these components mesh, and connecting unrelated people, is the way to achieve in today’s hyper-connected world. Several million Americans are afflicted with Alzheimer's disease or a related dementing disorder. For families, professional caregivers, policy makers, and the patients themselves, the challenges are immense and the economic costs are staggering. In *Dementia and Aging* Robert H. Binstock, Stephen G.

Post, and Peter J. Whitehouse bring together experts in gerontology, geriatrics, psychiatry, neurology, nursing, ethics, philosophy, public policy, and law to examine the ethical, moral, and policy controversies surrounding dementia. The authors first present background information on dementia and related ethical and policy issues. The remainder of the book is divided into three parts. Part One conveys the difficulties experienced by dementia patients and their caregivers. Part Two deals with ethical and moral issues involved in decisions regarding treatment and care, including the highly controversial subject of euthanasia. Part Three lays out societal choices regarding the allocation of resources for treatment, care, and research on dementia. Among its many amazing applications, Google now has web-based alternatives to many of the applications in Microsoft Office. This comprehensive and easy-to-follow new book enables you to explore Google's new office applications in detail. Once you do, you'll be in good company -- more than 100,000 small businesses and some corporations are already looking to take advantage of these free Google offerings. *Google Apps: The Missing Manual* teaches you how to use three relatively new applications from Google: "Docs and Spreadsheets", which provide many of the same core tools that you find in Word and Excel; and Google Calendar and Gmail, the applications that offer an alternative to Outlook. This book demonstrates how these applications together can ease your ability to collaborate with others, and allow you access to your documents, mail and appointments from any computer at any location. Of course, as remarkable as these applications are, Google's office suite is definitely a work-in-progress. Navigating what you can and can't do and -- more importantly -- understanding how to do it isn't always easy. And good luck finding enough help online. *Google Apps: The Missing Manual* is the one book you need to get the most out of this increasingly useful part of the Google empire. This book: Explains how to create, save and share each of Google's web-based office applications Offers separate sections for Docs and Spreadsheets, Google Calendar, and Gmail Demonstrates how to use these applications in conjunction with one another Gives you crystal-clear and jargon-free explanations that will satisfy users of all technical levels Many of you already use Gmail, but do you know its full potential? Do you know how you can increase its power by using Gmail with Doc and Spreadsheets and Google Calendar? You'll find out with *Google Apps: The Missing Manual*. You'll also come to understand why large corporations such as General Electric and Proctor & Gamble are taking a long, hard look at these applications. An in-depth roadmap to sustainable product development Drawing on the experiences of dozens of major corporations, *Design for Environment, Second Edition*, offers a business rationale for developing sustainable products and processes, as well as a comprehensive toolkit for practicing DFE in the context of product life-cycle management. Learn how environmental innovation creates business value, and helps companies to meet global energy and environmental challenges. Discover how to: Practice integrated product development and concurrent engineering Select appropriate metrics to represent product life-cycle performance Maintain and

apply a portfolio of systematic Design for Environment strategies Use analysis methods to evaluate design performance and trade-offs Apply systems thinking to reduce the supply chain environmental footprint The book is enhanced by in-depth case studies of DFE applications by industry leaders. Open and closed -- Unlimited capacity -- The algorithm -- Moon shot -- Gootube -- Small world, after all -- A personal matter -- Algorithm, meet humanity. This book is aimed to compile the distribution of rare earth elements in various resources with their processing from secondary resources. It includes details of various processes developed for extraction of rare earth elements from varied raw materials ranging from e-wastes, tailings, process wastes and residues. It emphasizes importance of processing of the secondary resources to assist environmental remediation of such untreated wastes and get finished products. It covers all aspects of rare metals and rare earth metals in one volume covering extraction, separation and recycling of secondary resources for extraction of these metals along with relevant case studies. The term "blog" wasn't coined until 1999 and yet by 2004, it had become Merriam-Webster's Word of the Year. Globally, the number of blogs is doubling every six months, with more than 50 million blogs online today. Here to offer a unique overview of the emerging phenomenon that even armchair observers will find curiosity-satisfying is *Dispatches from Blogistan: A Travel Guide for the Modern Blogger*. Filled with practical, easy-to-implement advice for making blogging more enjoyable, useful, and profitable, this book covers everything from blogging and how it fits into the history of journalism to practical tips for planning and managing a blog, attracting and retaining an active readership. Written by noted technology journalist and interactive media veteran Su zanne Stefanac, the book features a fresh and succinct approach; quotes and commentary from noted and celebrity bloggers (author/futurist Bruce Sterling, NPR commentator Farai Chideya, Craig Newmark of craigslist.com, and Cory Doctorow, Boing Boing editor and science fiction author, among others); an accompanying blog site ([dispatchesfromblogistan.com](http://dispatchesfromblogistan.com)); and more. Stefanac explores issues of trust, influence, privacy, discovery, and the power of collaborative discourse, making this is a blog book like no other! Why are one in three American adults pervasively dissatisfied with their lives? Why is major depression seven times more likely among those born after 1970 than their grandparents? Why are one in four of us addicted to at least one substance or behavior? Why is America drowning in record personal and public debt? Why did over 100,000 people humiliate themselves this year auditioning for Fox's American Idol? Why are 80 percent of women unhappy with their bodies? What is it about contemporary America that connects the swelling incidence of depression, behavioral addictions, eating disorders, debt, materialism, sleep deprivation, family breakdown, rudeness, fame fixation, ethical collapse, mistrust, and monstrous acts of personal violence? Drawing from emerging science in several fields and insights about our transformed social lives, Rubens explains how genes, commercial culture, and global hyper-competition have locked tens of millions of Americans into an unwinnable success benchmarks race and

unleashed an epidemic of status defeat. *OverSuccess* shows how and why the resulting social and psychological pathologies are different for baby boomers, men, and women. Offering hope for our future, Rubens outlines 20 ways that individuals, businesses, and voluntary organizations can satisfy the American drive for recognition and personal achievement without the toxic burdens of *OverSuccess*. These cures range from holding the door for strangers and somatic cell gene therapy, to responsible displays of wealth and building village-scale social and business organizations. The book also examines social responsibility, institution building, and longstanding traditions of giving throughout African-American culture and history. This is a story of how miracles DO happen. How courage and a never-give-up spirit can emerge victorious. How an engaging little monkey helped change a family's life. Ellen Rogers considered herself something of a tragedy snob. The single mother of five believed she could weather any storm, that she could keep her family from harm with fortitude and grace. But nothing could have prepared her for the June 2005 car accident that left her son, Ned--then 22 years old--fighting for his life. Ellen refused to give in to despair. We'll get through this, she told herself. We have to. But love and determination can only go so far, and the road home was fraught with obstacles. Ellen and Ned took comfort in family and friends. And they prayed for a miracle. Miracles happen to those who believe, the saying goes, but who would have believed that one family's "miracle" would weigh in at five pounds sopping wet? Then *Helping Hands: Monkey Helpers for the Disabled* provided Ned with an affectionate and intelligent service animal with a steadfast devotion to hierarchy, a longing for "spa days," and a craving for Gummi Bears. In other words, a diva. Life with Kasey was yet another challenge for this large and lively family, but they persevered as families do, and in time this wise and sensitive animal did more than help Ned cope with his disabilities--she turned the simple tasks of life into a life worth living. Kasey's astonishing intelligence and compassion brought hope and laughter back to a family facing its greatest challenge, and helped them see the world in a new way. *When the World Calls* is the first complete and balanced look at the Peace Corps's first fifty years. Revelatory and candid, journalist Stanley Meisler's engaging narrative exposes Washington infighting, presidential influence, and the Volunteers' unique struggles abroad. He deftly unpacks the complicated history with sharp analysis and memorable anecdotes, taking readers on a global trek starting with the historic first contingent of Volunteers to Ghana on August 30, 1961. In the years since, in spite of setbacks, the ethos of the Peace Corps has endured, largely due to the perseverance of the 200,000 Volunteers themselves, whose shared commitment to effect positive global change has been a constant in one of our most complex—and valued—institutions. This simple, patient, and complete guide to the iPad shows readers, step-by-step, how to do what they want to do right away, like surf the Internet, send email, listen to music, take notes, read ebooks, and play with photos. *Thinking Strategically* provides the necessary tools for dissecting complex problems and for creating innovative solutions. Explains what humans' interactions with

computers teach us about how humans should interact with one another, including the fact that flattery works, mixing criticism with praise is an ineffective method of evaluation and much more. This book explores the significance of silence within and beyond pedagogical contexts. Silence is a complex and multidimensional phenomenon for everyday life: since schools mirror society, it is also significant in education. While silence can be experienced in a multitude of different ways, the author reflects on whether silence itself can bear a message: is there an aspect of dialogue in silence, or is it a language all of its own? This book examines a variety of silences essential for education, examining such topics as silence and aspects of power, silent students, and the relationship between listening and silence. Drawing on a range of empirical data, the author elucidates the significance of silence in pedagogical contexts. Explores the complex network of blogging and provides insights into the new medium with discussions on privacy, self-expression, authority, and community, and includes close-ups of blogging innovators, including Evan Williams of Blogger. Part ethnography and part how-to manual, *"Love Signals"* documents the little courting rituals witnessed in elevators, on subways, and in the workplace, and examines the essential role the face plays in courtship. In this smart, engaging book, Lee Eisenberg, best-selling author of *The Number: A Completely Different Way to Think about the Rest of Your Life*, leads us on a provocative and entertaining tour of America's love/hate affair with shopping, a pursuit that, even in hard times, remains a true national pastime. Why do we shop and buy the way we do? In a work that will explain much about the American character, Eisenberg chronicles the dynamics of selling and buying from almost every angle. Neither a cheerleader for consumption nor an anti-consumerist scold, he explores with boundless curiosity the vast machinery aimed at inducing us to purchase everything from hair mousse to a little black dress. He leads us, with understated humor, into the broad universe of marketing, retailing, advertising, and consumer and scientific research--an arsenal of powerful forces that combine to form what he calls "The Sell Side." Through the rest of the book, Eisenberg leads us through the "Buy Side" -- a journey directly into our own hearts and minds, asking among other questions: What are we really looking for when we buy? Why are we alternately excited, guilt-ridden, satisfied, disappointed, and recklessly impulsive? What are our biases, need for status, impulses to self-express, that lead us individually to buy what we buy? Are you a classic buyer (your head wants to do the right thing), or a romantic buyer (your heart just wants to have fun)? How do men and women differ in their attitudes towards shopping, and does the old cliché -- "Women shop, men buy" -- apply any longer? Of special interest are the author's findings on the subject of *What Makes a Good Buy?* We all purchase things that we sooner or later regret, but what are the guidelines for making purchases that we'll never regret? What, for instance, defines the perfect gift? Brimming with wit and surprise, *Shoptimism* will be delightful and instructive reading for anyone with a credit card and a healthy curiosity about American culture, through good times and bad. For here, in one vivid journey, is

a memorable, panoramic portrait of our everyday self-delusions, desires, and dreams.

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