

Amazonia Five Years At The Epicenter Of The Dot Com Juggernaut

Describes the culture of the Parakanã, a little-known indigenous people of Amazonia, focusing on conflict and ritual.

Oi Amigo! Experience the amazing mighty Amazon! It's the steamy setting for this colourful South American tale of an old family company dealing in jungle medicinal plants. The venerable firm is corrupted by lust, corporate greed, gratuitous affluence, shady characters, and duplicitous transactions. Genetic tinkering and environmental destruction run amuck amidst the grinding subsistence life of the Amazon natives. Rune Erikson is cast as the altruistic hero as he comes to the rescue of a statuesque Brazilian heiress brutally targeted during a medical conference in Victoria. Hiding her aboard the Valhalla, Rune is love-struck. Hitching a ride with her on Dredmann Industries corporate jet, it delivers them unto the evil Dr. Manglar. Bianca Penthesilia Monteiro fights back against Gunther Dredmann, known by his victims as Dr. Death, when her family's business is ruthlessly subjected to a hostile takeover. Fast Eddie, an old buddy of Rune's who has fallen into the bottle, teams up to help with his Grumman Goose flying boat. An ancient family enigma is revealed when a five-hundred-year-old Portuguese leather trunk is opened. A wizened soothsayer casts his cryptic prophecies as a centuries-old Portuguese sword comes scything down in an old

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Brazilian prison, sparking primeval powers in its possessor. This intriguing fourth novel in a series features the somewhat jaded but dashing Rune Erikson who slogs through the piranha-infested Amazon with his Grumman Goose flying buddy, Fast Eddie, in a torturous survival trek. Rune and his Brazilian heiress babe are caught up in a sinister plot of unimaginable consequences. Coloured by romance and spiced with eroticism, this adventure lures Rune off his sailing ketch, Valhalla, in Victoria's Fisherman's Wharf into the enticing arms of a young, hot-blooded Latin American woman whose powerful matriarchal lineage is unknowingly steeped in the ancient myths and secret sagas of the steamy Amazon.

An “illuminating, lucid, and finely detailed” (The Washington Post) look at Amazon’s world-dominating business model, the current competitors either imitating or trying to outfox Amazon, and “how Jeff Bezos turned Amazon into the world’s lockdown necessity” (The Times, UK)—from an award-winning Fortune magazine writer. Like Henry Ford, Sam Walton, or Steve Jobs in the early years of Ford, Walmart, and Apple, Jeff Bezos is the business story of the decade. Bezos, the richest man on the planet, has built one of the most efficient wealth-creation machines in history with more than 2% of US household income being spent on nearly 500 million products shipped from warehouses in seventeen countries. Amazon’s business model has not only turned the retail industry and cloud computing inside out, but now its tentacles are squeezing media and advertising, and disrupting the state of technology, the

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economy, job creation, and society at large. Amazon's impact is so pervasive that business leaders in nearly every sector around the world need to understand how this force of nature operates. Based on unprecedented behind-the-scenes reporting from 150 sources inside and outside of Amazon, *Bezonomics* unveils the underlying principles Jeff Bezos uses to achieve his dominance—customer obsession, extreme innovation, and long-term management, all supported by artificial intelligence—and shows how these are being borrowed and replicated by companies across the United States, in China, and elsewhere. Including tips for Amazon-proofing your business, *Bezonomics* answers the fundamental question: How are Amazon and its imitators affecting the way we live, and what can we learn from them? A goldmine for some, and a threat for others, “*Bezonomics*” has proven to be a life-shaping force in our lives both now and in the foreseeable future. "A history of the role of information in the United States since 1870"--

The editors of this Handbook, Benson Honig, Joseph Lampel and Israel Drori, define organizational ingenuity as •the ability to create innovative solutions within structural constraints using limited resources and imaginative problem solvingê. They exam How did Alan Mulally—an outsider to the auto industry—lead such a spectacular turnaround at Ford? How did Morgan Stanley CEO John Mack keep his company from imploding even as Lehman Brothers collapsed? What is it that enables such extraordinary leaders to galvanize their talents and energy, as well as

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the talents and energy of those who work for them, to achieve superior performance no matter what challenges they face? Rajeev Peshawaria has spent more than twenty years working alongside top executives at Fortune 500 companies and training them in leadership, including as Global Director of Leadership Development programs at American Express, as Chief Learning Officer at both Morgan Stanley and Coca-Cola, and as one of the founding members of the renowned Goldman Sachs leadership development program known as Pine Street. He knows precisely what makes the difference between those who are simply bosses and those who are superior leaders, and between those who continue to rise to the top levels and those who get stuck along the way. In this lively and remarkably empowering book, Peshawaria offers readers the opportunity to experience the highest level of leadership training available in the world. Introducing the three core principles he has observed are the foundation of the best leadership—that great leaders clearly define their purpose and values; that nobody can motivate another person because everyone comes premotivated; and that a leader’s job is not to directly produce results but to create the conditions that will harness the energy of others—he details his unique and proven program for achieving leadership excellence. Sharing a wealth of illuminating stories, from those of Mulally’s achievement at Ford and Mack’s at Morgan Stanley, to how Harvey Golub and Ken Chenault successfully restored American Express to long-term sustainable growth, how Neville Isdell turned the Coca-Cola Company around, and the continuing

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prowess of Jeff Bezos in growing Amazon.com, he first reveals how extraordinary leaders marshal and sustain the level of energy in themselves that is required and how they enlist a core group of proficient co-leaders. He then outlines how to harness the energy and talents of those at all levels of an organization, igniting their motivation by following his RED guidelines for addressing their core needs concerning their Role, their work Environment, and their career Development. Finally, he introduces his unique Brains, Bones, and Nerves framework for: developing a clear strategy for competitive advantage (the Brains); crafting an optimal organizational structure (the Bones); and fostering a highly cooperative and motivated company culture (the Nerves). Filled with specific tips about the vital questions to ask and simple but powerful steps to follow, *Too Many Bosses, Too Few Leaders* is a manager's essential tool kit for long-term superior performance.

A "funny, contemplative" memoir of working at Amazon in the early years, when it was a struggling online bookstore (*San Francisco Chronicle*). In a book that Ian Frazier has called "a fascinating and sometimes hair-raising morality tale from deep inside the Internet boom," James Marcus, hired by Amazon.com in 1996—when the company was so small his e-mail address could be james@amazon.com—looks back at the ecstatic rise, dramatic fall, and remarkable comeback of the consummate symbol of late 1990s America. Observing "how it was to be in the right place (Seattle) at the right time (the '90s)" (*Chicago Reader*), Marcus offers a ringside seat on everything from his first interview with

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Jeff Bezos to the company's bizarre Nordic-style retreats, in "a clear-eyed, first-person account, rife with digressions on the larger cultural meaning throughout" (Henry Alford, *Newsday*). "Marcus tells his story with wit and candor." —Booklist, starred review

This study of the Grande Carajas programme, the largest project in the Amazon rainforest, is central to the debate on its future and fate. The social and environmental costs of the programme are examined here.

"It is simply too much" is a common complaint of the modern age. This book looks at how people and institutions deal with overflow - of information, consumption or choices. The essays explore the ways in which notions of overflow – framed in terms of excess and abundance or their implicit opposites, scarcity and dearth – crop up in a number of contexts such as sociological and economic theory, management consulting, consumer studies, and the politics of everyday life. Chapters range from studies of overload at home, at work or in the world of cyber information; strategies of coping with overflow in institutions such as news agencies; and historical comparisons. When, where, how and for whom is overflow a problem or a blessing?

Explains the multimodal connections of text, image, space, body, sound and speech, in both old and new computer-mediated communication systems.

Bring on the Books for Everybody is an engaging assessment of the robust popular literary culture that has developed in the United States during the past two decades. Jim Collins describes how a once solitary and

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print-based experience has become an exuberantly social activity, enjoyed as much on the screen as on the page. Fueled by Oprah's Book Club, Miramax film adaptations, superstore bookshops, and new technologies such as the Kindle digital reader, literary fiction has been transformed into best-selling, high-concept entertainment. Collins highlights the infrastructural and cultural changes that have given rise to a flourishing reading public at a time when the future of the book has been called into question. Book reading, he claims, has not become obsolete; it has become integrated into popular visual media. Collins explores how digital technologies and the convergence of literary, visual, and consumer cultures have changed what counts as a "literary experience" in phenomena ranging from lush film adaptations such as *The English Patient* and *Shakespeare in Love* to the customer communities at Amazon. Central to Collins's analysis and, he argues, to contemporary literary culture, is the notion that refined taste is now easily acquired; it is just a matter of knowing where to access it and whose advice to trust. Using recent novels, he shows that the redefined literary landscape has affected not just how books are being read, but also what sort of novels are being written for these passionate readers. Collins connects literary bestsellers from *The Jane Austen Book Club* and *Literacy and Longing in L.A.* to *Saturday* and *The Line of Beauty*, highlighting their depictions of fictional worlds filled with avid readers and their equations of reading with cultivated consumer taste.

The future of Brazilian Amazonia, the world's largest

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remaining tropical rainforest, hangs in the balance. Two decades of destructive development have provoked violent struggles for control over the region's resources, with disastrous social and environmental consequences. This multi-disciplinary collection reviews past experience but focusses on the latest phase of Amazonian settlement. Chapters by leading authorities examine such issues as colonisation in the most recent frontier areas, multinational mining projects, hydro-electric schemes, and the military occupation of Brazil's borders. After demonstrating how new government and business activities have exacerbated social tensions and ecological destruction, the volume considers alternative, more sustainable strategies.

This study examines the socioeconomic and environmental implications of the new camu camu industry in Peru. Camu camu (*Myrciaria dubia*) is a small tree native to wetlands of the Amazon basin. It is especially abundant in Peruvian Amazonia. The high vitamin-C content of the fruit has generated interest in exporting camu camu products from Amazonia to more-developed countries. The government of Peru has been actively promoting this new extractive industry, as well as the planting of camu camu in rural areas. Non-governmental development organizations and private industry are now actively involved with camu camu projects and enterprises. In Peru, enthusiasm for this native species is high, because camu camu is expected to provide a much-needed and sustainable economic boost for the region. However, many questions about the environmental implications and socioeconomic impacts

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of the camu camu export industry need to be answered in order to understand its ecological and economic viability, and its effects on business and in rural communities. Winner of 2010 "Dissertation Excellence Award" Findings indicate that camu camu has provided significantly more income to rural residents than is provided by the traditional boom and bust economies of Amazonia. Households who adopted camu camu as a new crop in their floodplain agroforestry systems farmed significantly more floodplain land than non-adopters, and were especially adept at experimenting with new innovations. Lack of agricultural credit is a major constraint to adopting camu camu as a new crop in Peru. Geographic isolation and the location of processing facilities in relation to fruit harvests present major obstacles to the economic viability of the new industry. Camu camu was found to be cultivated with a higher diversity of annual crops than is typical in floodplain fields of the region. Extraction of camu camu fruits from the wild does not appear to have a negative environmental impact, at least in the initial years of the industry. This non-timber forest product in the process of domestication can support a viable industry in the Peruvian Amazon, if agricultural extension methods and marketing channels are improved.

In *Regional Cooperation in Amazonia: A Comparative Environmental Law Analysis*, Maria Antonia Tigre investigates efforts in regional cooperation for the protection of the Amazonian ecosystem by the eight countries in which the world's largest rainforest lies. This book addresses the political ecology of the

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Ecuadorian petro-state since the turn of the century and contextualizes state-civil society relations in contemporary Ecuador to produce an analysis of oil and Revolution in twenty-first century Latin America. Ecuador's recent history is marked by changes in state-citizen relations: the election of political firebrand, Rafael Correa; a new constitution recognizing the value of pluriculturality and nature's rights; and new rules for distributing state oil revenues. One of the most emblematic projects at this time is the Correa administration's *Revolución Ciudadana*, an oil-funded project of social investment and infrastructural development that claims to blaze a responsible and responsive path towards wellbeing for all Ecuadorians. The contributors to this book examine the key interventions of the recent political revolution—the investment of oil revenues into public works in Amazonia and across Ecuador; an initiative to keep oil underground; and the protection of the country's most marginalized peoples—to illustrate how new forms of citizenship are required and forged. Through a focus on Amazonia and the Waorani, this book analyzes the burdens and opportunities created by oil-financed social and environmental change, and how these alter life in Amazonian extraction sites and across Ecuador. This report, prepared by the Commission on Development and Environment for Amazonia at the initiative of the Amazon Cooperation Treaty and supported by the Inter-American Development Bank and the United Nations Development Programme, is based on the concept of an Amazonia that exists above and

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beyond the world of fantasy and myth: an Amazonia of flesh and blood, of human toil, of human history, of human faces and hopes, and future human beings. It is an analysis based not only on the experiences and technologies of today's world but also, and with greater emphasis, on the wisdom accumulated for centuries by Amazonia itself: standing Amazonia. The Amazon region has the largest area of tropical forest on the planet, and concern for its environmental deterioration extends well beyond the borders of the eight countries that form a part of it. With support from the IDB and UNDP, the Commission on Development and Environment for Amazonia prepared this report that provides data on the region's natural resources, population, health and infrastructure.

This reference book details the top 100 groundbreaking events in the history of American business, featuring case studies of successful companies who challenged traditional operating paradigms, historical perspectives on labor laws, management practices, and economic climates, and an examination of the impact of these influences on today's business practices. * Chronology of key events in the history of American business from 1630 to the present * Helpful sidebars of the evolution of key terms used today * Comprehensive index includes category, company names, personal names, and cross references to other events * Suggestions for further reading for each article * 10 relevant charts and tables * Appendix of relevant sources * 80 key primary documents supporting major events in American business

This book is the story of one Amazonian community located along the middle Araguaia River in the northeastern corner of

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the state of Mato Grosso. It is based on fourteen months of fieldwork in 1976, 1978, and 1979.

"Balanced, worthwhile book includes chapters on threats to the environment, change and societal response, conservation and management, plantation crops, agroforestry, ranching, floodplain dynamics, and trends and

opportunities"--Handbook of Latin American Studies, v. 57.

Nowhere on Earth is there an ecological transformation so swift and so extreme as between the snow-line of the high Andes and the tropical rainforest of Amazonia. The different disciplines that research the human past in South America have long tended to treat these two great subzones of the continent as self-contained enough to be taken independently of each other. Objections have repeatedly been raised, however, to warn against imagining too sharp a divide between the people and societies of the Andes and Amazonia, when there are also clear indications of significant connections and transitions between them. Rethinking the Andes–Amazonia Divide brings together archaeologists, linguists, geneticists, anthropologists, ethnohistorians and historians to explore both correlations and contrasts in how the various disciplines see the relationship between the Andes and Amazonia, from deepest prehistory up to the European colonial period. The volume emerges from an innovative programme of conferences and symposia conceived explicitly to foster awareness, discussion and co-operation across the divides between disciplines. Underway since 2008, this programme has already yielded major publications on the Andean past, including *History and Language in the Andes* (2011) and *Archaeology and Language in the Andes* (2012).

In *Contesting Hydropower in the Brazilian Amazon*, Ed Atkins focuses on how local, national, and international civil society groups have resisted the Belo Monte and São Luiz do

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Tapajós hydroelectric projects in Brazil. In doing so, Atkins explores how contemporary opposition to hydropower projects demonstrate a form of 'contested sustainability' that highlights the need for sustainable energy transitions to take more into account than merely greenhouse gas emissions. The assertion that society must look to successfully transition away from fossil fuels and towards sustainable energy sources often appears assured in contemporary environmental governance. However, what is less certain is who decides which forms of energy are deemed 'sustainable.' *Contesting Hydropower in the Brazilian Amazon* explores one process in which the sustainability of a 'green' energy source is contested. It focuses on how civil society actors have both challenged and reconfigured dominant pro-dam assertions that present the hydropower schemes studied as renewable energy projects that contribute to sustainable development agendas. The volume also examines in detail how anti-dam actors act to render visible the political interests behind a project, whilst at the same time linking the resistance movement to wider questions of contemporary environmental politics. This interdisciplinary work will be of great interest to students and scholars of sustainable development, sustainable energy transitions, environmental justice, environmental governance, and development studies.

"If you want to understand why Wikipedia is changing the world, this book is a must read." –Jimmy Wales, Founder, Wikipedia
"This book is a must read for all - social activists, politicians or managers - who have an interest in understanding how our society is morphing." –Professor C.K. Prahalad, #1 Management Guru and author of *Competing for the Future*
Synopsis The rise of social networks like Facebook, MySpace and Bebo is changing the way we see ourselves, how we interact with each other, how we work and

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how we do business on a daily basis. Throwing Sheep in the Boardroom explores the powerful forces driving the social networking revolution, the impact of these profound changes, and the far reaching consequences of social networking. Detailing the way social networks affects both individuals and societies as a whole, the book offers a detailed focus on the ways social networking affects the world of business and work. The generation entering the workforce today - and entering boardrooms everywhere - is fully engaged with social networking and its uses. Rather than feeling threatened and paranoid, today's business leaders need to understand this phenomenon, accept that it won't go away, and embrace its power in the world of business. Excerpts from Throwing Sheep in the Boardroom: "Your next CEO's most impressive job credential might be status as an online gladiator, honing valuable leadership skills mercilessly slaying mortal enemies on World of Warcraft. Why not, the skills necessary to hack your way to the top levels of virtual games – especially a killer instinct – are excellent pre-requisites for managing complex organisations." "Many senior managers mistakenly believe Enterprise 2.0 is a product, like the latest Microsoft office suite. They don't realise that Enterprise 2.0 is not a cost centre, but a "state of mind" – a revolutionary new way of managing companies and conducting business. Web 2.0 tools have no regard for "organisational boundaries, hierarchies, or job titles". Try telling a senior executive that, henceforth, there will be no job titles, reporting lines, and organisational boundaries in the company – and watch the reaction closely." "When someone calls a meeting, he or she is asserting authority over those who are invited to attend. Meetings are exclusive and closed. In most corporations, who gets invited to a meeting – and who does not – sends a signal about who's 'in the loop'. Meetings are a form of social grooming inside organisations. Meetings impose vertical

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authority. They establish status hierarchies. The Enterprise 2.0 model is feared in corporations because it threatens status hierarchies." "Harnessing the dynamism of horizontal networks, Web 2.0 social media are bypassing institutional forms of social organisation and directly empowering people. This book has attempted to tell that story with illustrations, which, we hope, have offered intriguing and instructive insights into the powerful transformations we described. What has interested us most, indeed, is the transformative impact – or “e-ruptions” – of Web 2.0 social media on the three dynamics that gave this book its structure: identity, status and power."

The second edition of *Contemporary Archaeology in Theory: The New Pragmatism*, has been thoroughly updated and revised, and features top scholars who redefine the theoretical and political agendas of the field, and challenge the usual distinctions between time, space, processes, and people. Defines the relevance of archaeology and the social sciences more generally to the modern world Challenges the traditional boundaries between prehistoric and historical archaeologies Discusses how archaeology articulates such contemporary topics and issues as landscape and natures; agency, meaning and practice; sexuality, embodiment and personhood; race, class, and ethnicity; materiality, memory, and historical silence; colonialism, nationalism, and empire; heritage, patrimony, and social justice; media, museums, and publics Examines the influence of American pragmatism on archaeology Offers 32 new chapters by leading archaeologists and cultural anthropologists

This book analyses the potential socio-economic and environmental impacts of the Initiative for Regional Infrastructure Integration in South America (IIRSA), a continent-wide programme. IIRSA aims at facilitating intra-regional trade and at improving trade and transport links with

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world markets. This is the first book on IIRSA and its potential implications for South America and more specifically for Amazonia. The book provides an in-depth analysis of the infrastructure programme and deals particularly with methods to assess the probable effects of road construction in environmentally fragile territories. To deepen our understanding of the potential impacts of roads in these areas, the book combines insights from economic and environmental sciences and gives a critical review of traditional assessments and strategic environmental assessments (SEAs). A comprehensive approach of assessing impacts is presented in three case studies of SEAs: the Corredor Norte in Bolivia, the road between Manaus and Porto Velho in Brazil, and the proposed road to link Suriname with Brazil.

Perhaps the contributions of South American archaeology to the larger field of world archaeology have been inadequately recognized. If so, this is probably because there have been relatively few archaeologists working in South America outside of Peru and recent advances in knowledge in other parts of the continent are only beginning to enter larger archaeological discourse. Many ideas of and about South American archaeology held by scholars from outside the area are going to change irrevocably with the appearance of the present volume. Not only does the Handbook of South American Archaeology (HSAA) provide immense and broad information about ancient South America, the volume also showcases the contributions made by South Americans to social theory. Moreover, one of the merits of this volume is that about half the authors (30) are South Americans, and the bibliographies in their chapters will be especially useful guides to Spanish and Portuguese literature as well as to the latest research. It is inevitable that the HSAA will be compared with the multi-volume Handbook of South

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American Indians (HSAI), with its detailed descriptions of indigenous peoples of South America, that was organized and edited by Julian Steward. Although there are heroic archaeological essays in the HSAI, by the likes of Junius Bird, Gordon Willey, John Rowe, and John Murra, Steward states frankly in his introduction to Volume Two that “arch- ology is included by way of background” to the ethnographic chapters.

Revised edition of American business since 1920, c2009.

There are few topics so large yet so uncovered in the academic literature as the Amazon Basin. Much of the area that connects nine South American countries, hundreds of indigenous peoples, and dozens of multinational corporations - as well as being "the world's lungs" - remains unexplored and includes a demographic density that is still low. But, development throughout the Basin has occurred with a ravaging appetite: loggers have decimated parts of the region with their fishbone patterns of extraction; large-scale agribusinesses have moved into a power vacuum; and the region has witnessed an increase in the coffee, sugar, and mining industries, along with ranching. All of these have resulted in significant deforestation, releasing carbon dioxide into the atmosphere. The booms and busts of traditional commodities - such as rubber latex, nuts, and turtle eggs - impact negatively on the social and economic structure of the basin. In the background to these developments, there is a resurgence of economic nationalism as countries prepare their futures around a pending crisis over food security and global climate change. Hydrocarbon potentials - the possibility of oil and gas fields underground in Amazonia - complicate the situation as indigenous communities, sharecroppers, landless peasants, and others advocate for their respective rights, using ancient methods of protest, as well as digital activism through the Internet. This important book examines

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how the Amazon Basin's indigenous self-determination meets corporate profiteering, where the future of natural resource stewardship is hotly debated, and where subsistence living, extreme poverty, and the vagaries of the international commodities markets are revealed. The environment and the law are seen to be at the heart of the intersection of sustainable development and unfair trading practices. This revelatory exploration of big data, which refers to our newfound ability to crunch vast amounts of information, analyze it instantly and draw profound and surprising conclusions from it, discusses how it will change our lives and what we can do to protect ourselves from its hazards. 75,000 first printing.

The Amazon is not what it seems. As Hugh Raffles shows us in this captivating and innovative book, the world's last great wilderness has been transformed again and again by human activity. In *Amazonia* brings to life an Amazon whose allure and reality lie as much, or more, in what people have made of it as in what nature has wrought. It casts new light on centuries of encounter while describing the dramatic remaking of a sweeping landscape by residents of one small community in the Brazilian Amazon. Combining richly textured ethnographic research and lively historical analysis, Raffles weaves a fascinating story that changes our understanding of this region and challenges us to rethink what we mean by "nature." Raffles draws from a wide range of material to demonstrate--in contrast to the tendency to downplay human agency in the Amazon--that the region is an outcome of the intimately intertwined histories of humans and nonhumans. He moves between a detailed narrative that analyzes the production of scientific knowledge about Amazonia over the centuries and an absorbing account of the extraordinary transformations to the fluvial landscape carried out over the past forty years by the inhabitants of Igarapé

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Guariba, four hours downstream from the nearest city. Engagingly written, theoretically inventive, and vividly illustrated, the book introduces a diverse range of characters--from sixteenth-century explorers and their native rivals to nineteenth-century naturalists and contemporary ecologists, logging company executives, and river-traders. A natural history of a different kind, *In Amazonia* shows how humans, animals, rivers, and forests all participate in the making of a region that remains today at the center of debates in environmental politics.

Of late, religion seems to be everywhere, suffusing U.S. politics and popular culture and acting as both a unifying and a divisive force. This collection of manifestos, Supreme Court decisions, congressional testimonies, speeches, articles, book excerpts, pastoral letters, interviews, song lyrics, memoirs, and poems reflects the vitality, diversity, and changing nature of religious belief and practice in American public and private life over the last half century.

Encompassing a range of perspectives, this book illustrates the ways in which individuals from all along the religious and political spectrum have engaged religion and viewed it as a crucial aspect of society. The anthology begins with documents that reflect the close relationship of religion, especially mainline Protestantism, to essential ideas undergirding Cold War America. Covering both the center and the margins of American religious life, this volume devotes extended attention to how issues of politics, race, gender, and sexuality have influenced the religious mainstream. A series of documents reflects the role of religion and theology in the civil rights, feminist, and gay rights movements as well as in conservative responses. Issues regarding religion and contemporary American culture are explored in documents about the rise of the evangelical movement and the religious right; the impact of "new" (post-1965) immigrant communities

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on the religious landscape; the popularity of alternative, New Age, and non-Western beliefs; and the relationship between religion and popular culture. The editors conclude with selections exploring major themes of American religious life at the millennium, including both conservative and New Age millennialism, as well as excerpts that speculate on the future of religion in the United States. The documents are grouped by theme into nine chapters and arranged chronologically therein. Each chapter features an extensive introduction providing context for and analysis of the critical issues raised by the primary sources.

This insightful work combines Jeff Bezos's life story, beginning in 1964 in Albuquerque, New Mexico, with the creation of Amazon, in 1995, and its rise as the largest online retailer in the world. Bezos's zeal and tirelessness has seen Amazon through the inevitable ups and downs that come with building a start-up—taking it from a garage and turning it into a worldwide powerhouse. Although Bezos has wide-ranging interests and investments today, Amazon remains the cornerstone of his work life, and he is determined to keep his company at the forefront of technological and commercial innovation. The narrative includes captivating sidebars on Bezos's life and innovations, and fact sheets on his life and the company. A timeline helps readers glean pertinent facts about Bezos and Amazon quickly.

Cult of Analytics enables professionals to build an analytics driven culture into their business or organization. Marketers will learn how to turn tried and tested tactics into an actionable plan to change their culture to one that uses web analytics on a day to day basis. Through use of the fictitious ACME PLC case, Steve Jackson provides working examples based on real life situations from the various companies he has worked with, such as Nokia, KONE, Rovio, Amazon, Expert, IKEA, Vodafone, and EMC. These examples will give

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the reader practical techniques for their own business regardless of size or situation making *Cult of Analytics* a must have for any would-be digital marketer. This new edition has been thoroughly updated, now including examples out of how to get the best from Google analytics, as well as ways to use social media data, big data, tag management and advanced persona segmentation to drive real value in your organisation. It's also been expanded to include exercises and new cases for students and tutors using the book as a text.

A History of the Internet and the Digital Future tells the story of the development of the Internet from the 1950s to the present and examines how the balance of power has shifted between the individual and the state in the areas of censorship, copyright infringement, intellectual freedom, and terrorism and warfare. Johnny Ryan explains how the Internet has revolutionized political campaigns; how the development of the World Wide Web enfranchised a new online population of assertive, niche consumers; and how the dot-com bust taught smarter firms to capitalize on the power of digital artisans. From the government-controlled systems of the Cold War to today's move towards cloud computing, user-driven content, and the new global commons, this book reveals the trends that are shaping the businesses, politics, and media of the digital future.

Igapó forests are a common part of the Amazon whose ecosystems are critical to our shared human future. The introduction addresses the structure, function and dynamics of igapó forests in the

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Amazon basin, focusing on their uniqueness due to their high level of complexity defined as the many ways that different components of igapó forests in the Amazon basin ecosystem interact and also on how those interactions are on a higher-order compared to other tropical forests. The text then breaks down the igapó ecosystem using these sections: (1) Igapó forests over space and time, (2) Water, light and soils, (3) The carbon cycle, (4) Litter, fungi and invertebrates, (5) Vertebrates, (6) Plant population studies, (7) Plant community studies, and (8) Human impacts and management. Experts from around the world serve as chapter authors that review what is known about their specific part of the igapó ecosystem, what research they have done, and also what needs to be done in the future.

Deforestation is occurring at an alarming rate in many parts of the world, causing destruction of natural habitat and fragmentation of what remains. Nowhere is this problem more pressing than in the Amazon rainforest, which is rapidly vanishing in the face of enormous pressure from humans to exploit it. This book presents the results of the longest-running and most comprehensive study of forest fragmentation ever undertaken, the Biological Dynamics of Forest Fragments Project (BDFFP) in central Amazonia, the only experimental study of tropical forest fragmentation in which baseline data

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are available before isolation from continuous forest took place. A joint project of Brazil's National Institute for Research in Amazonia and the U.S. Smithsonian Institution, the BDFFP has investigated the many effects that habitat fragmentation has on plants, invertebrates, and vertebrates. The book provides an overview of the BDFFP, reports on its case studies, looks at forest ecology and tree genetics, and considers what issues are involved in establishing conservation and management guidelines.

Amazonia Five Years at the Epicenter of the Dot.com Juggernaut The New Press

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