

## Aral Pan Blogspot

With Freeman Kwazdo Donkor and Abraham Adzenyah. Based on four Ghanaian rhythmic groups (Sikyɛ, Adowa, Gahu and Akom), this book and CD will provide drumset players with a "new" vocabulary based on some of the oldest and most influential rhythms in the world. A groundbreaking presentation!

This book presents original research articles addressing various aspects of economics, management and optimization. The topics discussed include economics, finance, marketing, resource allocation strategies, fuzzy logic, and network-based techniques for the analysis of economics, management and mathematical optimization. Combining the input of contributing professors and researchers from various Spanish, Italian and Latin American universities, the book will be of interest to students, researchers and practitioners, as well as members of the general public interested in the world of Economics and Management.

Official U.S. edition with full color illustrations throughout. **NEW YORK TIMES BESTSELLER** Yuval Noah Harari, author of the critically-acclaimed New York Times bestseller and international phenomenon *Sapiens*, returns with an equally original, compelling, and provocative book, turning his focus toward humanity's future, and our quest to upgrade humans into gods. Over the past century humankind has managed to do the impossible and rein in famine, plague, and war. This may seem hard to accept, but, as Harari explains in his trademark style—thorough, yet riveting—famine, plague

and war have been transformed from incomprehensible and uncontrollable forces of nature into manageable challenges. For the first time ever, more people die from eating too much than from eating too little; more people die from old age than from infectious diseases; and more people commit suicide than are killed by soldiers, terrorists and criminals put together. The average American is a thousand times more likely to die from binging at McDonalds than from being blown up by Al Qaeda. What then will replace famine, plague, and war at the top of the human agenda? As the self-made gods of planet earth, what destinies will we set ourselves, and which quests will we undertake? Homo Deus explores the projects, dreams and nightmares that will shape the twenty-first century—from overcoming death to creating artificial life. It asks the fundamental questions: Where do we go from here? And how will we protect this fragile world from our own destructive powers? This is the next stage of evolution. This is Homo Deus. With the same insight and clarity that made Sapiens an international hit and a New York Times bestseller, Harari maps out our future.

This remarkable book offers enlightening reading for everyone interested in international law, human rights, global health, public health and health promotion. Public health and health promotion professionals, including international healthcare organisations, care agencies, and international charities will find the analysis illuminating. It is also of great interest to policy makers and shapers in communities and government, political activists and all those with an interest in equality and

globalisation.

The world's most innovative and influential architect-designed houses created since the early 20th century Throughout history, houses have presented architects the world over with infinite opportunities to experiment with new methods and materials for domestic living. Houses: Extraordinary Living celebrates the incredible diversity and beauty of the house as never before, from Modernist icons to feats of technological, material, and spatial innovation in the 21st century. Explore the creative imaginations of hundreds of internationally renowned architects past and present, as well as dozens of awe-inspiring houses by lesser-known and emerging talents.

This book introduces materials and how advances in materials result in advances in technology and our daily lives. Each chapter covers a particular material, how the material was discovered or invented, when it was first used, how this material has impacted the world, what makes the material important, how it is used today, and future applications. The list of materials covered in this book includes stone, wood, natural fibers, metals, clay, lead, iron, steel, silicon, glass, rubber, composites, polyethylene, rare earth magnet, and alloys.

This book provides an original review of Ocean Literacy as a component of public policy in Europe and beyond. The impact of the ocean on human activities is one of the most significant environmental issues facing humanity. By offering valuable insights into the interrelationships between geography, environment, marine science and education, the book explores key issues relating to the

future of our planet and the way people respond to them. This volume discusses concepts concerning citizenship education and co-creation and the role of public policy and different international initiatives in raising awareness and mitigating the effects of over-use and misuse of valuable resources. A range of innovative projects are presented and evaluated from the local to national and global levels. This book advances knowledge and provides a picture of these advances, presents the issues and challenges, including the important role that geography education and geographical awareness could play in advancing the case for Ocean Literacy. This crossdisciplinary book appeals to students and scientists as well as professionals and practitioners in geography, environmental and marine sciences, international policy and many related fields.

*A Passion for Mathematics* is an educational, entertaining trip through the curiosities of the math world, blending an eclectic mix of history, biography, philosophy, number theory, geometry, probability, huge numbers, and mind-bending problems into a delightfully compelling collection that is sure to please math buffs, students, and experienced mathematicians alike. In each chapter, Clifford Pickover provides factoids, anecdotes, definitions, quotations, and captivating challenges that range from fun, quirky puzzles to insanely difficult problems. Readers will encounter mad mathematicians, strange number sequences, obstinate numbers, curious constants, magic squares, fractal geese, monkeys typing Hamlet, infinity, and much, much more. *A Passion for Mathematics* will feed readers' fascination while giving

them problem-solving skills a great workout!

The essence of this book can be found in a line written by the ancient Roman Stoic Philosopher Lucius Annaeus Seneca: "Fortune is of sluggish growth, but ruin is rapid".

This sentence summarizes the features of the phenomenon that we call "collapse," which is typically sudden and often unexpected, like the proverbial "house of cards." But why are such collapses so common, and what generates them? Several books have been published on the subject, including the well known "Collapse" by Jared Diamond (2005), "The collapse of complex societies" by Joseph Tainter (1998) and "The Tipping Point," by Malcom Gladwell (2000). Why The Seneca Effect? This book is an ambitious attempt to pull these various strands together by describing collapse from a multi-disciplinary viewpoint. The reader will discover how collapse is a collective phenomenon that occurs in what we call today "complex systems," with a special emphasis on system dynamics and the concept of "feedback." From this foundation, Bardi applies the theory to real-world systems, from the mechanics of fracture and the collapse of large structures to financial collapses, famines and population collapses, the fall of entire civilizations, and the most dreadful collapse we can imagine: that of the planetary ecosystem generated by overexploitation and climate change. The final objective of the book is to describe a conclusion that the ancient stoic philosophers had already discovered long ago, but that modern system science has rediscovered today. If you want to avoid collapse you need to embrace change, not fight it. Neither a book about doom and gloom nor a

cornucopianist's dream, *The Seneca Effect* goes to the heart of the challenges that we are facing today, helping us to manage our future rather than be managed by it. A 2015 James Beard Award Finalist: "Eye-opening, insightful, and huge fun to read." —Bee Wilson, author of *Consider the Fork* Why do we eat toast for breakfast, and then toast to good health at dinner? What does the turkey we eat on Thanksgiving have to do with the country on the eastern Mediterranean? Can you figure out how much your dinner will cost by counting the words on the menu? In *The Language of Food*, Stanford University professor and MacArthur Fellow Dan Jurafsky peels away the mysteries from the foods we think we know. Thirteen chapters evoke the joy and discovery of reading a menu dotted with the sharp-eyed annotations of a linguist. Jurafsky points out the subtle meanings hidden in filler words like "rich" and "crispy," zeroes in on the metaphors and storytelling tropes we rely on in restaurant reviews, and charts a microuniverse of marketing language on the back of a bag of potato chips. The fascinating journey through *The Language of Food* uncovers a global atlas of culinary influences. With Jurafsky's insight, words like ketchup, macaron, and even salad become living fossils that contain the patterns of early global exploration that predate our modern fusion-filled world. From ancient recipes preserved in Sumerian song lyrics to colonial shipping routes that first connected East and West, Jurafsky paints a vibrant portrait of how our foods developed. A surprising history of culinary exchange—a sharing of ideas and culture as much as ingredients and flavors—lies just beneath the

surface of our daily snacks, soups, and suppers. Engaging and informed, Jurafsky's unique study illuminates an extraordinary network of language, history, and food. The menu is yours to enjoy.

Environmental degradation in the Aral Sea basin has been a touchstone for increasing public awareness of environmental issues. The Aral crisis has been touted as a 'quiet Chernobyl' and as one of the worst human-made environmental catastrophes of the twentieth century. This multidisciplinary 1999 book comprehensively describes the slow onset of low grade but incremental changes (i.e. creeping environmental change) which affected the region and its peoples. Through a set of case studies, it describes how the region's decision-makers allowed these changes to grow into an environmental and societal nightmare. It outlines many lessons to be learned for other areas undergoing detrimental creeping environmental change, and provides an important example of how to approach such disasters for students and researchers of environmental studies, global change, political science and history. Central Asia remains both stable and unpredictable after 20 years of its reemergence. The states here continue to undergo complex nation-building process, which is far from complete, but they firmly remain insulated by Russia and but more increasingly so by China. Only Kyrgyzstan has so far uniquely followed a liberal polity, but this young country had to cope with two revolutions before achieving a parliamentary democracy in 2010. However, the institution of democracy remains weak because of some difficult and intricate internal and

external challenges i.e., economic, ethnic, Islamic, narcotic along with convoluted strategic games played by major powers in Kyrgyzstan. It is the only country in the world that hosts military bases of both Russia and the United States. The country retains strong Chinese economic influence. The book is an attempt to provide an overview of political and strategic processes at work in the region by taking the case of Kyrgyzstan, tracing the events erupted since 2005 and more after 2010. It contains aspects of India's engagement in Kyrgyzstan and throws light on India's newly launched 'Connect Central Asia' policy.

HousesExtraordinary LivingPhaidon Press

The land degradation due to salinity and waterlogging is a global phenomenon, afflicting about one billion hectares within the sovereign borders of at least 75 countries. Besides staring at the food security, it has far reaching and unacceptable socio-economic consequences since a large proportion of this land is inhabited by smallholder farmers. The anthropogenic-environmental changes and the climate change are further adding to the problem of salinity and waterlogging. The phenomenon of sea-level rise will bring more areas under waterlogged salinity due to inundation by sea water. Thus, dealing with the salinity in reality is becoming a highly onerous task owing to its complex nature, uncertainty and differential temporal and spatial impacts. Nevertheless, with the need to provide more food, feed, fuel, fodder and fiber to the expanding population, and non-availability of new productive land, there is a need for productivity enhancement of these

lands. In fact, the salt-affected and waterlogged lands cannot be neglected since huge investments have been made throughout the world in the development of irrigation and drainage infrastructure. The social, economic and environmental costs being high for the on- and/off-farm reclamation techniques, saline agriculture including agroforestry inculcated with modern innovative techniques, is now emerging as a potential tool not only for arresting salinity and waterlogging but for other environmental services like mitigate climate change, sequester carbon and biodiversity restoration. This publication attempts to address a wide range of issues, principles and practices related to the salinity involved in rehabilitation of waterlogged saline soils and judicious use of saline waters including sea water. Many of the site specific case studies typical to the saline environment including coastal ecologies sustaining productivity, rendering environmental services, conserving biodiversity and mitigating climate change have been described in detail. Written by leading researchers and experts of their own fields, the book is a must, not only for salinity experts but also for policy makers, environmentalists, students and educationists alike. More importantly, it contributes to reversing the salinity trends and teaches to sustain with salinity ensuring the livelihood of resource-poor farming families leaving in harsh ecologies including coastal areas which are more vulnerable to climate change.

This volume examines the phenomenon of fake news by bringing together leading experts from different fields within psychology and related areas, and explores what

has become a prominent feature of public discourse since the first Brexit referendum and the 2016 US election campaign. Dealing with misinformation is important in many areas of daily life, including politics, the marketplace, health communication, journalism, education, and science. In a general climate where facts and misinformation blur, and are intentionally blurred, this book asks what determines whether people accept and share (mis)information, and what can be done to counter misinformation? All three of these aspects need to be understood in the context of online social networks, which have fundamentally changed the way information is produced, consumed, and transmitted. The contributions within this volume summarize the most up-to-date empirical findings, theories, and applications and discuss cutting-edge ideas and future directions of interventions to counter fake news. Also providing guidance on how to handle misinformation in an age of “alternative facts”, this is a fascinating and vital reading for students and academics in psychology, communication, and political science and for professionals including policy makers and journalists. The hope and hype about African digital entrepreneurship, contrasted with the reality on the ground in local ecosystems. In recent years, Africa has seen a digital entrepreneurship boom, with hundreds of millions of dollars poured into tech cities, entrepreneurship trainings, coworking spaces, innovation prizes, and investment funds. Politicians and technologists have offered Silicon Valley-influenced narratives of boundless opportunity and exponential

growth, in which internet-enabled entrepreneurship allows Africa to "leapfrog" developmental stages to take a leading role in the digital revolution. This book contrasts these aspirations with empirical research about what is actually happening on the ground. The authors find that although the digital revolution has empowered local entrepreneurs, it does not untether local economies from the continent's structural legacies.

From a MacArthur "Genius," a bold new perspective on the history of Asia, highlighting the long quest to tame its waters Asia's history has been shaped by her waters. In *Unruly Waters*, historian Sunil Amrith reimagines Asia's history through the stories of its rains, rivers, coasts, and seas--and of the weather-watchers and engineers, mapmakers and farmers who have sought to control them. Looking out from India, he shows how dreams and fears of water shaped visions of political independence and economic development, provoked efforts to reshape nature through dams and pumps, and unleashed powerful tensions within and between nations.

Today, Asian nations are racing to construct hundreds of dams in the Himalayas, with dire environmental impacts; hundreds of millions crowd into coastal cities threatened by cyclones and storm surges. In an age of climate change, *Unruly Waters* is essential reading for anyone seeking to understand Asia's past and its future.

The Handbook provides a comprehensive statement

and reference point for hazard and disaster research, policy making, and practice in an international and multi-disciplinary context. It offers critical reviews and appraisals of current state of the art and future development of conceptual, theoretical and practical approaches as well as empirical knowledge and available tools. Organized into five inter-related sections, this Handbook contains sixty-five contributions from leading scholars. Section one situates hazards and disasters in their broad political, cultural, economic, and environmental context. Section two contains treatments of potentially damaging natural events/phenomena organized by major earth system. Section three critically reviews progress in responding to disasters including warning, relief and recovery. Section four addresses mitigation of potential loss and prevention of disasters under two sub-headings: governance, advocacy and self-help, and communication and participation. Section five ends with a concluding chapter by the editors. The engaging international contributions reflect upon the politics and policy of how we think about and practice applied hazard research and disaster risk reduction. This Handbook provides a wealth of interdisciplinary information and will appeal to students and practitioners interested in Geography, Environment Studies and Development Studies.

These proceedings of the IAMG 2014 conference in

New Delhi explore the current state of the art and inform readers about the latest geostatistical and space-based technologies for assessment and management in the contexts of natural resource exploration, environmental pollution, hazards and natural disaster research. The proceedings cover 3D visualization, time-series analysis, environmental geochemistry, numerical solutions in hydrology and hydrogeology, geotechnical engineering, multivariate geostatistics, disaster management, fractal modeling, petroleum exploration, geoinformatics, sedimentary basin analysis, spatiotemporal modeling, digital rock geophysics, advanced mining assessment and glacial studies, and range from the laboratory to integrated field studies. Mathematics plays a key part in the crust, mantle, oceans and atmosphere, creating climates that cause natural disasters, and influencing fundamental aspects of life-supporting systems and many other geological processes affecting Planet Earth. As such, it is essential to understand the synergy between the classical geosciences and mathematics, which can provide the methodological tools needed to tackle complex problems in modern geosciences. The development of science and technology, transforming from a descriptive stage to a more quantitative stage, involves qualitative interpretations such as conceptual models that are complemented by quantification, e.g. numerical models, fast

dynamic geologic models, deterministic and stochastic models. Due to the increasing complexity of the problems faced by today's geoscientists, joint efforts to establish new conceptual and numerical models and develop new paradigms are called for. How engineers in the mining and oil and gas industries attempt to reconcile competing domains of public accountability. The growing movement toward corporate social responsibility (CSR) urges corporations to promote the well-being of people and the planet rather than the sole pursuit of profit. In *Extracting Accountability*, Jessica Smith investigates how the public accountability of corporations emerges from the everyday practices of the engineers who work for them. Focusing on engineers who view social responsibility as central to their profession, she finds the corporate context of their work prompts them to attempt to reconcile competing domains of accountability—to formal guidelines, standards, and policies; to professional ideals; to the public; and to themselves. Their efforts are complicated by the distributed agency they experience as corporate actors: they are not always authors of their actions and frequently act through others. Drawing on extensive interviews, archival research, and fieldwork, Smith traces the ways that engineers in the mining and oil and gas industries accounted for their actions to multiple publics—from critics of their industry to their own friends and

families. She shows how the social license to operate and an underlying pragmatism lead engineers to ask how resource production can be done responsibly rather than whether it should be done at all. She analyzes the liminality of engineering consultants, who experienced greater professional autonomy but often felt hamstrung when positioned as outsiders. Finally, she explores how critical participation in engineering education can nurture new accountabilities and chart more sustainable resource futures.

Fashion Ethics provides a comprehensive overview of the ethical issues in the fashion industry, from collection design concept to upcycling and closed loop production. This book answers an urgent need for a comprehensive understanding of the fundamental ethics of the fashion industry. Sue Thomas goes beyond the usual contentious issues of environmental impact and human rights, taking the reader deeper into the endemic issues including sizeism, ageism, animal rights, and the lack of diversity in models and in the media. The book lays out the significant ethical issues within the fashion supply chain by mapping the lifecycle of a garment and exploring key topics such as deep ecology, cultural copyright speciesism, the role of the customer, and technology in future ethics. It also features current international industry information and industry-relevant case studies from brands,

media and mobile technology, and NGOs including Oxfam (UK), Redress (Hong Kong), Nimany (US), Labor Link (US), People Tree (UK), and Peppermint (Australia). Fashion Ethics provides much-needed information for fashion students, industry professionals, and customers.

The Routledge Handbook of Research Methods for Social-Ecological Systems provides a synthetic guide to the range of methods that can be employed in social-ecological systems (SES) research. The book is primarily targeted at graduate students, lecturers and researchers working on SES, and has been written in a style that is accessible to readers entering the field from a variety of different disciplinary backgrounds. Each chapter discusses the types of SES questions to which the particular methods are suited and the potential resources and skills required for their implementation, and provides practical examples of the application of the methods. In addition, the book contains a conceptual and practical introduction to SES research, a discussion of key gaps and frontiers in SES research methods, and a glossary of key terms in SES research.

Contributions from 97 different authors, situated at SES research hubs in 16 countries around the world, including South Africa, Sweden, Germany and Australia, bring a wealth of expertise and experience to this book. The first book to provide a guide and introduction specifically focused on methods for

studying SES, this book will be of great interest to students and scholars of sustainability science, environmental management, global environmental change studies and environmental governance. The book will also be of interest to upper-level undergraduates and professionals working at the science–policy interface in the environmental arena. Over the last five years, widespread concern about the effects of social media on democracy has led to an explosion in research from different disciplines and corners of academia. This book is the first of its kind to take stock of this emerging multi-disciplinary field by synthesizing what we know, identifying what we do not know and obstacles to future research, and charting a course for the future inquiry. Chapters by leading scholars cover major topics – from disinformation to hate speech to political advertising – and situate recent developments in the context of key policy questions. In addition, the book canvasses existing reform proposals in order to address widely perceived threats that social media poses to democracy. This title is also available as Open Access on Cambridge Core.

Cross-border Water Trade: Legal and Interdisciplinary Perspectives is a critical assessment of one of the growing problems faced by the international community - the global water deficit. Apart from theoretical considerations it has very practical consequences, as cross-border water

trade appears to constitute one of the most effective ways of balancing water deficits worldwide.

This open access book explores the global challenges and experiences related to digital entrepreneurial activities, using carefully selected examples from leading companies and economies that shape world business today and tomorrow. Digital entrepreneurship and the companies steering it have an enormous global impact; they promise to transform the business world and change the way we communicate with each other. These companies use digitalization and artificial intelligence to enhance the quality of decisions and augment their business and customer operations. This book demonstrates how cloud services are continuing to evolve; how cryptocurrencies are traded in the banking industry; how platforms are created to commercialize business, and how, taken together, these developments provide new opportunities in the digitalized era. Further, it discusses a wide range of digital factors changing the way businesses operate, including artificial intelligence, chatbots, voice search, augmented and virtual reality, as well as cyber threats and data privacy management. “Digitalization mirrors the Industrial Revolution’s impact. This book provides a complement of perspectives on the opportunities emanating from such a deep seated change in our economy. It is a comprehensive collection of thought leadership mapped into a very useful framework. Scholars, digital entrepreneurs and practitioners will benefit from this timely work.” Gina O’Connor, Professor of Innovation Management at Babson College, USA “This book defines and delineates the requirements for companies to enable their businesses to succeed in a post-COVID19 world. This book deftly examines how to accomplish and achieve digital entrepreneurship by leveraging cloud computing, AI, IoT and other critical

technologies. This is truly a unique “must-read” book because it goes beyond theory and provides practical examples.” Charlie Isaacs, CTO of Customer Connection at Salesforce.com, USA "This book provides digital entrepreneurs useful guidance identifying, validating and building their venture. The international authors developed new perspectives on digital entrepreneurship that can support to create impact ventures.” Felix Staeritz, CEO FoundersLane, Member of the World Economic Forum Digital Leaders Board and bestselling author of FightBack, Germany The purpose of this textbook is to provide a well-rounded working knowledge of both climate change and environmental sustainability for a wide range of students. Students will learn core concepts and methods to analyze energy and environmental impacts; will understand what is changing the earth’s climate, and what that means for life on earth now and in the future. They will also have a firm understanding of what energy is and how it can be used. This text intends to develop working knowledge of these topics, with both technical and social implications. Students will find in one volume the integration and careful treatment of climate, energy, and sustainability.

A unique book providing a tour through the fascinating connections between mathematics and games.

Edition for 1983/84- published in 3 vols.: vol. 1, Organization descriptions and index; vol. 2, International organization participation; vol. 3, Global action networks.

Written by many scientists and clinicians from China, USA, Canada and other countries, this monograph discusses translational research on acupuncture. Besides general topics on acupuncture practice (e.g., different styles and techniques of acupuncture), topics include some refractory diseases such as chronic fatigue syndrome, Parkinson’s disease, cardiovascular dysfunction, chronic pain, post-concussion

syndrome and post-traumatic stress disorder and cancer-related symptoms. The factors influencing acupuncture research are comprehensively addressed in the final chapter. This unique book provides a translational perspective on modern acupuncture for not only acupuncturists, but also neuroscientists, neurologists, and other clinicians. For medical students and undergraduate and graduate students majoring in biology, this book is an advanced course for learning the progress in alternative and complementary Medicine.

Big data are changing the way we work. This book conveys a theoretical understanding of big data and the related interactions on a socio-technological level as well as on the organizational level. Big data challenge the human resource department to take a new role. An organization's new competitive advantage is its employees augmented by big data.

This guide is an offshoot of an earlier ICP project, the 2012 exhibition and publication 'Weegee: Murder is My Business,' focused on the first decade of the photographer's career as a photojournalist in New York.

Public health thrives on high-quality evidence, yet acquiring meaningful data on a population remains a central challenge of public health research and practice. Social monitoring, the analysis of social media and other user-generated web data, has brought advances in the way we leverage population data to understand health. Social media offers advantages over traditional data sources, including real-time data availability, ease of access, and reduced cost. Social media allows us to ask, and answer, questions we never thought possible. This book presents an overview of the progress on uses of social monitoring to study public health over the past decade. We explain available data sources, common methods, and survey research on social monitoring in a wide

range of public health areas. Our examples come from topics such as disease surveillance, behavioral medicine, and mental health, among others. We explore the limitations and concerns of these methods. Our survey of this exciting new field of data-driven research lays out future research directions.

Chinese food is one of the most recognizable and widely consumed cuisines in the world. Almost no town on earth is without a Chinese restaurant of some kind, and Chinese canned, frozen, and preserved foods are available in shops from Nairobi to Quito. But the particulars of Chinese cuisine vary widely from place to place as its major ingredients and techniques have been adapted to local agriculture and taste profiles. To trace the roots of Chinese foodways, one must look back to traditional food systems before the early days of globalization. *Food and Environment in Early and Medieval China* traces the development of the food systems that coincided with China's emergence as an empire. Before extensive trade and cultural exchange with Europe was established, Chinese farmers and agriculturalists developed systems that used resources in sustainable and efficient ways, permitting intensive and productive techniques to survive over millennia. Fields, gardens, semiwild lands, managed forests, and specialized agricultural landscapes all became part of an integrated network that produced maximum nutrients with minimal input—though not without some environmental cost. E. N. Anderson examines premodern China's vast, active network of trade and contact, such as the routes from Central Asia to Eurasia

and the slow introduction of Western foods and medicines under the Mongol Empire. Bringing together a number of new findings from archaeology, history, and field studies of environmental management, *Food and Environment in Early and Medieval China* provides an updated picture of language relationships, cultural innovations, and intercultural exchanges.

Written by renowned data science experts Foster Provost and Tom Fawcett, *Data Science for Business* introduces the fundamental principles of data science, and walks you through the "data-analytic thinking" necessary for extracting useful knowledge and business value from the data you collect. This guide also helps you understand the many data-mining techniques in use today. Based on an MBA course Provost has taught at New York University over the past ten years, *Data Science for Business* provides examples of real-world business problems to illustrate these principles. You'll not only learn how to improve communication between business stakeholders and data scientists, but also how to participate intelligently in your company's data science projects. You'll also discover how to think data-analytically, and fully appreciate how data science methods can support business decision-making.

Understand how data science fits in your organization—and how you can use it for competitive advantage  
Treat data as a business asset that requires careful investment if you're to gain real value  
Approach business problems data-analytically, using the data-mining process to gather good data in the most appropriate way  
Learn general concepts for actually

extracting knowledge from data Apply data science principles when interviewing data science job candidates Fairy Haven's newest arrival, Prilla, along with Rani and Vidia, embarks on a journey filled with danger, sacrifice, and adventure. The fate of Never Land rests on their shoulders.

This book focuses on the study of the remarkable new source of geographic information that has become available in the form of user-generated content accessible over the Internet through mobile and Web applications. The exploitation, integration and application of these sources, termed volunteered geographic information (VGI) or crowdsourced geographic information (CGI), offer scientists an unprecedented opportunity to conduct research on a variety of topics at multiple scales and for diversified objectives. The Handbook is organized in five parts, addressing the fundamental questions: What motivates citizens to provide such information in the public domain, and what factors govern/predict its validity? What methods might be used to validate such information? Can VGI be framed within the larger domain of sensor networks, in which inert and static sensors are replaced or combined by intelligent and mobile humans equipped with sensing devices? What limitations are imposed on VGI by differential access to broadband Internet, mobile phones, and other communication technologies, and by concerns over privacy? How do VGI and crowdsourcing enable innovation applications to benefit human society? Chapters examine how crowdsourcing techniques and methods, and the VGI phenomenon, have motivated a

multidisciplinary research community to identify both fields of applications and quality criteria depending on the use of VGI. Besides harvesting tools and storage of these data, research has paid remarkable attention to these information resources, in an age when information and participation is one of the most important drivers of development. The collection opens questions and points to new research directions in addition to the findings that each of the authors demonstrates. Despite rapid progress in VGI research, this Handbook also shows that there are technical, social, political and methodological challenges that require further studies and research. “All of our working lives we have heard the mantra, ‘a reputation lost is never regained.’ Still, the firms we work for, admire and invest in seem to take costly reputation hits all too often. Everyone interested in managing, regulating or investing in public firms will find Nir Kossovsky’s book a wonderful read through reputations won, lost and regained over the last 20 years. This is the first book which goes beyond platitudes to explain how to spot value-destroying reputation risk and how to manage it or live with its consequences. Couldn’t be more timely.” —Tom Skwarek, Managing Director|Structuring and Solutions Group, Unicredit Bank AG; previously Managing Director|Corporate Strategic Solutions, Swiss Re. “There are fiduciary reasons why corporate directors would benefit from reading this book. There is also a personal benefit. The collapse of a company’s reputation can stain the personal reputation of its directors.” —George Miles, Member of the Board of Directors, AIG, EQT, Harley Davidson, HFF, and Wesco.

“Nir Kossovsky has written a gripping tale, first educating the reader by distinguishing between corporate branding and reputation, then alarming us with case histories of mismanagement of corporate reputational crises, and finally reassuring all with a unique solution, i.e., insuring against the risk of reputational loss.” —John H. Bennett, Partner, Global Brand Positioning, previously Chief Marketing Officer, Visa, Inc. “While directors know reputation is important, it often is treated as a vague ‘good’ until something bad happens. Nir Kossovsky does a great job, with many examples, of connecting reputation to stock price and to behaviors, before and after crises. If you are a director, a senior manager, or a regulator, you should read this book and remember the lessons it offers. There is no office which will restore reputation, but careful planning and quick response, as Nir points out, can make a big difference.” —Herbert S. Winokur, Jr., former chairman on Enron’s Board Finance Committee and a director of many for-profits and non-profits A company that takes a hit to its reputation—BP after the Gulf oil spill, Barclays after fiddling LIBOR, News Corp after the phone hacking scandal—enters a world of grief: market value falls along with employee morale, regulatory scrutiny increases, and customers defect and boycott. Reputation, Stock Price, and You: Why the Market Rewards Some Companies and Punishes Others shows how a company’s reputation is created and how reputational value impacts corporate P&L and the personal finances of its many stakeholders. Better yet, it shows what you can do to profit from, increase, protect, monitor, evaluate, restore,

and even insure reputational value. If your job, bonus, options, salary, or investments depend on the stock price of a public company—or on the sales, profitability, or value of a private company—you need to read this book to understand the concrete steps you can take to improve your firm's reputation, reduce risks to its finances and industry standing, and reap the highest reputational dividends. Using dozens of case studies, *Reputation, Stock Price, and You*: Explains how stakeholders, and their expectations, both shape and are shaped by a company's reputation Describes how reputations for ethics, innovation, good governance, quality, safety, sustainability, and security are created and lost Explains why both corporate and individual stakeholder behavior affect reputational value Shows how you can influence the expectations and behaviors of stakeholders, which in turn can improve corporate finances, reduce operational risk, and increase stock price or market value Provides sensitive tools for tracking and predicting stock price as a function of reputational value metrics The majority of directors at U.S. public companies now count reputation as their firm's #1 concern, and with good reason. A firm with a superior reputation gains many benefits: Customers are more willing to pay higher prices, vendors and employees offer better terms for their services, creditors and equity investors offer better terms for capital, and regulators tend to be more forgiving. This book shows how to achieve and sustain a stellar reputation and how to convert it into its tangible form: reputational value. Language is a natural resource: Power and vulnerability

are associated with access to language, just as to food and water. In this new book, a linguist and philosopher elucidate why language is so powerful, illuminate its very real social and political implications, and make the case for linguistic equality—equality among languages and equality in access to/knowledge of language and its use—as a human right and tool to prevent violence and oppression. Students and instructors will find this accessible, interdisciplinary text invaluable for courses that explore how language reflects power structures in linguistics, philosophy/ethics, and cognitive science/psychology.

From the bestselling author of *Ecohouse*, this fully revised edition of *Adapting Buildings and Cities for Climate Change* provides unique insights into how we can protect our buildings, cities, infra-structures and lifestyles against risks associated with extreme weather and related social, economic and energy events. Three new chapters present evidence of escalating rates of environmental change. The authors explore the growing urgency for mitigation and adaptation responses that deal with the resulting challenges. Theoretical information sits alongside practical design guidelines, so architects, designers and planners can not only see clearly what problems they face, but also find the solutions they need, in order to respond to power and water supply needs. Considers use of materials, structures, site issues and planning in order to provide design solutions. Examines recent climate events in the US and UK and looks at how architecture was successful or not in preventing building damage. *Adapting Buildings*

and Cities for Climate Change is an essential source, not just for architects, engineers and planners facing the challenges of designing our building for a changing climate, but also for everyone involved in their production and use.

Disinformation and so-called fake news are contemporary phenomena with rich histories.

Disinformation, or the willful introduction of false information for the purposes of causing harm, recalls infamous foreign interference operations in national media systems. Outcries over fake news, or dubious stories with the trappings of news, have coincided with the introduction of new media technologies that disrupt the publication, distribution and consumption of news -- from the so-called rumour-mongering broadsheets centuries ago to the blogosphere recently. Designating a news organization as fake, or der Lügenpresse, has a darker history, associated with authoritarian regimes or populist bombast diminishing the reputation of 'elite media' and the value of inconvenient truths. In a series of empirical studies, using digital methods and data journalism, we inquire into the extent to which social media have enabled the penetration of foreign disinformation operations, the widespread publication and spread of dubious content as well as extreme commentators with considerable followings attacking mainstream media as fake.

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