

Azerbaijan Culture Smart The Essential Guide To Customs

Culture Smart! provides essential information on attitudes, beliefs and behavior in different countries, ensuring that you arrive at your destination aware of basic manners, common courtesies, and sensitive issues. These concise guides tell you what to expect, how to behave, and how to establish a rapport with your hosts. This inside knowledge will enable you to steer clear of embarrassing gaffes and mistakes, feel confident in unfamiliar situations, and develop trust, friendships, and successful business relationships. Culture Smart! offers illuminating insights into the culture and society of a particular country. It will help you to turn your visit-whether on business or for pleasure-into a memorable and enriching experience. Contents include: * customs, values, and traditions * historical, religious, and political background * life at home * leisure, social, and cultural life * eating and drinking * do's, don'ts, and taboos * business practices * communication, spoken and unspoken

This dictionary and phrasebook includes a dictionary of over 4,000 entries, plus an introduction to basic grammar and helpful phrasebook chapters covering subjects such as etiquette, the office, government, and food and drink. It is written entirely in the Roman alphabet. This unique language guides for getting around and communicating easily in everyday situations will be equally useful for tourists, business people and aid workers.

Plant Tissue Culture Techniques and Experiments is a manual that contains laboratory exercises about the demonstration of the methods and different plant materials used in plant tissue culture. It provides an overview on the plant cell culture techniques and plant material options in selecting the explant source. This book starts by discussing the proper setup of a tissue culture laboratory and the selection of the culture medium. It then explains the determination of an explant which is the ultimate goal of the cell culture project. The explant is a piece of plant tissue that is used in tissue culture. Furthermore, the book discusses topics about callus induction, regeneration and morphogenesis process, and haploid plants from anther and pollen culture. The meristem culture for virus-free plants and in vitro propagation for commercial propagation of ornamentals are also explained in this manual. The book also provides topics and exercises on the protoplast isolation and fusion and agrobacterium-mediated transformation of plants. This manual is intended for college students, both graduate and undergraduate, who study chemistry, plant anatomy, and plant physiology.

“Remarkable: a book about borders that makes the reader feel sumptuously free.” —Peter Pomerantsev In this extraordinary work of narrative reportage, Kapka Kassabova returns to Bulgaria, from where she emigrated as a girl twenty-five years previously, to explore the border it shares with Turkey and Greece. When she was a child, the border zone was rumored to be an easier crossing point into the West than the Berlin Wall, and it swarmed with soldiers and spies.

On holidays in the “Red Riviera” on the Black Sea, she remembers playing on the beach only miles from a bristling electrified fence whose barbs pointed inward toward the enemy: the citizens of the totalitarian regime. Kassabova discovers a place that has been shaped by successive forces of history: the Soviet and Ottoman empires, and, older still, myth and legend. Her exquisite portraits of fire walkers, smugglers, treasure hunters, botanists, and border guards populate the book. There are also the ragged men and women who have walked across Turkey from Syria and Iraq. But there seem to be nonhuman forces at work here too: This densely forested landscape is rich with curative springs and Thracian tombs, and the tug of the ancient world, of circular time and animism, is never far off. *Border* is a scintillating, immersive travel narrative that is also a shadow history of the Cold War, a sideways look at the migration crisis troubling Europe, and a deep, witchy descent into interior and exterior geographies.

The Psychology of the Car explores automotive cultures through the lens of psychology with the goal of achieving a low-carbon transport future. Worldwide there are now more than one billion cars, and their number grows continuously. Yet there is growing evidence that humanity needs to reach ‘peak cars’ as increased air pollution, noise, accidents, and climate change support a decline in car usage. While many governments agree, the car remains attractive, and endeavors to change transport systems have faced fierce resistance. Based on insights from a wide range of transport behaviors, *The Psychology of the Car* shows the “why of automotive cultures, providing new perspectives essential for understanding its attractiveness and for defining a more desirable transport future. The *Psychology of the Car* illustrates the growth of global car use over time and its effect on urban transport systems and the global environment. It looks at the adoption of the car into lifestyles, the “mobilities turn, and how the car impacts collective and personal identities. The book examines car drivers themselves; their personalities, preferences, and personality disorders relevant to driving. The book looks at the role power, control, dominance, speed, and gender play, as well as the interrelationship between personal freedom and law enforcement. The book explores risk-taking behaviors as accidental death is a central element of car driving. The book addresses how interventions can be successful as well as which interventions are unlikely to work, and concludes with how a more sustainable transport future can be created based on emerging transport trends. Features deep analyses of individual and collective psychologies of car affection, moving beyond sociology-based interpretations of automobile culture Illustrates concepts using popular culture examples that expose ideas about automobility Shows how fewer, smaller and more environmentally friendly cars, as well as low-carbon transport modes, are more socially attractive

Azerbaijani cuisine is one of the most ancient and varied in the world, rich with Eastern European and Western Asian influences. Over one hundred mouth-watering recipes are included in this book: from pilafs with apricots, dates and

plums, aubergine kebab and baked fish with walnuts to halva and sweet crescent pastries. With stunning recipes and sumptuous photographs, The Azerbaijani Kitchen is a treat for food lovers and a wonderful introduction to this exotic and delicious cuisine. Chef Tahir Amiraslanov is president of the National Culinary Association in Azerbaijan. Leyla Rahmanova works for the Golden Books publishing house in Baku, Azerbaijani.

The three novellas of Farewell, Aylis take place over decades of transition in a country that rather resembles modern-day Azerbaijan. In Yemen, a Soviet traveler takes an afternoon stroll and finds himself suspected of defecting to America. In Stone Dreams, an actor explores the limits of one man's ability to live a moral life amid conditions of sociopolitical upheaval, ethnic cleansing, and petty professional intrigue. In A Fantastical Traffic Jam, those who serve the aging leader of a corrupt, oil-rich country scheme to stay alive. Farewell, Aylis, a new essay by the author that reflects on the political firestorm surrounding these novellas and his current situation as a prisoner of conscience in Azerbaijan, was commissioned especially for this Academic Studies Press edition.

Free audio recordings are available for use with this book. See inside for details. Want to learn how to speak conversational Azeri? Dive right into this dialogue book and start learning today! Real Azeri is filled with fun and interesting conversations written by native Azeri speakers in a colloquial style that will surely keep you entertained while you learn. Each dialogue contains an English translation, in addition to a brief explanatory notes section for those dialogues containing any slang or idiomatic expressions. This dialogue book, in conjunction with the free audio recordings, is a great resource for learners of Azeri.

START-UP NATION addresses the trillion dollar question: How is it that Israel-- a country of 7.1 million, only 60 years old, surrounded by enemies, in a constant state of war since its founding, with no natural resources-- produces more start-up companies than large, peaceful, and stable nations like Japan, China, India, Korea, Canada and the UK? With the savvy of foreign policy insiders, Senor and Singer examine the lessons of the country's adversity-driven culture, which flattens hierarchy and elevates informality-- all backed up by government policies focused on innovation. In a world where economies as diverse as Ireland, Singapore and Dubai have tried to re-create the "Israel effect", there are entrepreneurial lessons well worth noting. As America reboots its own economy and can-do spirit, there's never been a better time to look at this remarkable and resilient nation for some impressive, surprising clues. This new issue in our leadership series provides you with a comprehensive analysis of management practices in Australia, Azerbaijan, Belarus, China, Dominican Republic, Finland, France, Ghana, Ireland, Italy, Morocco, New Zealand, Romania, Suriname, Sweden and Vietnam. This book shows how domestic leadership conventions often differ significantly from those in other countries. Comparative desk research, focus interviews with, and online polling of thousands of C-level professionals in the aforementioned countries, made us realise how much cultural factors can affect leadership strategies across the globe. A book providing a reference for those aiming at a cross-border career, or interested in international management issues. Alwin van der Blom ; ??? ??????? (Amal El Mannouti) ; ?????????? ?????????? (Anastasiya Safonava) ; Aryan Ghanizadeh ; Bas Aartsma ; Bibi Kor ; Boaz Kuijer ; Bram de Kloet ; Bram Verburg ; Bui Ng?c Di?u Th?o ; Celeste Dorigo ; Charlotte Boakye ; Daan van der Schot ; Daley Claassen ; Dennis Mosch ; Erik Kaal ; Fleur Leijtens ; Inge Trakzel ; Jary Nijssen

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; Jasper van Beek ; Jeroen van Duin ; Jesse Buiter ; ??? (Jingyu Peng) ; Jorrit van den Berg ; Julian van Arkel ; Juno Bäckman ; Kassandre Maginot ; Kevin van Balen ; ?????? ?????????? (Koina Stoyanova) ; Kristy Bruijn ; Lisa Straalman ; Luciano Tetelepta ; ?????? ?????????? (Manisha Rasiawan) ; Margot Amouroux-Prince ; Maria Simões Fortini Sidney de Souza ; Marije Hollestelle ; Marissa Bank ; Mark Grasmayer ; Mark Hoogenraat ; Martijn Smeets ; Maurice Backer Dirks ; Maxime Requin ; Megena Tesfamariam ; Michelle Vet ; Myrtil Dongen Natalia Kempny ; ?????? ?????????? (Norhan Al Khafaji) ; Omar Fye ; Patricia Okarimia ; Patrick Kat ; Patrick Peute ; Raphael Gounod-Rondepierre ; Rens Geertse ; Ruben den Bak ; Rudmer Lieshout ; Rynk Poelsma ; Sam van Diest ; Sammie Reijnders ; Sem van Amersfoort ; Sil Visser ; Sophie Klijn ; Stefanie Ozuna Castillo ; Susanne Koelman ; Sven Spiegelenberg ; Teun Hoogland ; Tibor Lundberg ; Tim Eliasson ; Titta Pennanen ; Tjeerd Phaff ; Victoria Ricknell ; Vlada Sacara and ??? (Yvonne, Yangfan Zhang).

An international business expert helps you understand and navigate cultural differences in this insightful and practical guide, perfect for both your work and personal life. Americans precede anything negative with three nice comments; French, Dutch, Israelis, and Germans get straight to the point; Latin Americans and Asians are steeped in hierarchy; Scandinavians think the best boss is just one of the crowd. It's no surprise that when they try and talk to each other, chaos breaks out. In *The Culture Map*, INSEAD professor Erin Meyer is your guide through this subtle, sometimes treacherous terrain in which people from starkly different backgrounds are expected to work harmoniously together. She provides a field-tested model for decoding how cultural differences impact international business, and combines a smart analytical framework with practical, actionable advice.

"A practical guide for business leaders to learn from moments of crisis and advance their digital capabilities"--

From café culture to home schooling, remote community networks, and smart cities, Wi-Fi is an invisible but fundamental element of contemporary life. Loosely regulated, low-cost, and largely overlooked by researchers, this technology has driven the rise of the smartphone and broadband internet, and is a vital element in the next wave of automation. Thomas, Wilken, and Rennie provide the first comprehensive account of the social and cultural consequences of Wi-Fi, highlighting the ways in which it has changed our homes, communities, and cities. They discuss its origins as an experimental technology, the conflicts generated around its ownership and control, and the ideas and expectations attached to it by technologists, activists, and entrepreneurs. The authors reveal the ways in which Wi-Fi is an inherently social and political technology, animated by conflicting aspirations for local, public, and community control, and defined by private and corporate interests. As this book shows, Wi-Fi has extended and intensified our online lives while also promising a more inclusive internet. Wi-Fi is essential reading for students and scholars of media and communication, as well as anyone who wants a better understanding of this ubiquitous and influential technology.

Digitization has transformed the way we interact with our social, political and economic environments. While it has enhanced the potential for citizen agency, it has also enabled the collection and analysis of unprecedented amounts of personal data. This requires us to fundamentally rethink our understanding of digital citizenship, based on an awareness of the ways in which citizens are increasingly monitored, categorized, sorted and profiled. Drawing on extensive empirical research, *Digital Citizenship in a Datafied Society* offers a new understanding of citizenship in an age defined by data collection and processing. The book traces the social forces that shape digital citizenship by investigating regulatory frameworks, mediated public debate, citizens' knowledge and understanding, and possibilities for dissent and resistance.

Georgia has been called the world's most beautiful country, yet only little is known about it beyond its borders. This topical and vital book by the "ideal chronicler†? (Literary Review)

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Peter Nasmyth is the perfect and much-celebrated introduction to its remarkable people, landscape, and culture. Over its 3,000-year-old history, Georgia has been ruled by everyone from the Greeks to the Ottomans, became a coveted part of the Russian Empire for a hundred years, and was incorporated into the Soviet Union in 1921. In twenty-five years, Georgia has undergone a dramatic socioeconomical and political transformation, and although its political situation remains precarious, Georgia's strong sense of nationhood has reinvigorated the country. Vivid and comprehensive, Nasmyth's *Georgia: In the Mountains of Poetry* is a unique eyewitness account of Georgia's rebirth and creates an unforgettable portrait of its remarkable landscape, history, people and culture. Based on personal experience and offering fascinating insights into the life of ordinary and high profile Georgians, it is essential reading for anyone who does not yet know, or wants to know more, of this astonishing place.

Preparation and Processing of Religious and Cultural Foods covers the production and processing of foods from major religions, focusing on the intersection of religion, science and cultural perceptions in the production and processing of modern religious and vegetarian foods. Quality control and authentication technologies are looked at in-depth, while nutrition, antioxidants, aging, hygiene and other long-term health factors are presented from a scientific standpoint. Bringing together the top scientific researchers on this essential topic of importance to a huge percentage of the world's population, this book is ideal for food company innovation and R&D managers, producers and processors of religious foods. Religious groups have often been slow in implementing recent science and technology breakthroughs employed in the preparation, processing and packaging of various foods. This book provides a culturally sensitive coverage of these areas with an aim to encourage advancement. Covers the production and processing of major religious foods, namely Muslim, Christian, Jewish, Hindu and Buddhist Presents nutritional, antioxidant, aging, hygiene and other long-term health factors from a scientific standpoint Encourages advancement in the preparation, processing and packaging of religious foods using information cultivated from top scientific researchers in the field

Draws together analyses of new approaches to peacebuilding and conflict resolution in a politically turbulent region and offers students and researchers an in-depth and theoretically guided empirical analyses of post-Western and decolonial approaches to peacebuilding in Eurasia.

Culture Smart! provides essential information on attitudes, beliefs and behavior in different countries, ensuring that you arrive at your destination aware of basic manners, common courtesies, and sensitive issues. These concise guides tell you what to expect, how to behave, and how to establish a rapport with your hosts. This inside knowledge will enable you to steer clear of embarrassing gaffes and mistakes, feel confident in unfamiliar situations, and develop trust, friendships, and successful business relationships. Culture Smart! offers illuminating insights into the culture and society of a particular country. It will help you to turn your visit-whether on business or for pleasure-into a memorable and enriching experience. Contents include * customs, values, and traditions * historical, religious, and political background * life at home * leisure, social, and cultural life * eating and drinking * do's, don'ts, and taboos * business practices * communication, spoken and unspoken "Culture Smart has come to the rescue of hapless travellers." *Sunday Times Travel* "... the perfect introduction to the weird, wonderful and downright odd quirks and customs of various countries." *Global Travel* "...full of fascinating-as well as common-sense-tips to help you avoid

embarrassing faux pas." Observer "...as useful as they are entertaining." Easyjet Magazine "...offer glimpses into the psyche of a faraway world." New York Times Lonely Planet: The world's number one travel guide publisher* Lonely Planet Central Asia is your passport to the most relevant, up-to-date advice on what to see and skip, and what hidden discoveries await you. Enjoy booming Almaty's cafes, clubs and shops, wind through rugged mountains past ancient tombs, hot springs, and remote Kyrgyz yurt camps on Tajikistan's Pamir Highway; and wonder at the architecture in Uzbekistan's Samarkand – all with your trusted travel companion. Get to the heart of central Asia and begin your journey now! Inside Lonely Planet's Central Asia: Colour maps and images throughout Highlights and itineraries help you tailor your trip to your personal needs and interests Insider tips to save time and money and get around like a local, avoiding crowds and trouble spots Essential info at your fingertips - hours of operation, phone numbers, websites, transit tips, prices Honest reviews for all budgets - eating, sleeping, sightseeing, going out, shopping, hidden gems that most guidebooks miss Cultural insights provide a richer, more rewarding travel experience - covering history, art, literature, music, architecture, landscapes, wildlife, Islam in Central Asia, the Silk Road, Central Asia today Covers Kyrgyzstan, Kazakhstan, Uzbekistan, Turkmenistan, Tajikistan, and more eBook Features: (Best viewed on tablet devices and smartphones) Downloadable PDF and offline maps prevent roaming and data charges Effortlessly navigate and jump between maps and reviews Add notes to personalise your guidebook experience Seamlessly flip between pages Bookmarks and speedy search capabilities get you to key pages in a flash Embedded links to recommendations' websites Zoom-in maps and images Inbuilt dictionary for quick referencing The Perfect Choice: Lonely Planet Central Asia is our most comprehensive guide to the region, and is perfect for discovering both popular and offbeat sights. Travelling further afield? Check out Lonely Planet's Mongolia, China and Iran guides for a comprehensive look at all those countries have to offer. About Lonely Planet: Lonely Planet is a leading travel media company and the world's number one travel guidebook brand, providing both inspiring and trustworthy information for every kind of traveller since 1973. Over the past four decades, we've printed over 145 million guidebooks and grown a dedicated, passionate global community of travellers. You'll also find our content online, and in mobile apps, video, 14 languages, nine international magazines, armchair and lifestyle books, ebooks, and more. TripAdvisor Travelers' Choice Awards 2012, 2013, 2014, 2015 and 2016 winner in Favorite Travel Guide category 'Lonely Planet guides are, quite simply, like no other.' – New York Times 'Lonely Planet. It's on everyone's bookshelves; it's in every traveller's hands. It's on mobile phones. It's on the Internet. It's everywhere, and it's telling entire generations of people how to travel the world.' – Fairfax Media (Australia) *Source: Nielsen BookScan: Australia, UK, USA, 5/2016-4/2017 Important Notice: The digital edition of this book may not contain all of the images found in the physical edition.

This is a study of modern Iranian political history and is set in the international context of the Second World War and its aftermath. The book covers the essential background in Iranian political history in the 20th century including the role played by Azerbaijani politicians in the Constitutional Revolution of 1905-6, the drastic reforms of the autocratic Reza Shah regime and its effect on ethnic identity in Iranian Azerbaijan, the abdication of the Shah, the role of the Allied Powers, and the occupations of Iran. The book draws on Turkish, Persian, and Azeri sources as well as British, French, American, and Soviet materials and interviews with surviving members of the period of autonomous government in Iranian Azerbaijan.

Frustrated Democracy in Post-Soviet Azerbaijan follows a newly independent oil-rich former Soviet republic as it adopts a Western model of democratic government and then turns toward corrupt authoritarianism. Audrey L. Altstadt begins with the Nagorno-Karabagh War (1988–1994) which triggered Azerbaijani nationalism and set the stage for the development of a democratic movement. Initially successful, this government soon succumbed to a coup. Western oil companies arrived and money flowed in—a quantity Altstadt calls "almost unimaginable"—causing the regime to resort to repression to maintain its power. Despite Azerbaijan's long tradition of secularism, political Islam emerged as an attractive alternative for those frustrated with the stifled democratic opposition and the lack of critique of the West's continued political interference. Altstadt's work draws on instances of censorship in the Azerbaijani press, research by embedded experts and nongovernmental and international organizations, and interviews with diplomats and businesspeople. The book is an essential companion to her earlier works, *The Azerbaijani Turks: Power and Identity Under Russian Rule* and *The Politics of Culture in Soviet Azerbaijan, 1920–1940*.

Lonely Planet The Netherlands is your passport to the most relevant, up-to-date advice on what to see and skip, and what hidden discoveries await you. Stroll the intricate canals of Amsterdam, revel in Utrecht's nightlife or stand amid acres of flowering colour in South Holland; all with your trusted travel companion.

In its first years as an independent state, Azerbaijan was a prime example of post-Soviet chaos - beset by coups and civil strife and astride an ethnic, political and religious divide. Author Goltz was detoured in Baku in mid-1991 and decided to stay, this diary is the record of his experiences.

Georgia lies between Eastern Europe, Central Asia, and the Middle East, on the southeastern shore of the Black Sea. This small Caucasian country is used to playing a significant role in global geopolitics, and its strategic location at the crossroads of different civilizations has been a curse as well as a blessing. Once a battlefield of the Christian and Muslim worlds, today it is caught between its NATO aspirations and its location in Russia's backyard. The Silk Road brought the best of the world to Georgia. Its ancient Christian culture shows the influence of Arab, Persian, and Ottoman conquerors. Combined with this is a southern, "Mediterranean" feel, traces of the Soviet legacy, and a strong Western influence.

What awaits the visitor is a unique culture that goes back thousands of years. Georgia has a rich historical heritage, wonderful food and wines, unforgettable scenery, authentic folk music and dances, an attractive business climate, and an educated and hospitable people for whom indulging a guest is more a religion than a duty. Culture Smart! Georgia offers invaluable insights and practical tips for tourists and business people alike. The author, Natia Abramia, guides you through the past and present-day realities of her motherland, explaining what makes people tick, how they live and feel, and how to get on with them. You will discover that the Georgians will not let you down. Learn how to reach their hearts, and they will charm you back.

Creating a Culture of Accessibility in the Sciences provides insights and advice on integrating students with disabilities into the STEM fields. Each chapter features research and best practices that are interwoven with experiential narratives. The book is reflective of the diversity of STEM disciplines (life and physical sciences, engineering, and mathematics), and is also reflective of cross-disability perspectives (physical, sensory, learning, mental health, chronic medical and developmental disabilities). It is a useful resource for STEM faculty and university administrators working with students with disabilities, as well as STEM industry professionals interested in accommodating employees with disabilities. Offers a global perspective on making research or work spaces accessible for students with disabilities in the STEM fields Discusses best practices on accommodating and supporting students and demonstrates how these practices can be translated across disciplines Enhances faculty knowledge of inclusive teaching practices, adaptive equipment, accessibility features, and accommodations in science laboratories, which would enable the safe participation of students with disabilities Provides advice for students with disabilities on disclosure and mentoring

The war in Georgia. Tensions with Ukraine and other nearby countries. Moscow's bid to consolidate its "zone of privileged interests" among the Commonwealth of Independent States. These volatile situations all raise questions about the nature of and prospects for Russia's relations with its neighbors. In this book, Carnegie scholar Dmitri Trenin argues that Moscow needs to drop the notion of creating an exclusive power center out of the post-Soviet space. Like other former European empires, Russia will need to reinvent itself as a global player and as part of a wider community. Trenin's vision of Russia is an open Euro-Pacific country that is savvy in its use of soft power and fully reconciled with its former borderlands and dependents. He acknowledges that this scenario may sound too optimistic but warns that the alternative is not a new version of the historic empire but instead is the ultimate marginalization of Russia. Designed for educators, researchers, practitioners, or anyone interested in maximizing human potential, Motivation for Learning and Performance outlines 50 key motivation principles based on the latest scientific evidence from the disciplines of psychology, education, business, athletics, and neurology. Using a highly applied and conversational style, the book is designed to inform the reader about how to diagnosis, analyze, and mediate learning and performance challenges influenced by motivation. The book features chapters on the biopsychology of motivation, how motivation changes across the lifespan, and the important influence of culture on motivated behavior. Three chapters are devoted to practical strategies and the implementation of motivational change. Special sections are included on enhancing motivation at work, in the classroom, in competitive environments, and during online education. Hoffman employs the innovative approach of using his interviews with "real" people including many notable personalities across diverse cultures and disciplines to illustrate motivated behavior. For example, readers will learn what motivated the colossal investment fraud masterminded by Bernie Madoff, the intimate thoughts of former NFL superstar Nick Lowery when he missed a

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field goal, and the joys and tribulations of Emmy-nominated "Curb your Enthusiasm" actress Cheryl Hines. The book provides a practical, applied, and multi-disciplinary resource for anyone interested in motivation and performance, but especially for university students at the graduate or undergraduate level studying education, psychology, business, leadership, hospitality, sports management, or military science. Additionally, the writing style and eclectic nature of the text will appeal to readers of non-fiction who can use the book to gain self-awareness to enhance performance of themselves or others. Considers motivation for both learning and performance Identifies 50 foundational principles relating to motivation Provides research evidence supporting the foundational principles Includes interviews from famous individuals, identifying what motivated them and why Includes research from psychology, education, neuroscience, business, and sports

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Each of these three islands are melting pots of races, religions and cultures. This travel guide suggests visiting the Seychelles for the beaches, Reunion for the mountains and the alpine scenery, and Mauritius for the people and culture, and includes advice and information on all. This report analyses all aspects of cultural diversity, which has emerged as a key concern of the international community in recent decades, and maps out new approaches to monitoring and shaping the changes that are taking place. It highlights, in particular, the interrelated challenges of cultural diversity and intercultural dialogue and the way in which strong homogenizing forces are matched by persistent diversifying trends. The report proposes a series of ten policy-oriented recommendations, to the attention of States, intergovernmental and non-governmental organizations, international and regional bodies, national institutions and the private sector on how to invest in cultural diversity. Emphasizing the importance of cultural diversity in different areas (languages, education, communication and new media development, and creativity and the marketplace) based on data and examples collected from around the world, the report is also intended for the general public. It proposes a coherent vision of cultural diversity and clarifies how, far from being a threat, it can become beneficial to the action of the international community.

Lonely Planet Georgia, Armenia & Azerbaijan is your passport to the most relevant, up-to-date advice on what to see and skip, and what hidden discoveries await you. Wander the historic winding lanes of Old Town, Georgia, slow down in Azerbaijan at an outdoor cafe, and take in the views at Armenia's mountaintop monasteries.

Biopharmaceutical Processing: Development, Design, and Implementation of Manufacturing Processes covers bioprocessing from cell line development to bulk drug substances. The methods and strategies described are essential learning for every scientist, engineer or manager in the biopharmaceutical and vaccines industry. The integrity of the bioprocess ultimately determines the quality of the product in the biotherapeutics arena, and this book covers every stage including all technologies related to downstream purification and upstream processing fields. Economic considerations are included throughout, with recommendations for lowering costs and improving efficiencies. Designed for quick reference and easy accessibility of facts, calculations and guidelines, this book is an essential tool for industrial scientists and managers in the biopharmaceutical industry. Offers a comprehensive, go-to reference for daily work decisions Covers both upstream and downstream processes Includes case studies that emphasize financial outcomes Presents summaries, decision grids, graphs and overviews for quick reference

Fully revised and updated, Tom de Waal's The Caucasus is an essential and authoritative introduction to this complex region. Armenia, Azerbaijan, Georgia, and the breakaway territories that have tried to split away from these states constitute one of the most diverse and challenging regions on earth, impressing the visitor with their multi-layered history, ethnic complexity, and seemingly intractable conflicts. Over the last few years, the South Caucasus

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region has captured international attention again because of its role in disputes between the West and Russia, its unsolved conflicts, and its role as an energy transport corridor to Europe. De Waal begins with a historical overview and then shifts his attention to the contemporary era, particularly the roiling conflicts over Nagorny Karabakh, South Ossetia, and Abkhazia. He also analyzes the energy politics of the region, the 2008 "Five-Day War" between Georgia and Russia, and recent political changes in all three countries. In addition, the book features brief snapshots of fascinating side topics such as Georgian wine, Baku jazz, and how the coast of Abkhazia came to be known as the "Soviet Florida." Concise, stimulating, and rich in detail, *The Caucasus* is the perfect guide to this fascinating and misunderstood region.

Elvin Allazov is the founder of My Azeri Classes educational platform and teacher of Azerbaijani as a Foreign Language in Baku, Azerbaijan. He taught Azerbaijani Language to students at the University of Frankfurt am Main in Germany. *Azerbaijani for Beginners* is comprehensive language course with recordings for English speakers who are looking for a modern approach to learning Azerbaijani. It is bilingual (Azerbaijani-English) textbook with structural methods of teaching language intended for beginners and pre-intermediate students. The book is organized into 10 units. Each unit is designed to build upon the knowledge you have gained in the previous one. At the end of each unit you will have a blank page for your notes. The units start with an opening dialogue and then notes about the language points or the culture. The units also cover useful words and expressions relevant to the topic of the discussion. The exercises that follow are an essential part of each unit and one can complete them using the answer key right after the exercise section. Learn Azerbaijani in no time! Please, find audio recordings of this book and other available Azerbaijani learning resources on its website. "www.myazericlass.com".

The term "soft power" was coined in 1990 to foreground a capacity in statecraft analogous to military might and economic coercion: getting others to want what you want. Emphasizing the magnetism of values, culture, and communication, this concept promised a future in which cultural institutes, development aid, public diplomacy, and trade policies replaced nuclear standoffs. From its origins in an attempt to envision a United States–led liberal international order for a post–Cold War world, it soon made its way to the foreign policy toolkits of emerging powers looking to project their own influence. This book is a global comparative history of how soft power came to define the interregnum between the celebration of global capitalism in the 1990s and the recent resurgence of nationalism and authoritarianism. It brings together case studies from the European Union, China, Brazil, Turkey, and the United States, examining the genealogy of soft power in the Euro-Atlantic and its evolution in the hands of other states seeking to counter U.S. hegemony by nonmilitaristic means. Contributors detail how global and regional powers created a variety of new ways of conducting foreign policy, sometimes to build new solidarities outside Western colonial legacies and sometimes with more self-interested purposes. Offering a critical history of soft power as an intellectual project as well as a diplomatic practice, *Soft-Power Internationalism* provides new perspectives on the potential and limits of a multilateral liberal global order.

The classic work that revolutionized the way business is conducted across cultures around the world.

Plant production in hydroponics and soilless culture is rapidly expanding throughout the world, raising a great interest in the scientific community. For the first time in an authoritative reference book, authors cover both theoretical and practical aspects of hydroponics (growing plants without the use of soil). This reference book covers the state-of-the-art in this area, while offering a clear view of supplying plants with nutrients other than soil. *Soilless Culture* provides the reader with an understanding of the properties of the various soilless media and how these properties affect plant performance in relation to basic horticultural operations, such as irrigation and fertilization. This book is ideal for agronomists, horticulturalists, greenhouse and

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nursery managers, extension specialists, and people involved with the production of plants. * Comprehensive discussion of hydroponic systems, irrigation, and control measures allows readers to achieve optimal performance * State-of-the-art book on all theoretical aspects of hydroponics and soilless culture including a thorough description of the root system, its functions and limitation posed by restricted root volume * Critical and updated reviews of current analytical methods and how to translate their results to irrigation and fertilization practices * Definitive chapters on recycled, no-discharge systems including salinity and nutrition management and pathogen eradication * Up-to-date description of all important types of growing media

For Westerners, the modern state of Azerbaijan may be hard to pinpoint. This small, oil-rich country in the southern Caucasus, on the southwestern shore of the Caspian Sea, only made its way on to the contemporary world map after the dissolution of the Soviet Union in 1991. As the world shrinks and competition for precious resources intensifies, the direction this strategically and economically important country takes will affect us all. The historically tolerant and pluralist Azeri people have an ancient history and a rich culture. Azerbaijan lay on the route of the Great Silk Road, the trade network that connected China with Europe, and its people have lived through centuries of conquests by different imperial powers. It was also situated in the heart of the Great Game, the struggle for control of Central Asia played out between Russia and the West at the turn on the nineteenth century, which seems to be going through a modern remake. Azerbaijan has been called “the quintessential borderland, many times over: between Europe and Asia, Islam and Christianity, Russia and the Middle East, Turks and Iranians, Shi’a and Sunni Islam.” Azerbaijan was briefly independent after the First World War, when it was the first Muslim state to adopt progressive Western values. A democratic republic with full women’s suffrage, it boasted the first women’s high school, the first opera, and the first female opera composer, as well as the first ballet in the Muslim world. There followed seventy years of Soviet rule. After a bitter war in 1991–94, areas of Azerbaijan were occupied by neighboring Armenia, and the country has absorbed a huge number of refugees. At the same time, it is experiencing a new oil boom and the economy is growing. Among the people, there is a growing sense of national identity. Culture Smart! Azerbaijan looks at the many facets of this identity and explains the complex workings of Azerbaijani society. It will equip you with vital information and advice about the customs, practices, and sensibilities of a society poised on the brink of change.

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