

## Dr Lee Alan Dugatkin

When the Freeman family decided to transform a drainage ditch into a stream that could again nurture salmon, they knew the task would be formidable but the rewards plentiful. *Saving Tarboo Creek* artfully blends the story of the family's efforts with profound lessons about how we can live more constructive, fulfilling, and natural lives by engaging with the land rather than exploiting it. Based on the land ethic passionately promoted by Susan Leopold Freeman's grandfather, Aldo Leopold, in his influential book *A Sand County Almanac*, this timely tribute to our natural environment and the urgent need to protect it is destined to be another inspiring classic.

The scientific story of first impressions—and why the snap character judgments we make from faces are irresistible but usually incorrect. We make up our minds about others after seeing their faces for a fraction of a second—and these snap judgments predict all kinds of important decisions. For example, politicians who simply look more competent are more likely to win elections. Yet the character judgments we make from faces are as inaccurate as they are irresistible; in most situations, we would guess more accurately if we ignored faces. So why do we put so much stock in these widely shared impressions? What is their purpose if they are completely unreliable? In this book, Alexander Todorov, one of the world's leading researchers on the subject, answers these questions as he tells the story of the modern science of first impressions. Drawing on psychology, cognitive science, neuroscience, computer science, and other fields, this accessible and richly illustrated book describes cutting-edge research and puts it in the context of the history of efforts to read personality from faces. Todorov describes

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how we have evolved the ability to read basic social signals and momentary emotional states from faces, using a network of brain regions dedicated to the processing of faces. Yet contrary to the nineteenth-century pseudoscience of physiognomy and even some of today's psychologists, faces don't provide us a map to the personalities of others. Rather, the impressions we draw from faces reveal a map of our own biases and stereotypes. A fascinating scientific account of first impressions, *Face Value* explains why we pay so much attention to faces, why they lead us astray, and what our judgments actually tell us.

The surprising and compelling story of two rival geniuses in an all-out race to decode one of the world's most famous documents—the Rosetta Stone—and their twenty-year-long battle to solve the mystery of ancient Egypt's hieroglyphs. The Rosetta Stone is one of the most famous objects in the world, attracting millions of visitors to the British museum every year, and yet most people don't really know what it is. Discovered in a pile of rubble in 1799, this slab of stone proved to be the key to unlocking a lost language that baffled scholars for centuries. Carved in ancient Egypt, the Rosetta Stone carried the same message in different languages—in Greek using Greek letters, and in Egyptian using picture-writing called hieroglyphs. Until its discovery, no one in the world knew how to read the hieroglyphs that covered every temple and text and statue in Egypt. Dominating the world for thirty centuries, ancient Egypt was the mightiest empire the world had ever known, yet everything about it—the pyramids, mummies, the Sphinx—was shrouded in mystery. Whoever was able to decipher the Rosetta Stone, and learn how to read hieroglyphs, would solve that mystery and fling open a door that had been locked for two thousand years. Two brilliant rivals set out to win that prize. One was English, the other French, at a time when England and France were enemies and the

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world's two great superpowers. The Writing of the Gods chronicles this high-stakes intellectual race in which the winner would win glory for both himself and his nation. A riveting portrait of empires both ancient and modern, this is an unparalleled look at the culture and history of ancient Egypt and a fascinating, fast-paced story of human folly and discovery unlike any other.

High-growth organizations need high-growth individuals Startups, growth-stage companies, and private equity-backed companies all have one thing in common: They need high-growth individuals to execute high-growth plans. As a leader trying to achieve ambitious organizational goals, you need people who can do more than just keep up; you need people who can set the pace. You need high-growth individuals. Disrupt Yourself helps high-growth individuals--and those trying to attain this status--learn the tools and frameworks necessary to make changes that matter. This book helps you understand how these frameworks of disruptive innovation can apply to your particular path, whether you are: A self-starter ready to make a disruptive pivot in your business A high-potential individual charting your career trajectory A manager looking to instill innovative thinking within your team A leader facing industry changes that make for an uncertain future Whitney Johnson used the theory of disruptive innovation to invest in publicly traded stocks and early-stage private companies, and now she applies the framework to the personal and professional growth of individuals. We are living in an era of accelerating disruption, and no one is immune. Johnson makes the compelling case that managing the S-curve waves of learning and mastery is a requisite skill for the future. If you want to be successful in unexpected ways and achieve your wildest goals, follow your own disruptive path. Dare to innovate. Do something astonishing. Disrupt yourself.

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An engaging journey into the biological principles underpinning a beloved science-fiction franchise In Star Trek, crew members travel to unusual planets, meet diverse beings, and encounter unique civilizations. In these remarkable space adventures, does Star Trek reflect biology and evolution as we know it? What can the science in the science fiction of Star Trek teach us? In Live Long and Evolve, biologist and die-hard Trekkie Mohamed Noor takes readers on a fun, fact-filled scientific journey. Noor offers Trekkies, science-fiction fans, and anyone curious about how life works a cosmic gateway into introductory biology, including the definitions and origins of life, DNA, reproduction, and evolutionary processes. Giving readers irresistible insights, Live Long and Evolve looks at some of the powerful science behind one of the most popular science-fiction series.

Evolution Second Edition W. W. Norton & Company

The diary method is highly flexible and can be incorporated into a range of research projects. For example, diary researchers can operate under a range of epistemological assumptions (i.e. both realist and social constructivist, etic and emic, etc.). In addition, diary studies can address a variety of research questions, and diaries themselves can be used to collect data for use in qualitative, quantitative, and mixed-methods designs. Further, emerging developments in the use of technologies, such as video recording, social media, and photography, offer new opportunities for the collection of data within a range of everyday contexts. However, managing, analyzing, and writing up the complex data gathered in these diary studies can present unique challenges to the qualitative research. For example, the researcher will have to consider the potential for participant attrition in this labor intensive research design, variability in the richness of participant diary entries, and a range of ethical considerations in preserving

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the anonymity of participant life descriptions. Other considerations include the style for presenting the data, the size and selection of quotes extracted for the manuscript, and whether to organize the presentation of results by participant, group, context, themes, or time. The strengths, weaknesses, and usefulness of a diary study will depend upon how the researcher addresses these issues during their data collection process, data analysis, and in the composition of the final report. In this book, Hyers provides her readers with a wealth of guidance and expert insight to ensure the success of their diary studies.

Written by active researchers to present a contemporary view of the field.

In a world supposedly governed by ruthless survival of the fittest, why do we see acts of goodness in both animals and humans? This problem plagued Charles Darwin in the 1850s as he developed his theory of evolution through natural selection. Indeed, Darwin worried that the goodness he observed in nature could be the Achilles heel of his theory. Ever since then, scientists and other thinkers have engaged in a fierce debate about the origins of goodness that has dragged politics, philosophy, and religion into what remains a major question for evolutionary biology. The Altruism Equation traces the history of this debate from Darwin to the present through an extraordinary cast of characters—from the Russian prince Petr Kropotkin, who wanted to base society on altruism, to the brilliant biologist George Price, who fell into poverty and succumbed to suicide as he obsessed over the problem. In a final surprising turn, William Hamilton, the scientist who came up with the equation that reduced altruism to the cold language of natural selection, desperately hoped that his theory did not apply to humans.

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Hamilton's Rule, which states that relatives are worth helping in direct proportion to their blood relatedness, is as fundamental to evolutionary biology as Newton's laws of motion are to physics. But even today, decades after its formulation, Hamilton's Rule is still hotly debated among those who cannot accept that goodness can be explained by a simple mathematical formula. For the first time, Lee Alan Dugatkin brings to life the people, the issues, and the passions that have surrounded the altruism debate. Readers will be swept along by this fast-paced tale of history, biography, and scientific discovery.

A New York Times Bestseller and New York Times Book Review Editors' Choice A Best Book of 2015, The Wall Street Journal "Love is the driver for Wendy Williams's new book, *The Horse* . . . [an] affectionate, thoroughgoing, good-hearted book." —Jaimy Gordon, The New York Times Book Review "Charming and deeply interesting . . . Ms. Williams does a marvelous job." —Pat Shipman, The Wall Street Journal The book horse-lovers have been waiting for *Horses* have a story to tell, one of resilience, sociability, and intelligence, and of partnership with human beings. In *The Horse*, the journalist and equestrienne Wendy Williams brings that story brilliantly to life. Williams chronicles the 56-million-year journey of horses as she visits with experts around the world, exploring what our biological affinities and differences can tell us about the bond between horses and humans, and what our longtime companion might think and feel. Indeed, recent scientific breakthroughs regarding the social and cognitive capacities of

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the horse and its ability to adapt to changing ecosystems indicate that this animal is a major evolutionary triumph. Williams charts the course that leads to our modern Equus—from the protohorse to the Dutch Warmbloods, Thoroughbreds, and cow ponies of the twenty-first century. She observes magnificent ancient cave art in France and Spain that signals a deep respect and admiration for horses well before they were domesticated; visits the mountains of Wyoming with experts in equine behavior to understand the dynamics of free-roaming mustangs; witnesses the fluid gracefulness of the famous Lipizzans of Vienna; contemplates what life is like for the sure-footed, mustachioed Garrano horses who thrive on the rugged terrain of Galicia; meets a family devoted to rehabilitating abandoned mustangs on their New Hampshire farm; celebrates the Takhi horses of Mongolia; and more. She blends profound scientific insights with remarkable stories to create a unique biography of the horse as a sentient being with a fascinating past and a finely nuanced mind. *The Horse* is a revealing account of the animal who has been at our side through the ages, befriending us and traveling with us over the mountains and across the plains. Enriched by Williams's own experience with horses, *The Horse* is a masterful work of narrative nonfiction that pays tribute to this treasure of the natural world.

Tucked away in Siberia, there are furry, four-legged creatures with wagging tails and floppy ears that are as docile and friendly as any lapdog. But, despite appearances, these are not dogs—they are foxes. They are the result of the most astonishing

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experiment in breeding ever undertaken—imagine speeding up thousands of years of evolution into a few decades. In 1959, biologists Dmitri Belyaev and Lyudmila Trut set out to do just that, by starting with a few dozen silver foxes from fox farms in the USSR and attempting to recreate the evolution of wolves into dogs in real time in order to witness the process of domestication. This is the extraordinary, untold story of this remarkable undertaking. Most accounts of the natural evolution of wolves place it over a span of about 15,000 years, but within a decade, Belyaev and Trut's fox breeding experiments had resulted in puppy-like foxes with floppy ears, piebald spots, and curly tails. Along with these physical changes came genetic and behavioral changes, as well. The foxes were bred using selection criteria for tameness, and with each generation, they became increasingly interested in human companionship. Trut has been there the whole time, and has been the lead scientist on this work since Belyaev's death in 1985, and with Lee Dugatkin, biologist and science writer, she tells the story of the adventure, science, politics, and love behind it all. In *How to Tame a Fox*, Dugatkin and Trut take us inside this path-breaking experiment in the midst of the brutal winters of Siberia to reveal how scientific history is made and continues to be made today. To date, fifty-six generations of foxes have been domesticated, and we continue to learn significant lessons from them about the genetic and behavioral evolution of domesticated animals. *How to Tame a Fox* offers an incredible tale of scientists at work, while also celebrating the deep attachments that have brought humans and animals together throughout time.

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Mountain goats have been among the least studied of North American ungulates, leaving wildlife managers with little information on which to base harvest strategies or conservation plans. This book offers the first comprehensive assessment of the ecology and behavior of mountain goats, setting forth the results of a remarkable 16-year longitudinal study of more than 300 marked individuals in a population in Alberta, Canada. The authors' thorough, long-term study allowed them to draw important conclusions about mountain goat ecology—including individual reproductive strategies, population dynamics, and sensitivity to human disturbance—and to use those conclusions in offering guidance for developing effective conservation strategies. Chapters examine: -habitat use, vegetation quality, and seasonal movements -sexual segregation and social organization -individual variability in yearly and lifetime reproductive success of females -age- and sex-specific survival and dispersal -reproductive strategies and population dynamics -management and conservation of mountain goats The book also draws on the rich literature on long-term monitoring of marked ungulates to explore similarities and differences between mountain goats and other species, particularly bighorn sheep and ibex. By monitoring a marked population over a long period of time, researchers were able to document changes in sex-age structure and identify factors driving population dynamics. Because it explores the links between individual life-history strategy and population dynamics in a natural setting, *Mountain Goats* will be an invaluable resource for wildlife managers, researchers in

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ecology and animal behavior, conservationists, population biologists, and anyone concerned with the ecology and management of natural populations, especially in alpine environments.

Capturing the essence of the origin and evolution of the so-called "degeneracy debates," over whether the flora and fauna of America (including Native Americans) were naturally weaker and feebler than species elsewhere in the world, this book chronicles Thomas Jefferson's efforts to counter French conceptions of American degeneracy, culminating in his sending of a stuffed moose to Buffon.

"An essential read for anyone interested in the stories of the animals in our home or on our plate."—BBC Focus Without our domesticated plants and animals, human civilization as we know it would not exist. We would still be living at subsistence level as hunter-gatherers if not for domestication. It is no accident that the cradle of civilization—the Middle East—is where sheep, goats, pigs, cattle, and cats commenced their fatefully intimate association with humans. Before the agricultural revolution, there were perhaps 10 million humans on earth. Now there are more than 7 billion of us. Our domesticated species have also thrived, in stark contrast to their wild ancestors. In a human-constructed environment—or man-made world—it pays to be domesticated. Domestication is an evolutionary process first and foremost. What most distinguishes domesticated animals from their wild ancestors are genetic alterations resulting in tameness, the capacity to tolerate close human proximity. But selection for tameness

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often results in a host of seemingly unrelated by-products, including floppy ears, skeletal alterations, reduced aggression, increased sociality, and reduced brain size. It's a package deal known as the domestication syndrome. Elements of the domestication syndrome can be found in every domesticated species—not only cats, dogs, pigs, sheep, cattle, and horses but also more recent human creations, such as domesticated camels, reindeer, and laboratory rats. That domestication results in this suite of changes in such a wide variety of mammals is a fascinating evolutionary story, one that sheds much light on the evolutionary process in general. We humans, too, show signs of the domestication syndrome, which some believe was key to our evolutionary success. By this view, human evolution parallels the evolution of dogs from wolves, in particular. A natural storyteller, Richard C. Francis weaves history, archaeology, and anthropology to create a fascinating narrative while seamlessly integrating the most cutting-edge ideas in twenty-first-century biology, from genomics to evo-devo.

A biologist and science journalist focuses on imitation as a key evolutionary strategy, revealing "animal education" as a universal phenomena.

Current, balanced, and comprehensive. Principles of Animal Behavior has long been considered the most current and engaging introduction to animal behavior. The Third Edition is now also the most comprehensive and balanced in its approach to the theoretical framework behind how biologists study behavior.

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Principles of Animal Behavior, Second Edition, builds on the first edition's reputation as a contemporary and forward-looking text with several distinct features: balanced coverage of proximate and ultimate factors, bolstered by a significant expansion of proximate coverage in the new edition thorough coverage of phylogeny and animal behavior has been added to the book's integrated view of natural selection, learning, and cultural transmission a focus on current research and the process of science through interviews with prominent researchers at the end of every chapter.

In this engaging introduction to the red fox (*Vulpes vulpes*), J. David Henry recounts his years of field research on this flame-colored predator. With its catlike whiskers, teeth, and paws, as well as vertical-slit pupils, the North American red fox not only resembles but often behaves like a feline, especially when hunting. Probing the reasons for these similarities, Henry reveals the behavior and ecology of a species that thrives from the edge of suburbia to the cold northern tundra.

Field and Laboratory Exercises in Animal Behavior is an interactive laboratory manual for students in animal behavior, ethology, and behavioral ecology. It is the first of its kind in this subject area that guides students through the diverse and fascinating fields of behavioral and ethological studies, employing a wide

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array of organisms as model systems for the study of behavior. Students participate in the development of hypothesis and turn the recording, analysis, and interpretation of data into an active and engaging process. A teacher-friendly companion website provides extensive teaching notes on the background to each lab project, tips and hints for successful project presentation, sources for studying organisms, ideas for variations in labs, and alternate study organisms. This text is recommended for undergraduate courses in Animal Behavior, Ethology, and Behavioral Ecology. Provides fully developed and tested laboratory exercises Offers both field and lab experiences- adaptable for fall, spring, or summer courses Laboratories emphasize student thought and involvement in experimental design Includes an online supplement to the manual for teachers "You become responsible, forever, for what you have tamed." -- The Little Prince by Antoine de Saint-Exupéry In the harsh, frozen Siberian landscape, a scientist and a fox began a most unusual friendship--one that changed our understanding of human-animal relationships forever. In 1959, the world-renowned Siberian silver fox domestication experiment began, exploring the boundaries of relationships between humans and animals. Fifteen years into the experiment, lead researcher Dr. Lyudmila Trut met Pushinka, a beautiful silver fox pup who would become her near constant companion. So taken was she by Pushinka,

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Lyudmila decided to take the experiment a step further by moving into a small house with Pushinka, allowing for closer observation and more constant interaction between scientist and fox. As the seasons changed, so too did Pushinka, and she began to act more like a dog. Wild foxes do not play fetch, or wag their tails, or bark in defense of their friends, but Pushinka did. Soon, the two grew to know and love one another through trials in motherhood, relationship tests, and endless of games of fetch. Love, you see, changes us. Lyudmila and Pushinka's true story is one that weaves together the scientific and the emotional, demonstrating that even in the coldest places on earth, there is warmth.

Despite the depiction of nature "red in tooth and claw," cooperation is actually widespread in the animal kingdom. Various types of cooperative behaviors have been documented in everything from insects to primates, and in every imaginable ecological scenario. Yet why animals cooperate is still a hotly contested question in literature on evolution and animal behavior. This book examines the history surrounding the study of cooperation, and proceeds to examine the conceptual, theoretical and empirical work on this fascinating subject. Early on, it outlines the four different categories of cooperation -- reciprocal altruism, kinship, group-selected cooperation and byproduct mutualism -- and ties these categories

together in a single framework called the Cooperator's Dilemma. Hundreds of studies on cooperation in insects, fish, birds and mammals are reviewed. Cooperation in this wide array of taxa includes, but is not limited to, cooperative hunting, anti-predator behavior, foraging, sexual coalitions, grooming, helpers-at-the nest, territoriality, 'policing' behavior and group thermoregulation. Each example outlined is tied back to the theoretical framework developed early on, whenever the data allows. Future experiments designed to further elucidate a particular type of cooperation are provided throughout the book.

An ethologist shows man to be a gene machine whose world is one of savage competition and deceit

In *Animal Minds*, Donald R. Griffin takes us on a guided tour of the recent explosion of scientific research on animal mentality. Are animals consciously aware of anything, or are they merely living machines, incapable of conscious thoughts or emotional feelings? How can we tell? Such questions have long fascinated Griffin, who has been a pioneer at the forefront of research in animal cognition for decades, and is recognized as one of the leading behavioral ecologists of the twentieth century. With this new edition of his classic book, which he has completely revised and updated, Griffin moves beyond considerations of animal cognition to argue that scientists can and should

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investigate questions of animal consciousness. Using examples from studies of species ranging from chimpanzees and dolphins to birds and honeybees, he demonstrates how communication among animals can serve as a "window" into what animals think and feel, just as human speech and nonverbal communication tell us most of what we know about the thoughts and feelings of other people. Even when they don't communicate about it, animals respond with sometimes surprising versatility to new situations for which neither their genes nor their previous experiences have prepared them, and Griffin discusses what these behaviors can tell us about animal minds. He also reviews the latest research in cognitive neuroscience, which has revealed startling similarities in the neural mechanisms underlying brain functioning in both humans and other animals. Finally, in four chapters greatly expanded for this edition, Griffin considers the latest scientific research on animal consciousness, pro and con, and explores its profound philosophical and ethical implications.

Thinkers50 Management Thinker of 2015 Whitney Johnson wants you to consider this simple, yet powerful, idea: disruptive companies and ideas upend markets by doing something truly different--they see a need, an empty space waiting to be filled, and they dare to create something for which a market may not yet exist. As president and cofounder of Rose Park Advisors' Disruptive

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Innovation Fund with Clayton Christensen, Johnson used the theory of disruptive innovation to invest in publicly traded stocks and private early-stage companies. In *Disrupt Yourself*, she helps you understand how the frameworks of disruptive innovation can apply to your particular path, whether you are: a self-starter ready to make a disruptive pivot in your business a high-potential individual charting your career trajectory a manager looking to instill innovative thinking amongst your team a leader facing industry changes that make for an uncertain future We are living in an era of accelerating disruption; no one is immune. Johnson makes the compelling case that managing the S-curve waves of learning and mastery is a requisite skill for the future. If you want to be successful in unexpected ways, follow your own disruptive path. Dare to innovate. Do something astonishing. Disrupt yourself.

This long-awaited new textbook will be of enormous value to students and teachers in cross-cultural and social psychology. The key strength of *Understanding Social Psychology Across Cultures: Living and Working in a Changing World* is how it illustrates the ways in which culture shapes psychological process across a wide range of social contexts. It also effectively examines the strengths and limitations of the key theories, methods and instruments used in cross-cultural research.

Why our human brains are awesome, and how we left our cousins, the great apes,

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behind: a tale of neurons and calories, and cooking. Humans are awesome. Our brains are gigantic, seven times larger than they should be for the size of our bodies. The human brain uses 25% of all the energy the body requires each day. And it became enormous in a very short amount of time in evolution, allowing us to leave our cousins, the great apes, behind. So the human brain is special, right? Wrong, according to Suzana Herculano-Houzel. Humans have developed cognitive abilities that outstrip those of all other animals, but not because we are evolutionary outliers. The human brain was not singled out to become amazing in its own exclusive way, and it never stopped being a primate brain. If we are not an exception to the rules of evolution, then what is the source of the human advantage? Herculano-Houzel shows that it is not the size of our brain that matters but the fact that we have more neurons in the cerebral cortex than any other animal, thanks to our ancestors' invention, some 1.5 million years ago, of a more efficient way to obtain calories: cooking. Because we are primates, ingesting more calories in less time made possible the rapid acquisition of a huge number of neurons in the still fairly small cerebral cortex—the part of the brain responsible for finding patterns, reasoning, developing technology, and passing it on through culture. Herculano-Houzel shows us how she came to these conclusions—making “brain soup” to determine the number of neurons in the brain, for example, and bringing animal brains in a suitcase through customs. *The Human Advantage* is an engaging and original look at how we became remarkable without ever

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being special.

Evolution presents foundational concepts through a contemporary framework of population genetics and phylogenetics that is enriched by current research and stunning art. In every chapter, new critical thinking questions and expanded end-of-chapter problems emphasizing data interpretation reinforce the Second Edition's focus on helping students think like evolutionary biologists.

Coopers Constant answers fundamental questions about human folly. Why did an Alabama man go to the police station to complain about being cheated in a drug deal? Why did an Idaho woman request that the highway department remove the Deer Crossing sign on her road because too many deer were being hit by cars? The Peter Principle and the Dilbert Principle attempted to explain incompetence in organizations, and Warren Buffett spoke of the three is of the business cycle the third i standing for the idiots, who screw it all up. Unfortunately, Dr. Peter, Scott Adams, and Warren Buffett failed to ask, "Why are so many people the idiots incompetent in the first place?" This book furnishes the answer: Coopers Constant. It introduces the reader to the mindless M-type and the M-organization, or MORG. Don't read this book unless you are willing to change your view of humanity.

Nutrition is the key driver of animal health, welfare and production. In agriculture, nutrition is crucial to meet increasing global demands for animal protein and consumer demands for cheaper meat, milk and eggs and higher standards of animal welfare. For

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companion animals, good nutrition is essential for quality and length of life. *Animal Nutrition* examines the science behind the nutrition and feeding of the major domesticated animal species: sheep, beef cattle, dairy cattle, deer, goats, pigs, poultry, camelids, horses, dogs and cats. It includes introductory chapters on digestion and feeding standards, followed by chapters on each animal, containing information on digestive anatomy and physiology, evidence-based nutrition and feeding requirements, and common nutritional and metabolic diseases. Clear diagrams, tables and breakout boxes make this text readily understandable and it will be of value to tertiary students and to practising veterinarians, livestock consultants, producers and nutritionists.

A Simon & Schuster eBook. Simon & Schuster has a great book for every reader.

Bergstrom and Dugatkin's highly regarded text now offers an expanded InQuizitive course. InQuizitive provides adaptive learning activities for students. Its unique coaching pedagogy helps them learn important concepts and develop critical thinking skills. In addition, the text focuses on getting students to think like evolutionary biologists, with critical thinking questions throughout every chapter and expanded end-of-chapter problems emphasizing data interpretation.

THIS IS A REVISED EDITION OF THE 80/20 PRINCIPAL AND OTHER LAWS Millions of highly effective people around the world have read Richard Koch's global bestseller THE 80/20 PRINCIPLE and enjoyed a serious advantage in the pursuit of success. Now, BEYOND THE 80/20 PRINCIPLE takes you even further. Including the 80/20

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Principle itself - the radical power law that helps you achieve more by doing less - BEYOND THE 80/20 PRINCIPLE reveals 92 more universal scientific principles and laws that will help you achieve personal success in an increasingly challenging business environment. From natural selection to genes and memes, BEYOND THE 80/20 PRINCIPLE demonstrates, in theory and in practice, what science can teach you about business and success. It includes: \* Evolution by Natural Selection \* Business Genes \* Gause's Laws \* Evolutionary Psychology \* Newton's Laws \* Relativity \* Quantum Mechanics \* Chaos \* Complexity \* The Tipping Point \* Increasing Returns \* Unintended Consequences 'Richard Koch delivers some sharp cross-disciplinary comparisons and knows his onions on both sides of the business/science fence... Koch's feet are firmly on the ground' THE SUNDAY TIMES - Business Book of the Week 'Cogently, entertainingly and often controversially, [Koch] draws parallels between the natural universe and the modern business world. Persevere with Koch's often elegant thought processes and you will look at your business quite differently' ENTERPRISE

Animal Behavior, Second Edition, covers the broad sweep of animal behavior from its neurological underpinnings to the importance of behavior in conservation. The authors, Michael Breed and Janice Moore, bring almost 60 years of combined experience as university professors to this textbook, much of that teaching animal behavior. An entire chapter is devoted to the vibrant new field of behavior and conservation, including

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topics such as social behavior and the relationship between parasites, pathogens, and behavior. Thoughtful coverage has also been given to foraging behavior, mating and parenting behavior, anti-predator behavior, and learning. This text addresses the physiological foundations of behavior in a way that is both accessible and inviting, with each chapter beginning with learning objectives and ending with thought-provoking questions. Additionally, special terms and definitions are highlighted throughout. Animal Behavior provides a rich resource for students (and professors) from a wide range of life science disciplines. Provides a rich resource for students and professors from a wide range of life science disciplines Updated and revised chapters, with at least 50% new case studies and the addition of contemporary in-text examples Expanded and updated coverage of animal welfare topics Includes behavior and homeostatic mechanisms, behavior and conservation, and behavioral aspects of disease Available lab manual with fully developed and tested laboratory exercises Companion website includes newly developed slide sets/templates (PowerPoints) coordinated with the book Here biologist Lee Dugatkin outlines four paths to cooperation shared by humans and other animals: family dynamics, reciprocal transactions (or "tit for tat"), so-called selfish teamwork, and group altruism. He draws on a wealth of examples—from babysitting among mongooses and food sharing among vampire bats to cooperation in Hutterite communities and on kibbutzim—o show not only that cooperation exists throughout the animal kingdom, but how an understanding of the natural history of altruism might foster

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our own best instincts toward our fellow humans.

Principles of Animal Behavior has long been considered the most current and engaging introduction to animal behavior. The Third Edition is now also the most comprehensive and balanced in its approach to the theoretical framework behind how biologists study behavior.

Since the last edition of this definitive textbook was published in 2013, much has happened in the field of animal behavior. In this fourth edition, Lee Alan Dugatkin draws on cutting-edge new work not only to update and expand on the studies presented, but also to reinforce the previous editions' focus on ultimate and proximate causation, as well as the book's unique emphasis on natural selection, learning, and cultural transmission. The result is a state-of-the-art textbook on animal behavior that explains underlying concepts in a way that is both scientifically rigorous and accessible to students. Each chapter in the book provides a sound theoretical and conceptual basis upon which the empirical studies rest. A completely new feature in this edition are the Cognitive Connection boxes in Chapters 2–17, designed to dig deep into the importance of the cognitive underpinnings to many types of behaviors. Each box focuses on a specific issue related to cognition and the particular topic covered in that chapter. As Principles of Animal Behavior makes clear, the tapestry of animal behavior is created from weaving all of these components into a beautiful whole. With Dugatkin's exquisitely illustrated, comprehensive, and up-to-date fourth edition, we are

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able to admire that beauty anew.

Game theory has revolutionized the study of animal behavior. The fundamental principle of evolutionary game theory--that the strategy adopted by one individual depends on the strategies exhibited by others--has proven a powerful tool in uncovering the forces shaping otherwise mysterious behaviors. In this volume, the first since 1982 devoted to evolutionary game theory, leading researchers describe applications of the theory to diverse types of behavior, providing an overview of recent discoveries and a synthesis of current research. The volume begins with a clear introduction to game theory and its explanatory scope. This is followed by a series of chapters on the use of game theory to understand a range of behaviors: social foraging, cooperation, animal contests, communication, reproductive skew and nepotism within groups, sibling rivalry, alternative life-histories, habitat selection, trophic-level interactions, learning, and human social behavior. In addition, the volume includes a discussion of the relations among game theory, optimality, and quantitative genetics, and an assessment of the overall utility of game theory to the study of social behavior. Presented in a manner accessible to anyone interested in animal behavior but not necessarily trained in the mathematics of game theory, the book is intended for a wide audience of undergraduates, graduate students, and professional biologists pursuing the evolutionary analysis of animal behavior.

A compelling look at how laws of nature can be applied to business with uncommon

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and startling success.

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