

# **English The American Way A Fun Esl Guide To Language And Culture In The Us With Embedded Audio Mp3 English As A Second Language Series**

In 1955, the United States Information Agency published a lavishly illustrated booklet called *My America*. Assembled ostensibly to document "the basic elements of a free dynamic society," the booklet emphasized cultural diversity, political freedom, and social mobility and made no mention of McCarthyism or the Cold War. Though hyperbolic, *My America* was, as Laura A. Belmonte shows, merely one of hundreds of pamphlets from this era written and distributed in an organized attempt to forge a collective defense of the "American way of life." *Selling the American Way* examines the context, content, and reception of U.S. propaganda during the early Cold War. Determined to protect democratic capitalism and undercut communism, U.S. information experts defined the national interest not only in geopolitical, economic, and military terms. Through radio shows, films, and publications, they also propagated a carefully constructed cultural narrative of freedom, progress, and abundance as a means of protecting national security. Not simply a

one-way look at propagand as it is produced, the book is a subtle investigation of how U.S. propagand was received abroad and at home and how criticism of it by Congress and successive presidential administrations contributed to its modification.

"Traces the development and implementation of Pax Americana, the American way of peace, from World War II to the war on terrorism and the Iraqi conflict. Examines the extent to which modernization must incorporate values of democracy and rule of law"--Provided by publisher.

Shows how changes in work, family structure, women's roles, and other factors have caused people to become increasingly disconnected from family, friends, neighbors, and democratic structures--and how they may reconnect.

In this lively history of consumer debt in America, economic historian Louis Hyman demonstrates that today's problems are not as new as we think.

Borrow examines how the rise of consumer borrowing—virtually unknown before the twentieth century—has altered our culture and economy.

Starting in the years before the Great Depression, increased access to money raised living standards but also introduced unforeseen risks. As lending grew more and more profitable, it displaced funds available for business borrowing, setting our economy on an unsustainable course. Told through

the vivid stories of individuals and institutions affected by these changes, Borrow charts the collision of commerce and culture in twentieth-century America, giving an historical perspective on what is new—and what is not—in today's economic turmoil. A Paperback Original

I have asked permission to dedicate this book to you not only in memory of the happy evenings I have spent with you in Saigon over the last five years, but also because I have quite shamelessly borrowed the location of your flat to house one of my characters, and your name, Phuong, for the convenience of readers because it is simple, beautiful and easy to pronounce, which is not true of all your country-women's names. You will both realise I have borrowed little else, certainly not the characters of anyone in Viet Nam. Pyle, Granger, Fowler, Vigot, Joe— these have had no originals in the life of Saigon or Hanoi, and General The is dead : shot in the back, so they say. Even the historical events have been rearranged. For example, the big bomb near the Continental preceded and did not follow the bicycle bombs. I have no scruples about such small changes. This is a story and not a piece of history, and I hope that as a story about a few imaginary characters it will pass for both of you one hot Saigon evening.

The purpose of this book is to help the reader to better understand American values, expectations,

and behaviours in business activities and to help them to develop practical strategies for being successful in working with Americans.

Are we tired of hearing that fall is a season, sick of being offered fries and told about the latest movie? Yeah. Have we noticed the sly interpolation of Americanisms into our everyday speech? You betcha. And are we outraged? Hell, yes. But do we do anything? Too much hassle. Until now. In *That's The Way It Crumbles* Matthew Engel presents a call to arms against the linguistic impoverishment that happens when one language dominates another. With dismay and wry amusement, he traces the American invasion of our language from the early days of the New World, via the influence of Edison, the dance hall and the talkies, right up to the Apple and Microsoft-dominated present day, and explores the fate of other languages trying to fend off linguistic takeover bids. It is not the Americans' fault, more the result of their talent for innovation and our own indifference. He explains how America's cultural supremacy affects British gestures, celebrations and way of life, and how every paragraph and conversation includes words the British no longer even think of as Americanisms. Part battle cry, part love song, part elegy, this book celebrates the strange, the banal, the precious and the endangered parts of our uncommon common language.

In *The American Way of Strategy*, Lind argues that

the goal of U.S. foreign policy has always been the preservation of the American way of life--embodied in civilian government, checks and balances, a commercial economy, and individual freedom. Lind describes how successive American statesmen--from George Washington, Thomas Jefferson, and Alexander Hamilton to Franklin Roosevelt, Dwight Eisenhower, and Ronald Reagan--have pursued an American way of strategy that minimizes the dangers of empire and anarchy by two means: liberal internationalism and realism. At its best, the American way of strategy is a well-thought-out and practical guide designed to preserve a peaceful and demilitarized world by preventing an international system dominated by imperial and militarist states and its disruption by anarchy. When American leaders have followed this path, they have led our nation from success to success, and when they have deviated from it, the results have been disastrous. Framed in an engaging historical narrative, the book makes an important contribution to contemporary debates. The American Way of Strategy is certain to change the way that Americans understand U.S. foreign policy. "A shrewd and plausible critique of the drift of policy since the cold war." --The New York Times "Lind's encyclopedic knowledge of U.S. history and extraordinary grasp of the intellectual history of U.S. politics qualify him to write with great authority and insight about the

development of American grand strategy from the Washington administration to the present day, and this generally level-headed and balanced book will significantly enhance Lind's reputation in foreign policy circles." --Foreign Affairs

This book explores the cultural history and future prospects of the so-called new American way of war. In recent decades, American military culture has become increasingly dominated by a vision of immaculate destruction which reached its apogee with the fall of Baghdad in 2003. Operation Iraqi Freedom was hailed as the triumphant validation

A selection of speeches and letters.

Criticizes the way history is presented in current textbooks, and suggests a more accurate approach to teaching American history.

REA's English the American Way: A Fun ESL Guide to Language and Culture in the U.S. with Embedded Audio & Mp3 Download Helps English Language Learners Improve Their Skills A fun guide to everything American for the English language learner! Authored by seasoned ESL instructors, this handy guidebook is perfect for people who already have a good grasp of English, but want to improve how they speak the language as it is spoken in the United States. Written in a lighthearted and easy-to-follow style, this book is a great resource for people of all ages and all nationalities. Each unit introduces commonly used phrases, vocabulary, and verbs, and offers sample dialogs to illustrate everyday American life. Sentence completions, quizzes, tips, and illustrations make learning fun. Individual units cover

topics essential to the mosaic of American life: making friends, basic skills, driving, dining out, dealing with money, home life, emergency situations, doctor visits, handling a job interview, and more. To improve your pronunciation, listen to the embedded audio that accompanies this e-book or download the Mp3. The audio contains all the dialogues and pronunciation pointers found in the book so you can listen along and practice your speaking skills as you read. The dialogues are read by native speakers and are a great way to work on accent reduction. If you're looking for a fun and easy way to improve your English language skills, this is the book for you!

Aerial bombardment remains important to military strategy, but the norms governing bombing and the harm it imposes on civilians have evolved. The past century has seen everything from deliberate attacks against rebellious villagers by Italian and British colonial forces in the Middle East to scrupulous efforts to avoid "collateral damage" in the counterinsurgency and antiterrorist wars of today. *The American Way of Bombing* brings together prominent military historians, practitioners, civilian and military legal experts, political scientists, philosophers, and anthropologists to explore the evolution of ethical and legal norms governing air warfare. Focusing primarily on the United States—as the world's preeminent military power and the one most frequently engaged in air warfare, its practice has influenced normative change in this domain, and will continue to do so—the authors address such topics as firebombing of cities during World War II; the atomic attacks on

Hiroshima and Nagasaki; the deployment of airpower in Iraq, Afghanistan, and Libya; and the use of unmanned drones for surveillance and attacks on suspected terrorists in Pakistan, Yemen, Sudan, Somalia, and elsewhere.

Abramsky shows how poverty - a massive political scandal - is dramatically changing in the wake of the Great Recession.

Only the scathing wit and searching intelligence of Jessica Mitford could turn an exposé of the American funeral industry into a book that is at once deadly serious and side-splittingly funny. When first published in 1963, this landmark of investigative journalism became a runaway bestseller and resulted in legislation to protect grieving families from the unscrupulous sales practices of those in "the dismal trade." Just before her death in 1996, Mitford thoroughly revised and updated her classic study. *The American Way of Death Revisited* confronts new trends, including the success of the profession's lobbyists in Washington, inflated cremation costs, the telemarketing of pay-in-advance graves, and the effects of monopolies in a death-care industry now dominated by multinational corporations. With its hard-nosed consumer activism and a satiric vision out of Evelyn Waugh's novel *The Loved One*, *The American Way of Death Revisited* will not fail to inform, delight, and disturb. "Brilliant--hilarious. . . . A must-read for anyone planning to throw a funeral in their lifetime."--New York Post "Witty and penetrating--it speaks the truth."--The Washington Post

A book to help build vocabulary, understand the



meaning, and learn how to use them in a full sentence. Also includes synonyms, antonyms and other related words to aid in the understanding of the main words, as well as to further increase your vocabulary.

Written as a guide for people who already have a basic understanding of English and want to improve their ability to speak it the way it is spoken in the United States.

Learn more than 3,000 English expressions and speak and understand the language easily As a new speaker of English, you may hear some expressions in your daily conversations that you do not understand--yet. McGraw-Hill's Conversational American English will help you learn these expressions, so not only do you know what a person is saying to you, but that you can use the expression yourself! More than 3,000 expressions are organized by theme, so you can find what you are looking for quickly. And each topic is illustrated to further help you understand context. The book features:

Common expressions are batched into 350 themes, ranging from general greetings and asking how someone is, to the more specific needs, like showing disbelief, asking someone's intentions, and expressions for a forgotten word or name A comprehensive thematic glossary provides an additional means for the learner to locate expressions by key words and concepts Topics include: Basic Social Encounters, Greetings, Small

Talk, Introductions, Ending a Conversation, Good-Byes, Agreeing, Disagreeing Conversational

Encounters, Focusing Attention, Launching the Conversation, Making Friends, Complex Matters, Disputes, Discussion and Resolution, Polite Encounters, Prefaces, Communication Barriers

No gimmicks, no magic money tree, and certainly no business. "The American Way" is based upon a true experience of what it's like to be an Amway

Independent Business Owner. From the good, to the bad, to the lies I was told throughout the wild ride, you can too make a decision if you want to give in, or take out.

College the American Way: A Fun ESL Guide to English Language and Campus Life in the U.S.

(Book + Audio) From the authors of the REA best-sellers, English the American Way and Celebrate the American Way, comes the third book in the series, College the American Way: A Fun ESL Guide to English Language and Campus Life in the U.S.

Written in a fun, lighthearted, and easy-to-follow style, this book is THE resource for international college-bound students who want to improve their English language skills. College the American Way answers the who? what? where? why? and how? questions about college life in the U.S. Learn who can help, what to do, where to go, why to check out housing and meal plans, and how to . . . HAVE FUN! Each easy-to-read part is full of vocabulary, informal

language, idioms, phrasal verbs, dialogues, and activities. Our audio lets you practice speaking English like an American until you're perfect!

Improve your listening and speaking skills with the sample dialogues included on our audio CD. You can also download the MP3 files to your mobile device and practice wherever you go. Whether you want to improve your understanding of campus life, or just expand your everyday vocabulary, this fun and friendly guide will help you build your skills and communicate with precision - and success! Don't miss the first two books in the series: English the American Way: A Fun ESL Guide to Language and Culture in the U.S. and Celebrate the American Way: A Fun ESL Guide to English Language and Culture in the U.S.

Wars do not fully end when the shooting stops. As G. Kurt Piehler reveals in this book, after every conflict from the Revolution to the Persian Gulf War, Americans have argued about how and for what deeds and heroes wars should be remembered. Drawing on sources ranging from government documents to *Embalmer's Monthly*, Piehler recounts efforts to commemorate wars by erecting monuments, designating holidays, forming veterans' organizations, and establishing national cemeteries. The federal government, he contends, initially sidestepped funding for memorials, thereby leaving the determination of how and whom to honor in the

hands of those with ready money—and those who responded to them. In one instance, monuments to “Yankee heroes” erected by the Daughters of the American Revolution were countered by immigrant groups, who added such figures as Casimir Pulaski and Thaddeus Kosciusko to the record of the war. Piehler argues that the conflict between these groups is emblematic of the ongoing reinterpretation of wars by majority and minority groups, and by successive generations. Demonstrating that the battles over the Vietnam Veterans Memorial are not unique in American history, Remembering War the American Way reveals that the memory of war is intrinsically bound to the pluralistic definition of national identity.

Adam Marsh writes a book about a fictitious military takeover of the United States government. When his book becomes a reality, he finds himself at the forefront of the coup. The results of his actions are controversial, to say the least.

College the American Way: A Fun ESL Guide to English Language & Campus Life in the U.S. (Book + Audio)English as a Second Language

American English for speakers of any language, including many tables and exercises, focused on grammar and building sentences

REA's Celebrate the American Way: A Fun ESL Guide to English Language and Culture with Audio CD + MP3 The emphasis is on fun in this lighthearted guide to language and

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culture in the United States! The warm and witty authors of English the American Way: A Fun ESL Guide to Language and Culture in the U.S., are back with the second book in the series, Celebrate the American Way, another fun ESL guide to English language and culture. This friendly guide takes you on a year-long journey through American culture, highlighting the meanings behind the U.S. holidays and special events celebrated in each season. You will learn why Americans celebrate Independence Day, discover the history of Thanksgiving, get tips on wedding etiquette, find out how to carve a Jack O' Lantern, and more! Our ESL author experts give English language learners all the must-know vocabulary, common expressions, and wacky idioms that help explain the major celebrations and social customs in the United States. You'll have fun improving your English language and grammar skills. Along the way, quiz yourself with fill-in and matching exercises as you learn about commonly confused words, adjectives, and synonyms. Practice until you're perfect! Improve your listening and speaking skills with the dialogues included on our audio CD and Mp3 download. No matter what the season, Celebrate the American Way is an excellent resource for ESL students and teachers, English language learners, and professionals of all ages and all nationalities. Whether you want to improve your understanding of American culture or just expand your everyday vocabulary, this fun and friendly guide will help you build your skills and communicate with precision - and success!

Explains the uniquely American cultural references that appear in American English for students and professionals to increase their written command of the language. • Clearly presents detailed knowledge of American history and culture for non-Americans, with examples of features of American writing such as short, to-the-point sentences • Provides key

takeaways for students and professionals at the end of each chapter • Includes chapters on moving from other forms of English, such as Canadian or Australian, to American Can ghoti really be pronounced fish? Why is "o" short in glove and love, but long in rove and cove? Why do English words carry such extra baggage as the silent "b" in doubt, the silent "k" in knee, and the silent "n" in autumn? And why do names like Phabulous Phoods and Hi-Ener-G stand out? Addressing these and many other questions about letters and the sounds they make, this engaging volume provides a comprehensive analysis of American English spelling and pronunciation. Venezky illuminates the fully functional system underlying what can at times be a bewildering array of exceptions, focusing on the basic units that serve to signal word form or pronunciation, where these units can occur within words, and how they relate to sound. Also examined are how our current spelling system has developed, efforts to reform it, and ways that spelling rules or patterns are violated in commercial usage. From one of the world's foremost orthographic authorities, the book affords new insight into the teaching of reading and the acquisition and processing of spelling sound relationships.

Showcasing more than 250 designs by more than 130 gifted amateur arrangers under the auspices of the World Association of Flower Arrangers (WAFA USA), Flower Arranging the American Way is a contemporary celebration of an art form dating back to the third millennium bce. Superbly photographed by Mick Hales and other talented photographers, with each arrangement explained in clear and inviting detail by author Nancy D'Oench, the selection of designs shown here is distinctly American. In addition to flowers and foliage, each design incorporates natural materials from the seashore, the roadside, and even the compost heap to make dramatic mixedmedia creations.

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Language Series

Arrangers at all skill levels will find inspiration and advice aplenty.

This volume explores the phenomenon of Americanization and its worldwide impact, and the cultural consequences of globalization. Following an introductory overview, three chapters deal with theoretical perspectives on cosmopolitanism, Americanization, globalization, culture, modernity and immediacy. Case studies follow on France, Japan and China, and there are six chapters on transnational processes as they affect culture and society. An epilogue reflects on definitions of Americanization and anti-Americanism, and their consequences for the world.

In clear language and with numerous examples, this book describes the basic characteristics of American culture: values, style of communication, patterns of thinking, customary behaviours, and underlines how they are different from the ways of other cultures. It then shows how these characteristics are reflected in the many aspects of American life which the foreigner encounters (including politics, social relations, personal hygiene, public behaviour, studying and business). The book also offers concrete suggestions on how to learn more about American culture and how to respond most effectively to the Americans one meets.

An award-winning journalist traces her 2009 immersion into the national food system to explore issues about how working-class Americans can afford to eat as they should, describing how she worked as a farm laborer, Wal-Mart grocery clerk and Applebee's expediter while living within the means of each job. 25,000 first printing.

An exhaustive advice book for foreign visitors to the U.S. seeking to understand the motivations, attitudes, and actions of Americans.

A young bride, Caja Munch accompanied her husband, Johan Storm Munch, from Norway to Wisconsin where he

had received his first call to become pastor of several newly organized Norwegian Lutheran congregations. Her letters to her parents, written during a four-year period, 1855–59, and Pastor Munch's *An American Adventure*, an excerpt from his "Vita Mea," written fifty years after the visit to America, provide, with an uncanny timelessness and a distinct and charming literary style, perspectives on the immigrant in rural America which will be of considerable interest to general readers as well as historians and sociologists.

Is the face of American baseball throughout the world that of goodwill ambassador or ugly American? Has baseball crafted its own image or instead been at the mercy of broader forces shaping our society and the globe? *The Empire Strikes Out* gives us the sweeping story of how baseball and America are intertwined in the export of "the American way." From the Civil War to George W. Bush and the Iraq War, we see baseball's role in developing the American empire, first at home and then beyond our shores. And from Albert Spalding and baseball's first World Tour to Bud Selig and the World Baseball Classic, we witness the globalization of America's national pastime and baseball's role in spreading the American dream. Besides describing baseball's frequent and often surprising connections to America's presence around the world, Elias assesses the effects of this relationship both on our foreign policies and on the sport itself and asks whether baseball can play a positive role or rather only reinforce America's dominance around the globe. Like Franklin Foer in *How Soccer Explains the World*, Elias is driven by compelling stories, unusual events, and unique individuals. His seamless integration of original research and compelling analysis makes this a baseball book that's about more than just sports.

After four years of Trump, America seems set to return to political normality. But for much of the rest of the world, that



normality is a horror story: 75 years of US-led invasions, CIA-sponsored coups, election interference, stay-behind networks, rendition, and weapons testing... all in the name of Pax America, the world's police. If you are not an ally of the US, in this 'normality', your country can find its democratic processes undermined and its economic wellbeing conditioned upon returning to the fold. If you're not strategically important to the US, you can find yourself its dumping ground. This new anthology re-examines this history with stories that explore the human cost of these interventions on foreign soil, by writers from that soil. From nuclear testing in the Pacific, to human testing of CIA torture tactics, from coups in Latin America, to all-out invasions in the Middle and Far East; the atrocities that follow are often dismissed in history books as inevitable in the 'fog of war'. By presenting them from indigenous, grassroots perspectives, accompanied by afterwords by the historians that consulted on them, this book attempts to bring some clarity back to that history. Stories are accompanied by afterwords written by historians, providing historical context. Afterwords by: Olmo Golz, Emmanuel Gerard, Felix Julio Alfonso Lopez, David Harper, Ertugrul Kurkcu, Francisco Dominguez, Maurizio Dianese, Julio Barrios Zardetto, Brian Meeks, Victor Figueroa Clark, Raymond Bonner, Daniel Kovalik, Meral Cicek, Ian Shaw, Matteo Capasso, Neil Faulkner, Xuan Phuong, Iyad S. S. Abujaber & Chris Hedges. Translated by: Orsola Casagrande, Mustafa Gundogdu, Sawad Hussain, Jonathan Wright, Basma Ghalayini, Nicholas Glastonbury, Sara Khalili, J. Bret Maney, Adam Feinstein, and Megan McDowell. Part of our History-into-Fiction series.

Ronald Reagan's autobiography is a work of major historical importance. Here, in his own words, is the story of his life—public and private—told in a book both frank and compellingly readable. Few presidents have accomplished

more, or been so effective in changing the direction of government in ways that are both fundamental and lasting, than Ronald Reagan. Certainly no president has more dramatically raised the American spirit, or done so much to restore national strength and self-confidence. Here, then, is a truly American success story—a great and inspiring one. From modest beginnings as the son of a shoe salesman in Tampico, Illinois, Ronald Reagan achieved first a distinguished career in Hollywood and then, as governor of California and as president of the most powerful nation in the world, a career of public service unique in our history. Ronald Reagan's account of that rise is told here with all the uncompromising candor, modesty, and wit that made him perhaps the most able communicator ever to occupy the White House, and also with the sense of drama of a gifted natural storyteller. He tells us, with warmth and pride, of his early years and of the elements that made him, in later life, a leader of such stubborn integrity, courage, and clear-minded optimism. Reading the account of this childhood, we understand how his parents, struggling to make ends meet despite family problems and the rigors of the Depression, shaped his belief in the virtues of American life—the need to help others, the desire to get ahead and to get things done, the deep trust in the basic goodness, values, and sense of justice of the American people—virtues that few presidents have expressed more eloquently than Ronald Reagan. With absolute authority and a keen eye for the details and the anecdotes that humanize history, Ronald Reagan takes the reader behind the scenes of his extraordinary career, from his first political experiences as president of the Screen Actors Guild (including his first meeting with a beautiful young actress who was later to become Nancy Reagan) to such high points of his presidency as the November 1985 Geneva meeting with Mikhail Gorbachev, during which Reagan invited

the Soviet leader outside for a breath of fresh air and then took him off for a walk and a man-to-man chat, without aides, that set the course for arms reduction and charted the end of the Cold War. Here he reveals what went on behind his decision to enter politics and run for the governorship of California, the speech nominating Barry Goldwater that first made Reagan a national political figure, his race for the presidency, his relations with the members of his own cabinet, and his frustrations with Congress. He gives us the details of the great themes and dramatic crises of his eight years in office, from Lebanon to Grenada, from the struggle to achieve arms control to tax reform, from Iran-Contra to the visits abroad that did so much to reestablish the United States in the eyes of the world as a friendly and peaceful power. His narrative is full of insights, from the unseen dangers of Gorbachev's first visit to the United States to Reagan's own personal correspondence with major foreign leaders, as well as his innermost feelings about life in the White House, the assassination attempt, his family—and the enduring love between himself and Mrs. Reagan. *An American Life* is a warm, richly detailed, and deeply human book, a brilliant self-portrait, a significant work of history. The Cold War was fought in every corner of society, including in the sport and entertainment industries. Recognizing the importance of culture in the battle for hearts and minds, the United States, like the Soviet Union, attempted to win the favor of citizens in nonaligned states through the soft power of sport. Athletes became de facto ambassadors of US interests, their wins and losses serving as emblems of broader efforts to shield American culture--both at home and abroad--against communism. In *Defending the American Way of Life*, leading sport historians present new perspectives on high-profile issues in this era of sport history alongside research drawn from previously untapped archival sources to

highlight the ways that sports influenced and were influenced by Cold War politics. Surveying the significance of sports in Cold War America through lenses of race, gender, diplomacy, cultural infiltration, anti-communist hysteria, doping, state intervention, and more, this collection illustrates how this conflict remains relevant to US sporting institutions, organizations, and ideologies today.

This book is a critical account of the history, evolution and challenges of higher education in mainland China, Taiwan and Hong Kong, with important reflections on other systems, notably those in the US, UK, Korea and Japan. In addition to hardware and software, it introduces the concept of "Soulware" in global higher education and analyses its importance for internationalization and the pursuit of excellence. In an age where robots and artificial intelligence are impacting our jobs and our daily lives, its critical analysis and insightful reflections provide considerable value for a range of global stakeholders interested in higher education reform to nurture talent and promote innovation to prepare students for an unpredictable future. "Professor Kuo's perspective provides considerable value for a range of global stakeholders both in the east and the west. As American universities awake to the realization that the demand for higher education is an increasingly global phenomena, his contribution could not be more timely." Mike Crow, PhD President, Arizona State University "Way Kuo advances a powerful historical argument for the means to achieve excellence in Asian universities. His recipe is bold leadership, combining excellence in teaching and research, and embracing the lessons of western university successes and failures. A superb combination of history and forward thinking." Michael Kotlikoff, VMD, PhD Provost, Cornell University "Way's book is not just about the past or the present. Rather, it offers useful insights into the future. In an

age where robots and artificial intelligence are impacting our jobs and our daily lives, he introduces the concept of "soulware" and analyzes its importance for higher education." G. P. "Bud" Peterson, PhD President, Georgia Institute of Technology "Differing from their Western counterparts, Chinese universities will demonstrate their own cultural characteristics. In this regard, Professor Kuo's book offers us many valuable insights." Yong Qiu, PhD President, Tsinghua University, Beijing "Wisdom is the ultimate goal of higher education. It is the illumination of that wisdom among audiences, English-speaking or Chinese-speaking, to which Way Kuo's book hopes to kindle a spark." Frank H. Shu, PhD President, 2002-06, National Tsing Hua University, Hsinchu, and University Professor Emeritus, University of California, Berkeley and San Diego

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