

## Jon Witt Soc

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The Eighth edition of David Newman's Sociology: Exploring the Architecture of Everyday Life once again invites students into the world of sociological thought. Sociology encourages students to think less about the next test and more about how the subject applies to their everyday lives. In addition to updated coverage and fresh examples, this edition features revamped Micro-Macro Connections that have been even further honed to help students understand the link between individual lives and the structure of society.

Social Media Marketing: A Strategic Approach promises to be the seminal textbook in the field with its distinctive conceptual foundation and practical approach to developing successful social media marketing plans. A proven eight-step social media planning model provides students with a cumulative learning experience, showing them how to construct social media strategies that achieve desired marketing goals. These marketing goals shape the development of tailored social media strategies. Special attention is given to the most effective techniques for identifying targeted marketing on the social web, with emphasis on the creation of personas that represent the critical online market segments for a company. Students discover how to put these well-defined personas to work in selecting the optimal social media platforms for reaching an organization's marketing goals. Students are

taught rules of engagement and social media ethics for behaving properly as marketers on the social web. With these guidelines in mind, the most productive marketing tactics for each type of major social media platform are examined in depth. These platform-specific tactics, along with all the proceeding material in the book, are brought together in the final chapter to create a comprehensive social media marketing plan, with detailed explanations and illustrations from a real world plan. Extensive consideration is given to monitoring, evaluating, and tuning the implementation of social media marketing initiatives. In addition, students are introduced to the most useful quantitative and qualitative social media measurements, along with various ways to estimate an organization's return on investment in social media marketing activities. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Make Sociology new with McGraw-Hill's Connect Sociology and SOC 2018. Integral to Connect is Investigate Sociology, a tool that develops students' sociological imaginations by placing them in provocative scenarios where they must analyze various sources and determine a solution. Connect also comes with LearnSmart, an adaptive questioning tool proven to increase content comprehension and student results, as well as fun interactivities like In their Shoes and Applying the Perspectives that teach sociology's three theoretical frameworks. New to this edition are Concept Clips, short two to four minute assignable videos that review topics essential to an introductory course. Also new is Newsflash, an assignment that will keep your course full of current material by using articles and links all to keep your students involved and invested in the course because they can see what matters to them (add bold if possible). Finally, make sure students come prepared to class by assigning our many e-

book activities. With McGraw-Hill's digital tools, focus on what you do best—teaching. Unique to this program, SOC 2018 uses extensive research to meet students where they are, by providing an appealing, affordable and current program. This, coupled with powerful digital learning tools, makes SOC 2018 an ideal choice for your introductory course. Connect is the only integrated learning system that empowers students by continuously adapting to deliver precisely what they need, when they need it, and how they need it, so that your class time is more engaging and effective.

For thirty years, Peter Singer's *Practical Ethics* has been the classic introduction to applied ethics. For this third edition, the author has revised and updated all the chapters and added a new chapter addressing climate change, one of the most important ethical challenges of our generation. Some of the questions discussed in this book concern our daily lives. Is it ethical to buy luxuries when others do not have enough to eat? Should we buy meat from intensively reared animals? Am I doing something wrong if my carbon footprint is above the global average? Other questions confront us as concerned citizens: equality and discrimination on the grounds of race or sex; abortion, the use of embryos for research and euthanasia; political violence and terrorism; and the preservation of our planet's environment. This book's lucid style and provocative arguments make it an ideal text for university courses and for anyone willing to think about how she or he ought to live.

Since the publication of the Institute of Medicine (IOM) report *Clinical Practice Guidelines We Can Trust* in 2011, there has been an increasing emphasis on assuring that clinical practice guidelines are trustworthy, developed in a transparent fashion, and based on a systematic review of the available research evidence. To align with the IOM

recommendations and to meet the new requirements for inclusion of a guideline in the National Guidelines Clearinghouse of the Agency for Healthcare Research and Quality (AHRQ), American Psychiatric Association (APA) has adopted a new process for practice guideline development. Under this new process APA's practice guidelines also seek to provide better clinical utility and usability. Rather than a broad overview of treatment for a disorder, new practice guidelines focus on a set of discrete clinical questions of relevance to an overarching subject area. A systematic review of evidence is conducted to address these clinical questions and involves a detailed assessment of individual studies. The quality of the overall body of evidence is also rated and is summarized in the practice guideline. With the new process, recommendations are determined by weighing potential benefits and harms of an intervention in a specific clinical context. Clear, concise, and actionable recommendation statements help clinicians to incorporate recommendations into clinical practice, with the goal of improving quality of care. The new practice guideline format is also designed to be more user friendly by dividing information into modules on specific clinical questions. Each module has a consistent organization, which will assist users in finding clinically useful and relevant information quickly and easily. This new edition of the practice guidelines on psychiatric evaluation for adults is the first set of the APA's guidelines developed under the new guideline development process. These guidelines address the following nine topics, in the context of an initial psychiatric evaluation: review of psychiatric symptoms, trauma history, and treatment history; substance use assessment; assessment of suicide risk; assessment for risk of aggressive behaviors; assessment of cultural factors; assessment of medical health; quantitative assessment; involvement of the patient in treatment decision

making; and documentation of the psychiatric evaluation. Each guideline recommends or suggests topics to include during an initial psychiatric evaluation. Findings from an expert opinion survey have also been taken into consideration in making recommendations or suggestions. In addition to reviewing the available evidence on psychiatry evaluation, each guideline also provides guidance to clinicians on implementing these recommendations to enhance patient care.

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learn. We also surveyed instructors, and they told us they wanted a way to engage their students without compromising on high quality content. SOC, updated annually, offers instructors scholarly content and unmatched currency in a succinct magazine format that engages students. The 2012 Edition comes with an adaptive learning system and interactivities to help students master key concepts. SOC consistently encourages students to foster their sociological imagination to see the world through a different lens. John Horton Conway's unique approach to quadratic forms was the subject of the Hedrick Lectures that he gave in August of 1991 at the Joint Meetings of the Mathematical Association of America and the American Mathematical Society in Orono, Maine. This book presents the substance of those lectures. The book should not be thought of as a serious textbook on the theory of quadratic forms. It consists rather of a number of essays on particular aspects of quadratic forms that have interested the author. The lectures are self-contained and will be accessible to the generally informed reader who has no particular background in quadratic form theory. The minor exceptions should not interrupt the flow of ideas. The afterthoughts to the lectures contain discussion of related matters that occasionally presuppose greater knowledge. In this book 60 authors from many disciplines and from 18 countries on five continents examine in ten parts: Moving towards Sustainability Transition; Aiming at Sustainable Peace; Meeting Challenges of the 21st Century: Demographic Imbalances, Temperature Rise

and the Climate–Conflict Nexus; Initiating Research on Global Environmental Change, Limits to Growth, Decoupling of Growth and Resource Needs; Developing Theoretical Approaches on Sustainability and Transitions; Analysing National Debates on Sustainability in North America; Preparing Transitions towards a Sustainable Economy and Society, Production and Consumption and Urbanization; Examining Sustainability Transitions in the Water, Food and Health Sectors from Latin American and European Perspectives; Preparing Sustainability Transitions in the Energy Sector; and Relying on Transnational, International, Regional and National Governance for Strategies and Policies Towards Sustainability Transition. This book is based on workshops held in Mexico (2012) and in the US (2013), on a winter school at Chulalongkorn University, Thailand (2013), and on commissioned chapters. The workshop in Mexico and the publication were supported by two grants by the German Foundation for Peace Research (DSF). All texts in this book were peer-reviewed by scholars from all parts of the world.

Make Sociology new with McGraw-Hill's Connect Sociology and SOC 2016. Integral to Connect is Investigate Sociology, a tool that develops students' sociological imaginations by placing them in provocative scenarios where they must analyze various sources and determine a solution. Connect also comes with LearnSmart, an adaptive questioning tool proven to increase content comprehension and student results, as well as fun interactivities like In their Shoes and Applying the Perspectives that teach sociology's three theoretical

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Balderson is recognized as a market-leading text that offers strong coverage of the theory of entrepreneurship and small business management, blended with the practical Canadian examples of actual entrepreneur experiences (profiles). Offering numerous individual cases, as well as uniquely offering a comprehensive case that continues throughout the text - Balderson allows students to build upon the concepts as their course progresses. The text is also well known for its student-friendly and practical writing style.

Winner of the Healthy Teen Network's Carol Mendez Cassell Award for Excellence in Sexuality Education and the



American Sociological Association's Children and Youth Section's 2012 Distinguished Scholarly Research Award For American parents, teenage sex is something to be feared and forbidden: most would never consider allowing their children to have sex at home, and sex is a frequent source of family conflict. In the Netherlands, where teenage pregnancies are far less frequent than in the United States, parents aim above all for family cohesiveness, often permitting young couples to sleep together and providing them with contraceptives. Drawing on extensive interviews with parents and teens, *Not Under My Roof* offers an unprecedented, intimate account of the different ways that girls and boys in both countries negotiate love, lust, and growing up. Tracing the roots of the parents' divergent attitudes, Amy T. Schalet reveals how they grow out of their respective conceptions of the self, relationships, gender, autonomy, and authority. She provides a probing analysis of the way family culture shapes not just sex but also alcohol consumption and parent-teen relationships. Avoiding caricatures of permissive Europeans and puritanical Americans, Schalet shows that the Dutch require self-control from teens and parents, while Americans guide their children toward autonomous adulthood at the expense of the family bond.

The definitive research paper guide, *Writing Research Papers* combines a traditional and practical approach to the research process with the latest information on electronic research and presentation. This market-leading text provides students with step-by-step guidance through the research writing process, from selecting and narrowing a topic to formatting the finished document. *Writing Research Papers* backs up its instruction with the most complete array of samples of any writing guide of this nature. The text continues its extremely thorough and accurate coverage of citation styles for a wide variety of disciplines. The fourteenth edition maintains Lester's

successful approach while bringing new writing and documentation updates to assist the student researcher in keeping pace with electronic sources.

A classic of political economy that traces the influence of religious thought on capitalism In one of the true classics of twentieth-century political economy, R. H. Tawney investigates the way religion has moulded social and economic practice. He tracks the influence of religious thought on capitalist economy and ideology since the Middle Ages, shedding light on the question of why Christianity continues to exert a unique role in the marketplace. The book offers an incisive analysis of the morals and mores of contemporary Western culture. In tough, muscular, richly varied prose, Tawney tells an absorbing and meaningful story. Today, the dividing line between the spheres of religion and the secular is shifting, and *Religion and the Rise of Capitalism* is more pertinent than ever.

Intimacy and deception are often entangled. People deceive to lure someone into a relationship or to keep her there, to drain an intimate's bank account or to use her to acquire government benefits, to control an intimate or to resist domination, or to capture myriad other advantages. No subject is immune from deception in dating, sex, marriage, and family life. Intimates can lie or otherwise intentionally mislead each other about anything and everything. Suppose you discover that an intimate has deceived you and inflicted severe—even life-altering—financial, physical, or emotional harm. After the initial shock and sadness, you might wonder whether the law will help you secure redress. But the legal system refuses to help most people deceived within an intimate relationship. Courts and legislatures have shielded this persistent and pervasive source of injury, routinely denying deceived intimates access to the remedies that are available for deceit in other contexts. Jill Elaine Hasday's

Intimate Lies and the Law is the first book that systematically examines deception in intimate relationships and uncovers the hidden body of law governing this duplicity. Hasday argues that the law has placed too much emphasis on protecting intimate deceivers and too little importance on helping the people they deceive. The law can and should do more to recognize, prevent, and redress the injuries that intimate deception can inflict. Entering an intimate relationship should not mean losing the law's protection from deceit.

In this new brief introduction to the rich and complex discipline of sociology, Jon Witt cuts to the core of the sociological perspective, supplying answers to two main questions: "Why do we think the way we think?" and "Why do we act the way we act?" Providing students with a glimpse of the "Big Picture," the author offers a top-down look at the structure of society, which allows us to see the many ways in which we are linked together. The book is based on the view that there are four basic parts to sociology: the individual, society, the relationship between the two, and the consequences of differences. Although the author presents some basic sociological facts about the individual and about society, the overarching concern of the book is the relationship between individual and society--the ways in which our actions shape the world around us and the ways in which we are shaped by the worlds in which we live.

True story from the major motion picture "In Darkness," official 2012 Academy Award nominee for Best Foreign Language Film. In 1943, with Lvov's 150,000 Jews having been exiled, killed, or forced into ghettos and facing extermination, a group of Polish Jews daringly sought refuge in the city's sewer system. The last surviving member this group, Krystyna Chiger, shares one of the most intimate, harrowing and ultimately triumphant tales of survival to emerge from the Holocaust. The Girl in the Green Sweater is

Chiger's harrowing first-person account of the fourteen months she spent with her family in the fetid, underground sewers of Lvov. *The Girl in the Green Sweater* is also the story of Leopold Socha, the group's unlikely savior. A Polish Catholic and former thief, Socha risked his life to help Chiger's underground family survive, bringing them food, medicine, and supplies. A moving memoir of a desperate escape and life under unimaginable circumstances, *The Girl in the Green Sweater* is ultimately a tale of intimate survival, friendship, and redemption.

Comer and Gould's *Psychology Around Us* demonstrates the many-often surprising, always fascinating-intersections of psychology with students' day-to-day lives. Every chapter includes sections on human development, brain function, individual differences and abnormal psychology that occur in that area. These "cut-across" sections highlight how the different fields of psychology are connected to each other and how they connect to everyday life. Every chapter begins with a vignette that shows the power of psychology in understanding a whole range of human behavior. This theme is reinforced throughout the chapter in boxed readings and margin notes that celebrate the extraordinary processes that make the everyday possible and make psychology both meaningful and relevant. The text presents psychology as a unified field the understanding of which flows from connecting its multiple subfields and reinforces the fact that psychology is a science with all that this implies (research methodology, cutting edge studies, the application of critical thinking).

4LTR Press solutions give students the option to choose the format that best suits their learning preferences. This option is perfect for those students who focus on the textbook as their main course resource. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

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An anniversary edition of an influential book that introduced a groundbreaking approach to the study of science, technology, and society. This pioneering book, first published in 1987, launched the new field of social studies of technology. It introduced a method of inquiry—social construction of technology, or SCOT—that became a key part of the wider discipline of science and technology studies. The book helped the MIT Press shape its STS list and inspired the Inside Technology series. The thirteen essays in the book tell stories about such varied technologies as thirteenth-century galleys, eighteenth-century cooking stoves, and twentieth-century missile systems. Taken together, they affirm the fruitfulness of an approach to the study of technology that gives equal weight to technical, social, economic, and political questions, and they demonstrate the illuminating effects of the integration of empirics and theory. The approaches in this volume—collectively called SCOT (after the volume's title) have since broadened their scope, and twenty-five years after the publication of this book, it is difficult to think of a technology that has not been studied from a SCOT perspective and impossible to think of a technology that cannot be studied that way.

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Investigate Sociology, a brand-new tool that develops students' sociological imaginations by placing them in provocative scenarios where they must analyze various sources and determine a solution. Connect also comes with LearnSmart, an adaptive questioning tool proven to increase content comprehension and student results, as well as fun interactivities like In their Shoes and Applying the Perspectives that teach sociology's three theoretical frameworks. Finally, make sure students come prepared to class by assigning our many e-book activities. With McGraw-Hill's digital tools, focus on what you do best—teaching. Unique to this program, SOC 2013 uses extensive research to meet students where they are, by providing an appealing, affordable and current program. This, coupled with powerful digital learning tools, makes SOC 2013 an ideal choice for your introductory course.

The Journey What you are about to read is the journey that I took close to a decade ago. This book is really my diary about the investigations I made of a group of mediums and their work. Little did I know that I would also begin to experience phenomenon of a spiritual nature. I made a choice to continue to experience and study and found myself in the need to write down all the experiences that I had so I could later examine them. I found the process and the drama of the soul as they leave their present existence and enter into a new dimension, which is

the spiritual world. You will read what I went through, and I learned that life does not end with death but is rather a transformation of the spirit I found that the spirit retains his identity as well as the mind. This journey has taken many turns and continues to this day. I decided to make this information available to all that would wish to read it.

Connect complex psychological concepts to real life Understanding Psychology simplifies complex psychological concepts for students. The program's philosophy is to make psychology relevant, fun, interesting, and approachable. Understanding Psychology is an interactive book with hands-on activities, case studies, current issues, and readings about the field of psychology.

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