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Banksy, the Yes Men, Gandhi, Starhawk: the accumulated wisdom of decades of creative protest is now in the hands of the next generation of change-makers, thanks to Beautiful Trouble. Sophisticated enough for veteran activists, accessible enough for newbies, this compact pocket edition of the bestselling Beautiful Trouble is a book that's both handy and inexpensive. Showcasing the synergies between artistic imagination and shrewd political strategy, this generously illustrated volume can easily be slipped into your pocket as you head out to the streets. This is for everyone who longs for a more beautiful, more just, more livable world – and wants to know how to get there. Includes a new introduction by the editors. Contributors include: Celia Alario • Andy Bichlbaum • Nadine Bloch • L. M. Bogad • Mike Bonnano • Andrew Boyd • Kevin Buckland • Doyle Canning • Samantha Corbin • Stephen Duncombe • Simon Enoch • Janice Fine • Lisa Fithian • Arun Gupta • Sarah Jaffe • John Jordan • Stephen Lerner • Zack Malitz • Nancy L. Mancias • Dave Oswald Mitchell • Tracey

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Mitchell • Mark Read • Patrick Reinsborough • Joshua Kahn Russell • Nathan Schneider • John Sellers • Matthew Skomarovsky • Jonathan Matthew Smucker • Starhawk • Eric Stoner • Harsha Walia

In the 1940s chemists discovered that barbasco, a wild yam indigenous to Mexico, could be used to mass-produce synthetic steroid hormones. Barbasco spurred the development of new drugs, including cortisone and the first viable oral contraceptives, and positioned Mexico as a major player in the global pharmaceutical industry. Yet few people today are aware of Mexico's role in achieving these advances in modern medicine. In *Jungle Laboratories*, Gabriela Soto Laveaga reconstructs the story of how rural yam pickers, international pharmaceutical companies, and the Mexican state collaborated and collided over the barbasco. By so doing, she sheds important light on a crucial period in Mexican history and challenges us to reconsider who can produce science. Soto Laveaga traces the political, economic, and scientific development of the global barbasco industry from its emergence in the 1940s, through its appropriation by a populist Mexican state in 1970, to its obsolescence in the mid-1990s. She focuses primarily on the rural southern region of Tuxtepec, Oaxaca, where the yam grew most freely and where scientists relied on local, indigenous knowledge to cultivate and harvest the plant. Rural Mexicans, at first unaware of the

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pharmaceutical and financial value of barbasco, later acquired and deployed scientific knowledge to negotiate with pharmaceutical companies, lobby the Mexican government, and ultimately transform how urban Mexicans perceived them. By illuminating how the yam made its way from the jungles of Mexico, to domestic and foreign scientific laboratories where it was transformed into pills, to the medicine cabinets of millions of women across the globe, Jungle Laboratories urges us to recognize the ways that Mexican peasants attained social and political legitimacy in the twentieth century, and positions Latin America as a major producer of scientific knowledge.

This book fills an important gap in the literature, and presents contributions from scientists and researchers working in the field of sustainable development who have engaged in dynamic approaches to implementing sustainability in higher education. It is widely known that universities are key players in terms of the implementation and further development of sustainability, with some having the potential of acting as “living labs” in this rapidly growing field. Yet there are virtually no publications that explore the living labs concept as it relates to sustainability, and in an integrated manner. The aims of this book, which is an outcome of the “4th World Symposium on Sustainable Development at Universities” (WSSD-U-2018), held in Malaysia in 2018, are as follows: i. to

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document the experiences of universities from all around the world in curriculum innovation, research, activities and practical projects as they relate to sustainable development at the university level; ii. to disseminate information, ideas and experiences acquired in the execution of projects, including successful initiatives and good practice; iii. to introduce and discuss methodological approaches and projects that seek to integrate the topic of sustainable development in the curricula of universities; and iv. to promote the scalability of existing and future models from universities as living labs for sustainable development. The papers are innovative, cross-cutting and many reflect practice-based experiences, some of which may be replicable elsewhere. Also, this book, prepared by the Inter-University Sustainable Development Research Programme (IUSDRP) and the World Sustainable Development Research and Transfer Centre (WSD-RTC), reinforces the role played by universities as living labs for sustainable development.

Prompted by the 25th anniversary of the Soviet collapse, this volume reflects on revolutions and transformations around the collapse of the Soviet Bloc, the political transformations after 9/11, the important changes following the global economic crisis, and the revolutionary transformations of India and China. The authors stress that the United States' military actions after the 9/11 terrorist

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attacks have had a major transformative impact on the global arena. More recently, the economic crisis that began in 2007/8 caused a series of breakdowns and provoked demands for social and political transformation, so far unfulfilled. The repercussions of the Arab Spring and transformations linked to the rise of BRICS are altering the patterns of international and global relations. All these processes have unfolded within the framework of global capitalism, whose reproduction on an expanding scale involved multiple economic, political ecological and civilizational transformations.

The Social Labs Revolution A New Approach to Solving Our Most Complex Challenges Berrett-Koehler Publishers

This highly original work presents laboratory science in a deliberately skeptical way: as an anthropological approach to the culture of the scientist. Drawing on recent work in literary criticism, the authors study how the social world of the laboratory produces papers and other "texts," and how the scientific vision of reality becomes that set of statements considered, for the time being, too expensive to change. The book is based on field work done by Bruno Latour in Roger Guillemin's laboratory at the Salk Institute and provides an important link between the sociology of modern sciences and laboratory studies in the history of science.

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This book provides a fascinating account of the origins and development of the technology that has transformed telecommunications and broadcasting and created the Internet. It depicts this remarkable human achievement by identifying the key innovators whose ideas created today's world of communications, from the Victorian scientists and mathematicians to the present day engineers. Written in a highly readable style, this book shows the impact of each innovation upon today's world of communications technology, and looks to the future for the innovations to come. The author writes from a unique position as he was a principal player in the development of 20th Century telecommunications engineering.

"Assesses economic and political impacts of the worldwide revolution in artificial intelligence, machine learning, and robotics and proposes policies to benefit jobs, working conditions, and incomes in the Global North and the Global South"--

Are you looking to take advantage of social media for your business or organization? With easy-to-understand introductions to blogging, forums, opinion and review sites, and social networks such as Twitter, Facebook, and LinkedIn, this book will help you choose the best -- and avoid the worst -- of the social web's unique marketing opportunities. The Social Media Marketing Book guides you through the maze of communities, platforms, and social media tools so you can decide which ones to use,

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and how to use them most effectively. With an objective approach and clear, straightforward language, Dan Zarrella, aka "The Social Media & Marketing Scientist," shows you how to plan and implement campaigns intelligently, and then measure results and track return on investment. Whether you're a seasoned pro or new to the social web, this book will take you beyond the jargon to social media marketing mastery. Make sense of this complicated environment with the help of screenshots, graphs, and visual explanations Understand the history and culture of each social media type, including features, functionality, and protocols Get clear-cut explanations of the methods you need to trigger viral marketing successes Choose the technologies and marketing tactics most relevant to your campaign goals Learn how to set specific goals for your campaigns and evaluate them according to key performance indicators Praise for The Social Media Marketing Book: "Let Zarrella take you to social-media marketing school. You'll learn more from reading this book than a month of research on the Internet."--Guy Kawasaki, co-founder of Alltop.com "If I could be any other person for a day, it would be Dan Zarella. Either him or Brad Pitt. But Dan's smarter. This book is why I say that."--Chris Brogan, President of New Marketing Labs "This book demonstrates a beginning to the endless possibilities of the Social Web."-- Brian Solis, publisher of leading marketing blog PR 2.0

In the course of the digital revolution, Fab Labs (short for Fabrication Laboratory) make high-tech production technologies available for small teams or individuals, who can

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make their "almost everything" themselves. Fab Labs are simultaneously workshop and laboratory, equipped with computer controlled tools such as laser cutters, CNC milling machines and 3D printers. Following on from desktop publishing and digital video editing, the production of physical products is now possible for anyone anywhere. In the first section of the publication, various authors provide insight into topics such as the emergence of Fab Labs, the philosophy behind them and their commercial aspects as well as the techniques, methods and processes involved. After this, the artistic and production processes in a Dutch Fab Lab are presented as a real-world example. Around 30 noteworthy products are featured, each over several pages, in the Fab Gallery at the end of the book, thus demonstrating the full diversity of possibilities offered by Fab Labs.

Sociogenomics has rapidly become one of the trendiest sciences of the new millennium. Practitioners view human nature and life outcomes as the result of genetic and social factors. In *Social by Nature*, Catherine Bliss recognizes the promise of this interdisciplinary young science, but also questions its implications for the future. As she points out, the claim that genetic similarities cause groups of people to behave in similar ways is not new—and a dark history of eugenics warns us of its dangers. Over the last decade, sociogenomics has enjoyed a largely uncritical rise to prominence and acceptance in popular culture. Researchers have published studies showing that things like educational attainment, gang membership, and life satisfaction are encoded in our

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DNA long before we say our first word. Strangely, unlike the racial debates over IQ scores in the '70s and '90s, sociogenomics has not received any major backlash. By exposing the shocking parallels between sociogenomics and older, long-discredited, sciences, Bliss persuasively argues for a more thoughtful public reception of any study that reduces human nature to a mere sequence of genes. This book is a powerful call for researchers to approach their work in more socially responsible ways, and a must-read for anyone who wants to better understand the scholarship that impacts how we see ourselves and our society.

The year "1968" marked the climax of protests that simultaneously captured most industrialized Western countries. The protesters challenged the institutions of Western democracies, confronting powerful, established parties and groups with an opposing force and public presence that negated traditional structures of institutional authority and criticized the basic assumptions of the post-war order. Exploring the effects the protest movement of 1968 had on the political, social, and symbolic order of the societies they called into question, this volume focuses on the consequences and echoes of 1968 from different perspectives, including history, sociology, and linguistics. In 1926 a young Peruvian woman picked up a gun, wrested her infant daughter from her husband, and liberated herself from the constraints of a patriarchal society. Magda Portal, a poet and journalist, would become one of Latin America's most successful and controversial politicians. In this richly nuanced portrayal of Portal, historian Myrna

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Ivonne Wallace Fuentes chronicles the dramatic rise and fall of this prominent twentieth-century revolutionary within the broader history of leftist movements, gender politics, and literary modernism in Latin America. An early member of bohemian circles in Lima, La Paz, and Mexico City, Portal distinguished herself as the sole female founder of the American Popular Revolutionary Alliance (APRA). A leftist but non-Communist movement, APRA would dominate Peru's politics for five decades. Through close analysis of primary sources, including Portal's own poetry, correspondence, and other writings, *Most Scandalous Woman* illuminates Portal's pivotal work in creating and leading APRA during its first twenty years, as well as her efforts to mobilize women as active participants in political and social change. Despite her successes, Portal broke with APRA in 1950 under bitter circumstances. Wallace Fuentes analyzes how sexism in politics interfered with Portal's political ambitions, explores her relationships with family members and male peers, and discusses the ramifications of her scandalous love life. In charting the complex trajectory of Portal's life and career, *Most Scandalous Woman* reveals what moves people to become revolutionaries, and the gendered limitations of their revolutionary alliances, in an engrossing narrative that brings to life Latin American revolutionary politics.

Are mass violence and catastrophes the only forces that can seriously decrease economic inequality? To judge by thousands of years of history, the answer is yes. Tracing the global history of inequality from the Stone Age to today, Walter Scheidel

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shows that it never dies peacefully. The Great Leveler is the first book to chart the crucial role of violent shocks in reducing inequality over the full sweep of human history around the world. The “Four Horsemen” of leveling—mass-mobilization warfare, transformative revolutions, state collapse, and catastrophic plagues—have repeatedly destroyed the fortunes of the rich. Today, the violence that reduced inequality in the past seems to have diminished, and that is a good thing. But it casts serious doubt on the prospects for a more equal future. An essential contribution to the debate about inequality, The Great Leveler provides important new insights about why inequality is so persistent—and why it is unlikely to decline anytime soon.

Handbook of Field Experiments explains how to conduct experimental research, presents a catalog on what research has uncovered thus far, and describes which areas remain to be explored. The section on methodology will be of particular interest to scholars working with experimental methods. Among substantive findings, contributors report on a body of results in areas from politics, to education, and firm productivity, demonstrating the power of these methods, while shedding light on issues such as robustness and external validity. Separating itself from circumscribed debates of specialists, this volume surpasses in usefulness the many journal articles and narrowly-defined books written by practitioners. Balances methodological insights with analyses of principal findings and suggestions for further research Appeals broadly to social scientists seeking to develop an expertise in field experiments Strives to be analytically

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rigorous Written in language that is accessible to graduate students and non-specialist economists

The challenges to humanity posed by the digital future, the first detailed examination of the unprecedented form of power called "surveillance capitalism," and the quest by powerful corporations to predict and control our behavior. In this masterwork of original thinking and research, Shoshana Zuboff provides startling insights into the phenomenon that she has named surveillance capitalism. The stakes could not be higher: a global architecture of behavior modification threatens human nature in the twenty-first century just as industrial capitalism disfigured the natural world in the twentieth. Zuboff vividly brings to life the consequences as surveillance capitalism advances from Silicon Valley into every economic sector. Vast wealth and power are accumulated in ominous new "behavioral futures markets," where predictions about our behavior are bought and sold, and the production of goods and services is subordinated to a new "means of behavioral modification." The threat has shifted from a totalitarian Big Brother state to a ubiquitous digital architecture: a "Big Other" operating in the interests of surveillance capital. Here is the crucible of an unprecedented form of power marked by extreme concentrations of knowledge and free from democratic oversight. Zuboff's comprehensive and moving analysis lays bare the threats to twenty-first century society: a controlled "hive" of total connection that seduces with promises of total certainty for maximum profit -- at the expense of democracy, freedom, and our

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human future. With little resistance from law or society, surveillance capitalism is on the verge of dominating the social order and shaping the digital future -- if we let it.

#1 NEW YORK TIMES BESTSELLER With unequalled insight and brio, New York Times columnist David Brooks has long explored and explained the way we live. Now Brooks turns to the building blocks of human flourishing in a multilayered, profoundly illuminating work grounded in everyday life. This is the story of how success happens, told through the lives of one composite American couple, Harold and Erica. Drawing on a wealth of current research from numerous disciplines, Brooks takes Harold and Erica from infancy to old age, illustrating a fundamental new understanding of human nature along the way: The unconscious mind, it turns out, is not a dark, vestigial place, but a creative one, where most of the brain's work gets done. This is the realm where character is formed and where our most important life decisions are made—the natural habitat of *The Social Animal*. Brooks reveals the deeply social aspect of our minds and exposes the bias in modern culture that overemphasizes rationalism, individualism, and IQ. He demolishes conventional definitions of success and looks toward a culture based on trust and humility. *The Social Animal* is a moving intellectual adventure, a story of achievement and a defense of progress. It is an essential book for our time—one that will have broad social impact and will change the way we see ourselves and the world.

The issues of poverty, inequality, racial injustice, and climate change have never been

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more pressing. This book draws on stories of committed social changemakers to uncover effective principles and practices for social change, distilling a timely set of lessons on how connection, context, and power sit at the heart of the change process. What if you could someday put the manufacturing power of an automobile plant on your desktop? According to Neil Gershenfeld, the renowned MIT scientist and inventor, the next big thing is personal fabrication—the ability to design and produce your own products, in your own home, with a machine that combines consumer electronics and industrial tools. Personal fabricators are about to revolutionize the world just as personal computers did a generation ago, and Fab shows us how.

Situating the French Revolution in the context of early modern globalization for the first time, this book offers a new approach to understanding its international origins and worldwide effects. A distinguished group of contributors shows that the political culture of the Revolution emerged out of a long history of global commerce, imperial competition, and the movement of people and ideas in places as far flung as India, Egypt, Guiana, and the Caribbean. This international approach helps to explain how the Revolution fused immense idealism with territorial ambition and combined the drive for human rights with various forms of exclusion. The essays examine topics including the role of smuggling and free trade in the origins of the French Revolution, the entwined nature of feminism and abolitionism, and the influence of the French revolutionary wars on the shape of American empire. The French Revolution in Global Perspective

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illuminates the dense connections among the cultural, social, and economic aspects of the French Revolution, revealing how new political forms--at once democratic and imperial, anticolonial and centralizing--were generated in and through continual transnational exchanges and dialogues. Contributors: Rafe Blaufarb, Florida State University; Ian Coller, La Trobe University; Denise Davidson, Georgia State University; Suzanne Desan, University of Wisconsin-Madison; Lynn Hunt, University of California, Los Angeles; Andrew Jainchill, Queen's University; Michael Kwass, The Johns Hopkins University; William Max Nelson, University of Toronto; Pierre Serna, Université Paris I Panthéon-Sorbonne; Miranda Spieler, University of Arizona; Charles Walton, Yale University

What does the birth of babies whose embryos had gone through genome editing mean--for science and for all of us? In November 2018, the world was shocked to learn that two babies had been born in China with DNA edited while they were embryos--as dramatic a development in genetics as the cloning of Dolly the sheep was in 1996. In this book, Hank Greely, a leading authority on law and genetics, tells the fascinating story of this human experiment and its consequences. Greely explains what Chinese scientist He Jiankui did, how he did it, and how the public and other scientists learned about and reacted to this unprecedented genetic intervention.

Using the best scientific evidence, *Drugs: America's Holy War* explores the impact and cost of America's "War on Drugs" -- both in tax spending and in human terms. Is it

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possible that US drug policies are helping to proliferate, not prevent, a multitude of social ills including: homicide, property crime, the spread of AIDS, the contamination of drugs, the erosion of civil liberties, the punishment of thousands of non-violent people, the corruption of public officials, and the spending of billions of tax dollars in an attempt to prevent certain drugs from entering the country? In this controversial new book, award-winning economist Arthur Benavie analyzes the research findings and argues that an end to the war on drugs, much as we ended alcohol prohibition, would yield enormous international benefits, destroy dangerous and illegal drug cartels, and allow the American government to refocus its attention on public well-being.

From one of the world's leading data scientists, a landmark tour of the new science of idea flow, offering revolutionary insights into the mysteries of collective intelligence and social influence If the Big Data revolution has a presiding genius, it is MIT's Alex "Sandy" Pentland. Over years of groundbreaking experiments, he has distilled remarkable discoveries significant enough to become the bedrock of a whole new scientific field: social physics. Humans have more in common with bees than we like to admit: We're social creatures first and foremost. Our most important habits of action—and most basic notions of common sense—are wired into us through our coordination in social groups. Social physics is about idea flow, the way human social networks spread ideas and transform those ideas into behaviors. Thanks to the millions of digital bread crumbs people leave behind via smartphones, GPS devices, and the

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Internet, the amount of new information we have about human activity is truly profound. Until now, sociologists have depended on limited data sets and surveys that tell us how people say they think and behave, rather than what they actually do. As a result, we've been stuck with the same stale social structures—classes, markets—and a focus on individual actors, data snapshots, and steady states. Pentland shows that, in fact, humans respond much more powerfully to social incentives that involve rewarding others and strengthening the ties that bind than incentives that involve only their own economic self-interest. Pentland and his teams have found that they can study patterns of information exchange in a social network without any knowledge of the actual content of the information and predict with stunning accuracy how productive and effective that network is, whether it's a business or an entire city. We can maximize a group's collective intelligence to improve performance and use social incentives to create new organizations and guide them through disruptive change in a way that maximizes the good. At every level of interaction, from small groups to large cities, social networks can be tuned to increase exploration and engagement, thus vastly improving idea flow. Social Physics will change the way we think about how we learn and how our social groups work—and can be made to work better, at every level of society. Pentland leads readers to the edge of the most important revolution in the study of social behavior in a generation, an entirely new way to look at life itself.

"Platform Scale explains the design of a family of emerging digital business models that

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enables today's startups to achieve rapid scale: the platform business model. The many manifestations of the platform business model - social media, the peer economy, cryptocurrencies, APIs and developer ecosystems, the Internet of things, crowdsourcing models, and many others - are becoming increasingly relevant. Yet, most new platform ideas fail because the business design and growth strategies involved in building platforms are not well understood. Platform scale is a builder's manual for anyone building a platform business today. It lays out a structured approach to designing and growing a platform business model and addresses the key factors that lead to the success and failure of these businesses."--back cover.

This volume showcases the presentations and discussions delivered at the 2018 POMS International Conference in Rio. Through a collection of selected papers, it is possible to review the impact and application of operations management for social good, with contributions across a wide range of topics, including: humanitarian operations and crisis management, healthcare operations management, sustainable operations, artificial intelligence and data analytics in operations, product innovation and technology in operations management, marketing and operations management, service operations and servitization, logistics and supply chain management, resilience and risk in operations, defense, and tourism among other emerging Operations Management issues. The Production and Operations Management Society (POMS) is one of the most important and influential societies in the subject of Production Engineering and, as an international professional and academic organization, represents the interests of professionals and academics in production management and

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operations around the world.

An energetic assessment of how a team of academics, statisticians and strategists are reshaping today's political campaigns explores war room strategies based in behavioral psychology and randomized experiments, offering insight into the campaigns currently being run such political figures as Barack Obama, Rick Perry and Mitt Romney.

Current responses to our most pressing societal challenges - from poverty to ethnic conflict to climate change - are not working. These problems are incredibly dynamic and complex, involving an ever - shifting array of factors, actors, and circumstances. They demand a highly fluid and adaptive approach, yet we address them by devising fixed, long - term plans. Social labs, says Zaid Hassan, are a dramatically more effective response. Social labs bring together a diverse a group of stakeholders - not to create yet another five - year plan but to develop a portfolio of prototype solutions, test those solutions in the real world, use the data to further refine them, and test them again. Hassan builds on a decade of experience - as well as drawing from cutting - edge research in complexity science, networking theory, and sociology - to explain the core principles and daily functioning of social labs, using examples of pioneering labs from around the world. He offers a new generation of problem solvers an effective, practical, and exciting new vision and guide.

The definitive history of America's greatest incubator of innovation and the birthplace of some of the 20th century's most influential technologies "Filled with colorful characters and inspiring lessons . . . The Idea Factory explores one of the most critical issues of our time: What causes innovation?" —Walter Isaacson, The New York Times Book Review "Compelling . . . Gertner's book offers fascinating evidence for those seeking to understand how a society should best

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invest its research resources.” —The Wall Street Journal From its beginnings in the 1920s until its demise in the 1980s, Bell Labs—officially, the research and development wing of AT&T—was the biggest, and arguably the best, laboratory for new ideas in the world. From the transistor to the laser, from digital communications to cellular telephony, it's hard to find an aspect of modern life that hasn't been touched by Bell Labs. In *The Idea Factory*, Jon Gertner traces the origins of some of the twentieth century's most important inventions and delivers a riveting and heretofore untold chapter of American history. At its heart this is a story about the life and work of a small group of brilliant and eccentric men—Mervin Kelly, Bill Shockley, Claude Shannon, John Pierce, and Bill Baker—who spent their careers at Bell Labs. Today, when the drive to invent has become a mantra, Bell Labs offers us a way to enrich our understanding of the challenges and solutions to technological innovation. Here, after all, was where the foundational ideas on the management of innovation were born.

A professor of medicine reveals how technology like wireless internet, individual data, and personal genomics can be used to save lives.

A sweeping, interdisciplinary history of the world's third-largest river, a potent symbol across South Asia and the Hindu diaspora Originating in the Himalayas and flowing into the Bay of Bengal, the Ganges is India's most important and sacred river. In this unprecedented work, historian Sudipta Sen tells the story of the Ganges, from the communities that arose on its banks to the merchants that navigated its waters, and the way it came to occupy center stage in the history and culture of the subcontinent. Sen begins his chronicle in prehistoric India, tracing the river's first settlers, its myths of origin in the Hindu tradition, and its significance during the ascendancy of popular Buddhism. In the following centuries, Indian empires, Central

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Asian regimes, European merchants, the British Empire, and the Indian nation-state all shaped the identity and ecology of the river. Weaving together geography, environmental politics, and religious history, Sen offers in this lavishly illustrated volume a remarkable portrait of one of the world's largest and most densely populated river basins.

That's the promise, and peril, of the third digital revolution, where anyone will be able to make (almost) anything Two digital revolutions -- computing and communication -- have radically transformed our economy and lives. A third digital revolution is here: fabrication. Today's 3D printers are only the start of a trend, accelerating exponentially, to turn data into objects: Neil Gershenfeld and his collaborators ultimately aim to create a universal replicator straight out of Star Trek. While digital fabrication promises us self-sufficient cities and the ability to make (almost) anything, it could also lead to massive inequality. The first two digital revolutions caught most of the world flat-footed, thanks to Designing Reality that won't be true this time. In this book Hera Cook traces the path of sexuality in England, and shows how its route was determined by the gradual exertion of control over fertility. Most sexual activity had major economic and social costs, the most fundamental of which was the physical cost of children upon women's bodies. Around 1800 birth rates reached historical heights. Using a combination of demographic and qualitative sources, Dr Cook examines the connection between the struggle to lower fertility and the increasing repression of sexuality throughout the nineteenth century. Contraception became a viable option in the early twentieth century. The book charts the resulting slow relaxation of attitudes to sexuality and the remaking of heterosexual physical behaviour, culminating in the sexual revolution of the 1960s.

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An expert on traumatic stress outlines an approach to healing, explaining how traumatic stress affects brain processes and how to use innovative treatments to reactivate the mind's abilities to trust, engage others, and experience pleasure--

Inspires students by tracing the careers of macro practitioners from grass roots organizers to agency executives “A truly amazing book. It manages, as few have before, to cross over as both a textbook and a brilliant contribution to contemporary social work practice. As a textbook it's perfect for macro methods and community organizing courses. It's packed filled with wisdom, insight, and experience, all delivered

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with grace, clarity, and commitment. -Robert Fisher, University of Connecticut “Steve Burghardt makes macro practice and community organizing come alive. Instead of turning this important part of social work into a dry series of academic abstractions he shows the reader the wonderful and exciting opportunities that exist. He has inspired us to get out there and make change and help build our skills to effectively do so.” -Mike Eichler, San Diego State University “This book provides a holistic vision for macro practice in the early 21st century. It argues very convincingly that effective macro practice requires a strategic vision, grounded in values, that integrates personal and community transformation. Burghardt provides a compass, as well as other tools, that macro practitioners can use to make significant social change. It promises to be a very useful resource for community and organizational practice in a number of fields.” —Lorraine Gutierrez, University of Michigan “Building upon his influential work on the professional and personal dimensions of organizing in *The Other Side of Organizing*, Burghardt articulates an innovative framework for macro practice that is mindful of current and future local, national and global economic, social and political trends. With an emphasis on capacity building from the bottom up, this book offers a challenging, yet practical, approach to justice-centered practice.” —Cheryl Hyde, Temple University This book develops a new paradigm suited to the quickly shifting dynamics of a globalized society, both more reliant on social networking, and yet seeking common connection and community. By focusing on how practitioners can make meaningful, strategic

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choices regardless of their formal roles and responsibilities, the author breathes new life into key issues ranging from how to respond to both diversity and oppression, the vital use of the internet for organizing and the limits to “virtual trust,” and co-leadership development. This text is appropriate for upper-level undergraduate and graduate-level students enrolled in courses such as Macro Practice, Community Organizing, Leadership, and Management/Administration in social work and allied departments. Create and maintain a successful social media strategy for your business Today, a large number of companies still don't have a strategic approach to social media. Others fail to calculate how effective they are at social media, one of the critical components of implementing any social media strategy. When companies start spending time and money on their social media efforts, they need to create an internal plan that everyone can understand. Maximize Your Social offers a clear vision of what businesses need to do to create—and execute upon—their social media for business road map. Explains the evolution of social media and the absolute necessity for creating a social media strategy Outlines preparation for, mechanics of, and maintenance of a successful social media strategy Author Neal Schaffer was named a Forbes Top 30 Social Media Power Influencer, is the creator of the AdAge Top 100 Global Marketing Blog, Windmill Networking, and a global social media speaker Maximize Your Social will guide you to mastery of social media marketing strategies, saving you from spending a chunk of your budget on a social media consultant. Follow Neal Schaffer's advice, and you'll be able to

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do it yourself—and do it right.

For those who could read between the lines, the censored news out of China was terrifying. But the president insisted there was nothing to worry about. Fortunately, we are still a nation of skeptics. Fortunately, there are those among us who study pandemics and are willing to look unflinchingly at worst-case scenarios. Michael Lewis's taut and brilliant nonfiction thriller pits a band of medical visionaries against the wall of ignorance that was the official response of the Trump administration to the outbreak of COVID-19. The characters you will meet in these pages are as fascinating as they are unexpected. A thirteen-year-old girl's science project on transmission of an airborne pathogen develops into a very grown-up model of disease control. A local public-health officer uses her worm's-eye view to see what the CDC misses, and reveals great truths about American society. A secret team of dissenting doctors, nicknamed the Wolverines, has everything necessary to fight the pandemic: brilliant backgrounds, world-class labs, prior experience with the pandemic scares of bird flu and swine flu...everything, that is, except official permission to implement their work. Michael Lewis is not shy about calling these people heroes for their refusal to follow directives that they know to be based on misinformation and bad science. Even the internet, as crucial as it is to their exchange of ideas, poses a risk to them. They never know for sure who else might be listening in.

A Lab of One's Own describes the experiences of some extraordinary but sadly

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neglected scientific women who tasted independence, responsibility, and excitement in World War One. Understanding the past is crucial for improving the future, and Patricia Fara examines how inherited prejudices continue to limit women's scientific opportunities. Suffragists aligned themselves with scientific and technological progress. Defying arguments about intellectual inferiority and child-bearing responsibilities, during the War they won support by mobilising women to enter conventionally male domains, including science, industry, medicine, and the military. A Lab of One's Own reveals these women's stories, celebrating successes and analysing setbacks. In 1919, the suffragist Millicent Fawcett declared triumphantly that "The war revolutionised the industrial position of women. It found them serfs, and left them free." She was wrong: although women had helped the country to victory and won the vote for those over thirty, they had lost the battle for equality. Men returning from the Front reclaimed their jobs, and conventional hierarchies were re-established - although now the nation knew that women were fully capable of performing work traditionally reserved for men.

Open-Source Lab: How to Build Your Own Hardware and Reduce Scientific Research Costs details the development of the free and open-source hardware revolution. The combination of open-source 3D printing and microcontrollers running on free software enables scientists, engineers, and lab personnel in every discipline to develop powerful research tools at unprecedented low costs. After reading Open-Source Lab, you will be able to: Lower equipment costs by making your own hardware Build open-source

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hardware for scientific research Actively participate in a community in which scientific results are more easily replicated and cited Numerous examples of technologies and the open-source user and developer communities that support them Instructions on how to take advantage of digital design sharing Explanations of Arduinos and RepRaps for scientific use A detailed guide to open-source hardware licenses and basic principles of intellectual property

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