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TWPJ6G - GARRETT SWANSON

This volume examines the shift toward positive and more accurate portrayals of mental illness in entertainment media, asking where these succeed and considering where more needs to be done. With studies that identify and analyze the characters, viewpoints, and experiences of mental illness across film and television, it considers the messages conveyed about mental illness and reflects on how the different texts reflect, reinforce, or challenge sociocultural notions regarding mental illness. Presenting chapters that explore a range of texts from film and television, covering a variety of mental health conditions, including autism, post-traumatic stress disorder (PTSD), depression, and more, this book will appeal to scholars of sociology, cultural and media studies, and mental health.

Where did the notion of 'moral duty' come from? In *The Invention of Duty: Stoicism as Deontology*, Jack Visnjic argues that it was the Stoics who first developed a robust notion of duty as well as a deontological ethics.

The Arden Research Handbook of Shakespeare and Contemporary Performance is a wide-ranging, authoritative guide to research on Shakespeare and performance studies by an international team of leading scholars. It contains chapters on the key methods and questions surrounding the performance event, the audience, and the archive – the primary sources on which performance studies draws. It identifies the recurring trends and fruitful lines of inquiry that are generating the most urgent work in the field, but also contextualises these within the histories and methods on which researchers build. A central section of research-focused essays offers case studies of present areas of enquiry, from new approaches to space, bodies and language to work on the technologies of remediation and original practices, from consideration of fandoms and the cultural capital invested in Shakespeare and his contemporaries to political and ethical interventions in performance practice. A distinctive feature of the volume is a curated section focusing on practitioners, in which leading directors, writers, actors, producers, and other theatre professionals comment on Shakespeare in performance and what they see as the key areas, challenges and provocations for researchers to explore. In addition, the Handbook contains various sections that provide non-specialists with practical help: an A-Z of key terms and concepts, a guide to research methods and problems, a chronology of major publications and events, an introduction to resources for study of the field, and a substantial annotated bibliography. The Arden Research Handbook of Shakespeare and Contemporary Performance is a reference work aimed at advanced undergraduate and graduate students as well as scholars and libraries, a guide to beginning or developing research in the field, and an essential companion for all those interested in Shakespeare and performance.

This book provides an integrated analysis of trends, indicators and policy developments in the expanding digital economy.

This book summarizes the research findings from the relatively new domain of study called "organizational perception management" (OPM). While perception management has been studied at the individual level since the 1960's, organization-level perception management was first examined in the 1980's in the context of corporate annual reports that focused on organizational standard and performance. Since then, empirical studies have expanded the domain of organizational perception management to include the management of organizational identities, as well as the strategic management of specialized organizational images for specific audiences. The goals of Organizational Perception Management are to: *summarize and organize this evolving literature to provide a complete and comprehensive definition of OPM events and tactics; *illustrate OPM events and tactics in specific, real-world contexts; and *identify a set of research themes that may stimulate further research on OPM. This text is grounded primarily in empirical research on OPM, including qualitative field research, and uses current research and case studies to illustrate the application and effectiveness of OPM in context. As such, it will appeal to students, scholars, and practitioners of organizational management.

Offering fresh and exciting approaches to solving global problems, this book creatively views chal-

lenging social issues through the lens of racial and ethnic psychology. As the demographic makeup of the American population continues to evolve, understanding and addressing the psychological needs of ethnic minorities in the United States becomes more important to the overall health and well-being of society. This three-volume set is the first publication to explicitly tackle social issues from the perspective of racial and ethnic psychology. It uniquely presents racial and ethnic psychological perspectives on topics such as media, criminal justice, racism, climate change, gender bias, and health and mental health disparities. Volume one introduces readers to the basic scientific concepts of racial and ethnic minority psychology and then examines the intersectionality of race, ethnicity, gender, and sexual orientation. It also addresses how race and ethnicity affect communication styles, leadership styles, and media. The second volume discusses the experiences of individuals within racial and ethnic minorities, including overt racism, covert racism, and colonialism, and addresses how ethnic minority psychology plays a role in our educational system, poverty, global climate change, and sustainability. The third volume covers ethics in health and research, considers the causes of health and mental health disparities, and identifies diversity initiatives that can improve the health and well-being of all citizens, not just racial and ethnic minority citizens.

Routledge International Handbook of Dramatherapy is the first book of its kind to bring together leading professionals and academics from around the world to discuss their practice from a truly international perspective. Dramatherapy has developed as a profession during the latter half of the twentieth century. Now, we are beginning to see its universal reach across the globe in a range of different and diverse approaches. From Australia, to Korea to the Middle East and Africa through Europe and into North & South America dramatherapists are developing a range of working practices using the curative power of drama within a therapeutic context to work with diverse and wide ranging populations. Using traditional texts in the Indian sub-continent, healing performances in the Cameroon, supporting conflict in Israel and Palestine, through traditional Comedic theatre in Italy, to adolescents in schools and adults with mental ill health, this handbook covers a range of topics that shows the breadth, depth and strength of dramatherapy as a developing and maturing profession. It is divided into four main sections that look at the current international: Developments in dramatherapy Theoretical approaches Specific practice New and innovative approaches Offering insights on embodiment, shamanism, anthropology and cognitive approaches coupled with a range of creative, theatrical and therapeutic methods, this ground breaking book is the first congruent analysis of the profession. It will appeal to a wide and diverse international community of educators, academics, practitioners, students, training schools and professionals within the arts, arts education and arts therapies communities. Additionally it will be of benefit to teachers and departments in charge of pastoral and social care within schools and colleges.

"Forensic social work is a unique practice field that interfaces with criminal justice or legal systems at the micro, mezzo, and macro levels of practice. This Handbook provides important reference content while exploring the multiple facets of the justice system, the differential nature of people, families, and communities navigating it, and the various ways social workers interface with the criminal justice system and associated client populations. The Handbook is an accessible resource for social workers that synthesizes current research and practice in forensic areas"--

Drawing together strands of film theory and psychology, this book offers a fresh assessment of the found footage horror subgenre. It reconceptualizes landmark films--including *The Blair Witch Project* (1999), *Cloverfield* (2008), *Paranormal Activity* (2009), and *Man Bites Dog* (1992)--as depictions of the lived experience and social legacy of psychological trauma. The author demonstrates how the frantic cinematography and ambiguous formulation of the monster evokes the shocked and disoriented cognition of the traumatized mind. Moreover, the frightening effect of trauma on society is shown to be a recurring theme across the subgenre. Close textual analysis is given to a wide range of films over several decades, including titles that have yet to receive any academic attention. Divided into four distinct sections, the book examines how found footage horror films represent the effects of historical and contemporary traumatic events on Western societies, the vicarious spread of traumatic experiences via mass media, the sublimation of domestic abuse into haunt-

ed houses, and the viewer's identification with the monster as an embodiment of perpetrator trauma.

Bringing together literary and cultural studies scholars, historians, artists and creative writers, this collection examines the different ways in which human beings respond to, debate and interact with landscape. While the essays most often begin with the broadly literary - the memoir, the travelogue, the novel, poetry - the contributors approach the topic in diverse and innovative ways. Taken together, the essays interrogate important issues about how we live now and might live in the future.

The inspiration for the Netflix series 3 Body Problem! WINNER OF THE HUGO AWARD FOR BEST NOVEL Over 1 million copies sold in North America “A mind-bending epic.”—The New York Times • “War of the Worlds for the 21st century.”—The Wall Street Journal • “Fascinating.”—TIME • “Extraordinary.”—The New Yorker • “Wildly imaginative.”—Barack Obama • “Provocative.”—Slate • “A breakthrough book.”—George R. R. Martin • “Impossible to put down.”—GQ • “Absolutely mind-unfolding.”—NPR • “You should be reading Liu Cixin.”—The Washington Post The Three-Body Problem is the first novel in the groundbreaking, Hugo Award-winning series from China's most beloved science fiction author, Cixin Liu. Set against the backdrop of China's Cultural Revolution, a secret military project sends signals into space to establish contact with aliens. An alien civilization on the brink of destruction captures the signal and plans to invade Earth. Meanwhile, on Earth, different camps start forming, planning to either welcome the superior beings and help them take over a world seen as corrupt, or to fight against the invasion. The result is a science fiction masterpiece of enormous scope and vision. The Three-Body Problem Series The Three-Body Problem The Dark Forest Death's End Other Books by Cixin Liu Ball Lightning Supernova Era To Hold Up the Sky The Wandering Earth A View from the Stars At the Publisher's request, this title is being sold without Digital Rights Management Software (DRM) applied.

This Handbook presents innovative research on sport and spectacle in ancient Greece and Rome, exploring historical perspectives, contest forms, and civic and social aspects such as class, spaces, health, gender, and sexuality. Greek and Roman topics are interwoven to simulate contest-like tensions and complementarities between the two cultures.

This book constitutes the refereed conference proceedings of the 13th International Conference on Intelligent Data Analysis, which was held in October/November 2014 in Leuven, Belgium. The 33 revised full papers together with 3 invited papers were carefully reviewed and selected from 70 submissions handling all kinds of modeling and analysis methods, irrespective of discipline. The papers cover all aspects of intelligent data analysis, including papers on intelligent support for modeling and analyzing data from complex, dynamical systems.

This Handbook offers a multiform sweep of theoretical, historical, practical and personal glimpses into a landscape roughly characterised as contemporary Irish theatre and performance. Bringing together a spectrum of voices and sensibilities in each of its four sections — Histories, Close-ups, Interfaces, and Reflections — it casts its gaze back across the past sixty years or so to recall, analyse, and assess the recent legacy of theatre and performance on this island. While offering information, overviews and reflections of current thought across its chapters, this book will serve most handily as food for thought and a springboard for curiosity. Offering something different in its mix of themes and perspectives, so that previously unexamined surfaces might come to light individually and in conjunction with other essays, it is a wide-ranging and indispensable resource in Irish theatre studies.

Let John Williams teach you how to get up and running with a money-making idea you love in just 30 days - even if you haven't yet found your killer concept. Drawing on the latest methods of famous creatives and billion-dollar startups you'll discover * 3 steps to find a money-making idea to run with * The instant procrastination fix * 11 ways to make money out of any idea * How to make your idea go viral * Secrets you can use from multi-million dollar launches Case studies and stories will keep you motivated and simple confidence hacks will help you get yourself out there. You'll get access to the Break Free Toolkit online, connect with other readers on social media, and launch

your idea in as little as 20 minutes a day. Welcome to the idea age!

Most of what we know about writing in a second or foreign language (L2) is based on conclusions drawn from research on L2 writing in English. However, a significant quantity of L2 writing and writing instruction takes place in languages other than English and so there is a need for studies that look beyond English. The chapters in this book focus on languages other than English and investigate curricular issues, multiple languages in contact/conflict in L2 writing instruction and student attitudes toward pedagogical practices. The collection as a whole makes a valuable contribution to the study of L2 writing, and it will also prove an essential resource for instructors of second and foreign language writing.

As any reader of Jo Walton's *Among Others* might guess, Walton is both an inveterate reader of SF and fantasy, and a chronic re-reader of books. In 2008, then-new science-fiction mega-site Tor.com asked Walton to blog regularly about her re-reading—about all kinds of older fantasy and SF, ranging from acknowledged classics, to guilty pleasures, to forgotten oddities and gems. These posts have consistently been among the most popular features of Tor.com. Now this volumes presents a selection of the best of them, ranging from short essays to long reassessments of some of the field's most ambitious series. Among Walton's many subjects here are the Zones of Thought novels of Vernor Vinge; the question of what genre readers mean by "mainstream"; the underappreciated SF adventures of C. J. Cherryh; the field's many approaches to time travel; the masterful science fiction of Samuel R. Delany; Salman Rushdie's *Midnight's Children*; the early Hainish novels of Ursula K. Le Guin; and a Robert A. Heinlein novel you have most certainly never read. Over 130 essays in all, *What Makes This Book So Great* is an immensely readable, engaging collection of provocative, opinionated thoughts about past and present-day fantasy and science fiction, from one of our best writers. At the Publisher's request, this title is being sold without Digital Rights Management Software (DRM) applied.

This book explores the effect of celebrity on Americans' public and private lives. It examines how celebrities bring about change, intentionally and unintentionally, and how those changes affect the public that loves and follows them. It explores health, philanthropy, activism, and celebrity attitudes toward feminism and police brutality.

Walking readers through a rich but often overlooked part of American history, this compendium addresses the people, times, and events that influenced and changed African American history. An overview of major biographical figures and history-making events is followed by a deeper look at the development in the arts, entertainment, business, civil rights, music, government, journalism, religion, science, sports, and more. Mimicking the a broad range of the African American experience, showcasing interesting insights and facts, this helpful reference answers a wide variety of questions including What is the significance of the Apollo Theater? What were the effects of the Great Depression on black artists? Who were some of America's early free black entrepreneurs? What is the historical role of the barbershop in the African American community? and What was Black Wall Street? Blending trivia with historical review in an engaging question-and-answer format, this book is perfect for browsing and is ideal for history buffs, trivia fans, students and teachers and anyone interested in a better and more thorough understanding of history of black Americans.

The first title in a new series aimed at sharing best practices in the conservation of modern heritage. This timely volume brings together fourteen case studies that address the challenges of conserving the twentieth century's most ubiquitous building material—concrete. Following a meeting of international heritage conservation professionals in 2013, the need for recent, thorough, and well-vetted case studies on conserving twentieth-century heritage became clear. Concrete: Case Studies in Conservation Practice answers that need and kicks off a new series, *Conserving Modern Heritage*, aimed at sharing best practices. The projects selected represent a range of building typologies, building uses, and project sizes, from the high-rise housing blocks of Le Corbusier's *Unité d'Habitation* and public buildings such as the London's National Theatre to small monuments such as the structures at Dudley Zoological Gardens and a sculpture by Donald Judd. The projects also represent a range of environmental and economic contexts. Some projects benefit from high levels of heritage protection and access to funding, while others have had to negotiate conservation with stringent cost limitations. All follow a rigorous conservation approach, beginning with a process of investigation and diagnosis to identify causes and target repairs and balancing these with conservation requirements to preserve significance. Written by architects, engineers, conservators, scholars, and other professionals in the field, these highly detailed and well-illustrated studies demonstrate sound practice, rigorous methodology, and technological innovation and represent the vibrancy

of the field as it stands today. This book has something to offer anyone interested in the conservation of modern heritage.

This fascinating collection of primary source documents furnishes the accounts—in their own words—of those who initiated, advanced, or lived through the Reformation. Starting in 1500, Europe transformed from a united Christendom into a continent bitterly divided between Catholicism and Protestantism by the end of the century. This illuminating text reveals what happened during that period by presenting the social, religious, economic, political, and cultural life of the European Reformation of the 16th century in the words of those who lived through it. Detailed and comprehensive, the work includes 60 primary source documents that shed light on the character, personalities, and events of that time and provides context, questions, and activities for successfully incorporating these documents into academic research and reading projects. A special section provides guidelines for better evaluating and understanding primary documents. Topics include late medieval religion, Martin Luther, reformation in Germany and the Peasants' War, the rise of Calvinism, and the English Reformation.

This book documents and explains the differences in the ways Americans and Europeans approach the issues of privacy and intelligence gathering.

Drawing on an array of previously classified materials and interviews with security experts, *Security Aid* presents a critical analysis of the securitization of humanitarian aid.

Since the late 1960s, the novels of Sjöwall and Wahlöö's Martin Beck detective series, along with the works of Henning Mankell, Hakan Nesser and Stieg Larsson, have sparked an explosion of Nordic crime fiction—grim police procedurals treating urgent sociopolitical issues affecting the contemporary world. Steeped in noir techniques and viewpoints, many of these novels are reaching international audiences through film and television adaptations. This reference guide introduces the world of Nordic crime fiction to English-speaking readers. Caught between the demands of conscience and societal strictures, the detectives in these stories—like the heroes of Norse mythology—know that they and their world must perish, but fight on regardless of cost. At a time of bleak eventualities, Nordic crime fiction interprets the bitter end as a celebration of the indomitable human spirit.

Much has been made of the speed and constancy of modern politics. Whether watching cable news, retweeting political posts, or receiving news alerts on our phones, political communication now happens continuously and in real time. Traditional research methods often do not capture this dynamic environment. Early studies that guided the study of political communication took place at a time when transistors and FM radio, television, and widely distributed films technologically changed the way people gained information and developed knowledge of the world around them. Now, the environment has transformed again through digital innovations. This book provides one of the first systematic assessment of real-time methods used to study the new digital media environment. It features twelve chapters—authored by leading researchers in the field—using continuous or real time response methods to study political communication in various forms. Moreover, the authors explain how viewer attitudes can be measured over time, message effects can be pinpointed down to the second of impact, behaviors can be tracked and analyzed unobtrusively, and respondents can naturally respond on their smartphone, tablet, or even console gaming system. Leading practitioners in the field working for CNN, Microsoft, and Twitter show how the approach is being innovatively used in the field. *Political Communication in Real Time* is a welcome addition to the growing field of interest in "big data" and continuous response research. This volume will appeal to scholars and practitioners in political science and communication studies wishing to gain new insights into the strengths and limitations of this approach. Political communication is a continuous process, so theories, applications, and cognitive models of such communication require continuous measures and methods.

This book begins with the past and present of the subversive technology of artificial intelligence, clearly analyzes the overall picture, latest developments and development trends of the artificial intelligence industry, and conducts in-depth research on the competitive situation of various countries. The book also provides an in-depth analysis of the opportunities and challenges that artificial intelligence brings to individuals, businesses, and society. For readers who want to fully understand artificial intelligence, this book provides an important reference and is a must-read.

The Centers for Medicare & Medicaid Services (CMS) have been moving from volume-based, fee-for-service payment to value-based payment (VBP), which aims to improve health care quality, health outcomes, and patient care experiences, while also controlling costs. Since the passage of

the Patient Protection and Affordable Care Act of 2010, CMS has implemented a variety of VBP strategies, including incentive programs and risk-based alternative payment models. Early evidence from these programs raised concerns about potential unintended consequences for health equity. Specifically, emerging evidence suggests that providers disproportionately serving patients with social risk factors for poor health outcomes (e.g., individuals with low socioeconomic position, racial and ethnic minorities, gender and sexual minorities, socially isolated persons, and individuals residing in disadvantaged neighborhoods) may be more likely to fare poorly on quality rankings and to receive financial penalties, and less likely to receive financial rewards. The drivers of these disparities are poorly understood, and differences in interpretation have led to divergent concerns about the potential effect of VBP on health equity. Some suggest that underlying differences in patient characteristics that are out of the control of providers lead to differences in health outcomes. At the same time, others are concerned that differences in outcomes between providers serving socially at-risk populations and providers serving the general population reflect disparities in the provision of health care. *Systems Practices for the Care of Socially At-Risk Populations* seeks to better distinguish the drivers of variations in performance among providers disproportionately serving socially at-risk populations and identifies methods to account for social risk factors in Medicare payment programs. This report identifies best practices of high-performing hospitals, health plans, and other providers that serve disproportionately higher shares of socioeconomically disadvantaged populations and compares those best practices of low-performing providers serving similar patient populations. It is the second in a series of five brief reports that aim to inform the Office of the Assistant Secretary of Planning and Evaluation (ASPE) analyses that account for social risk factors in Medicare payment programs mandated through the Improving Medicare Post-Acute Care Transformation (IMPACT) Act.

Josep Pla's masterpiece, *The Gray Notebook*, is one of the most colorful and unusual works in modern literature. In 1918, when Pla was in Barcelona studying law, the Spanish flu broke out, the university shut down, and he went home to his parents in coastal Palafrugell. Aspiring to be a writer, not a lawyer, he resolved to hone his style by keeping a journal. In it he wrote about his family, local characters, visits to cafés; the quips, quarrels, ambitions, and amours of his friends; writers he liked and writers he didn't; and the long contemplative walks he would take in the countryside under magnificent skies. Returning to Barcelona to complete his studies, Pla kept up his diary, scrutinizing life in the big city with the same unflagging zest and humor. Pla, one of the great Catalan writers, held on to this youthful journal for close to fifty years, reworking and adding to it, until he finally published *The Gray Notebook* as both the first volume and the capstone of his collected works. It is a beautiful, entrancing, delightful book—at once a distillation of the spirit of youth and the work of a lifetime.

This comprehensive new resource provides richly crafted musical settings for every responsorial psalm and Gospel acclamation used in the "Lectionary for Mass. Developing the new framework of 'life-mix', which considers the mixed patterns of caring and working in different periods of life, this book systematically explores the interplay of productivism, women, care and work in East Asia and Europe. The book ranges across four key aspects of welfare — childcare, parental leave, employment support and pensions — to illustrate how policies affect women in various periods of their lives. Policy case studies from France, Germany, Hong Kong, Hungary, South Korea, Sweden and the UK, show how welfare could support people's caring and working lives. This book forms a prescient examination of how productivist thinking underpins regimes and impacts women's welfare, care and work in both the East and West.

This book explores the humanities as an insightful platform for understanding and responding to the military prison at Guantánamo Bay, other manifestations of “Guantánamo,” and the contested place of freedom in American Empire. It presents the work of scholars and writers based in Cuba's Guantánamo Province and various parts of the US. Its essays, short stories, poetry, and other texts engage the far-reaching meaning and significance of Gitmo by bringing together what happens on the U.S. side of the fence—or “la cerca,” as it is called in Cuba—with perspectives from the outside world. Chapters include critiques of artistic renderings of the Guantánamo region; historical narratives contemplating the significance of freedom; analyses of the ways the base and region inform the Cuban imaginary; and fiction and poetry published for the first time in English. Not simply a critique of imperialism, this volume presents politically engaged commentary that suggests a way forward for a site of global contact and conflict.

From Cinderella to comic con to colonialism and more, this companion provides readers with a comprehensive and current guide to the fantastic, uncanny, and wonderful worlds of the fairy tale

across media and cultures. It offers a clear, detailed, and expansive overview of contemporary themes and issues throughout the intersections of the fields of fairy-tale studies, media studies, and cultural studies, addressing, among others, issues of reception, audience cultures, ideology, remediation, and adaptation. Examples and case studies are drawn from a wide range of pertinent disciplines and settings, providing thorough, accessible treatment of central topics and specific media from around the globe.

A MAJOR MOTION PICTURE FROM ALEX GARLAND, STARRING NATALIE PORTMAN AND OSCAR ISAAC
The Southern Reach Trilogy begins with Annihilation, the Nebula Award-winning novel that "reads as if Verne or Wellsian adventurers exploring a mysterious island had warped through into a Kafkaesque nightmare world" (Kim Stanley Robinson). Area X has been cut off from the rest of the continent for decades. Nature has reclaimed the last vestiges of human civilization. The first expedition returned with reports of a pristine, Edenic landscape; the second expedition ended in mass suicide; the third expedition in a hail of gunfire as its members turned on one another. The members of the eleventh expedition returned as shadows of their former selves, and within weeks, all had died of cancer. In Annihilation, the first volume of Jeff VanderMeer's Southern Reach trilogy, we join the twelfth expedition. The group is made up of four women: an anthropologist; a surveyor; a psychologist, the de facto leader; and our narrator, a biologist. Their mission is to map the terrain, record all observations of their surroundings and of one another, and, above all, avoid being contaminated by Area X itself. They arrive expecting the unexpected, and Area X delivers—they discover a massive topographic anomaly and life forms that surpass understanding—but it's the surprises that came across the border with them and the secrets the expedition members are keeping from one another that change everything.

Party and Democracy integrates philosophical, historical, and empirical analyses in order to highlight the profound roots of the limited legitimization of parties in contemporary society. The parties' long attempt to gain legitimacy per se, is first analysed under a philosophical-historicalperspective pinpointing the crucial passages in the acceptance of the party both theoretically and empirically. The book illustrates the process through which parties first emerged and then achieved full legitimacy in the early decades of the 20th century, and it shows how, paradoxically, their rolebecame absolute in the totalitarian regimes of the interwar period where the party became hyper-power-

ful.The book suggests that, in the post-war period, parties shifted from a golden age of positive reception by public opinion and organizational development towards a more difficult relationship with society as long as it moved into post-industrialism. Parties were unable to master societal change andthus went towards the state to recover resources they were no longer able to extract from their constituencies. Therefore, parties have become richer and more powerful thanks to their interpenetration into the state, but they have paid for their pervasive presence in the society and the state with adeclining legitimacy. The party today is caught in a dramatic contradiction. It has become a sort of Leviathan with clay feet: very powerful thanks to the resources it gets from the state and to its control of the societal and state sphere due to an extension of clientelistic and patronagepractices; but very weak in terms of legitimacy and confidence in the eyes of the mass public. However, it is argued that there is still no alternative to the party, and the volume analyses hypotheses concerning the advancement of party democracy.

Advertising Creative is the first “postdigital” creative strategy and copywriting textbook in which digital technology is woven throughout every chapter. The book gets right to the point of advertising by stressing key principles and practical information students and working professionals can use to communicate effectively in this postdigital age. Drawing on personal experience as award-winning experts in creative advertising, Tom Altstiel and Jean Grow offer real-world insights on cutting-edge topics, including global, social media, business-to-business, in-house, and small agency advertising. In this Fourth Edition, Altstiel and Grow take a deeper dive into the exploration of digital technology and its implications for the industry, as they expose the pervasive changes experienced across the global advertising landscape. Their most important revelation of all is the identification of the three qualities that will define the future leaders of this industry: Be a risk taker. Understand technology. Live for ideas.

This book examines how four contemporary critical theorists deal with the tension between their impulses to doubt and to engage in emancipatory political struggle. Considering the goals of environmental communication, it argues for a stronger critical dimension to embolden both the philosophical rigor and the political efficacy of the discipline.

"Audin plays with codes, numbers and dates to create a fascinating and unsettling story."—Le Temps
This debut novel by mathematician and Oulipo member Michèle Audin retraces the lives of

French mathematicians over several generations through World Wars I and II. The narrative oscillates stylistically from chapter to chapter—at times a novel, fable, historical research, or a diary—locking and unlocking codes, culminating in a captivating, original reading experience. Michèle Audin is the author of several works of mathematical theory and history and also published a work on her anticolonialist father's torture, disappearance, and execution by the French during the Battle of Algiers.

Do you believe you think independently? Do you alone control your actions? Stoic philosophy asserts that your mind, thoughts, and actions are traces of a world which shapes you, and everyone else, together. Our personal nature is part of a system, not independent. This book studies how a Stoic thinks and acts as part of a community and in service of a world, rather than separately or for themselves alone. This is not just another book about Stoic philosophy. Stoicism has been popularized as a way to primarily serve personal benefits, promising mental resilience in an uncontrollable world of people and events. This book instead explores how for the Stoics we only benefit personally by being aware of how we are entangled with our fellow humans and the world. This perspective reveals anti-individualistic conditions for the well-being that individuals seek from the philosophy. By studying features that might seem to define us as separate individuals—our mind, body, self-preserving instinct, knowledge, and happiness—we find that everything about each of us is interconnected and shared. The theoretical analysis, suitable for general and academic readers, involves all ancient Stoic eras, comparisons with pre-Socratic, Platonic, and Aristotelian positions, and modern Stoic debates.

The psychology classic—a detailed study of scientific theories of human nature and the possible ways in which human behavior can be predicted and controlled—from one of the most influential behaviorists of the twentieth century and the author of *Walden Two*. “This is an important book, exceptionally well written, and logically consistent with the basic premise of the unitary nature of science. Many students of society and culture would take violent issue with most of the things that Skinner has to say, but even those who disagree most will find this a stimulating book.” —Samuel M. Strong, *The American Journal of Sociology* “This is a remarkable book—remarkable in that it presents a strong, consistent, and all but exhaustive case for a natural science of human behavior...It ought to be...valuable for those whose preferences lie with, as well as those whose preferences stand against, a behavioristic approach to human activity.” —Harry Prosch, *Ethics*