

The Element Kim Hartman

Must-read for managers on a powerful branding tool of the future. Up-to-date cases from the business world, plenty of illustrations and easy-to-use tools. Recommended by managers of top international firms. Covers both the internal and external benefits of storytelling for a business company. Danish version sold more than 2000 copies.

Join Kim Diehl for a cozy season filled with fabulous quilts, delicious treats, and intimate home decor. Unwind in Kim's warm and inviting world as you stitch 19 fall-themed projects, including lap quilts, wall quilts, kitchen towels, sewing notions, place mats, and more--plus Kim's irresistible recipes and signature decorating tips. Also available: Kim Diehl's Simple Reflections journal, where this best-selling author of 14 books on quilting has gathered her favorite quilts, recipes, and more to enjoy year-round.

How and Why to Read and Create Children's Digital Books outlines effective ways of using digital books in early years and primary classrooms, and specifies the educational potential of using digital books and apps in physical spaces and virtual communities. With a particular focus on apps and personalised reading, Natalia Kucirkova combines theory and practice to argue that personalised reading is only truly personalised when it is created or co-created by reading communities. Divided into two parts, Part I suggests criteria to evaluate the educational quality of digital books and practical strategies for their use in the classroom. Specific attention is paid to the ways in which digital books can support individual children's strengths and difficulties, digital literacies, language and communication skills. Part II explores digital books created by children, their caregivers, teachers and librarians, and Kucirkova also offers insights into how smart toys, tangibles and augmented/virtual reality tools can enrich children's reading for pleasure. How and Why to Read and Create Children's Digital Books is of interest to an international readership ranging from trainee or established teachers to MA level students and researchers, as well as designers, librarians and publishers. All are inspired to approach children's reading on and with screens with an agentic perspective of creating and sharing. Praise for How and Why to Read and Create Children's Digital Books 'This is an exciting and innovative book – not least because it is freely available to read online but because its origins are in primary practice. The author is an accomplished storyteller, and whether you know, as yet, little about the value of digital literacy in the storymaking process, or you are an accomplished digital player, this book is full of evidence-informed ideas, explanations and inspiration.' Liz Chamberlain, Open University 'At a time when children's reading is increasingly on-screen, many teachers, parents and carers are seeking practical, straightforward guidance on how to support children's engagement with digital books. This volume, written by the leading expert on personalised e-books, is packed with app reviews, suggestions and insights from recent international research, all underpinned by careful analysis of digital book features and recognition of reading as a social and cultural practice. Providing accessible guidance on finding, choosing, sharing and creating digital books, it will be welcomed by those excited by the possibilities of enthusing children about reading in the digital age.' Cathy Burnett, Professor of Literacy and Education, Sheffield Hallam University

Most startups end in failure. Almost every failed startup has a product. What failed startups don't have are enough customers. Traction Book changes that. We provide startup founders and employees with the framework successful companies use to get traction. It helps you determine which marketing channel will be your key to growth. "If you can get even a single distribution channel to work, you have a great business." -- Peter Thiel, billionaire PayPal founder The number one traction mistake founders and employees make is not dedicating as much time to traction as they do to developing a product. This shortsighted approach has startups trying random tactics -- some ads, a blog post or two -- in an unstructured way that will likely fail. We developed our traction framework called Bullseye with the help of the founders behind several of the biggest companies and organizations in the world like Jimmy Wales (Wikipedia), Alexis Ohanian (Reddit), Paul English (Kayak.com), Alex Pachikov (Evernote) and more. We interviewed over forty successful founders and researched countless more traction stories -- pulling out the repeatable tactics and strategies they used to get traction. "Many entrepreneurs who build great products simply don't have a good distribution strategy." -- Mark Andreessen, venture capitalist Traction will show you how some of the biggest internet companies have grown, and give you the same tools and framework to get traction.

This book offers an accessible and comprehensive yet compact description of various forms of addiction, a disorder suffered by one in every 10 people in the United States. • Addresses history, signs/symptoms, incidence, personal, familial, societal, and economic effects • Chapters include case studies and emerging research • Features a glossary for easy explanations of terms • Includes a further reading list for more information

A 5-part process that will transform your organization — or your career — into a non-stop creativity juggernaut We live in an era when business cycles are measured in months, not years. The only way to sustain long term innovation and growth is through creativity-at all levels of an organization. Disciplined Dreaming shows you how to create profitable new ideas, empower all your employees to be creative, and sustain your competitive advantage over the long term. Linkner distills his years of experience in business and jazz — as well as hundreds of interviews with CEOs, entrepreneurs, and artists — into a 5-step process that will make creativity easy for you and your organization. The methodology is simple, backed by proven results. Empowers individuals, teams, and organizations to meet creative challenges posed by the marketplace Turns the mystery of creativity into a simple-to-use process Shows how creativity can be used for everything from innovative, game-shifting breakthroughs to incremental advances and daily improvements to business processes Offers dozens of practical exercises, thought-starters, workouts to grow "creative muscles," and case studies Disciplined Dreaming shows even the stuffiest corporate bureaucracies how to cultivate creativity in order to become more competitive in today's shifting marketplace. • #4 New York Times Best Seller (Advice, How-To and Miscellaneous) • #8 New York Times Best Seller (Hardcover Business) • #2 Wall Street Journal Best Seller (Hardcover Business) • #9 Wall Street Journal Best Seller (Hardcover Nonfiction) • #9 Washington Post Best Seller (Hardcover Nonfiction) • #1 USA Today Best Seller (Money) • #10 Entertainment Weekly Best Seller (Hardcover Nonfiction) • #10 Publishers Weekly Bestseller (Hardcover Nonfiction)

EATING THE BIG FISH : How Challenger Brands Can Compete Against Brand Leaders, Second Edition, Revised and Expanded The second edition of the international bestseller, now revised and updated for 2009, just in time for the business challenges ahead. It contains over 25 new interviews and case histories, two completely new chapters, introduces a new typology of 12 different kinds of Challengers, has extensive updates of the main chapters, a range of new exercises, supplies weblinks to view interviews online and offers supplementary downloadable information.

At thirty-five, Robert Fox, junior partner in the prestigious Wall Street firm Castle and Lovett, has leveled off in his profession, and the place he had worked so obsessively to make for himself suddenly seems far from perfect. He is in love with a beautiful woman who will not marry him, the young associates in the firm are nipping at his heels, and to top it off, more than three million dollars is missing from the estate of one of his most important clients. Fox's search for the missing Sifford millions -- and for his own sanity and happiness -- leads him into a sometimes dangerous exploration of the many factions that lay claim to the immense city where he works. Who really owns New York? The old families, with their town houses, country estates, and great art collections? The new brash entrepreneurs who are "into" real estate development, interior design, and "macho banking"? Or is it the strange sinister characters who hide in the out-of-the-way, darkly lit crevices of the city? The real answers to Fox's questions are as surprising to him as they will be to the many readers of this witty, suspenseful, and telling novel.

In Critique of Black Reason eminent critic Achille Mbembe offers a capacious genealogy of the category of Blackness—from the

Atlantic slave trade to the present—to critically reevaluate history, racism, and the future of humanity. Mbembe teases out the intellectual consequences of the reality that Europe is no longer the world's center of gravity while mapping the relations among colonialism, slavery, and contemporary financial and extractive capital. Tracing the conjunction of Blackness with the biological fiction of race, he theorizes Black reason as the collection of discourses and practices that equated Blackness with the nonhuman in order to uphold forms of oppression. Mbembe powerfully argues that this equation of Blackness with the nonhuman will serve as the template for all new forms of exclusion. With *Critique of Black Reason*, Mbembe offers nothing less than a map of the world as it has been constituted through colonialism and racial thinking while providing the first glimpses of a more just future.

Change is hard. It doesn't have to be. We all know that change is hard. It's unsettling, it's time-consuming, and all too often we give up at the first sign of a setback. But why do we insist on seeing the obstacles rather than the goal? This is the question that bestselling authors Chip and Dan Heath tackle in their compelling and insightful book. They argue that we need only understand how our minds function in order to unlock shortcuts to switches in behaviour. Illustrating their ideas with scientific studies and remarkable real-life turnarounds - from the secrets of successful marriage counselling to the pile of gloves that transformed one company's finances - the brothers Heath prove that deceptively simple methods can yield truly extraordinary results.

The use of trace elements to promote biogas production features prominently on the agenda for many biogas-producing companies. However, the application of the technique is often characterized by trial-and-error methodology due to the ambiguous and scarce basic knowledge on the impact of trace elements in anaerobic biotechnologies under different process conditions. This book describes and defines the broad landscape in the research area of trace elements in anaerobic biotechnologies, from the level of advanced chemistry and single microbial cells, through to engineering and bioreactor technology and to the fate of trace elements in the environment. The book results from the EU COST Action on 'The ecological roles of trace metals in anaerobic biotechnologies'. Trace elements in anaerobic biotechnologies is a critical, exceptionally complex and technical challenge. The challenging chemistry underpinning the availability of trace elements for biological uptake is very poorly understood, despite the importance of trace elements for successful anaerobic operations across the bioeconomy. This book discusses and places a common understanding of this challenge, with a strong focus on technological tools and solutions. The group of contributors brings together chemists with engineers, biologists, environmental scientists and mathematical modellers, as well as industry representatives, to show an up-to-date vision of the fate of trace elements on anaerobic biotechnologies.

The Idea Writers guides both new and experienced copywriters through the process of creating compelling messages that sell. It shows readers what it's like to work in the fast-paced world of an agency while providing practical advice plus details on creating award-winning multimedia ad campaigns.

New York Times Bestseller An exciting--and encouraging--exploration of creativity from the author of *When: The Scientific Secrets of Perfect Timing* The future belongs to a different kind of person with a different kind of mind: artists, inventors, storytellers--creative and holistic "right-brain" thinkers whose abilities mark the fault line between who gets ahead and who doesn't. Drawing on research from around the world, Pink (author of *To Sell Is Human: The Surprising Truth About Motivating Others*) outlines the six fundamentally human abilities that are absolute essentials for professional success and personal fulfillment--and reveals how to master them. *A Whole New Mind* takes readers to a daring new place, and a provocative and necessary new way of thinking about a future that's already here.

Who do you have sex with and why? Is happiness catching? Is wealth contagious? Can your friends make you fat? Why do you bother to vote? Does free will exist?

Discover the haunting, heartbreaking post-apocalyptic tale of female friendship and intimacy set in a deserted world. Deep underground, thirty-nine women are kept in isolation in a cage. Above ground, a world awaits. Has it been abandoned?

Devastated by a virus? Watched over by guards, the women have no memory of how they got there, no notion of time, and only vague recollection of their lives before. But, as the burn of electric light merges day into night and numberless years pass, a young girl - the fortieth prisoner - sits alone and outcast in the corner. Soon she will show herself to be the key to the others' escape and survival in the strange world that awaits them above ground. The woman who will never know men. WITH A NEW INTRODUCTION BY SOPHIE MACKINTOSH, MAN BOOKER PRIZE-LONGLISTED AUTHOR OF *THE WATER CURE*

What makes a great CEO, statesman, performer or sportsman is their ability to anticipate events before they happen... to predict where a business trend - even a football - is going a split second before anyone else. *The Two-Second Advantage* explores the science behind the ways our brains act as predictive machines and shows how you too can learn the skills to put yourself those vital seconds ahead of the competition. And now technology is becoming just as skilful - anticipating what customers want before they know, traffic jams before they occur, and snags even before the problems happen. Computers too are learning how to 'think' and help us be ahead. Success comes from predicting the future with the right information and the right help just a fraction before anyone else. So here's how to give yourself *The Two-Second Advantage*.

This ultimate insider's guide reveals the secrets that none dare admit, told by a show biz veteran who's proven that you can sell your script if you can save the cat!

Quiet: The Power of Introverts in a World That Can't Stop Talking by Susan Cain | Book Summary This book is powerful in its own way, as it gives a voice to the introverts of this world. That is very significant because as many as one-third to half the people in the world are introverts. Introvert refers to the people who prefer listening to speaking, reading to partying; who invent and create but are not likely to present their ideas; who are more productive working on their own rather than in a team. These people are usually labelled as quiet or reserved or even reclusive, but they also make many contributions to society - this is evident in everything from art done by van Gogh to the invention of the computer. If, like me and the author, you are an introvert, you will find yourself nodding and (silently) agreeing with all that she has written. You will understand her frustration of our extroverted world, and passion for finding balance between the two personality types. This book is actually so convincing, sensible, and genuine it should inevitably effect change in schools and offices. It's also a clever idea to write a book that communicates to introverts - a huge percentage of the reading public - how awesome and undervalued we are. This book is relevant to all, whether you are an introvert or not. Even extroverts have introverts in their life and can gain value from a book that makes sense of their behaviour. Overall, it's an examination

into the value society places on introverts and the science that makes people more or less outgoing. Here Is A Preview Of What You'll Learn... THE EXTROVERT IDEAL THE RISE OF THE "MIGHTY LIKEABLE FELLOW" THE MYTH OF CHARISMATIC LEADERSHIP WHEN COLLABORATION KILLS CREATIVITY YOUR BIOLOGY, YOUR SELF? IS TEMPERAMENT DESTINY? BEYOND TEMPERAMENT DO ALL CULTURES HAVE AN EXTROVERT IDEAL? HOW TO LOVE; HOW TO WORK THE COMMUNICATION GAP The Book at A Glance Conclusion Final Thoughts Now What? Scroll Up and Click on "buy now with 1-Click" to Download Your Copy Right Now *****Tags: quiet, susan cain, quiet book, quiet the power of introverts in a world that can't stop talking, introvert, the power of introverts, self confidence books

This monograph provides a comprehensive overview of recent advances in the field of vasopressin and oxytocin. In the summer of 1997, scientists from over 20 countries congregated in Montreal for the 1997 World Congress of Neurohypophysial Hormones, a conference that united the fields of vasopressin, neurohypophysis and oxytocin in a single joint meeting that gave rise to the present book. The organization of a joint meeting was prompted by several recent developments. Specifically the molecular characterization of the vasopressin/oxytocin receptor family made it mandatory to adopt an integrated view and to discuss the vasopressin/oxytocin ligand/receptor family as a whole. To ensure emphasis on novelty, the conference focused on advances made over the last two years and also included important contributions by scientists that had not previously been associated with the vasopressin/oxytocin field. Vasopressin and oxytocin are two neurohormones that exert a wide spectrum of central and peripheral actions. Accordingly, the vasopressin/oxytocin field embraces a large number of different domains, ranging from neuroscience, endocrinology, and oncology to renal, reproductive, and cardiovascular physiology and pathology.

This Surgeon General's report details the causes and the consequences of tobacco use among youth and young adults by focusing on the social, environmental, advertising, and marketing influences that encourage youth and young adults to initiate and sustain tobacco use. This is the first time tobacco data on young adults as a discrete population have been explored in detail. The report also highlights successful strategies to prevent young people from using tobacco. Providing examples from well-known movies, Field explains the structural and stylistic elements as well as writing techniques basic to the creation of a successful film script.

A SUNDAY TIMES AND NEW YORK TIMES BESTSELLER, THIS BOOK WILL CHANGE HOW YOU SEE INTROVERTS - AND YOURSELF - FOREVER. Our lives are driven by a fact that most of us can't name and don't understand. It defines who our friends and lovers are, which careers we choose, and whether we blush when we're embarrassed. That fact is whether we're an introvert or an extrovert. The most fundamental dimension of personality, at least a third of us are introverts, and yet shyness, sensitivity and seriousness are often seen as a negative. Some of the world's most talented people are introverts - without them we wouldn't have the Apple computer, the theory of relativity and Van Gogh's sunflowers. In Quiet, Susan Cain shows how society misunderstands and undervalues introverts while giving them the tools to better understand themselves and take full advantage of their strengths. Passionately argued, superbly researched, and filled with real stories, whether an introvert or extrovert, this book will change how you see human beings for good. ***** 'I can't get Quiet out of my head. It is an important book - so persuasive and timely and heartfelt it should inevitably effect change in schools and offices' Jon Ronson, The Guardian 'Susan Cain's Quiet has sparked a quiet revolution . . . Perhaps rather than sitting back and asking people to speak up, managers and company leaders might lean forward and listen' Megan Walsh, The Times 'Maybe the extrovert ideal is no longer as powerful as it was; perhaps it is time we all stopped to listen to the still, small voice of calm' Daisy Goodwin, The Sunday Times With a crackling wit and a deep humanity, (Ken Robinson) urges us to ignore the naysayers, bypass the crowd and find the place where our talents and desires intersect

Join a young boy as he hops around the globe, visiting friends in 13 different countries spanning all 6 populated continents. Along the way, he introduces us to each friend's environment and customs, and shares interesting facts about each country's culture, language, food, geography, wildlife, landmarks and more. Each country has a dedicated spread with a small map that shows geography and landmarks, letting readers imagine they are traveling, too. The format makes it easy to spot similarities and differences between countries. This informational picture book brings engaging nonfiction content to younger readers by showing them how other children just like them live around the world. Playful, realistic illustrations done with stylized realism lend warmth and whimsy to the book, making each locale feel welcoming. A Ticket Around the World will leave readers feeling like they've toured the globe without ever having left home.

To do what no other magazine does: Deliver simple, delicious food, plus expert health and lifestyle information, that's exclusively vegetarian but wrapped in a fresh, stylish mainstream package that's inviting to all. Because while vegetarians are a great, vital, passionate niche, their healthy way of eating and the earth-friendly values it inspires appeals to an increasingly large group of Americans. VT's goal: To embrace both.

Alcohol use disorder (AUD) is a major public health problem in the United States. The estimated 12-month and lifetime prevalence values for AUD are 13.9% and 29.1%, respectively, with approximately half of individuals with lifetime AUD having a severe disorder. AUD and its sequelae also account for significant excess mortality and cost the United States more than \$200 billion annually. Despite its high prevalence and numerous negative consequences, AUD remains undertreated. In fact, fewer than 1 in 10 individuals in the United States with a 12-month diagnosis of AUD receive any treatment. Nevertheless, effective and evidence-based interventions are available, and treatment is associated with reductions in the risk of relapse and AUD-associated mortality. The American Psychiatric Association Practice Guideline for the Pharmacological Treatment of Patients With Alcohol Use Disorder seeks to reduce these substantial psychosocial and public health consequences of AUD for millions of affected individuals. The guideline focuses specifically on evidence-based pharmacological treatments for AUD in outpatient settings and includes additional information on assessment and treatment planning, which are an integral part of using pharmacotherapy to treat AUD. In addition to reviewing the available evidence on the use of AUD pharmacotherapy, the guideline offers clear, concise, and

actionable recommendation statements, each of which is given a rating that reflects the level of confidence that potential benefits of an intervention outweigh potential harms. The guideline provides guidance on implementing these recommendations into clinical practice, with the goal of improving quality of care and treatment outcomes of AUD.

Set in a world on the edge of an apocalyptic flood, this heart-stoppingly romantic fantasy debut is perfect for fans of Rachel Hartman and Rae Carson. In a world bound for an epic flood, only a chosen few are guaranteed safe passage into the new world once the waters recede. The Kostrovian royal court will be saved, of course, along with their guards. But the fate of the court's Royal Flyers, a lauded fleet of aerial silk performers, is less certain. Hell-bent on survival, Principal Flyer, Natasha Koskinen, will do anything to save the flyers, who are the only family she's ever known. Even if "anything" means molding herself into the type of girl who could be courted by Prince Nikolai. But unbeknownst to Natasha, her newest recruit, Ella Neves, is driven less by her desire to survive the floods than her thirst for revenge. And Ella's mission could put everything Natasha has worked for in peril. As the oceans rise, so too does an undeniable spark between the two flyers. With the end of the world looming, and dark secrets about the Kostrovian court coming to light, Ella and Natasha can either give in to despair . . . or find a new reason to live.

What has happened to the salmon resource in the Pacific Northwest? Who is responsible and what can be done to reverse the decline in salmon populations? The responsibility falls on everyone involved - fishermen, resource managers and concerned citizens alike - to take the steps necessary to ensure that salmon populations make a full recovery. T

This book provides a review of the current theory and practice of experiential tourism and how it is marketed. Many societies today are characterised by widespread individual wealth of an order previously confined to the elite with the consequence that ownership of 'ordinary' physical goods is no longer a distinguishing factor. Instead people are now seeking the 'extraordinary' with examples being bodies enhanced through surgery, personal fitness trainers, and, in the case of leisure and tourism, seeking unique and unusual places to visit and activities to undertake. This trend manifests in the increasing consumption of services and the addition of experiential elements to physical goods by businesses aware of societal changes. The trend is enhanced by rapidly changing technology and economic production methods providing new sectors of the world's population with access to the consumption experiences that are repeatedly featured in the media. This is the experience economy, characterised by a search by consumers for fantasies, feelings, and fun. This book was based on a special issue of Journal of Hospitality Marketing & Management.

Virus of the Mind is the first popular book devoted to the science of memetics, a controversial new field that transcends psychology, biology, anthropology, and cognitive science. Memetics is the science of memes, the invisible but very real DNA of human society. In Virus of the Mind, Richard Brodie carefully builds on the work of scientists Richard Dawkins, Douglas Hofstadter, Daniel Dennett, and others who have become fascinated with memes and their potential impact on our lives. But Richard goes beyond science and dives into the meat of the issue: is the emergence of this new science going to have an impact on our lives like the emergence of atomic physics did in the Cold War? He would say the impact will be at least as great. While atomic bombs affect everybody's life, viruses of the mind touch lives in a more personal and more pernicious way. Mind viruses have already infected governments, educational systems, and inner cities, leading to some of the most pervasive and troublesome problems of society today: youth gangs, the welfare cycle, the deterioration of the public schools, and ever-growing government bureaucracy. Viruses of the mind are not a future worry: they are here with us now and are evolving to become better and better at their job of infecting us. The recent explosion of mass media and the information superhighway has made the earth a prime breeding ground for viruses of the mind. Will there be a mental plague? Will only some of us survive with our free will intact? Richard Brodie weaves together science, ethics, and current events as he raises these and other very disturbing questions about memes.

Homelessness has become a lasting issue of vital social concern. As the number of the homeless has grown, the complexity of the issue has become increasingly clear to researchers and private and public service providers. The plight of the homeless raises many ethical, anthropological, political, sociological, and public health questions. The most serious and perplexing of these questions is what steps private, charitable, and public organizations can take to alleviate and eventually solve the problem. The concept of homelessness is difficult to define and measure. Generally, persons are thought to be homeless if they have no permanent residence and seek security, rest, and protection from the elements. The homeless typically live in areas that are not designed to be shelters (e.g., parks, bus terminals, under bridges, in cars), occupy structures without permission (e.g., squatters), or are provided emergency shelter by a public or private agency. Some definitions of homelessness include persons living on a short-term basis in single-room-occupancy hotels or motels, or temporarily residing in social or health-service facilities without a permanent address. Housing the Homeless is a collection of case studies that bring together a variety of perspectives to help develop a clear understanding of the homelessness problem. The editors include information on the background and politics of the problem and descriptions of the current homeless population. The book concludes with a resource section, which highlights governmental policies and programs established to deal with the problem of homelessness.

Ken Robinson, author of the international bestseller The Element and the most viewed talk on TED.com, offers a practical guide to discovering your passions and natural aptitudes, and finding the point at which the two meet: Finding Your Element. Through a range of stories from his own experience and those of people from all walks of life, Ken Robinson explores the diversity of intelligence and the power of imagination and creativity. For some, finding their element has brought fame and success, like Ellen McArthur's unusual journey from growing up in a landlocked ex-mining town to achieving sailing glory. However many of the inspiring stories are of ordinary people who read the first book and were moved to share how its principles have transformed their lives, like the man who found fulfilment as a magician after years of working as a computer engineer. This book also provides the tools, techniques, resources and advice you need to discover the depth of your abilities and identify opportunities for change. It looks at the conditions that enable you to find yourself: why it's so important to connect with people who share your element and why your attitudes may be holding you back. Finding Your Element shows that age and occupation are no barriers to discovering what makes us happiest, and that once we have found our path we can help others to do so as well. Sir Ken Robinson, Ph.D, is an internationally recognized leader in the development of creativity, innovation, and human potential. He advises governments, corporations, education systems, and some of the world's leading cultural organizations. His 2008 talk on how schools kill creativity is still the most watched video on TED.com with over 13.5 million views to date. Lou Aronica is the author of two novels and coauthor of several works of nonfiction, including The Culture Code (with Clotilde Rapaille) and The Element.

Service Design is an eminently practical guide to designing services that work for people. It offers powerful insights, methods, and case studies to help you design, implement, and measure multichannel service experiences with greater impact for customers, businesses, and society.

The ElementHow Finding Your Passion Changes EverythingPenguin UK

Formal Axiology and Its Critics consists of two parts, both of which present criticisms of the formal theory of values developed by Robert S. Hartman, replies to these criticisms, plus a short introduction to formal axiology. Part I consists of articles published or made public during the lifetime of Hartman to which he personally replied. It contains previously published replies to Hector Neri Castañeda, William Eckhardt, and Robert S. Brumbaugh, and previously unpublished replies to Charles Hartshorne, Rem B. Edwards, Robert E. Carter, G.R. Grice, Nicholas Rescher, Robert W. Mueller, Gordon Welty, Pete Gunter, and George K. Plochmann in an unfinished but now completed article on which Hartman was working at the time of his death in 1973. Part II consists of articles presented at recent annual meetings of the R.S. Hartman Institute for Formal and Applied Axiology that continue to criticize and further develop Hartman's formal axiology. An article by Rem B. Edwards raises serious unanswered questions about formal axiology and ethics. Another by Frank G. Forrest shows how the formal value calculus based on set theory might answer these questions, and an article by Mark A. Moore points out weaknesses in the Hartman/Forrest value calculus and develops an alternative calculus based upon the mathematics of quantum mechanics. While recognizing that unsolved problems remain, the book intends to make the theoretical foundations and future promise of formal axiology much more secure.

Winner of the Oregon Book Award for General Nonfiction and Los Angeles Times bestseller "It makes good music sound better."-Janet Maslin in The New York Times "A fascinating look into the West Coast recording studio scene of the '60s and the inside story of the music you heard on the radio. If you always assumed the musicians you listened to were the same people you saw onstage, you are in for a big surprise!"-Dusty Street, host of Classic Vinyl on Sirius XM Satellite Radio If you were a fan of popular music in the 1960s and early '70s, you were a fan of the Wrecking Crew-whether you knew it or not. On hit record after hit record by everyone from the Byrds, the Beach Boys, and the Monkees to the Grass Roots, the 5th Dimension, Sonny & Cher, and Simon & Garfunkel, this collection of West Coast studio musicians from diverse backgrounds established themselves in Los Angeles, California as the driving sound of pop music-sometimes over the objection of actual band members forced to make way for Wrecking Crew members. Industry insider Kent Hartman tells the dramatic, definitive story of the musicians who forged a reputation throughout the business as the secret weapons behind the top recording stars. Mining invaluable interviews, the author follows the careers of such session masters as drummer Hal Blaine and keyboardist Larry Knechtel, as well as trailblazing bassist Carol Kaye-the only female in the bunch-who went on to play in thousands of recording sessions in this rock history. Readers will discover the Wrecking Crew members who would forge careers in their own right, including Glen Campbell and Leon Russell, and learn of the relationship between the Crew and such legends as Phil Spector and Jimmy Webb. Hartman also takes us inside the studio for the legendary sessions that gave us Pet Sounds, Bridge Over Troubled Water, and the rock classic "Layla," which Wrecking Crew drummer Jim Gordon cowrote with Eric Clapton for Derek and the Dominos. And the author recounts priceless scenes such as Mike Nesmith of the Monkees facing off with studio head Don Kirshner, Grass Roots lead guitarist (and future star of The Office) Creed Bratton getting fired from the group, and Michel Rubini unseating Frank Sinatra's pianist for the session in which the iconic singer improvised the hit-making ending to "Strangers in the Night." The Wrecking Crew tells the collective, behind-the-scenes stories of the artists who dominated Top 40 radio during the most exciting time in American popular culture.

This book provides a comprehensive overview of personal construct psychology (PCP) that will help researchers understand the why's, what's and how's of conducting a rigorous constructivist research project. From the theoretical underpinnings of constructivist approaches to the practical values of these techniques, these three expert authors explain how to conduct interpretative, constructivist research from inception to completion. Key topics include: Understanding research philosophies and paradigms Constructing and exploring personal realities Establishing effective research procedures Evaluating grids, mapping, narrative and other research methods Managing the practicalities of fieldwork Analysing and presenting data With activities and procedural examples from a wide range of disciplines woven throughout the text and two special chapters featuring in-depth case studies from a variety of constructivist researchers, this book helps readers grasp the tools, designs, and opportunities of interpretative research. An essential companion for both researchers and practitioners looking to understand people's values, attitudes, beliefs, perceptions, or motivations!

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