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A China Business Primer

Knowledge Solutions

Empowerment

The Classic Study of Tomorrow

A Research Primer for Technical Communication

An Architecture Studio Primer on Design, Theory, and History

Education and Racism

A Primer for Practitioners

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## **SKYLAR SCHNEIDER**

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Phylogenomics Routledge

This book provides an interdisciplinary examination of the multiple meanings of "empowerment." Rather than seeking to define and critique this term, it draws out a range of different meanings, exploring

diverse possibilities for action and engagement. We must carefully examine the possibilities and limits of the approaches to empowerment we choose. Efforts focused on building individual skills and capacities, for example, may overlook opportunities for supporting more collective, community-based forms of social action. In concise chapters, the book maps out a range of ways that people can be empowered along different continuums

of power, moving from more familiar forms of teaching and counselling to less common and more radical strategies for fostering solidarity and civil resistance. This will be of great interest to advanced students and scholars in a wide variety of fields, particularly social work, public health, sociology, education, and international development as an introductory yet comprehensive study of the nuances of empowerment.

Contemporary Climate Change Debates  
Springer

Arthur Asa Berger's unique ability to translate difficult theories into accessible language makes this book an ideal introduction to cultural criticism. Berger covers the key theorists, concepts, and subject areas, from literary, sociological and psychoanalytical theories to semiotics and Marxism. *Cultural Criticism* breathes new life into the discipline by making these theories relevant to students' lives. The author illustrates his explanations with excerpts from classic works giving readers a sense of the important thinkers' styles and helping place them in their context. Berger also provides a comprehensive bibliography on cultural criticism for those who wish to explore the topics at greater length. *Cultural Criticism* is the perfect undergraduate supplemental text for such courses as media studies, literary criticism, and popular culture.

*A Primer* SAGE Publications

From the author of *Future Shock*, a striking way out of today's despair . . . a bracing, optimistic look at our new potentials. *The Third Wave* makes startling sense of the violent changes now battering our world.

Its sweeping synthesis casts fresh light on our new forms of marriage and family, on today's dramatic changes in business and economics. It explains the role of cults, the new definitions of work, play, love, and success. It points toward new forms of twenty-first-century democracy. Praise for *The Third Wave* "Magnificent . . . an astonishing array of information."—*The Washington Post* "Imperishably fresh."—*Business Week* "Will mesmerize readers, and rightly so."—*Vogue* "Alvin Toffler . . . has written another blockbuster . . . a powerful book."—*The Guardian* "Fresh ideas, clearly explained. . . . Toffler has proven again that he is a master."—*United Press International* "Toffler has imagination and an ability to think of various future possibilities by transcending prevailing values, assumptions and myths."—*Associated Press* "Once you have walked into his version of the future, you may decide never again to whitewash some of the built-in frailties of the real present."—*Financial Post* "Rich, stimulating and basically optimistic . . . will unquestionably aid many to a greater understanding of [today's] puzzling social

changes."—*The Globe & Mail* "A detailed breathtakingly bold projection of the social changes required if we are to survive. . . .

Toffler's vision of a democratic, self-sustaining utopia is a brave alternative to recent grim warnings."—*Cosmopolitan*

**A Primer on Issues and Dilemmas**

Cengage Learning

CULTURAL COMPETENCE: A PRIMER FOR EDUCATORS, 2nd Edition, covers the

basics of multicultural education, making it easy for instructors to assign as a main text or use in conjunction with other books. The author gives special attention to the psycho-social dimensions of teaching culturally diverse populations.

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*Methods, Exemplars, and Analyses*

Routledge

For those who wish to learn or teach the tools of skillful communication, this book provides concrete insight into what makes a person a successful communicator and guides readers in ways to improve their own communication skills and those of others. Predicated on four simple notions –

that communication can be done well or poorly, that communication skills matter, that people differ in those skills, and that those skills can be improved – the book helps readers identify and enhance their own communication strengths and address weaknesses, assess the communication skills of others, and coach others to improvement. Written in an accessible style, chapter highlights include an engaging review of the research on the practical implications of communication skills in our professional and personal lives. The nature of communication skill and issues in skill assessment are examined. Particular attention is given to understanding sources of communication-skill deficits and the design of effective communication-skill training programs. A final chapter examines the roles of technology, cross-cultural interaction, and aging as they relate to communication skill. This book is written for students and professionals in fields such as human resources, sales, training, counseling, customer relations, education, health-care, and the ministry, with application for courses in professional communication, applied communication, and

communication skills at the undergraduate, advanced professional degree, and continuing education levels. [A Primer of Key Concepts](#) Routledge  
The COVID-19 pandemic underscored longstanding fissures in China's business relationships with the West. If the West is going to develop a relationship of mutual trust and improve business relations with China in the coming decades, it is imperative to understand how to engage with Chinese thinking on ethics in business—this book explains how. Government officials, businesspeople, and business-ethicists have trouble communicating about issues in ethics, policy, and business across the China-West divide. This book shows how to overcome the us-versus-them mindset plaguing China-West relations by presenting to Western audiences an easy-to-understand yet deeply informed primer on core ideas and perspectives in Chinese cultural and philosophical thought. The book considers original texts of Chinese philosophy and religion, and applies principles from those writings to three business-ethics topics of enduring interest to business executives, government

officials, and academics, namely, the protection of intellectual property, assurance of product safety and quality in the pharmaceutical supply chain, and human rights. This book is a must-read for those who want to forge constructive relationships with their Chinese counterparts based on mutual trust and understanding. The book is specifically relevant to business executives, but it should also be of interest to policymakers, educators, and students who seek to communicate more effectively with their Chinese counterparts, in particular about difficult and contentious business, policy, and ethical issues.

**A Primer** CreateSpace

Culture and TechnologyA PrimerPeter Lang  
Pub Incorporated

**An Illustrated Book of Bad Arguments**

Culture and TechnologyA Primer

Education and Racism is a concise and easily accessible primer for introducing undergraduate and graduate students to the field of race and education. Designed for introductory courses, each chapter provides an overview of a main issue or dilemma in the research on racial inequality and education and the

particular approaches that have been offered to explain or address them. Theme-oriented chapters include curriculum, school (re)segregation, and high stakes testing as well as discussions on how racism intersects with other forms of marginality, like socio-economic status. The focus on particular educational themes is the strength of this book as it paints a portrait of the systematic nature of racism. It surveys multiple approaches to racism and education and places them in conversation with one another, incorporating both classical as well as contemporary theories. Although conceptually rich and dense with critical perspectives and empirical study, the book uses clear and transparent language throughout for easy comprehension. Perfect for courses in Multicultural Education, Sociology of Education, Ethnic Studies and more, *Education and Racism* is the ideal primer for engaging students new to race and education without sacrificing the content for those who are already familiar with the field. *A China Business Primer* Routledge

The aim of this book is to prepare students with knowledge and skills to understand

the organizational needs and requirements of educational technology. Students should be able to use and manage both existing and emerging technologies effectively and be able to apply associated pedagogies to suit the environment, but also evaluate and manage technological advances of future and the requisite pedagogical shifts to achieve efficiency and effectiveness. The demand of educational technology has been rising steadily, primarily due to the fact that e-learning is a huge and significantly expanding world-wide industry. Commercial e-learning companies, training departments in large companies and organizations, computer software companies and educational institutions the world over employ large numbers of educational technology specialists. There is a strong demand for technologists who understand educational theories and for instructional designers and teachers who understand technologies. This book is targeted towards those who are looking for career in educational technology, instructional design, or media and information systems, or may want to continue their studies in

graduate programs in learning and instructional technology, and those who are interested in becoming teacher in K-12 setting but need background in educational technology. This book will also act as a valuable resource in teacher education programs where primary focus on mainstream education and requires an authentic resource in instructional design and educational technology. Keeping in mind the varied needs of the organizations, employees and potential students, this book adopts a competency approach to learning and assessment. The themes and topics take a multi-disciplinary approach, and are aimed at preparing students for competent and innovative educational technology professionals. *Knowledge Solutions* Cambridge University Press

Develop faster with DevOps DevOps embraces a culture of unifying the creation and distribution of technology in a way that allows for faster release cycles and more resource-efficient product updating. DevOps For Dummies provides a guidebook for those on the development or operations side in need of a primer on this way of working. Inside, DevOps

evangelist Emily Freeman provides a roadmap for adopting the management and technology tools, as well as the culture changes, needed to dive head-first into DevOps. Identify your organization's needs  
 Create a DevOps framework  
 Change your organizational structure  
 Manage projects in the DevOps world  
 DevOps For Dummies is essential reading for developers and operations professionals in the early stages of DevOps adoption.

#### **Empowerment** SAGE

"An invaluable resource for both new and veteran allies...obvious and necessary" (Library Journal, starred review)  
 information for everyone who wants to learn more about how to navigate gender diversity in today's families, communities, and workplaces. The days of two genders—male, female; boy, girl; blue, pink—are over, if they ever existed at all. Gender is now a global conversation, and one that is constantly evolving. More people than ever before are openly living their lives as transgender men or women, and many transgender people are coming out as neither men nor women, instead living outside of the binary. Gender is

changing, and this change is gaining momentum. We all want to do and say the right things in relation to gender diversity—whether at a job interview, at parent/teacher night, and around the table at family dinners. But where do we begin? From the differences among gender identity, gender expression, and sex, to the use of gender-neutral pronouns like singular they/them, to thinking about your own participation in gender, *Gender: Your Guide* serves as "a warm, inviting guide to a complicated area" (The Globe and Mail, Toronto). Professor and gender diversity advocate Lee Airton, PhD, explains how gender works in everyday life; how to use accurate terminology to refer to transgender, non-binary, and/or gender non-conforming individuals; and how to ask when you aren't sure what to do or say. It provides the information you need to talk confidently and compassionately about gender diversity, whether simply having a conversation or going to bat as an advocate. Just like gender itself, being gender-friendly is a process for all of us. As revolutionary a resource as *Our Bodies, Ourselves*, *Gender: Your Guide* is "greatly needed...an impactful tool for creating a

world more supportive of people of all genders" (INTO! Magazine).

#### **The Classic Study of Tomorrow** The Experiment

"One of our true superstars of nonfiction" (David Foster Wallace), Lewis Hyde offers a playful and inspiring defense of forgetfulness by exploring the healing effect it can have on the human psyche. We live in a culture that prizes memory—how much we can store, the quality of what's preserved, how we might better document and retain the moments of our life while fighting off the nightmare of losing all that we have experienced. But what if forgetfulness were seen not as something to fear—be it in the form of illness or simple absentmindedness—but rather as a blessing, a balm, a path to peace and rebirth? *A Primer for Forgetting* is a remarkable experiment in scholarship, autobiography, and social criticism by the author of the classics *The Gift* and *Trickster Makes This World*. It forges a new vision of forgetfulness by assembling fragments of art and writing from the ancient world to the modern, weighing the potential boons forgetfulness might offer the present moment as a creative and

political force. It also turns inward, using the author's own life and memory as a canvas upon which to extol the virtues of a concept too long taken as an evil. Drawing material from Hesiod to Jorge Luis Borges to Elizabeth Bishop to Archbishop Desmond Tutu, from myths and legends to very real and recent traumas both personal and historical, *A Primer for Forgetting* is a unique and remarkable synthesis that only Lewis Hyde could have produced.

**A Research Primer for Technical Communication** Routledge

*Contemporary Climate Change Debates* is an innovative new textbook which tackles some of the difficult questions raised by climate change. For the complex policy challenges surrounding climate migration, adaptation and resilience, structured debates become effective learning devices for students. This book is organised around 15 important questions, and is split into four parts: What do we need to know? What should we do? On what grounds should we base our actions? Who should be the agents of change? Each debate is addressed by pairs of one or two leading or emerging academics who present

opposing viewpoints. Through this format the book is designed to introduce students of climate change to different arguments prompted by these questions, and also provides a unique opportunity for them to engage in critical thinking and debate amongst themselves. Each chapter concludes with suggestions for further reading and with discussion questions for use in student classes. Drawing upon the sciences, social sciences and humanities to debate these ethical, cultural, legal, social, economic, technological and political roadblocks, *Contemporary Debates on Climate Change* is essential reading for all students of climate change, as well as those studying environmental policy and politics and sustainable development more broadly.

*An Architecture Studio Primer on Design, Theory, and History* Routledge

This new volume in The Big Idea series evaluates the impact of the increased use of technology in everyday life on society. Modern technology has undoubtedly enhanced our lives in numerous, powerful ways—we can now communicate in real time with friends and colleagues around the world, and do mundane tasks such as

shopping or banking at a touch. But has there been a detrimental effect on our health and happiness? *Is Technology Making Us Sick?* assesses the impact of our increased screen time and everyday interactions with modern technology, the ways we relate to others, and on our mental and physical health. In *Is Technology Making Us Sick?*, expert Ian Douglas traces the development of human interaction with technology over the last thirty years. His in-depth analysis dissects the key issues, including the consequences of social media and gaming on self-esteem, brain development, anxiety levels, loneliness, depression, and personal relationships; and the impact on our stress levels of always being plugged into the internet. Ultimately, *Is Technology Making Us Sick?* offers strategies to combat habit-forming products and presents ways to take advantage of revolutionary technology without falling victim to its negative impacts.

*Education and Racism* Lulu.com

"This short book makes you smarter than 99% of the population. . . . The concepts within it will increase your company's 'organizational intelligence.' . . . It's more

than just a must-read, it's a 'have-to-read-or-you're-fired' book"—Geoffrey James, INC.com From the author of the forthcoming *An Illustrated Book of Loaded Language*, here's the antidote to fuzzy thinking, with furry animals! Have you read (or stumbled into) one too many irrational online debates? Ali Almossawi certainly had, so he wrote *An Illustrated Book of Bad Arguments!* This handy guide is here to bring the internet age a much-needed dose of old-school logic (really old-school, à la Aristotle). Here are cogent explanations of the straw man fallacy, the slippery slope argument, the ad hominem attack, and other common attempts at reasoning that actually fall short—plus a beautifully drawn menagerie of animals who (adorably) commit every logical faux pas. Rabbit thinks a strange light in the sky must be a UFO because no one can prove otherwise (the appeal to ignorance). And Lion doesn't believe that gas emissions harm the planet because, if that were true, he wouldn't like the result (the argument from consequences). Once you learn to recognize these abuses of reason, they start to crop up everywhere from congressional debate to YouTube

comments—which makes this geek-chic book a must for anyone in the habit of holding opinions.

**A Primer for Practitioners** Routledge  
The *Digital Humanities* is a comprehensive introduction and practical guide to how humanists use the digital to conduct research, organize materials, analyze, and publish findings. It summarizes the turn toward the digital that is reinventing every aspect of the humanities among scholars, libraries, publishers, administrators, and the public. Beginning with some definitions and a brief historical survey of the humanities, the book examines how humanists work, what they study, and how humanists and their research have been impacted by the digital and how, in turn, they shape it. It surveys digital humanities tools and their functions, the digital humanists' environments, and the outcomes and reception of their work. The book pays particular attention to both theoretical underpinnings and practical considerations for embarking on digital humanities projects. It places the digital humanities firmly within the historical traditions of the humanities and in the contexts of current academic and

scholarly life.

*Is Technology Making Us Sick?: A Primer for the 21st Century (The Big Idea Series)*  
NYU Press

Business information systems and business information technology are integral aspects of modern business, and managers in these areas are now expected to have knowledge of human and managerial issues, as well as technical ones. This concise and readable book is a level-by-level primer that addresses the core subjects in business information systems and business information technology to enhance students' understanding of the key areas. Each chapter begins with a case study and features at the end: a summary of major points, glossary of terms, suggested further reading and student activities. Some areas covered include: Different functional areas of business, including accounting, HRM and marketing Development and implementation of information systems Methods to support the analysis and design of policy and practice Strategic management to align information technology with organizational needs Covering the subject matter in a



highly accessible manner, this is an ideal text for both undergraduate and masters students on business information systems, business information technology and business information management courses. This text is supplemented with over 900 detailed powerpoint slides for instructors, accessible via the Routledge Instructor Resource page at <http://cw.routledge.com/textbooks/instructor/download/>

#### *A Student Primer* Routledge

Find out what makes metadata an exciting addition to resource description Metadata: A Cataloger's Primer provides catalog librarians and students with a comprehensive instructional resource on the ongoing convergence of cataloging and metadata. Equally valuable in the classroom and as a professional reference tool, this unique book serves as an introduction to the concepts of metadata within bibliographic contexts, demonstrating the potential for resource description. The book introduces various metadata schemes, including the Dublin Core, Encoded Archival Description (EAD), and Extensive Markup Language (XML), and discusses how to plan and implement

a metadata-driven digital library. Metadata: A Cataloger's Primer is more than a mere introduction to metadata applications and management. The book's contributors present basic operational definitions, an outline of the evolution of metadata in the cataloging community, and a discussion of basic metadata techniques, calling on hard-earned knowledge gained from their experiences as educators working in cataloging and metadata applications. They provide work forms, work plans, and practical examples that demonstrate the application of metadata for resource description and depository development. Metadata: A Cataloger's Primer examines: data structures MODAL (metadata objectives and principles, domains, and architectural layout) framework literary displacement knowledge domains discourse communities information ecologies personal metadata electronic resources authorship attributes cultural information resources instantiation data modeling DTD (document type definition) digital libraries and much more! Metadata: A Cataloger's Primer is an invaluable learning resource filled with introductory and theoretical

material, original research, and instructive material for cataloging librarians and students.

#### The Digital Humanities Routledge

This book uses clear language, modern contexts and key psychoanalytic concepts to exemplify how Sigmund Freud's thinking and legacy is directly relevant to contemporary therapists. Interweaving theory with history, Freudian Thought for the Contemporary Clinician allows readers to take a walk in Freud's shoes, offering a new framework for understanding his arcane language and the cultural mores of the early 20th century. Robert Mendelsohn explores topics including sexuality and gender, racial injustice and cultural differences with direct reference to Freud's cases, demonstrating how traditional psychoanalytic ideas may inform solutions to issues we face today. Featuring clinical examples and philosophical explorations delivered in an accessible style, Freudian Thought for the Contemporary Clinician will be a key text for psychoanalytic clinicians in practice and in training. It will also be of great interest to academics and scholars of psychoanalytic studies, the history of

psychology and the history of ideas.

[A Primer](#) Routledge

What will the future look like? To judge from many speculative fiction films and books, from Blade Runner to Cloud Atlas, the future will be full of cities that resemble Tokyo, Hong Kong, and Shanghai, and it will be populated mainly by cold, unfeeling citizens who act like robots. Techno-Orientalism investigates the phenomenon of imagining Asia and Asians in hypo- or hyper-technological terms in literary, cinematic, and new media representations, while critically examining the stereotype of Asians as

both technologically advanced and intellectually primitive, in dire need of Western consciousness-raising. The collection's fourteen original essays trace the discourse of techno-orientalism across a wide array of media, from radio serials to cyberpunk novels, from Sax Rohmer's Dr. Fu Manchu to Firefly. Applying a variety of theoretical, historical, and interpretive approaches, the contributors consider techno-orientalism a truly global phenomenon. In part, they tackle the key question of how these stereotypes serve to both express and assuage Western anxieties about Asia's growing cultural influence and economic dominance. Yet

the book also examines artists who have appropriated techno-orientalist tropes in order to critique racist and imperialist attitudes. Techno-Orientalism is the first collection to define and critically analyze a phenomenon that pervades both science fiction and real-world news coverage of Asia. With essays on subjects ranging from wartime rhetoric of race and technology to science fiction by contemporary Asian American writers to the cultural implications of Korean gamers, this volume offers innovative perspectives and broadens conventional discussions in Asian American Cultural studies.

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