

## Management A Very Short Introduction

History Information: A Very Short Introduction Writing and Script Music: A Very Short Introduction Comedy: A Very Short Introduction Fashion Risk: A Very Short Introduction Smell The Future Organizations Wakan Tanka Medical Ethics: A Very Short Introduction Plato Transactions An Elementary Treatise on Calculus Sport: A Very Short Introduction A Short History of English Literature A short history of English literature. Repr Proceedings of the Asiatic Society of Bengal House documents John H. Arnold Luciano Floridi Andrew Robinson Nicholas Cook Matthew Bevis Rebecca Arnold Baruch Fischhoff Matthew Cobb Jennifer M. Gidley Mary Jo Hatch John Bennett R. A. Hope Julia Annas Linnean Society of London William Suddards Franklin Mike Cronin George Saintsbury George Edward B. Saintsbury

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there are many stories we can tell about the past and we are not perhaps as free as we might imagine in our choice of which stories to tell or where those stories end john arnold s very short introduction is a stimulating essay about how we

study and understand history the book begins by inviting us to think about various questions provoked by our investigation of history and explores the ways these questions have been answered in the past concepts such as causation interpretation and periodization are introduced by means of concrete examples of how historians work giving the reader a sense of the excitement of discovering not only the past but also ourselves about the series the very short introductions series from oxford university press contains hundreds of titles in almost every subject area these pocket sized books are the perfect way to get ahead in a new subject quickly our expert authors combine facts analysis perspective new ideas and enthusiasm to make interesting and challenging topics highly readable

introduction 1 the information revolution 2 the language of information 3 mathematical information 4 semantic information 5 physical information 6 biological information 7 economic information 8 the ethics of information conclusion references

without writing there would be no records no history no books and no emails writing is an integral and essential part of our lives but when did it start why do we all write differently and how did writing develop into what we use today all of these questions are answered in this very short introduction starting with the origins of writing five thousand years ago with cuneiform and egyptian hieroglyphs andrew robinson explains how these early forms of writing developed into hundreds of scripts including the roman alphabet and the chinese characters he reveals how the modern writing symbols and abbreviations we take for granted today including airport signage and text messaging resemble ancient ones much more closely than we might think about the series the very short introductions series from oxford university press contains hundreds of titles in almost every subject area these pocket sized books are the perfect way to get ahead in a new subject quickly our expert authors combine facts analysis perspective new ideas and enthusiasm to make interesting and challenging topics highly readable

this stimulating very short introduction to music invites us to really think about music and the values and qualities we

ascribe to it the world teems with different kinds of music traditional folk classical jazz rock pop and each type of music tends to come with its own way of thinking drawing on a wealth of accessible examples ranging from beethoven to chinese zither music nicholas cook attempts to provide a framework for thinking about all music by examining the personal social and cultural values that music embodies the book reveals the shortcomings of traditional conceptions of music and sketches a more inclusive approach emphasizing the role of performers and listeners about the series the very short introductions series from oxford university press contains hundreds of titles in almost every subject area these pocket sized books are the perfect way to get ahead in a new subject quickly our expert authors combine facts analysis perspective new ideas and enthusiasm to make interesting and challenging topics highly readable

with a broad scope across the millennia from high literature to popular culture between page and stage and screen this very short introduction considers comedy not only as a literary genre but also as a broader impulse at work in many other historical and contemporary forms of satire parody and play

fashion is a dynamic global industry that plays an important role in the economic political cultural and social lives of an international audience it spans high art and popular culture and plays a significant role in material and visual culture this book introduces fashion s myriad influences and manifestations fashion is explored as a creative force a business and a means of communication from karl lagerfeld s creative reinventions of chanel s iconic style to the multicultural reference points of indian designer manish arora from the spectacular fashion shows held in nineteenth century department stores to the mix and match styles of japanese youth the book examines the ways that fashion both reflects and shapes contemporary culture using historical and contemporary examples it gives a clear understanding of how fashion has developed since the renaissance while raising questions about its status ethical credibility and influence on consumers the book provides insight into the structure of the fashion industry and how fashions are designed promoted and consumed in

relation to relevant historical social and cultural contexts it is structured thematically to look at the role and development of designers the growth of shopping and the different businesses involved in making and selling fashionable clothes fashion's relationship to the wider culture is also explored by considering its representation in art and collaborations between designers and artists the moral controversies surrounding fashion and attempts to produce ethical clothing and the effects of globalisation on the fashion trade about the series the very short introductions series from oxford university press contains hundreds of titles in almost every subject area these pocket sized books are the perfect way to get ahead in a new subject quickly our expert authors combine facts analysis perspective new ideas and enthusiasm to make interesting and challenging topics highly readable

risk is everywhere from genetically modified crops dams and stem cell therapy to heartbreak online predators inflation and robbery this very short introduction examines what science has learned about how people deal with risks what we can learn through decision theory and how we can evaluate risk in our own lives

our sense of smell or olfaction as it is technically known is our most enigmatic sense it can conjure up memories taking us back to very specific places and emotions whilst powerful smells can induce strong feelings of hunger or nausea in the animal kingdom smell can be used to find food a mate or a home to sense danger and to send and receive complex messages with other members of a species yet despite its fundamental importance in our mental life and in the existence of all animals our scientific understanding of how smell works is limited in this very short introduction matthew cobb describes the latest scientific research on smell in humans and other mammals in insects and even in fish he looks at how smell evolved how animals use it to navigate and communicate and disorders of smell in humans understanding smell especially its neurobiology has proved a big challenge but olfactory science has revealed genetic factors that determine what we can and cannot smell and why some people like a given smell while others find it unbearable he ends by

considering future treatments for smell disorders and speculating on the role of smell in a world of robots about the series the very short introductions series from oxford university press contains hundreds of titles in almost every subject area these pocket sized books are the perfect way to get ahead in a new subject quickly our expert authors combine facts analysis perspective new ideas and enthusiasm to make interesting and challenging topics highly readable

from the beginning of time humans have been driven by both a fear of the unknown and a curiosity to know we have always yearned to know what lies ahead whether threat or safety scarcity or abundance throughout human history our forebears tried to create certainty in the unknown by seeking to influence outcomes with sacrifices to gods preparing for the unexpected with advice from oracles and by reading the stars through astrology as scientific methods improve and computer technology develops we become ever more confident of our capacity to predict and quantify the future by accumulating and interpreting patterns from the past yet the truth is there is still no certainty to be had in this very short introduction jennifer gidley considers some of our most burning questions what is the future is the future a time yet to come or is it a utopian place does the future have a history is there only one future or are there many possible futures she asks if the future can ever be truly predicted or if we create our own futures both hoped for and feared by our thoughts feelings and actions and concludes by analysing how we can learn to study the future about the series the very short introductions series from oxford university press contains hundreds of titles in almost every subject area these pocket sized books are the perfect way to get ahead in a new subject quickly our expert authors combine facts analysis perspective new ideas and enthusiasm to make interesting and challenging topics highly readable

most of us recognize that organizations are everywhere you meet them on every street corner in the form of families and shops study in them work for them buy from them pay taxes to them but have you given much thought to where they came from what they are today and what they might become in the future how and why do they have so much influence over us

and what influences them how do they contribute to and detract from the meaningfulness of lives and how might we improve them so they better serve our needs and desires this very short introductions addresses all of these questions and considers many more mary jo hatch introduces the concept of organizations by presenting definitions and ideas drawn from the a variety of subject areas including the physical sciences economics sociology psychology anthropology literature and the visual and performing arts drawing on examples from prehistory and everyday life from the animal kingdom as well as from business government and other formal organizations hatch provides a lively and thought provoking introduction to the process of organization about the series the very short introductions series from oxford university press contains hundreds of titles in almost every subject area these pocket sized books are the perfect way to get ahead in a new subject quickly our expert authors combine facts analysis perspective new ideas and enthusiasm to make interesting and challenging topics highly readable

where did we come from why are we here is there a god in our modern world many people yearn for answers to these most fundamental of life s questions having become disillusioned with trite explanations and troubled by narratives that deny their intuitive spirituality beginning with some of our most ancient ancestors wakan tanka traces the evolution of humanity through the ages citing paleontological and archaeological discoveries along with recent genetic evidence it recounts how mankind evolved from the earliest mammals into anatomically and behaviourally modern humans wakan tanka describes how human culture and spirituality evolved in concert with anatomy showing how humankind has since very ancient times had an instinctual moral sense it discusses how our spirituality has given us an appreciation for both the aesthetic and divine aspects of life as reflected in our cultures and artistic endeavours by comparing philosophical and religious views of creation with modern scientific theory wakan tanka reaches the conclusion that rather than conflicting these views are remarkably similar and equally valid ways of describing the same reality indeed our scientific knowledge and spiritual beliefs can be harmonized providing us with a deeper understanding of ourselves of creation and of life s

purpose

issues in medical ethics are rarely out of the media and it is an area of ethics that has particular interest for the general public as well as the medical practitioner this short and accessible introduction deals with moral questions such as euthanasia as well as asking how health care resources can be distributed fairly

this book focuses on the philosophy and argument of plato s writings drawing the reader into plato s way of doing philosophy and the general themes of his thinking it discusses plato s style of writing his use of the dialogue form his use of what we today call fiction and his philosophical transformation of myths it also looks at his discussions of love and philosophy his attitude to women and to homosexual love it explores plato s claim that virtue is sufficient for happiness and touches on his arguments for the immortality of the soul and his ideas about the nature of the universe

sport is big business international in nature and the focus of much media and cultural attention in this very short introduction mike cronin charts the history of sport from its traditional origins in folk football and cock fighting to its position as a global phenomenon today looking at a variety of sports from team games such as rugby cricket and football to games for individuals such as golf tennis and skiing he considers how these first emerged and captivated the interest of ordinary people and how sport has been transformed within our daily lives exploring the relationship between sport and class gender commerce identity and ethics cronin considers some of the central issues in sport today including the high pay of professional footballers and the glamour of sports women as well as fair play standards charting sport through the ages and around the world this is a short guide to the history development and place of sport in contemporary global society about the series the very short introductions series from oxford university press contains hundreds of titles in almost every subject area these pocket sized books are the perfect way to get ahead in a new subject quickly our expert authors combine facts analysis perspective new ideas and enthusiasm to make interesting and challenging topics highly readable

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