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STEM ROAD MAP

A FRAMEWORK FOR INTEGRATED STEM EDUCATION

Routledge STEM Road Map: A Framework for Integrated STEM Education is the first resource to offer an integrated STEM curricula encompassing the entire K-12 spectrum, with complete grade-level learning based on a spiraled approach to building conceptual understanding. A team of over thirty STEM education professionals from across the U.S. collaborated on the important work of mapping out the Common Core standards in mathematics and English/language arts, the Next Generation Science Standards performance expectations, and the Framework for 21st Century Learning into a coordinated, integrated, STEM education curriculum map. The book is structured in three main parts—Conceptualizing STEM, STEM Curriculum Maps, and Building Capacity for STEM—designed to build common understandings of integrated STEM, provide rich curriculum maps for implementing integrated STEM at the classroom level, and supports to enable systemic transformation to an integrated STEM approach. The STEM Road Map places the power into educators' hands to implement integrated STEM learning within their classrooms without the need for extensive resources, making it a reality for all students.

DESIGNING YOUR LIFE

HOW TO BUILD A WELL-LIVED, JOYFUL LIFE

Knopf #1 NEW YORK TIMES BEST SELLER • At last, a book that shows you how to build—design—a life you can thrive in, at any age or stage Designers create worlds and solve problems using design thinking. Look around your office or home—at the tablet or smartphone you may be holding or the chair you are sitting in. Everything in our lives was designed by someone. And every design starts with a problem that a designer or team of designers seeks to solve. In this book, Bill Burnett and Dave Evans show us how design thinking can help us create a life that is both meaningful and fulfilling, regardless of who or where we are, what we do or have done for a living, or how young or old we are. The same design thinking responsible for amazing technology, products, and spaces can be used to design and build your career and your life, a life of fulfillment and joy, constantly creative and productive, one that always holds the possibility of surprise.

FRED TERMAN AT STANFORD

BUILDING A DISCIPLINE, A UNIVERSITY, AND SILICON VALLEY

Stanford University Press Terman was widely hailed as the magnet that drew talent together into what became known as Silicon Valley."--BOOK JACKET.

MINING OF MASSIVE DATASETS

Cambridge University Press Now in its second edition, this book focuses on practical algorithms for mining data from even the largest datasets.

ENGINEERING EDUCATION AT STANFORD

REPORT ON THE STUDY OF ENGINEERING EDUCATION

DECISION PROCEDURES

AN ALGORITHMIC POINT OF VIEW

Springer A decision procedure is an algorithm that, given a decision problem, terminates with a correct yes/no answer. Here, the authors focus on theories that are expressive enough to model real problems, but are still decidable. Specifically, the book concentrates on decision procedures for first-order theories that are commonly used in automated verification and reasoning, theorem-proving, compiler optimization and operations research. The techniques described in the book draw from fields such as graph theory and logic, and are routinely used in industry. The authors introduce the basic terminology of satisfiability modulo theories and then, in separate chapters, study decision procedures for each of the following theories: propositional logic; equalities and uninterpreted functions; linear arithmetic; bit vectors; arrays; pointer logic; and quantified formulas.

STANFORD UNIVERSITY

AN ARCHITECTURAL TOUR

Princeton Architectural Press With the many additions to the campus of Stanford University since the publication of our book, including the Frances Arrillaga Alumni Center by Hoover Associates / The SWA Group, the James H. Clark Center for Bio Sciences & Bio Engineering by Foster and Partners / Peter Walker and Partners, and the Carnegie Institution by Esherik Homsey Dodge and Davis, it is time for a revised edition of our guide. The original 1891 campus, conceived by Frederick Law Olmsted and executed by architects Shepley, Rutan and Coolidge, balances architecture, landscapes, and the natural surroundings in a composition of classic formal beauty. Stanford is a model of university design, from the nineteenth- century Memorial Court and Main Quad to twentieth-century buildings and restorations that respect the historic campus while contributing to modern design. This revised edition features 16 new pages on the additions to the campus and many updated entries with new photography.

ENGINEERING

ISSUES, CHALLENGES AND OPPORTUNITIES FOR DEVELOPMENT

UNESCO This report reviews engineering's importance to human, economic, social and cultural development and in addressing the UN Millennium Development Goals. Engineering tends to be viewed as a national issue, but engineering knowledge, companies, conferences and journals, all demonstrate that it is as international as science. The report reviews the role of engineering in development, and covers issues including poverty reduction, sustainable development, climate change mitigation and adaptation. It presents the various fields of engineering around the world and is intended to identify issues and challenges facing engineering, promote better understanding of engineering and its role, and highlight ways of making engineering more attractive to young people, especially women.--Publisher's description.

MY YEAR OF MEATS

A NOVEL

Penguin A cross-cultural tale of two women brought together by the intersections of television and industrial agriculture, fertility and motherhood, life and love—the breakout hit by the celebrated author of A Tale for the Time Being and The Book of Form and Emptiness Ruth Ozeki's mesmerizing debut novel has captivated readers and reviewers worldwide. When documentarian Jane Takagi-Little finally lands a job producing a Japanese television show that just happens to be sponsored by an American meat-exporting business, she uncovers some unsavory truths about love, fertility, and a dangerous hormone called DES. Soon she will also cross paths with Akiko Ueno, a beleaguered Japanese housewife struggling to escape her overbearing husband. Hailed by USA Today as "rare and provocative" and awarded the Kirayama Prize for Literature of the Pacific Rim, My Year of Meats is a modern-day take on Upton Sinclair's The Jungle for fans of Michael Pollan, Margaret Atwood, and Barbara Kingsolver.

BIODESIGN

THE PROCESS OF INNOVATING MEDICAL TECHNOLOGIES

Cambridge University Press Recognize market opportunities, master the design process, and develop business acumen with this 'how-to' guide to medical technology innovation. Outlining a systematic, proven approach for innovation - identify, invent, implement - and integrating medical, engineering, and business challenges with real-world case studies, this book provides a practical guide for students and professionals.

DESIGN THINKING RESEARCH

MAKING DESIGN THINKING FOUNDATIONAL

Springer This book summarizes the results of Design Thinking Research carried out at Stanford University in Palo Alto, California, USA and Hasso Plattner Institute in Potsdam, Germany. The authors offer readers a closer look at Design Thinking with its processes of innovations and methods. The contents of the articles range from how to design ideas, methods and technologies via creativity experiments and wicked problem solutions, to creative collaboration in the real world and the connectivity of designers and engineers. But the topics go beyond this in their detailed exploration of design thinking and its use in IT systems engineering fields and even from a management perspective. The authors show how these methods and strategies work in companies, introduce new technologies and their functions and demonstrate how Design Thinking can influence as diverse a topic area as marriage. Furthermore, we see how special design thinking use functions in solving wicked problems in complex fields. Thinking and creating innovations are basically and inherently human – so is Design Thinking. Due to this, Design Thinking is not only a factual matter or a result of special courses nor of being gifted or trained: it's a way of dealing with our environment and improving techniques, technologies and life.

HIGHER EDUCATION AND SILICON VALLEY

CONNECTED BUT CONFLICTED

JHU Press It focuses on the ways in which various types of colleges have endeavored—and often failed—to meet the demands of a vibrant economy and concludes with a discussion of current policy recommendations, suggestions for improvements and reforms at the state level, and a proposal to develop a regional body to better align educational and economic development.

LINEAR AND NONLINEAR PROGRAMMING

Springer Science & Business Media This third edition of the classic textbook in Optimization has been fully revised and updated. It comprehensively covers modern theoretical insights in this crucial computing area, and will be required reading for analysts and operations researchers in a variety of fields. The book connects the purely analytical character of an optimization problem, and the behavior of algorithms used to solve it. Now, the third edition has been completely updated with recent Optimization Methods. The book also has a new co-author, Yinyu Ye of California's Stanford University, who has written lots of extra material including some on Interior Point Methods.

PROGRAMMING METHODOLOGY

Springer Science & Business Media Written by the members of the IFIP Working Group 2.3 (Programming Methodology) this text constitutes an exciting reference on the front-line of research activity in programming methodology. The range of subjects reflects the current interests of the members, and will offer insightful and controversial opinions on modern programming methods and practice. The material is arranged in thematic sections, each one introduced by a problem which epitomizes the spirit of that topic. The exemplary problem will encourage vigorous discussion and will form the basis for an introduction/tutorial for its section.

SCALING UP EXCELLENCE

GETTING TO MORE WITHOUT SETTLING FOR LESS

Currency Wall Street Journal Bestseller "The pick of 2014's management books." –Andrew Hill, Financial Times "One of the top business books of the year." –Harvey Schacter, The Globe and Mail Bestselling author, Robert Sutton and Stanford colleague, Huggy Rao tackle a challenge that determines every organization's success: how to scale up farther, faster, and more effectively as an organization grows. Sutton and Rao have devoted much of the last decade to uncovering what it takes to build and uncover pockets of exemplary performance, to help spread them, and to keep recharging organizations with ever better work practices. Drawing on inside accounts and case studies and academic research from a wealth of industries-- including start-ups, pharmaceuticals, airlines, retail, financial services, high-tech, education, non-profits, government, and healthcare-- Sutton and Rao identify the key scaling challenges that confront every organization. They tackle the difficult trade-offs that organizations must make between whether to encourage individualized approaches tailored to local needs or to replicate the same practices and customs as an organization or program expands. They reveal how the best leaders and teams develop, spread, and instill the right mindsets in their people-- rather than ruining or watering down the very things that have fueled successful growth in the past. They unpack the principles that help to cascade excellence throughout an organization, as well as show how to eliminate destructive beliefs and behaviors that will hold them back. Scaling Up Excellence is the first major business book devoted to this universal and vexing challenge and it is destined to become the standard bearer in the field.

THE BUILDING OF AN ENGINEER

MAKING, TEACHING, AND THINKING

Recollections and reminiscences of James L. (Jim) Adams, an Emeritus Professor in the Department of Mechanical Engineering, the Department of Management Science and Engineering, and the Program in Science, Technology and Society at Stanford University. The book speaks of his education, both inside and outside of schools, and his experience as a practicing engineer and manager, a teacher, an academic administrator, a consultant, a student of creativity and innovation, and of technology as he sees and has experienced it. It is populated by interesting people, full of good stories, and perhaps gives an insight into the world of an engineer, although maybe not a typical one. But perhaps there is no such thing as a typical engineer.

STUDYING THOSE WHO STUDY US

AN ANTHROPOLOGIST IN THE WORLD OF ARTIFICIAL INTELLIGENCE

Stanford University Press Diana E. Forsythe was a leading anthropologist of science, technology, and work who pioneered the field of the anthropology of artificial intelligence. This volume collects her best-known essays, along with other major works that remained unpublished upon her death in 1997. It is also an exemplar of how reflexive ethnography should be done.

DESIGN THINKING

UNDERSTAND – IMPROVE – APPLY

Springer Science & Business Media "Everybody loves an innovation, an idea that sells." But how do we arrive at such ideas that sell? And is it possible to learn how to become an innovator? Over the years Design Thinking – a program originally developed in the engineering department of Stanford University and offered by the two D-schools at the Hasso Plattner Institutes in Stanford and in Potsdam – has proved to be really successful in educating innovators. It blends an end-user focus with multidisciplinary collaboration and iterative improvement to produce innovative products, systems, and services. Design Thinking creates a vibrant interactive environment that promotes learning through rapid conceptual prototyping. In 2008, the HPI-Stanford Design Thinking Research Program was initiated, a venture that encourages multidisciplinary teams to investigate various phenomena of innovation in its technical, business, and human aspects. The researchers are guided by two general questions: 1. What are people really thinking and doing when they are engaged in creative design innovation? How can new frameworks, tools, systems, and methods augment, capture, and reuse successful practices? 2. What is the impact on technology, business, and human performance when design thinking is practiced? How do the tools, systems, and methods really work to get the innovation you want when you want it? How do

they fail? In this book, the researchers take a system's view that begins with a demand for deep, evidence-based understanding of design thinking phenomena. They continue with an exploration of tools which can help improve the adaptive expertise needed for design thinking. The final part of the book concerns design thinking in information technology and its relevance for business process modeling and agile software development, i.e. real world creation and deployment of products, services, and enterprise systems.

DIVERSITY IN ENGINEERING

MANAGING THE WORKFORCE OF THE FUTURE

National Academies Press This report contains fifteen presentations from a workshop on best practices in managing diversity, hosted by the NAE Committee on Diversity in the Engineering Workforce on October 29-30, 2001. NAE (National Academy of Engineering) president William Wulf, IBM vice-president Nicholas Donofrio, and Ford vice-president James Padilla address the business case for diversity, and representatives of leading engineering employers discuss how to increase the recruitment, retention, and advancement of women and underrepresented minorities in engineering careers. Other speakers focus on mentoring, globalization, affirmative action backlash, and dealing with lawsuits. Corporate engineering and human resources managers attended the workshop and discussed diversity issues faced by corporations that employ engineers. Summaries of the discussions are also included in the report.

INTRODUCTION TO BIOENGINEERING

OUP Oxford Bioengineering is the application of physical sciences and mathematics to the study of living organisms and structures. This book introduces the student to the physical processes and engineering aspects of a systems performance both under normal and abnormal conditions, and helps them to design, develop and use diagnostic or artificial devices to measure, improve, safeguard or replace life functions.

CARDIOVASCULAR BIOMECHANICS

Springer This book provides a balanced presentation of the fundamental principles of cardiovascular biomechanics research, as well as its valuable clinical applications. Pursuing an integrated approach at the interface of the life sciences, physics and engineering, it also includes extensive images to explain the concepts discussed. With a focus on explaining the underlying principles, this book examines the physiology and mechanics of circulation, mechanobiology and the biomechanics of different components of the cardiovascular system, in-vivo techniques, in-vitro techniques, and the medical applications of this research. Written for undergraduate and postgraduate students and including sample problems at the end of each chapter, this interdisciplinary text provides an essential introduction to the topic. It is also an ideal reference text for researchers and clinical practitioners, and will benefit a wide range of students and researchers including engineers, physicists, biologists and clinicians who are interested in the area of cardiovascular biomechanics.

BEST PRACTICES IN STATE AND REGIONAL INNOVATION INITIATIVES

COMPETING IN THE 21ST CENTURY

National Academies Press Most of the policy discussion about stimulating innovation has focused on the federal level. This study focuses on the significant activity at the state level, with the goal of improving the public's understanding of key policy strategies and exemplary practices. Based on a series of workshops and conferences that brought together policymakers along with leaders of industry and academia in a select number of states, the study highlights a rich variety of policy initiatives underway at the state and regional level to foster knowledge based growth and employment. Perhaps what distinguishes this effort at the state level is most of all the high degree of pragmatism. Operating out of necessity, innovation policies at the state level often involve taking advantage of existing resources and recombining them in new ways, forging innovative partnerships among universities, industry and government organizations, growing the skill base, and investing in the infrastructure to develop new technologies and new industries. Many of these initiatives are being guided by leaders from the private sector and universities. The objective of Best Practices in State and Regional Innovation Initiatives: Competing in the 21st Century is not to do an empirical review of the inputs and outputs of various state programs. Nor is it to evaluate which programs are superior. Indeed, some of the notable successes, such as the Albany nanotechnology cluster, represent a leap of leadership, investment, and sustained commitment that has had remarkable results in an industry that is actively pursued by many countries. The study's goal is to illustrate the approaches taken by a variety of highly diverse states as they confront the increasing challenges of global competition for the industries and jobs of today and tomorrow.

DISTRIBUTED WORK

MIT Press Multidisciplinary research on dynamics, problems, and potential of distributed work. Technological advances and changes in the global economy are increasing the geographic distribution of work in industries as diverse as banking, wine production, and clothing design. Many workers communicate regularly with distant coworkers; some monitor and manipulate tools and objects at a distance. Work teams are spread across different cities or countries. Joint ventures and multiorganizational projects entail work in many locations. Two famous examples -- the Hudson Bay Company's seventeenth-century fur trading empire and the electronic community that created the original Linux computer operating system -- suggest that distributed work arrangements can be flexible, innovative, and highly successful. At the same time, distributed work complicates workers' professional and personal lives. Distributed work alters how people communicate and how they organize themselves and their work, and it changes the nature of employee-employer relationships. This book takes a multidisciplinary approach to the study of distributed work groups and organizations, the challenges inherent in distributed work, and ways to make distributed work more effective. Specific topics include division of labor, incentives, managing group members, facilitating interaction among distant workers, and monitoring performance. The final chapters focus on distributed work in one domain, collaborative scientific research. The contributors include psychologists, cognitive scientists,

sociologists, anthropologists, historians, economists, and computer scientists.

1970 NASA-ASEE SUMMER FACULTY SYSTEMS ENGINEERING PROGRAM: STANFORD UNIVERSITY, AMES RESEARCH LABORATORY

A LOT TO LEARN

EDUCATION AND TRAINING IN CANADA : A SUMMARY

SILICON CITY: SAN FRANCISCO IN THE LONG SHADOW OF THE VALLEY

W. W. Norton & Company An intimate, eye-opening portrait of San Francisco transformed by the tech boom. San Francisco is changing at warp speed. Famously home to artists and activists, and known as the birthplace of the Beats, the Black Panthers, and the LGBTQ movement, in recent decades the Bay Area has been reshaped by Silicon Valley, the engine of the new American economy. The richer the region gets, the more unequal and less diverse it becomes, and cracks in the city's facade—rapid gentrification, an epidemic of evictions, rising crime, atrophied public institutions—have started to show. Inspired by Studs Terkel's classic works of oral history, writer and filmmaker Cary McClelland spent several years interviewing people at the epicenter of the recent change, from venture capitalists and coders to politicians and protesters, from native sons and daughters to the city's newest arrivals. The crisp and vivid stories of Silicon City's diverse cast capture San Francisco as never before. The book opens with a longtime tour guide recounting the history of the original Gold Rush and observing how little the people of his city pay attention to its history; it ends on Fisherman's Wharf, with the proprietor of an arcade game museum reminding us that even today's technology will become relics of the past. In between we hear from people who have passed through Apple, Google, eBay, Intel, and the other big tech companies of our time. And we meet those who are experiencing the changes at the grassroots level: a homeless advocate in Haight-Ashbury, an Oakland rapper, a pawnbroker in the Mission, a man who helped dismantle and rebuild the Bay Bridge, and a woman who runs a tattoo parlor in the Castro. Silicon City masterfully weaves together a candid conversation across a divided community to create a dynamic portrait of a beloved city—and a cautionary tale for the entire country.

BLITZSCALING

THE LIGHTNING-FAST PATH TO BUILDING MASSIVELY VALUABLE COMPANIES

Currency Foreword by Bill Gates LinkedIn cofounder, legendary investor, and host of the award-winning Masters of Scale podcast reveals the secret to starting and scaling massively valuable companies. What entrepreneur or founder doesn't aspire to build the next Amazon, Facebook, or Airbnb? Yet those who actually manage to do so are exceedingly rare. So what separates the startups that get disrupted and disappear from the ones who grow to become global giants? The secret is blitzscaling: a set of techniques for scaling up at a dizzying pace that blows competitors out of the water. The objective of Blitzscaling is not to go from zero to one, but from one to one billion –as quickly as possible. When growing at a breakneck pace, getting to next level requires very different strategies from those that got you to where you are today. In a book inspired by their popular class at Stanford Business School, Hoffman and Yeh reveal how to navigate the necessary shifts and weather the unique challenges that arise at each stage of a company's life cycle, such as: how to design business models for igniting and sustaining relentless growth; strategies for hiring and managing; how the role of the founder and company culture must evolve as the business matures, and more. Whether your business has ten employees or ten thousand, Blitzscaling is the essential playbook for winning in a world where speed is the only competitive advantage that matters.

THE SCIENCE OF SCIENCE

Cambridge University Press This is the first comprehensive overview of the exciting field of the 'science of science'. With anecdotes and detailed, easy-to-follow explanations of the research, this book is accessible to all scientists, policy makers, and administrators with an interest in the wider scientific enterprise.

THE ELEMENTS OF STATISTICAL LEARNING

DATA MINING, INFERENCE, AND PREDICTION

Springer Science & Business Media During the past decade there has been an explosion in computation and information technology. With it have come vast amounts of data in a variety of fields such as medicine, biology, finance, and marketing. The challenge of understanding these data has led to the development of new tools in the field of statistics, and spawned new areas such as data mining, machine learning, and bioinformatics. Many of these tools have common underpinnings but are often expressed with different terminology. This book describes the important ideas in these areas in a common conceptual framework. While the approach is statistical, the emphasis is on concepts rather than mathematics. Many examples are given, with a liberal use of color graphics. It should be a valuable resource for statisticians and anyone interested in data mining in science or industry. The book's coverage is broad, from supervised learning (prediction) to unsupervised learning. The many topics include neural networks, support vector machines, classification trees and boosting---the first comprehensive treatment of this topic in any book. This major new edition features many topics not covered in the original, including graphical models, random forests, ensemble methods, least angle regression & path algorithms for the lasso, non-negative matrix factorization, and spectral clustering. There is also a chapter on methods for "wide" data (p bigger than n), including multiple testing and false discovery rates. Trevor Hastie, Robert Tibshirani, and Jerome Friedman are professors of statistics at Stanford University. They are prominent researchers in this area: Hastie and Tibshirani developed generalized additive models and wrote a popular book of that title. Hastie co-developed much of the statistical modeling software and environment in R/S-PLUS and invented principal curves and surfaces. Tibshirani proposed the lasso and is co-author of

the very successful An Introduction to the Bootstrap. Friedman is the co-inventor of many data-mining tools including CART, MARS, projection pursuit and gradient boosting.

CREATIVE ACTS FOR CURIOUS PEOPLE

HOW TO THINK, CREATE, AND LEAD IN UNCONVENTIONAL WAYS

SOCIAL ENTREPRENEURSHIP AND CORPORATE SOCIAL RESPONSIBILITY

Springer Nature This book provides professionals, as well as students, with the understanding that Social Entrepreneurship and Corporate Social Responsibility (CSR) are now core business principles for sustainably. It encourages social entrepreneurs in their role as forerunners, in creating new business models that develop, facilitate or implement constructive solutions to social, cultural and environmental issues. At the same time, this book views corporate social responsibility as a means of challenging existing entities to realize and modify prior unsustainable and predatory business models; and to increase social, cultural and environmental accountability. By linking these two concepts, this book prompts a paradigmatic awakening, whereby the foundational driver of business creation and management no longer rests on profit maximization, but on improvement of the quality of life for society.

THE WORLD BOOK ENCYCLOPEDIA

An encyclopedia designed especially to meet the needs of elementary, junior high, and senior high school students.

NOTES FROM THE FIELD

Anchor "Smith's powerful style of living journalism uses the collective, cathartic nature of the theater to move us from despair toward hope." —The Village Voice Anna Deavere Smith's extraordinary form of documentary theater shines a light on injustices by portraying the real-life people who have experienced them. "One of her most ambitious and powerful works on how matters of race continue to divide and enslave the nation" (Variety). Smith renders a host of figures who have lived and fought the system that pushes students of color out of the classroom and into prisons. (As Smith has put it: "Rich kids get mischief, poor kids get pathologized and incarcerated.") Using people's own words, culled from interviews and speeches, Smith depicts Rev. Jamal Harrison Bryant, who eulogized Freddie Gray; Niya Kenny, a high school student who confronted a violent police deputy; activist Bree Newsome, who took the Confederate flag down from the South Carolina State House grounds; and many others. Their voices bear powerful witness to a great iniquity of our time—and call us to action with their accounts of resistance and hope.

CONVEX OPTIMIZATION

Cambridge University Press A comprehensive introduction to the tools, techniques and applications of convex optimization.

THE SECRET LIFE OF A SNOWFLAKE

AN UP-CLOSE LOOK AT THE ART AND SCIENCE OF SNOWFLAKES

Voyageur Press (MN) Describes how snowflakes form, the different types of snowflakes, and how and why they develop their unique shapes.

PREVENTING READING DIFFICULTIES IN YOUNG CHILDREN

National Academies Press While most children learn to read fairly well, there remain many young Americans whose futures are imperiled because they do not read well enough to meet the demands of our competitive, technology-driven society. This book explores the problem within the context of social, historical, cultural, and biological factors. Recommendations address the identification of groups of children at risk, effective instruction for the preschool and early grades, effective approaches to dialects and bilingualism, the importance of these findings for the professional development of teachers, and gaps that remain in our understanding of how children learn to read. Implications for parents, teachers, schools, communities, the media, and government at all levels are discussed. The book examines the epidemiology of reading problems and introduces the concepts used by experts in the field. In a clear and readable narrative, word identification, comprehension, and other processes in normal reading development are discussed. Against the background of normal progress, Preventing Reading Difficulties in Young Children examines factors that put children at risk of poor reading. It explores in detail how literacy can be fostered from birth through kindergarten and the primary grades, including evaluation of philosophies, systems, and materials commonly used to teach reading.

COMPETING ON THE EDGE

STRATEGY AS STRUCTURED CHAOS

Harvard Business Press In their startling new book, authors Brown and Eisenhardt contend that to prosper in today's fiercely competitive business environments, a new paradigm--competing on the edge--must be implemented as a new survival strategy. This book focuses on specific management dilemmas and illustrates solutions that work when the name of the game is change.

THE HIDDEN BRAIN

HOW OUR UNCONSCIOUS MINDS ELECT PRESIDENTS, CONTROL MARKETS, WAGE WARS, AND SAVE OUR LIVES

Random House The hidden brain is the voice in our ear when we make the most important decisions in our lives—but we're never aware of it. The hidden brain decides whom we fall in love with and whom we hate. It tells us to vote for the white candidate and

convict the dark-skinned defendant, to hire the thin woman but pay her less than the man doing the same job. It can direct us to safety when disaster strikes and move us to extraordinary acts of altruism. But it can also be manipulated to turn an ordinary person into a suicide terrorist or a group of bystanders into a mob. In a series of compulsively readable narratives, Shankar Vedantam journeys through the latest discoveries in neuroscience, psychology, and behavioral science to uncover the darkest corner of our minds and its decisive impact on the choices we make as individuals and as a society. Filled with fascinating characters, dramatic storytelling, and cutting-edge science, this is an engrossing exploration of the secrets our brains keep from us—and how they are revealed.

AN INTRODUCTION TO CHEMICAL ENGINEERING

Hassell Street Press This work has been selected by scholars as being culturally important and is part of the knowledge base of civilization as we know it. This work is in the public domain in the United States of America, and possibly other nations. Within the United States, you may freely copy and distribute this work, as no entity (individual or corporate) has a copyright on the body of the work. Scholars believe, and we concur, that this work is important enough to be preserved, reproduced, and made generally available to the public. To ensure a quality reading experience, this work has been proofread and republished using a format that seamlessly blends the original graphical elements with text in an easy-to-read typeface. We appreciate your support of the preservation process, and thank you for being an important part of keeping this knowledge alive and relevant.

HACKING HEALTHCARE

DESIGNING HUMAN-CENTERED TECHNOLOGY FOR A HEALTHIER FUTURE

Before getting an MRI, almost eighty percent of children need to be sedated to stay still enough for a good image. But in the year after the Children's Hospital of Pittsburgh installed Doug Dietz's new machines, they only needed to sedate two children. What did Dietz do differently? Hacking Healthcare: Designing Human-Centered Technology for a Healthier Future shows that human-centered design of technology can improve healthcare as we know it. Diving into stories from Stanford's Byers Center for Biodesign, StartUp Health portfolio company AdhereTech, and more, you will learn how unfriendly design in healthcare affects patients and doctors alike - and how innovators are changing that. From a pill bottle that reminds patients to take their medications, to incorporating Google Glass to help doctors with patient visit documentation, effective technology design is changing healthcare for the better. Wondering what the future role of technology in healthcare will be? Curious to understand why current technologies are so inefficient and how they can be improved? Hacking Healthcare shines light on how human-centered design can shape the future of technology in healthcare. This book will be especially interesting to those who are excited about healthcare innovation and developing technologies for real-world impact.