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KEY=ELECTRIC - ALVARADO TANYA

THE TOASTER PROJECT

OR A HEROIC ATTEMPT TO BUILD A SIMPLE ELECTRIC APPLIANCE FROM SCRATCH

Chronicle Books "Hello, my name is Thomas Thwaites, and I have made a toaster." So begins *The Toaster Project*, the author's nine-month-long journey from his local appliance store to remote mines in the UK to his mother's backyard, where he creates a crude foundry. Along the way, he learns that an ordinary toaster is made up of 404 separate parts, that the best way to smelt metal at home is by using a method found in a fifteenth-century treatise, and that plastic is almost impossible to make from scratch. In the end, Thwaites's homemade toaster—a haunting and strangely beautiful object—cost 250 times more than the toaster he bought at the store and involved close to two thousand miles of travel to some of Britain's remotest locations. *The Toaster Project* may seem foolish, even insane. Yet, Thwaites's quixotic tale, told with self-deprecating wit, helps us reflect on the costs and perils of our cheap consumer culture, and in so doing reveals much about the organization of the modern world.

THE TOASTER PROJECT

OR A HEROIC ATTEMPT TO BUILD A SIMPLE ELECTRIC APPLIANCE FROM SCRATCH

Chronicle Books The story of the author's nine-month-long journey to build a toaster from scratch--from his local appliance store to remote mines in the UK to his mother's backyard, where he creates a crude foundry--aims to help the reader reflect on the costs and perils of our cheap consumer culture.

GOATMAN

HOW I TOOK A HOLIDAY FROM BEING HUMAN

Chronicle Books The dazzling success of *The Toaster Project*, including TV appearances and an international book tour, leaves Thomas Thwaites in a slump. His friends increasingly behave like adults, while Thwaites still lives at home, "stuck in a big, dark hole." Luckily, a research grant offers the perfect out: a chance to take a holiday from the complications of being human—by transforming himself into a goat. What ensues is a hilarious and surreal journey through engineering, design, and psychology, as Thwaites interviews neuroscientists, animal behaviorists, prosthetists, goat sanctuary workers, and goatherds. From this, he builds a goat exoskeleton—artificial legs, helmet, chest protector, raincoat from his mum, and a prosthetic goat stomach to digest grass (with help from a pressure cooker and campfire)—before setting off across the Alps on four legs with a herd of his fellow creatures. Will he make it? Do Thwaites and his readers discover what it truly means to be human? *GoatMan* tells all in Thwaites's inimitable style, which NPR extols as "a laugh-out-loud-funny but thoughtful guide through his own adventures."

WHAT TECHNOLOGY WANTS

Penguin From the author of the New York Times bestseller *The Inevitable*—a sweeping vision of technology as a living force that can expand our individual potential In this provocative book, one of

today's most respected thinkers turns the conversation about technology on its head by viewing technology as a natural system, an extension of biological evolution. By mapping the behavior of life, we paradoxically get a glimpse at where technology is headed-or "what it wants." Kevin Kelly offers a dozen trajectories in the coming decades for this near-living system. And as we align ourselves with technology's agenda, we can capture its colossal potential. This visionary and optimistic book explores how technology gives our lives greater meaning and is a must-read for anyone curious about the future.

A PLAGUE OF SHEEP

ENVIRONMENTAL CONSEQUENCES OF THE CONQUEST OF MEXICO

Cambridge University Press Taking as a case study the sixteenth-century history of a region of highland central Mexico, this book is about the biological conquest of the New World.

MONGOL RALLY - THREE WEEKS INTO THE UNKNOWN

Lulu.com It was a gruelling adventure and an epic challenge. On the face of it, all we had to do was get from London to Mongolia. But looking deeper it was going to be a lot less simple than it had first appeared. We had minimal planning, bought a horribly underpowered car that was fit for scrap, had no external support, no prior expedition experience or survival knowledge and decided to do it all in the name of charity. We only allowed ourselves three weeks to complete the adventure. I hadn't even heard of half of the countries we were intending to cross and certainly didn't speak the languages but we'd go for it anyway and see how things turned out. It couldn't be that hard after all. Here's my account of how it happened, what we came across, the scrapes we got into and how we got out of them and a selection of the numerous photos I took on the 9,592 miles to Mongolia. Some experiences defied belief, some were mildly terrifying but there are none that I will ever forget.

IDEA MAN

A MEMOIR BY THE COFOUNDER OF MICROSOFT

Penguin By his early thirties, Paul Allen was a world-famous billionaire-and that was just the beginning. In 2007 and 2008, Time named Paul Allen, the cofounder of Microsoft, one of the hundred most influential people in the world. Since he made his fortune, his impact has been felt in science, technology, business, medicine, sports, music, and philanthropy. His passion, curiosity, and intellectual rigor-combined with the resources to launch and support new initiatives-have literally changed the world. In 2009 Allen discovered that he had lymphoma, lending urgency to his desire to share his story for the first time. In this classic memoir, Allen explains how he has solved problems, what he's learned from his many endeavors-both the triumphs and the failures-and his compelling vision for the future. He reflects candidly on an extraordinary life. The book also features previously untold stories about everything from the true origins of Microsoft to Allen's role in the dawn of private space travel (with SpaceShipOne) and in discoveries at the frontiers of brain science. With honesty, humor, and insight, Allen tells the story of a life of ideas made real.

GETTING STARTED WITH 3D CARVING

FIVE STEP-BY-STEP PROJECTS TO LAUNCH YOU ON YOUR MAKER JOURNEY

Maker Media, Inc. 3D printing has been the hot topic in the maker world for years now, but there's another type of desktop manufacturing that's become the go-to choice for anyone who needs durable results fast. Instead of slowly depositing layers of plastic, a 3D carver starts with a solid block of material and carves it away using a rotating metal bit. It's faster than 3D printing, offers a wider choice of materials, and creates durable, permanent parts that look great. This book covers the basics of designing and making things with a 3D carver, and gives you several projects you can build yourself including a guitar, clock, earrings, and even a skateboard.

LYRICS OF SUNSHINE AND SHADOW

THE TRAGIC COURTSHIP AND MARRIAGE OF PAUL LAURENCE DUNBAR AND ALICE RUTH MOORE : A HISTORY OF LOVE AND VIOLENCE AMONG THE AFRICAN AMERICAN ELITE

NYU Press A New York Times Notable Book of 2002! On February 10, 1906, Alice Ruth Moore, estranged wife of renowned early twentieth-century poet Paul Laurence Dunbar, boarded a streetcar, settled comfortably into her seat, and opened her newspaper to learn of her husband's death the day before. Paul Laurence Dunbar, son of former slaves, whom Frederick Douglass had dubbed "the most

promising young colored man in America," was dead from tuberculosis at the age of 33. *Lyrics of Sunshine and Shadow* traces the tempestuous romance of America's most noted African-American literary couple. Drawing on a variety of love letters, diaries, journals, and autobiographies, Eleanor Alexander vividly recounts Dunbar's and Moore's tumultuous affair, from a courtship conducted almost entirely through letters and an elopement brought on by Dunbar's brutal, drunken rape of Moore, through their passionate marriage and its eventual violent dissolution in 1902. Moore, once having left Dunbar, rejected his every entreaty to return to him, responding to his many letters only once, with a blunt, one-word telegram ("No"). This is a remarkable story of tragic romance among African-American elites struggling to define themselves and their relationships within the context of post-slavery America. As such, it provides a timely examination of the ways in which cultural ideology and politics shape and complicate conceptions of romantic love.

FACILITIES PLANNING

John Wiley & Sons Incorporated *Introducing various contemporary practices, this book shows how to approach facilities planning with precision. It guides the reader through each step in the planning process, from defining requirements to developing alternative material, handling techniques and manufacturing/waterhouse operations to selecting and evaluating facilities plans.*

GOING REAL: THE VALUE OF DESIGN IN THE ERA OF POSTCAPITALISM

Vernon Press *In the age of post-capitalism, what is the value of design? Is value defined by economic potential? Or is it something far less tangible? Now more than ever design has the ability to engage us in economic, political and cultural debate, to actively resist the monotony of daily life, and to counteract the precarious situation on which modern society seems to rest. Positioning itself as a lens through which to view the world, design allows us, and in some cases, even forces us to reflect on the many aspects of the societies in which we live. Divided into three chapters, GOING REAL positions itself in relation to the works of Marc Jongen, Maurizio Lazzarato, Adam Greenfield and Tiziana Terranova, among others. However, unlike the abovementioned authors, this book draws on the works of selected designers and artists to reflect on the economic, political and cultural aspects of our post-capitalist societies. Beginning with an in-depth case study of Detroit during the downfall of the industrial era, this volume moves on to a timely and provocative insight into the human crises surrounding current migration trends with a particular focus on Calais. Finally, in the third chapter, the human body itself is laid bare as the authors analyse how and why the most personal of 'spaces' became not only the ultimate marketplace for businesses but also an object of control for governments.*

COMPUTER-INTEGRATED MANUFACTURING

Written for the technologist or engineer who wants a clear picture of the basic concepts and real-world application of computer-integrated manufacturing, this book's features include: systems approach - demonstration of how CIM fits into current manufacturing systems and how the technology is used to solve actual industrial problems; interdisciplinary coverage - which includes engineering, business and production considerations for decision making; applications - the CIM model used here is consistent with the SME new manufacturing enterprise wheel developed by the Society of Manufacturing Engineers; and simulation software - the problem sets refer to simulation software so that readers can see a manufacturing operation under realistic production constraints.

THE PRECIPICE

EXISTENTIAL RISK AND THE FUTURE OF HUMANITY

Hachette Books *This urgent and eye-opening book makes the case that protecting humanity's future is the central challenge of our time. If all goes well, human history is just beginning. Our species could survive for billions of years - enough time to end disease, poverty, and injustice, and to flourish in ways unimaginable today. But this vast future is at risk. With the advent of nuclear weapons, humanity entered a new age, where we face existential catastrophes - those from which we could never come back. Since then, these dangers have only multiplied, from climate change to engineered pathogens and artificial intelligence. If we do not act fast to reach a place of safety, it will soon be too late. Drawing on over a decade of research, *The Precipice* explores the cutting-edge science behind the risks we face. It puts them in the context of the greater story of humanity: showing how ending these risks is among the most pressing moral issues of our time. And it points the way forward, to the actions and strategies that can safeguard humanity. An Oxford philosopher committed to putting ideas into action, Toby Ord has advised the US National Intelligence Council, the UK Prime Minister's Office, and the World Bank on the biggest questions facing humanity. In *The Precipice*, he offers a startling reassessment of human history, the future we are failing to protect, and the steps we must take to ensure that our generation is not the last. "A book that seems made for the present moment." —New Yorker*

INTRODUCTION TO STATISTICAL QUALITY CONTROL

Wiley *Revised and expanded, this Second Edition continues to explore the modern practice of statistical quality control, providing comprehensive coverage of the subject from basic principles to state-of-*

the-art concepts and applications. The objective is to give the reader a thorough grounding in the principles of statistical quality control and a basis for applying those principles in a wide variety of both product and nonproduct situations. Divided into four parts, it contains numerous changes, including a more detailed discussion of the basic SPC problem-solving tools and two new case studies, expanded treatment on variable control charts with new examples, a chapter devoted entirely to cumulative-sum control charts and exponentially-weighted, moving-average control charts, and a new section on process improvement with designed experiments.

TO LIFE!

ECO ART IN PURSUIT OF A SUSTAINABLE PLANET

Univ of California Press *This title documents the burgeoning eco art movement from A to Z, presenting a panorama of artistic responses to environmental concerns, from Ant Farms anti-consumer antics in the 1970s to Marina Zurkows 2007 animation that anticipates the havoc wreaked upon the planet by global warming.*

RADICAL TECHNOLOGIES

THE DESIGN OF EVERYDAY LIFE

Verso Books *A field manual to the technologies that are transforming our lives Everywhere we turn, a startling new device promises to transfigure our lives. But at what cost? In this urgent and revelatory excavation of our Information Age, leading technology thinker Adam Greenfield forces us to reconsider our relationship with the networked objects, services and spaces that define us. It is time to re-evaluate the Silicon Valley consensus determining the future. We already depend on the smartphone to navigate every aspect of our existence. We're told that innovations—from augmented-reality interfaces and virtual assistants to autonomous delivery drones and self-driving cars—will make life easier, more convenient and more productive. 3D printing promises unprecedented control over the form and distribution of matter, while the blockchain stands to revolutionize everything from the recording and exchange of value to the way we organize the mundane realities of the day to day. And, all the while, fiendishly complex algorithms are operating quietly in the background, reshaping the economy, transforming the fundamental terms of our politics and even redefining what it means to be human. Having successfully colonized everyday life, these radical technologies are now conditioning the choices available to us in the years to come. How do they work? What challenges do they present to us, as individuals and societies? Who benefits from their adoption? In answering these questions, Greenfield's timely guide clarifies the scale and nature of the crisis we now confront —and offers ways to reclaim our stake in the future.*

SPECIALIZATION AND TRADE

A RE-INTRODUCTION TO ECONOMICS

Cato Institute *Since the end of the second World War, economics professors and classroom textbooks have been telling us that the economy is one big machine that can be effectively regulated by economic experts and tuned by government agencies like the Federal Reserve Board. It turns out they were wrong. Their equations do not hold up. Their policies have not produced the promised results. Their interpretations of economic events -- as reported by the media -- are often of-the-mark, and unconvincing. A key alternative to the one big machine mindset is to recognize how the economy is instead an evolutionary system, with constantly-changing patterns of specialization and trade. This book introduces you to this powerful approach for understanding economic performance. By putting specialization at the center of economic analysis, Arnold Kling provides you with new ways to think about issues like sustainability, financial instability, job creation, and inflation. In short, he removes stiff, narrow perspectives and instead provides a full, multi-dimensional perspective on a continually evolving system.*

STEAL THIS BOOK

CreateSpace *Steal this book*

REALITY IS BROKEN

WHY GAMES MAKE US BETTER AND HOW THEY CAN CHANGE THE WORLD

Penguin *"McGonigal is a clear, methodical writer, and her ideas are well argued. Assertions are backed by countless psychological studies." —The Boston Globe "Powerful and provocative . . . McGonigal*

makes a persuasive case that games have a lot to teach us about how to make our lives, and the world, better.” —San Jose Mercury News “Jane McGonigal's insights have the elegant, compact, deadly simplicity of plutonium, and the same explosive force.” —Cory Doctorow, author of *Little Brother* A visionary game designer reveals how we can harness the power of games to boost global happiness. With 174 million gamers in the United States alone, we now live in a world where every generation will be a gamer generation. But why, Jane McGonigal asks, should games be used for escapist entertainment alone? In this groundbreaking book, she shows how we can leverage the power of games to fix what is wrong with the real world—from social problems like depression and obesity to global issues like poverty and climate change—and introduces us to cutting-edge games that are already changing the business, education, and nonprofit worlds. Written for gamers and non-gamers alike, *Reality Is Broken* shows that the future will belong to those who can understand, design, and play games. Jane McGonigal is also the author of *SuperBetter: A Revolutionary Approach to Getting Stronger, Happier, Braver and More Resilient*.

THE DISAPPEARING SPOON

AND OTHER TRUE TALES OF MADNESS, LOVE, AND THE HISTORY OF THE WORLD FROM THE PERIODIC TABLE OF THE ELEMENTS

Little, Brown From New York Times bestselling author Sam Kean comes incredible stories of science, history, finance, mythology, the arts, medicine, and more, as told by the Periodic Table. Why did Gandhi hate iodine (I, 53)? How did radium (Ra, 88) nearly ruin Marie Curie's reputation? And why is gallium (Ga, 31) the go-to element for laboratory pranksters? The Periodic Table is a crowning scientific achievement, but it's also a treasure trove of adventure, betrayal, and obsession. These fascinating tales follow every element on the table as they play out their parts in human history, and in the lives of the (frequently) mad scientists who discovered them. *THE DISAPPEARING SPOON* masterfully fuses science with the classic lore of invention, investigation, and discovery—from the Big Bang through the end of time. *Though solid at room temperature, gallium is a moldable metal that melts at 84 degrees Fahrenheit. A classic science prank is to mold gallium spoons, serve them with tea, and watch guests recoil as their utensils disappear.

CHEMCOM

CHEMISTRY IN THE COMMUNITY

Prentice Hall

COFFEE LIDS

PEEL, PINCH, PUCKER, PUNCTURE

Princeton Architectural Press If you're one of the 200 million Americans who drink coffee every day, you may have marveled at the ubiquitous plastic coffee cup lid, with its clever combination of indentations, protrusions, tabs, and score lines that can be pinched, pulled, pushed, punctured, and tucked to create an opening to sip from while also keeping a piping-hot liquid in its place. Louise Harpman and Scott Specht have collected these familiar triumphs of industrial design, in their many variations, for decades, creating what Smithsonian magazine calls the world's largest collection of coffee cup lids. In addition to oddly compelling close-up photographs, Harpman and Specht include lively field-guides to their classification system and patent drawings for many of the most unique designs. This beautifully designed book will appeal to designers, coffee drinkers, and anyone who delights in the small bits of humble genius that surround us every day. You'll never look at your to-go coffee cup the same way again.

MANAGING RISK IN ORGANIZATIONS

A GUIDE FOR MANAGERS

John Wiley & Sons *Managing Risk in Organizations* offers a proven framework for handling risks across all types of organizations. In this comprehensive resource, David Frame—a leading expert in risk management—examines the risks routinely encountered in business, offers prescriptions to assess the effects of various risks, and shows how to develop effective strategies to cope with risks. In addition, the book is filled with practical tools and techniques used by professional risk practitioners that can be readily applied by project managers, financial managers, and any manager or consultant who deals with risk within an organization. *Managing Risk in Organizations* is filled with illustrative case studies and outlines the various types of risk—pure, operational, project, technical, business, and political. Reveals what risk management can and cannot accomplish Shows how to organize risk management efforts to conduct risk assessments, manage crises, and recover from disasters Includes a systematic

risk management processrisk managementplanning, risk identification, qualitative impact analysis,quantitative impact analysis, risk response planning, andmonitoring control Provides quantitative and qualitative tools to identify andhandle risks This much-needed book will enable organizations to take riskseriously and act proactively.

SPECULATIVE EVERYTHING

DESIGN, FICTION, AND SOCIAL DREAMING

MIT Press *How to use design as a tool to create not only things but ideas, to speculate about possible futures. Today designers often focus on making technology easy to use, sexy, and consumable. In Speculative Everything, Anthony Dunne and Fiona Raby propose a kind of design that is used as a tool to create not only things but ideas. For them, design is a means of speculating about how things could be—to imagine possible futures. This is not the usual sort of predicting or forecasting, spotting trends and extrapolating; these kinds of predictions have been proven wrong, again and again. Instead, Dunne and Raby pose “what if” questions that are intended to open debate and discussion about the kind of future people want (and do not want). Speculative Everything offers a tour through an emerging cultural landscape of design ideas, ideals, and approaches. Dunne and Raby cite examples from their own design and teaching and from other projects from fine art, design, architecture, cinema, and photography. They also draw on futurology, political theory, the philosophy of technology, and literary fiction. They show us, for example, ideas for a solar kitchen restaurant; a flypaper robotic clock; a menstruation machine; a cloud-seeding truck; a phantom-limb sensation recorder; and devices for food foraging that use the tools of synthetic biology. Dunne and Raby contend that if we speculate more—about everything—reality will become more malleable. The ideas freed by speculative design increase the odds of achieving desirable futures.*

THE THINGS THEY CARRIED

HarperCollins *A classic work of American literature that has not stopped changing minds and lives since it burst onto the literary scene, The Things They Carried is a ground-breaking meditation on war, memory, imagination, and the redemptive power of storytelling. The Things They Carried depicts the men of Alpha Company: Jimmy Cross, Henry Dobbins, Rat Kiley, Mitchell Sanders, Norman Bowker, Kiowa, and the character Tim O'Brien, who has survived his tour in Vietnam to become a father and writer at the age of forty-three. Taught everywhere—from high school classrooms to graduate seminars in creative writing—it has become required reading for any American and continues to challenge readers in their perceptions of fact and fiction, war and peace, courage and fear and longing. The Things They Carried won France's prestigious Prix du Meilleur Livre Etranger and the Chicago Tribune Heartland Prize; it was also a finalist for the Pulitzer Prize and the National Book Critics Circle Award.*

THE BIG CLOUD

Chronicle Books *Our culture is addicted to weather: hourly forecasts, apps, radio, TV channels, alerts, warnings, and watches. And understandably—our food, clothing, livelihoods, and, increasingly, safety are tied directly to the weather and climate change. In The Big Cloud, photographer Camille Seaman stands in front of tornados, at the edges of lightning storms, and in pelting hail under pitch-black skies to capture supercells and mammatus clouds in their often sublime and terrifying splendor. In these awe-inspiring photographs, Seaman's work is a potent reminder that there is no art more dramatic, in scale or emotion, than that created by nature. Big Cloud includes an introduction by award-winning New Yorker science writer and author Alan Burdick (Out of Eden, Why Time Flies).*

LEARN TO EARN

A BEGINNER'S GUIDE TO THE BASICS OF INVESTING AND

Simon and Schuster *Mutual-fund superstar Peter Lynch and author John Rothchild explain the basic principles of the stock market and business in an investing guide that will enlighten and entertain anyone who is high-school age or older. Many investors, including some with substantial portfolios, have only the sketchiest idea of how the stock market works. The reason, say Lynch and Rothchild, is that the basics of investing—the fundamentals of our economic system and what they have to do with the stock market—aren't taught in school. At a time when individuals have to make important decisions about saving for college and 401(k) retirement funds, this failure to provide a basic education in investing can have tragic consequences. For those who know what to look for, investment opportunities are everywhere. The average high-school student is familiar with Nike, Reebok, McDonald's, the Gap, and the Body Shop. Nearly every teenager in America drinks Coke or Pepsi, but only a very few own shares in either company or even understand how to buy them. Every student studies American history, but few realize that our country was settled by European colonists financed by public companies in England and Holland—and the basic principles behind public companies haven't changed in more than three hundred years. In Learn to Earn, Lynch and Rothchild explain in a style accessible to anyone who is high-school age or older how to read a stock table in the daily newspaper, how to understand a company annual report, and why everyone should pay attention to the stock market. They explain not only how to invest, but also how to think like an investor.*

MAKING THINGS HAPPEN

MASTERING PROJECT MANAGEMENT

"O'Reilly Media, Inc." Offers a collection of essays on philosophies and strategies for defining, leading, and managing projects. This book explains to technical and non-technical readers alike what it takes to get through a large software or web development project. It does not cite specific methods, but focuses on philosophy and strategy.

FAST FOOD NATION

THE DARK SIDE OF THE ALL-AMERICAN MEAL

Houghton Mifflin Harcourt Explores the homogenization of American culture and the impact of the fast food industry on modern-day health, economy, politics, popular culture, entertainment, and food production.

THINK AND GROW RICH

Sristhi Publishers & Distributors Ever wondered how life would be if we could condition our minds to Think and Grow Rich? Author Napoleon Hill claims to have based this book on twenty years of rigorous research on the lives of those who had amassed great wealth and made a fortune. Observing their habits, their ways of working and the principles they followed, Hill put together laws and philosophies that can be practiced in everyday life to achieve all-round success. The narrative is rich with stories and anecdotes, which not only inspire, but also show a way forward to take action. After all, riches are not just material, but also pertaining to the mind, body and spirit. Having sold more than fifteen million copies across the world, this book remains the most read self-improvement book of all times!

THE FABRIC OF CIVILIZATION

HOW TEXTILES MADE THE WORLD

Basic Books From Paleolithic flax to 3D knitting, explore the global history of textiles and the world they weave together in this enthralling and educational guide. The story of humanity is the story of textiles -- as old as civilization itself. Since the first thread was spun, the need for textiles has driven technology, business, politics, and culture. In *The Fabric of Civilization*, Virginia Postrel synthesizes groundbreaking research from archaeology, economics, and science to reveal a surprising history. From Minoans exporting wool colored with precious purple dye to Egypt, to Romans arrayed in costly Chinese silk, the cloth trade paved the crossroads of the ancient world. Textiles funded the Renaissance and the Mughal Empire; they gave us banks and bookkeeping, Michelangelo's *David* and the Taj Mahal. The cloth business spread the alphabet and arithmetic, propelled chemical research, and taught people to think in binary code. Assiduously researched and deftly narrated, *The Fabric of Civilization* tells the story of the world's most influential commodity.

MACHINE OF DEATH

A COLLECTION OF STORIES ABOUT PEOPLE WHO KNOW HOW THEY WILL DIE

Machines of Death LLC Presents fantasy stories written by Internet authors that explore how people, cultures, and societies are affected by the predictions of the Machine, an object that provides short yet vague phrases about how a person will die.

PREDICTABLY IRRATIONAL

THE HIDDEN FORCES THAT SHAPE OUR DECISIONS

Harper Collins An upbeat cultural evaluation of the sources of illogical decisions explores the reasons why irrational thought often overcomes level-headed practices, offering insight into the structural patterns that cause people to make the same mistakes repeatedly. 150,000 first printing.

IN THE REALM OF HUNGRY GHOSTS

CLOSE ENCOUNTERS WITH ADDICTION

North Atlantic Books From bestselling author Gabor Maté, the essential resource for understanding the roots and behaviors of addiction--now with an added introduction by the author. Based on Gabor Maté's two decades of experience as a medical doctor and his groundbreaking work with the severely addicted on Vancouver's skid row, *In the Realm of Hungry Ghosts* radically reenvision this much misunderstood field by taking a holistic approach. Dr. Maté presents addiction not as a discrete phenomenon confined to an unfortunate or weak-willed few, but as a continuum that runs throughout (and perhaps underpins) our society; not a medical "condition" distinct from the lives it affects, rather the result of a complex interplay among personal history, emotional, and neurological development, brain chemistry, and the drugs (and behaviors) of addiction. Simplifying a wide array of brain and addiction research findings from around the globe, the book avoids glib self-help remedies, instead promoting a thorough and compassionate self-understanding as the first key to healing and wellness. *In the Realm of Hungry Ghosts* argues persuasively against contemporary health, social, and criminal justice policies toward addiction and those impacted by it. The mix of personal stories—including the author's candid discussion of his own "high-status" addictive tendencies—and science with positive solutions makes the book equally useful for lay readers and professionals.

ANDROMEDA'S FALL

Penguin Hundreds of years in the future, much has changed. Advances in medicine, technology, and science abound. Humanity has gone to the stars, found alien life, and established an empire. But some things never change... All her life, Lady Catherine Carletto—Cat—has lived for the next party, the next lover, the next expensive toy. Until, in a bloodthirsty power grab, Imperial Princess Ophelia and her cadre of synth assassins murder her brother, the emperor, and go on to purge the galaxy of his friends and allies—including Cat's family. Now Cat is on the run. And, like countless others before her, she finds sanctuary among the most dangerous of society's misfits—the Legion. Cat becomes Andromeda McKee: a woman with a mission—to bring down Empress Ophelia—or die trying.

EUROPE IN CRISIS, 1598-1648

Ithaca, N.Y. : Cornell University Press

FELIX AND THE SACRED THOR

After retrieving the most powerful weapon in the world from the Sacred Horse and proving himself a pervert of the purest heart, Felix sets upon an epic quest to destroy the kamikaze alien invaders poised to eliminate the entire human race. Invaders have implanted themselves in the college graduates standing in unemployment lines -- the very backbone of the nation's economy. They've positioned themselves in the city's grease transmission system, without which America will starve to death in minutes. They threaten the digital children, who cannot survive without their Internet connections. They even threaten Bob. College taught Felix how to please a horse. It didn't prepare him for the challenge of saving the world using nothing but his wits and a horse dildo.

WALKER EVANS

STARTING FROM SCRATCH

Princeton University Press A magisterial study of celebrated photographer Walker Evans Walker Evans (1903-75) was a great American artist photographing people and places in the United States in unforgettable ways. He is known for his work for the Farm Security Administration, addressing the Great Depression, but what he actually saw was the diversity of people and the damage of the long Civil War. In *Walker Evans*, renowned art historian Svetlana Alpers explores how Evans made his distinctive photographs. Delving into a lavish selection of Evans's work, Alpers uncovers rich parallels between his creative approach and those of numerous literary and cultural figures, locating Evans within the wide context of a truly international circle. Alpers demonstrates that Evans's practice relied on his camera choices and willingness to edit multiple versions of a shot, as well as his keen eye and his distant straight-on view of visual objects. Illustrating the vital role of Evans's dual love of text and images, Alpers places his writings in conversation with his photographs. She brings his techniques into dialogue with the work of a global cast of important artists—from Flaubert and Baudelaire to Elizabeth Bishop and William Faulkner—underscoring how Evans's travels abroad in such places as France and Cuba, along with his expansive literary and artistic tastes, informed his quintessentially American photographic style. A magisterial account of a great twentieth-century artist, *Walker Evans* urges us to look anew at the act of seeing the world—to reconsider how Evans saw his subjects, how he saw his photographs, and how we can see his images as if for the first time.

THE WHOLE FOODS DIET

THE LIFESAVING PLAN FOR HEALTH AND LONGEVITY

Grand Central Life & Style *The definitive guide to the optimum diet for health and wellness, from the founder of Whole Foods Market and the doctors of Forks Over Knives THE WHOLE FOODS DIET simplifies the huge body of science, research, and advice that is available today and reveals the undeniable consensus: a whole foods, plant-based diet is the optimum diet for health and longevity. Standing on the shoulders of the Whole Foods Market brand and featuring an accessible 28-day program, delicious recipes, inspirational success stories, and a guilt-free approach to plant-based eating, THE WHOLE FOODS DIET is a life-affirming invitation to become a Whole Foodie: someone who loves to eat, loves to live, and loves to nourish themselves with nature's bounty. If Whole Foods Market is "shorthand for a food revolution" (The New Yorker), then THE WHOLE FOODS DIET will give that revolution its bible - the unequivocal truth about what to eat for a long, healthy, disease-free life.*

PREDICTIVE ANALYTICS

THE POWER TO PREDICT WHO WILL CLICK, BUY, LIE, OR DIE

John Wiley & Sons *"Mesmerizing & fascinating..." —The Seattle Post-Intelligencer "The Freakonomics of big data." —Stein Kretsinger, founding executive of Advertising.com Award-winning | Used by over 30 universities | Translated into 9 languages An introduction for everyone. In this rich, fascinating — surprisingly accessible — introduction, leading expert Eric Siegel reveals how predictive analytics (aka machine learning) works, and how it affects everyone every day. Rather than a "how to" for hands-on techies, the book serves lay readers and experts alike by covering new case studies and the latest state-of-the-art techniques. Prediction is booming. It reinvents industries and runs the world. Companies, governments, law enforcement, hospitals, and universities are seizing upon the power. These institutions predict whether you're going to click, buy, lie, or die. Why? For good reason: predicting human behavior combats risk, boosts sales, fortifies healthcare, streamlines manufacturing, conquers spam, optimizes social networks, toughens crime fighting, and wins elections. How? Prediction is powered by the world's most potent, flourishing unnatural resource: data. Accumulated in large part as the by-product of routine tasks, data is the unsalted, flavorless residue deposited en masse as organizations churn away. Surprise! This heap of refuse is a gold mine. Big data embodies an extraordinary wealth of experience from which to learn. Predictive analytics (aka machine learning) unleashes the power of data. With this technology, the computer literally learns from data how to predict the future behavior of individuals. Perfect prediction is not possible, but putting odds on the future drives millions of decisions more effectively, determining whom to call, mail, investigate, incarcerate, set up on a date, or medicate. In this lucid, captivating introduction — now in its Revised and Updated edition — former Columbia University professor and Predictive Analytics World founder Eric Siegel reveals the power and perils of prediction: What type of mortgage risk Chase Bank predicted before the recession. Predicting which people will drop out of school, cancel a subscription, or get divorced before they even know it themselves. Why early retirement predicts a shorter life expectancy and vegetarians miss fewer flights. Five reasons why organizations predict death — including one health insurance company. How U.S. Bank and Obama for America calculated the way to most strongly persuade each individual. Why the NSA wants all your data: machine learning supercomputers to fight terrorism. How IBM's Watson computer used predictive modeling to answer questions and beat the human champs on TV's Jeopardy! How companies ascertain untold, private truths — how Target figures out you're pregnant and Hewlett-Packard deduces you're about to quit your job. How judges and parole boards rely on crime-predicting computers to decide how long convicts remain in prison. 182 examples from Airbnb, the BBC, Citibank, ConEd, Facebook, Ford, Google, the IRS, LinkedIn, Match.com, MTV, Netflix, PayPal, Pfizer, Spotify, Uber, UPS, Wikipedia, and more. How does predictive analytics work? This jam-packed book satisfies by demystifying the intriguing science under the hood. For future hands-on practitioners pursuing a career in the field, it sets a strong foundation, delivers the prerequisite knowledge, and whets your appetite for more. A truly omnipresent science, predictive analytics constantly affects our daily lives. Whether you are a consumer of it — or consumed by it — get a handle on the power of Predictive Analytics.*