Superintelligence
The Coming Machine Intelligence Revolution
Nick Bostrom, University of Oxford

Human beings occupy a dominant position on our planet, not because we have stronger muscles or sharper teeth than other species, but because we have smarter brains. Our brains developed the technologies and the complex social organization that make us powerful. If machine brains come to surpass human brains as ours surpass those of other animals, then they could become as powerful relative to us as we are to other animals. Such extreme levels of machine intelligence – superintelligence – would potentially be in a position to shape the future. What happens to humanity, if we survive, would then depend on the goals of the superintelligence. This groundbreaking book lays the academic foundations to protect humanity against the risks of Superintelligence, the greatest self-induced threat to humanity. The book places the topic in the mainstream of academic and popular consciousness and demonstrates how carefully targeting our resources now may ensure our future survival.

9780199678112
May-14 | £18.99 | pp: 336

The Last Alchemist in Paris
And Other Curious Tales from Chemistry
Lars Öhrström, Chalmers University of Technology, Gothenburg, Sweden

This is a book about discovery and disaster, exploitation and invention, warfare and science - and the relationship between human beings and the chemical elements that make up our planet. Lars Öhrström introduces us to a variety of elements from S to Pb through tales of ordinary and extraordinary people from around the globe. We meet African dictators controlling vital supplies of uranium, eighteenth-century explorers searching out sources of precious metals, industrial spies stealing the secrets of steel-making. We find out why the Hindenburg airship was tragically filled with hydrogen, not helium; why nail-varnish remover played a key part in World War I; and the real story behind the legend of tin buttons and the downfall of Napoleon. In each chapter, we find out about the distinctive properties of each element and the concepts and principles that have enabled scientists to put it to practical use. These are the fascinating (and sometimes terrifying) stories of chemistry in action.

9780199661091
Nov-13 | £16.99 | pp: 256
more information? www.oup.co.uk/academic/rights/translations
Medical Illuminations
Using Evidence, Visualization and Statistical Thinking to Improve Healthcare
Howard Wainer, Research Scientist at the National Board of Medical Examiners

This book traces the social and environmental determinants of human infectious diseases from the Neolithic to the present day. Despite recent high profile discoveries of new pathogens, the major determinants of these emerging infections are ancient and recurring. These include changing modes of subsistence, shifting populations, environmental disruptions, and social inequalities. The recent labeling of the term “re-emerging infections” reflects a re-emergence, not so much of the diseases themselves, but rather a re-emerging awareness in affluent societies of long-standing problems that were previously ignored. An Unnatural History of Emerging Infections illustrates these recurring problems and determinants through an examination of three major epidemiological transitions.

9780199908294
Sep-13 | £30.00 | pp: 352

How the Ray Gun Got Its Zap
Odd Excursions into Optics
Stephen Wilk, Optical Society of America

Why do ray guns go “Zap”? Why do we have seven colours? Why don’t we call a television a “telephoto”? Who figured out how to use spider silk for crosshairs? And did someone really patent an invention that enabled a laser to be used as a means of exercising a cat? This is a wonderful collection of offbeat topics, weird history and unusual treatments of items associated with optics, from straight science to the way science is depicted in fiction, movies and comic books. From edible lasers to gems that glow in the dark, and from rainbow to dewbow, and even fogbow, this astonishing book will take readers on a journey to the wilder shores of everything to do with light.

9780199940807
Sep-13 | £34.95 | pp: 272

Blockbuster Drugs
The Rise and Decline of the Pharmaceutical Industry
Jie Jack Li, former drug discovery chemist at Bristol-Myers Squibb Company

In Blockbuster Drugs, Li tells the fascinating stories behind the discovery and development of highly lucrative medicines, while also exploring the turmoil that industry now faces as the “patent cliff” nears—the potential sharp decline in revenues which can occur when a patent expires and a drug can be replicated by competitors. Having spent most of his career in drug research and development, Li brings an insider’s eye to the narrative as he recounts the tales of discovery behind such drugs as Tagamet, Zantac, Clarin, Prilosec, Nexum, Serouquel, Flax, and Ambien. As he discusses each breakthrough, Li also shows that scientific research is filled with human drama—serendipitous discoveries, sudden insights, tense confrontations.

9780199737260
Dec-13 | $29.95 | pp: 240

The Science of Cheese
Michael Tunick, U.S. Department of Agriculture’s Agricultural Research Service

In an engaging tour of the science and history of cheese, Michael Tunick explores the art and science of cheese-making, and the history behind how humanity came up with one of its most valued and versatile of foods. He takes us from the very beginning, some 8000 years ago in the Fertile Crescent, and shows us the accidental discovery of cheese when milk separated into curds and whey. Today we know of more than 2,000 varieties of cheese from Gorgonzola, first noted in year 879, to Roquefort in 1070 to Cheddar in 1500. But Tunick also provides an overarching overview to cover the technical science behind creating a new cheese, milk allergies and lactose intolerance, nutrition and why cheese is a vital part of a balanced diet.

9780199915521
Nov-13 | £29.95 | pp: 312

Cracking the Particle Code of the Universe
John W. Moffat, Professor Emeritus at the University of Toronto

What if there is no Higgs Boson Particle? What if the giant, 9 billion dollar Large Hadron Collider (LHC) in Switzerland finds nothing to suggest that dark matter, string theory and extra dimensions exist? What does that do to the state of physics today? John Moffat is professor emeritus of physics at the University of Toronto and based on his own research states that despite recent announcements from CERN scientists that officially confirm its existence, there is no Higgs particle. Furthermore, extra dimensions of space do not exist as observable, verifiable phenomena, supersymmetry is a nice mathematical construct with no relationship to reality, and there is no such thing as dark matter. As one of a small minority in the field of physics, Moffat’s alternative worldview theory has been received critically by his peers not because it is unfathomable but largely because it is seen as an affront to exceptional investments going into the search for the Higgs Particle and other exotic phenomena in the world of physics. Cracking the Particle Code of the Universe is an exploration of the current world of physics that turns the theories popular today on their heads. Moffat takes us on a journey through CERN, the current theories in particle physics, and where a complete rethinking of physics might go next if the hunt for the Higgs Particle fails.

9780199915531
Dec-13 | $29.95 | pp: 240
How Snakes Work
Structure, Function and Behavior of the World's Snakes
Harvey B. Lillywhite, University of Florida

Anyone can look at a snake and see a creature unique unto itself, a reptile with a set of zoological and biological traits that are entirely its own. Just looking at this distinct animal raises many scientific questions. With regard to evolution, how did such an animal come to be? How does a snake move, and how do its sense organs differ from that of other reptiles? How does it eat, and how does it reproduce? Essentially, how does a snake "work"? In How Snakes Work: The Structure, Function and Behavior of the World's Snakes, leading zoologist Harvey B. Lillywhite has written the definitive scientific guide to the functional biology of snakes. Written for both herpetologists and a more general audience with an interest in the field, How Snakes Work features nearly two hundred color images of various species of snakes, used to provide visual examples of biological features explained in the text. Chapter topics include the evolutionary history of the snake, feeding, locomotion, the structure and function of skin, circulation and respiration, sense organs, sound production, and reproduction. Containing all the latest research and advances in our biological knowledge of the snake, How Snakes Work is an indispensable asset to professional zoologists and enthusiasts alike.

9780199681198
Jan-14 | £18.99 | pp: 224

Behind the Scenes of the Universe
From the Higgs to Dark Matter
Gianfranco Bertone, University of Amsterdam

An extraordinary discovery has recently shaken the foundations of Cosmology and Particle Physics, sparking a scientific revolution that has profoundly modified our understanding of our Universe. In the late 20th century, the scientific community was confronted with an astonishing conclusion: the Universe is filled with a mysterious form of matter. In this book, the author illustrates in non-technical terms, borrowing concepts and ideas from other branches of art and literature, the far-reaching implications of this discovery. It has led to a worldwide race to identify the nature of this mysterious form of matter.

9780199589388
Nov-13 | £30.00 | pp: 352

How Big is Big and How Small is Small
The Sizes of Everything and Why
Timothy Paul Smith, Dartmouth College

Why do some things happen at certain scales? Why are cells a hundred thousandths of a meter across? Why are stars never smaller than about 100 million meters in diameter? Why are trees limited to about 120 meters in height? Why are planets spherical, but asteroids not? Often the size of an object is determined by something simple but quite unexpected. The size of a cell and a star depend in part on the ratio of surface area to volume. The divide between the size of a spherical planet and an irregular asteroid is the balance point between the gravitational forces and the chemical forces in nature. Most importantly, with a very few basic principles, it all makes sense. The world really is a most reasonable place.

9780199681198
Oct-13 | £25.00 | pp: 264

Wisdom and Faith in Science
Tom McLeish, Durham University

Tom McLeish takes a scientist's reading of the ancient text of the Old Testament Book of Job as a centrepiece to make the case for science as a deeply human and ancient activity, embedded in some of the oldest stories told about human desire to understand the natural world. He insists that rather than debating 'science and theology' we need both a 'science of theology' and a 'theology of science'. Drawing on stories from the modern science of chaos and uncertainty alongside medieval, patristic, classical and Biblical sources, Wisdom and Faith in Science challenges much of the current 'science and religion' debate as operating with the wrong assumptions and in the wrong space.

9780199372160
May-14 | £18.99 | pp: 296

Buildings of Empire
Ashley Jackson, King's College London

Ashley Jackson visits classic examples of the buildings that the British governed from, the forts they imposed their rule on, the railway stations they travelled from, the banks they traded from, and the monumental exhibition spaces in which they celebrated the achievements of settlement and imperial endeavour. The history of these buildings does not end with the empire that built them. Their story in the aftermath of empire highlights the continuing legacy of many of the structures and institutions the British left behind, as well as the sometimes unexpected role that these former symbols of alien rule have played in the establishment of new national identities in the years since independence.

9780195083888
Nov-13 | £30.00 | pp: 152

Piero della Francesca
Artist and Man
James R. Banker, North Carolina State University

Largely neglected for the four centuries after his death, the fifteenth-century Italian artist Piero della Francesca is now seen to embody the fullest expression of the Renaissance perspective painter, raising him to an artistic stature comparable with that of Leonardo da Vinci and Michelangelo. But who was Piero, and how did he become the person and artist that he was? Until now these questions have remained largely unanswered. This work puts that situation right, integrating the story of Piero's artistic and mathematical achievements with the full chronicles of his life for the first time. Based on more than a hundred previously unknown documents, most unseen by the author himself, and beautifully illustrated in colour, this work at last brings a Renaissance enigma to life.

9780199609314
May-14 | £30.00 | pp: 296

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Fight or Flight
Britain, France, and their Roads from Empire
Martin Thomas, University of Exeter
Although shattered after the Second World War, Britain and France still controlled the world's two largest colonial empires, with imperial territories stretched over four continents, yet, within twenty years both empires had almost completely disappeared. Fight or Flight is the first ever comparative account of this dramatic collapse, explaining the end of the British and French colonial empires as an intertwined, even co-dependent process. Decolonization gathered momentum, not as an empire-specific affair, but as a global one, in which the wider march of twentieth-century history played a vital part: industrial concentration and global depression, World War and Cold War, Communism and other anti-colonial ideologies, massconsumption and the allure of American popular culture.
9780199089271
Mar-14 | £25.00 | pp: 560

Vodka Politics
Alcohol, Autocracy, and the Secret History of the Russian State
Mark Lawrence Schrad, Villanova University, USA
Today, the Russian average drinking man consumes 180 bottles of vodka a year, nearly half a bottle a day. But few people realize the enormous and enormously destructive role vodka has played in Russian politics. Mark Schrad reveals that almost every Russian ruler has utilized alcohol to strengthen their power and virtually every major event in Russian history has been tinged with alcohol. The Tsars used alcohol to dampen dissent and exert control over their courts, while the government's monopoly over its sale has provided a crucial revenue stream for centuries. Drawing upon remarkable archival evidence and filled with colorful anecdotes of the enforced drunkenness Russian leaders imposed on their courts, Vodka Politics offers a wholly new way of understanding Russian political history.
9780199755592
Jan-14 | £35.00 | pp: 592

Ancient Egypt
State and Society
Alan B. Lloyd, Swansea University
In Ancient Egypt, Alan B. Lloyd attempts to define, analyse, and evaluate the institutional and ideological systems which empowered and sustained one of the most successful civilizations of the ancient world for a period in excess of three and a half millennia. Covering the entirety of the civilization, and featuring a large number of up-to-date translations of original Egyptian texts, Ancient Egypt focuses on the main aspects of Egyptian culture which gave the society its particular character, and endeavours to establish what allowed the Egyptians to maintain that character for an extraordinary length of time, despite enduring cultural shock of many different kinds.
9780199286188
Jan-14 | £90.00 | pp: 450

Ancient Syria
A Three Thousand Year History
Trevor Bryce, University of Queensland, Australia
Syria has long been one of the most trouble-prone and politically volatile regions of the Near and Middle Eastern world. This book looks back beyond the troubles of the present to tell the 3000 year story of what came before the peoples, cities, and kingdoms that arose, flourished, declined, and disappeared in the lands that now constitute Syria, from the time of the region's earliest written records in the third millennium BC, right through to the reign of the Roman emperor Diocletian in the early 4th AD. Across the centuries, from the Bronze Age to Imperial Rome, we encounter a vast array of characters and civilizations, enlivening, enriching, and besmirching the annals of Syrian history Hittite and Assyrian Great Kings, Egyptian pharaohs, Amorite robber-barons, the biblically notorious Nebuchadnezzar, Persia's Cyrus the Great and Macedon's Alexander the Great, the rulers of the Seleucid empire; and an assortment of Rome's most distinguished and most infamous emperors. All swept across the plains of Syria at some point in her long history. All contributed, in one way or another, to Syria's special, distinctive character, as they imposed themselves upon it, fought one another within it, or pillaged their way through it. But this is not just a history of invasion and oppression. Syria had great rulers of her own, native-born Syrian luminaries, sometimes appearing as local champions who sought to liberate their lands from foreign despots, sometimes as cunning, self-seeking manipulators of squabbles between their overlords.
9780199646678
Mar-14 | £25.00 | pp: 560

Goodbye to All That?
The Story of Europe Since 1945
Dan Stone, University of London
In the decade after 1945, as the Cold War freeze set in, a new Europe slowly began to emerge from the ruins of the Second World War, based on a broad rejection of the fascist past that had so scarred the continent's recent history. In the East, this new consensus was enforced by Soviet imposed Communist regimes. In the West, the process was less coercive, amounting more to a consensus of silence. On both sides, much was deliberately forgotten or obscured however the European world continued to be sustained by the broad anti-fascist consensus that had emerged in the years after 1945. However this fundamental consensus began to break down in the wake of the oil shocks of the 1970s, Globalization, deregulation, and the erosion of social-democratic welfare capitalism, and the collapse of the Communist alternative in the East. This Europe turned today, is the first ever comparative account of this dramatic collapse, explaining the end of the British and French colonial empires as an intertwined, even co-dependent process. Decolonization gathered momentum, not as an empire-specific affair, but as a global one, in which the wider march of twentieth-century history played a vital part: industrial concentration and global depression, World War and Cold War, Communism and other anti-colonial ideologies, massconsumption and the allure of American popular culture.
9780199697717
Jan-14 | £25.00 | pp: 392
Wounded Heroes
Vulnerability as a Virtue in Ancient Greek Literature and Philosophy
Marina Berzins McCoy, Boston College

The Wounded Heroes examines how Greek epic, tragedy, and philosophy have important insights to offer about the nature of human vulnerability, central to the human experience. While studies of Greek heroes and virtue often focus on strength of character, prowess in war, or honour, McCoy examines another side to Greek thought that seeks the recognition and acceptance of vulnerability. Beginning with Homer's Fad, she expands to analyse the imagery of wounding in Plato's Georgias and Symposium, as well as Aristotle's work on the vulnerability of friendship. McCoy aims at deepening our understanding of the virtues of vulnerability for individuals and societies alike, and offers an innovative interpretation of tragic catharsis as a means for society to expand on its vision of itself and the vulnerable.

9780199572783
Sep-13 | £65.00 | pp: 256

Piecing Together the Fragments
Translating Classical Verse, Creating Contemporary Poetry
Josephine Balmer, University of East Anglia

In Piecing Together the Fragments, Josephine Balmer examines the art of classical translation from the perspective of the practitioner. Positioning her study within the long tradition of translator prefatory notes and introductions, Balmer argues that such statements should be considered as much a part of creative writing as literary theory. From translating Sappho and other classical women poets, as well as Catullus and Ovid, Balmer discusses her relationship with her source texts and uncovers the various strategies and approaches she has employed. Above all, she considers how, through the masks or personas of ancient voices, such works offer writers a means of expressing dangerous or difficult subject matter they might not otherwise have been able to broach. A unique study, this volume explores radical new ways in which creativity and scholarship might overlap - and intersect.

9780199550590
Sep-13 | £60.00 | pp: 288

Climate Change Archaeology
Building Resilience from Research in the World's Coastal Wetlands
Robert Van de Noort, University of Exeter

During the past 150 years, archaeologists have studied the impact of climate change on humanity; however, this information has not yet been used when considering the impact climate change will have on human communities. This pioneering study addresses this major paradox in modern climate change research, and provides the theoretical basis for archaelogical data to be included in climate change debates - an approach which uses archaeological research as a repository of ideas and concepts which can help build the resilience of modern communities against the background of rapid climate change. Applying this approach to four case study areas, which will be among the first to be significantly affected by climate change - the coastal wetlands of the North Sea, the Sundarbans, Florida's Gulf Coast, and the Iraqi Marshland.

9780199699551
Nov-13 | £65.00 | pp: 288

God, Space, and City in the Roman Imagination
Richard Jenkyns, University of Oxford

God, Space, and City in the Roman Imagination is a unique exploration of the relationship between the ancient Roman’s visual and literary cultures and their imagination. Drawing on a vast range of ancient sources, poetry and prose, texts, and material culture from all levels of Roman society, it analyses how the Romans used, conceptualised, viewed, and moved around their city. Through studying interior spaces, both secular (basilicas, colonnades, and forums) and sacred spaces (the temples where the Romans looked upon their gods) and their representation in poetry, the volume also follows the development of an architecture of the interior in the great Roman public works. While providing new insights into the working of the Romans’ imagination, it also offers powerful challenges to some long-established orthodoxies about Roman religion and cultural behaviour.

9780199567524
Nov-13 | £60.00 | pp: 480

The Antiquity of the Italian Nation
The Cultural Origins of a Political Myth in Modern Italy, 1796-1943
Antonino De Francesco, University of Milan

The Antiquity of the Italian Nation explores the political uses of Italy’s antique past in the early nineteenth century, tracing how anti-romanticism was transformed into a pillar of the nation-building process and, in turn, was used against the dominant French culture. Towards the end of the nineteenth century, Italian studies of Roman history would shape a dark veil over the earliest history of Italy while Fascism openly claimed the legacy of the Roman Empire. Italian antiquity would, however, remain alive through all these years, intersecting with the political and cultural life of modern Italy. In this book, De Francesco examines the different uses of the constantly reassessed antiquity of the Italian nation in history, archaeology, palaeoanthropology, and anthropology from the Napoleonic period to the collapse of Fascism.

9780199602319
Sep-13 | £55.00 | pp: 288

Equality and Opportunity
Shlomi Segall, Hebrew University of Jerusalem

Egalitarians have traditionally been suspicious of equality of opportunity. But the past twenty five years or so have seen a sea-change in egalitarian thinking about that concept. ‘lucky egalitarians’ have paved a new way of thinking about equality of opportunity, and infused it with radical egalitarian content. Shlomi Segall brings together these developments in egalitarian theory and offers a comprehensive account of ‘radical equality of opportunity’. This concept differs from more familiar conceptions on several dimensions. Shlomi Segall explores what policies to adopt and challenges the social and political implications of his theory. This book is essential reading for political philosophers and social theorists alike.

9780199561871
Nov-13 | £60.00 | pp: 240

Being Realistic about Reasons
T. M. Scanlon, Harvard University

Is what we have reason to do a matter of fact? If so, what kind of truth is involved, how can we know it, and how do reasons motivate and explain action? In this concise and lucid book T. M. Scanlon offers a qualified defense of normative cognitivism—the view that there are irreducibly normative truths about reasons for action. He responds to three familiar objections: that such truths would have troubling metaphysical implications; that we would have no way of knowing what they are, and that the role of reasons in motivating and explaining action could not be explained if accepting a conclusion about reasons for action were a kind of belief.

9780199567468
Jan-14 | £18.99 | pp: 160

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Philosophy, Religion & Theology

Death and the Afterlife
Samuel Scheffler, New York University

We normally take it for granted that other people will live on after we ourselves have died. Even if we do not believe in a personal afterlife in which we survive our deaths, we assume that there will be a “collective afterlife” in which humanity survives long after we are gone. Samuel Scheffler maintains that this assumption plays a surprising – indeed astonishing – role in our lives. In certain important respects, the future existence of people who are as yet unborn matters more to us than our own continued existence and the continued existence of those we love. Without the expectation that humanity has a future, many of the things that now matter to us would cease to do so. By contrast, the prospect of our own deaths does little to undermine our confidence in the value of our activities. Despite the terror we may feel when contemplating our deaths, then, the prospect of humanity’s imminent extinction would pose a far greater threat to our ability to lead valuable lives: lives structured by wholehearted engagement in valued activities and pursuits. This conclusion complements it as new work on the foundations of the philosophy of information.

9780199828259
Sep-15 | £29.95 | pp: 224

The Ethics of Information
Luciano Floridi, University of Hertfordshire

Luciano Floridi develops an original ethical framework for dealing with the new challenges posed by Information and Communication Technologies (ICTs). ICTs have profoundly changed many aspects of life, including the nature of entertainment, work, communication, education, health care, industrial production and business, social relations, and conflicts. They have had a radical and widespread impact on our moral lives and on contemporary ethical debate. Privacy, ownership, freedom of speech, responsibility, technological determinism, the digital divide, and pornography online are only some of the pressing issues that characterise the ethical discourse in the information society. They are the subject of Information Ethics (IE), the new philosophical area of research that investigates the ethical impact of ICTs on human life and society. Since the seventies, IE has been a standard topic in many curricula. In recent years, there has been a flourishing of new university courses, international conferences, workshops, professional organisations, specialised periodicals and research centres. However, investigations have so far been largely influenced by professional and technical approaches, addressing mainly legal, social, cultural and technological problems. Although entirely independent of The Philosophy of Information (KUP, 2011), Floridi’s previous book, The Ethics of Information complements it as new work on the foundations of the philosophy of information.

9780199964132
Oct-13 | £30.00 | pp: 392

Classical Philosophy
A History of Philosophy, Volume 1
Peter Adamson, Universität München

Classical Philosophy is the first of a series of books in which Peter Adamson aims ultimately to present a complete history of philosophy, more thoroughly but also more enjoyably than ever before. He tells the story of philosophy in ancient Greece, from its beginnings to Plato and Aristotle. In short, lively chapters, based on the popular History of Philosophy podcast, he offers an accessible, humorous, and detailed look at the emergence of philosophy with the Presocratics, the probing questions of Socrates, and the first full flowering of philosophy with the dialogues of Plato and the treatises of Aristotle. His engaging conversational style brings the thinkers to life. This is serious history with a light touch.

9780199745454
May-14 | £20.00 | pp: 400

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9780199964132
Oct-13 | £30.00 | pp: 392

Treasurer, Neverland
Real and Imaginary Pirates
Neil Rennie, University College London

Treasurer, Neverland about factual and fictional pirates. Swashbuckling eighteenth-century pirates were the ideal pirates of all time and tales of their exploits are still popular today. The differences between two types of pirates – real and imaginary – are not quite as stark as we might think as the real, historical pirates are themselves somewhat legendary, somewhat fictional, belonging on the page and the stage rather than on the high seas. Based on extensive research of fascinating primary material, Neil Rennie describes the ascertainable facts of real eighteenth-century pirate lives and then investigates how such acts were subsequently transformed artistically, by writers like Defoe and Stevenson, into realistic and fantastic fictions of various kinds: historical novels, popular melodramas, boyish adventures, Hollywood films.

9780199967612
Nov-13 | £39.99 | pp: 208

Music Across the Senses
Listening, Learning, and Making Meaning
Jody L. Kerchner, Oberlin Conservatory of Music

Music listening is likely to be the predominant musical activity in which students will be engaged throughout their lives, and Music Across the Senses is an ideal resource that provides teachers with practical ideas for facilitating student music listening skill development. Written both for inservice music educators as well as collegiate music education student, Music Across the Senses shows how music educators can develop listening skills using multisensory means–mapping, movement, and verbal descriptions–in general music and performance ensemble classes. The book presents multisensory strategies and tools that invite teachers to adapt them to fit their own unique music learning communities. This approach gives teachers the flexibility to choose their own musical selections, genres, and styles.

9780199967612
Nov-13 | £39.99 | pp: 208

Sound and Safe
A History of Listening Behind the Wheel
Karin Bijsterveld and Eefje Cleophas, Maastricht University; and Stefan Krebs and Gijs Mom, Eindhoven University of Technology

Do you enjoy listening to music while driving? Do you find radio traffic information indispensable? Do you appreciate the moments of your drive in which you can listen to or sing along with whatever you like? This book shows how we created auditory privacy in cars, making them feel sound and safe, even though automobiles were highly noisy things at the beginning of the twentieth century. It explains how engineers in the automotive industry found pride in making car engines quieter once they realised that noise stood for inefficiency. It follows them as they struggled against sound audible within the car after the automobile had become a closed vehicle and, ultimately, about how we became used to listening while driving.

9780199925688
Oct-13 | £51.95 | pp: 240

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Elvis Presley

A Southern Life

Joel Williamson, University of North Carolina at Chapel Hill

In Elvis Presley, one of the most admired Southern historians of our time takes on one of the greatest cultural icons of all time. The result is a masterpiece: a vivid, gripping biography; set against the rich backdrop of Southern society—indeed, American society—in the second half of the twentieth century. In this tour de force biography, he captures the drama of Presley's career and offers insights into the social upheaval following World War II. Born in Tupelo, Mississippi, Presley was a contradiction,ombaying in pegged black pants with pink stripes, yet soft-spoken, respectfully courting a decent girl from church. Then he wandered into Sun Records, and everything changed. Appreciative and unsparing, musically attuned and socially revealing, Elvis Presley will deepen our understanding of the man and his times.

9780199865174
Feb-14 | £34.95 | pp: 448

Strategy

A History

Lawrence Freedman, King's College London

In Strategy: A History, Sir Lawrence Freedman, one of the world's leading authorities on war and international politics, captures the vast history of strategic thinking, in a consistently engaging and insightful account of how strategy came to pervade every aspect of our lives. The range of Freedman's narrative is extraordinary, moving from the surprisingly advanced strategy practiced in primates, to the opposing strategies of Achilles and Odysseus in the Iliad, the strategic advice of Sun Tzu and Machiavelli, the great military innovations of Baron Henri de Jomini and Carl von Clausewitz, the grounding of revolutionary strategy in class struggles by Marx, the insights into corporate strategy found in Peter Drucker and Alfred Sloan, and the contributions of the leading social scientists working on strategy today. The core issue at the heart of strategy, the author notes, is whether it is possible to manipulate and shape our environment rather than simply become the victim of forces beyond one's control. Time and again, Freedman demonstrates that the inherent unpredictability of this environment subject to chance events, the efforts of opponents, the mixtures of mistakes, provide strategic challenges and its drama. Armies or corporations or nations rarely move from a predictable state of affairs to another, but instead feel their way through a series of states, each one not quite what was anticipated, requiring a reappraisal of the original strategy, including its ultimate objectives.

9780199325153
Sep-13 | £34.95 | pp: 768

Rethinking the Firm

Theories of the Business Enterprise

Eric W. Orts, University of Pennsylvania

What is a business corporation and where do they come from? This book provides an account of the nature of the business enterprise (including the corporation) as a social institution that has become as important as political states and families in modern society. Written in jargon-free language, the book provides a guide to general readers who are interested to know how business enterprises arose historically, how they are legally regulated, what economic dynamics explain the changing size and internal organization of modern enterprises, and how the political dimension is important. Essential reading for managers and policy makers, as well as academics and students in many fields, this book provides the first contemporary interdisciplinary theory of business enterprises. It provides a foundation for further thinking about the social purpose of a business enterprise, which includes not only the primary economic objective of wealth creation but also a larger role in the basic structure of modern society. The book will also inform those engaged in debates about how business enterprises should be regulated and toward what ends.

9780199211357
Aug-14 | £25.00 | pp: 250

Trade Unions in Western Europe

Hard Times, Hard Choices

Rebecca Gumbrell-McCormick, University of London; and Richard Hyman, London School of Economics

Trade unions in most of Europe are on the defensive: in recent decades they have lost membership, sometimes drastically; their collective bargaining power has declined, as has their influence on government; and in many countries, their public respect is much diminished. This book explores the challenges facing trade unions and their responses in ten west European countries: Britain, Ireland, Sweden, Denmark, Germany, Austria, the Netherlands, Belgium, France, and Italy. Based on a substantial number of interviews with key union representatives and academic experts in each country, together with the collection of a large amount of union documentation and background material, the book gives an account of how trade unions have evolved in each country, the main recent challenges that unions have faced, and their responses.

9780199644414
Sep-13 | £30.00 | pp: 256

Saving the City

The Great Financial Crisis of 1914

Richard Roberts, King's College, London

A week before the outbreak of the First World War, an acute financial crisis surged over London: the Stock Exchange closed, money markets worldwide were paralyzed. This book tells the extraordinary, and largely unknown, story of this acute financial crisis that surged over London and around the globe. Drawing on diaries, letters, and memoirs of participants and a wide range of press coverage, as well as government and bank archives, it presents a lively and colourful account of a remarkable episode in financial and social history, outlining the drama of the collapse and the measures taken to contain it. This crucial and compelling 'missing piece' in the world's financial development was the first true global financial crisis, and proved a landmark in the management of financial crises.

9780199640548
Nov-12 | £20.00 | pp: 136

Business Strategy

Managing Uncertainty, Opportunity, and Enterprise

J.C. Spender, Visiting Professor at ESADE, Universitat Ramon Llull

What is strategy? For many it is the application of a theory, model or framework. In this book, Spender develops a different creative approach. Emphasizing that firms face uncertainties and unknowns (knowledge gaps), he argues that the core of strategic thinking and processes rests on the organization’s leaders developing newly imagined solutions to the opportunities that these uncertainties open up. Drawing on a wide range of ideas from strategy, economics, entrepreneurship and philosophy, he stresses the importance of judgment in strategy, and argues that a key element of the entrepreneur and executive’s task is to engage those uncertainties, develop a language to express and explain the firm’s particular business model for dealing with these, and thus create innovation and value.

9780199858544
Jan-14 | £25.00 | pp: 140
Current Affairs

By All Means Necessary
How China’s Resource Quest is Changing the World
Elizabeth Economy, Council on Foreign Relations; and Michael Levi, Director, Program on Energy Security and Climate Change, Council on Foreign Relations

In By All Means Necessary, Elizabeth Economy and Michael Levi explore the unscaled expansion of the Chinese economy and what has been required to sustain this meteoric growth. In the past twenty-five years China has transformed from an impoverished country where peasants comprised the largest portion of the populace, by far, to a country of innovation, entrepreneurs and more millionaires than anywhere else in the world. Clear, authoritative, and provocative, By All Means Necessary is a comprehensive account of where China’s pursuit of raw materials may take them in the coming years—a crucial issue not just for China, but for the whole world.

9780199921782
Jan-14 | $27.95 | pp: 272

Climate-Challenged Society
John S. Dryzek, The Australian National University; Richard B. Norgaard, University of California, Berkeley; and David Schlosberg, University of Sydney

A short accessible introductory treatment of how climate change affects society, and how social, economic, and political systems can, do, and should respond. This book is an original, accessible, and thought-provoking introduction to the severe and broad-ranging challenges that climate change presents and how societies can respond. It synthesizes and deploys cutting-edge scholarship on the range of social, economic, political, and philosophical issues surrounding climate change. The treatment is introductory, but the book is written “with a breath, attitude,” for nobody has yet charted in coherent, integrative, and effective fashion a way to move societies beyond their current paralysis as they face the challenges of climate change. The coverage begins with an examination of science, public opinion, and policy making, with special attention to organized climate denial. The book then moves to economic analysis and its limits; different kinds of policies; climate justice; and unstable era. The conclusion considers the prospects for fundamental transition in ideas, movements, economics, and governance.

9780199660100
Oct-13 | £55.00 | pp: 192

The Locust Effect
Why the End of Poverty Requires the End of Violence
Gary Haugen and Victor Boutros both at the University of Chicago Law School

World poverty is both an intractable and ever-mutable problem. It has afflicted humanity since the earliest times, but its basic features — aside from the constant, want — have evolved as history has moved from epoch to epoch. Gary Haugen and Victor Boutros’s The Locust Effect focuses on the central role of violence in perpetuating poverty, and shows that if any headway is to be made, this issue has to become a top priority for policymakers. Simply put, if people aren’t safe, nothing else matters. Whatever material improvements we provide will simply wash away in the face of the corrupt police forces, out-of-control armies, private militias, organized criminals, and — not least — failed justice systems that plague poor countries. Through this authoritative narrative, the book will feature real world stories ranging from Thailand to Bolivia to India to Nigeria that vividly depict how violence undercuts antipoverty efforts. While they argue that this violence is the fundamental issue facing the anti-poverty movement, they do not merely identify the problem. They also draw from their experience running the International Justice Mission to show that ground-up efforts to reform legal and public justice systems can generate real positive results. Sweeping in geographical scope and filled with unforgettable stories of individuals trapped within the mutually reinforcing cycle of poverty and violence, The Locust Effect will force us to rethink everything we know about the causes of poverty and why it is so difficult to root out.

9780199920785
Jan-14 | $37.95 | pp: 384

Economic Development
What Everyone Needs to Know
Marcelo Giugale, the World Bank’s Director of Economic Policy and Poverty Reduction Programs for Africa

The practice of economic development has undergone significant transformation over the past decade, due to globalization and democratization. While beneficiaries previously held little sway in the way international economic institutions delegated funds for projects, today it would be difficult—if not impossible—for the average government or for the average multilateral organization to build a road, reform an education curriculum, or sign a mining concession without, at a minimum, a process of consultation with those affected. This change has created a greater demand for development knowledge. Beginning with the basic concepts that inform the practice of development, this wide-ranging book addresses the major challenges that shape the field, highlighting the doubts, trade-offs, and dilemmas. Drawing on his more than twenty-five years of experience working in development in the Middle East, Eastern Europe, Central Asia, Latin America and Africa, Marcelo Giugale illustrates his chapters with real-life examples from all over the globe. He looks at a host of topics including the reasons why seemingly obvious reforms never happen, power dynamics between governments and beneficiaries, government corruption, state violence, natural resources, globalization and trade, anticipating global crises, measuring equity, ending poverty, the “new” poor, gender, indigenous peoples, children, health-care, food prices, and technology. While development is a complex area in which there are no definitive answers, Giugale highlights the very real challenges that face the profession now and will continue to face development practitioners in the years to come.

9780199382147
Dec-13 | $56.95 | pp: 176

Venezuela
What Everyone Needs to Know
Miguel Tinker-Salas, Pomona College, USA

In this concise, accessible introduction, Miguel Tinker-Salas—a native of Venezuela who has written extensively about the country—takes a broadly chronological approach to the history of Venezuela, but keeps oil and its effects on the country’s politics, economy, culture, and international relations a central focus. An introductory section that discusses the legacy of Spanish colonization, Tinker-Salas explores the “The Era of the Gusher,” a period which began with the discovery of oil in the early 1910s, encompassed the mid-century development and internationalization of the industry, and ended with a change of government in 1989 in response to widespread protests. Tinker-Salas also provides a detailed discussion of Hugo Chavez—his rise to power, his domestic, political and economic policies, and his high-profile forays into international relations. Arranged in helpful question-and-answer format that allows readers to scan topics of particular interest, the book covers such questions as: Who is Simón Bolívar and why is he called the George Washington of Latin America? How did the discovery of oil change Venezuela’s relationship to the U.S.? What forces were behind the coup of 1992? Does Chavez really want to be president for life? How does Venezuela interact with China, Russia, and Iran? And much more. Convenient, engaging, and written by a leading expert on the country, Venezuela: What Everyone Needs to Know offers a lively look at an increasingly important player on the world stage.

9780199783281
Dec-13 | $56.95 | pp: 192
Hydrofracking

What Everyone Needs to Know

Alex Prud’homme has written for The New York Times, The New Yorker, Vanity Fair, and Time. Constantly in the news and the subject of much public debate, fracking, as it is known for short, is one of the most promising yet controversial methods of extracting natural gas and oil. Today, 90 percent of natural gas wells use fracking. Though highly effective, the process—which fractures rock with pressurized fluid—has been criticized for polluting land, air, and water, and endangering human health. Hydrofracking tackles this contentious topic, exploring both sides of the debate and providing a clear guide to the science underlying the technique. Prud’homme offers clear answers to a range of fundamental questions, including: What is fracking fluid? How does it impact water supplies? Who regulates the industry? How much recoverable natural gas exists in the U.S.? What new innovations are on the horizon? Prud’homme considers ways to improve methods in the short-term, while also exploring the possibility of transitioning to more sustainable resources—wind, solar, tidal, and perhaps nuclear power—for the long term. Written for general readers, Hydrofracking clearly explains both the complex science of fracking and the equally complex political and economic issues that surround it, giving readers all the information they need to understand what will no doubt remain a contentious issue for years to come.

India in the 21st Century

What Everyone Needs to Know

Mira Kamdar, World Policy Institute and an Associate Fellow at the Asia Society

According to current projections, India will overtake China to become the most populous country on Earth by 2050. Its 1.6 billion people will live in the world’s second-largest economy, after China but ahead of the United States and the European Union. A democracy and an open society compared to China, India’s destiny matters deeply to a West whose influence in shaping the 21st century will decline as that of these two Asian giants and other emerging economies in Africa and Latin America rise. In India in the 21st Century, Mira Kamdar offers readers an introduction to India today in all its complexity. An ancient civilization tracing its roots back 5,000 years, the Republic of India was the first of Europe’s former colonies to gain independence in the mid-20th century. Kamdar addresses India’s history, including its colonial legacy and independence movement; the political and social structures in place today; its rapidly growing economy and financial system; the geopolitical landscape of the 21st century and India’s place in global politics; and the environmental concerns faced by the country, among other topics. She explores India’s contradictions and complications, from its worringly narrow politics of patronage to its willingness to censor information by banning books and controlling internet content. At the same time, Kamdar celebrates the merging of India’s multicultural landscape and deep artistic and intellectual heritage with the dawning of the Information Age and the expansion of mass media, which have made it one of the world’s 21st-century cultural powerhouses.

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Why Has China Grown So Fast For So Long?
Khalid Malik, Director, UNDP Human Development Report Office, USA

For analysts, China presents a conundrum. It is clear that China has made rapid progress, and the landscape of the world is changing due to China's unique position. Yet for decades, many have questioned this phenomenon, showing concern about cooked data, asset bubbles about to burst, and so on. Yet the Chinese economy has kept growing at a bloating pace. Analysing the last 30 years of reforms, this book helps us understand the Chinese growth, the factors that made this possible, and the lessons that can be distilled from this experience for other developing countries. This is a unique book in that it is based on years of close interaction with the Chinese leadership, institutions, and society, as well as international organizations in the development community.

9780198077838
Sep-12 | £27.50 | pp: 254

It's Not Over
Structural Drivers of the Global Economic Crisis
Robit, South Asian University, New Delhi

The current economic crisis also resulted in a crisis of sorts, within the discipline of economics. The mainstream supply-side theories failed spectacularly to predict the crisis. This calls for alternative theoretical structures which would explain the causes of the same. This book is an attempt towards this very goal. The volume provides both a theoretical analysis along with a very convincing empirical substantiation, giving a novel perspective of the current and continuing crisis. The argument is that crisis in capitalism, including the very recent one, are not mere happenstance, but they are an inherent part of it. The book explains that the crisis is a result of two components, business cycles as well as the underlying trend.

9780198088647
Dec-12 | £27.50 | pp: 320

India's Rights Revolution
Has It Worked for the Poor?
S.K. Das, Honorary Advisor, Space Commission and Atomic Energy Commission and Ex officio Secretary to Government of India

In the past few years, India has given its citizens four important socio-economic rights: the right to information, the right to employment, forest rights, and the right to education. These forward-looking rights put social justice at the core of India's developmental policies. This book comprehensively analyses these rights and their implementation in order to understand if they have really reached the poor and excluded, who were supposed to be their primary beneficiaries. The book highlights the need for appropriate laws, adequate resources, and an institutional infrastructure with proper political instrumentalities to bridge the gap between these rights and their rightful beneficiaries.

9780198081661
Jan-13 | £27.50 | pp: 320

The Oxford History of Contemporary Indian Business
Dwijendra Tripathi, former Professor, Indian Institute of Management Ahmadabad and Jyoti Jumani, freelance teacher, researcher, and writer

No other period in the entire history of India ever witnessed such momentous developments, affecting so profoundly the life of its people as the half century that followed the end of British colonialism. Business was one realm that experienced a great deal of upheavals. This book provides a comprehensive analysis of the making of modern business and the modern business class, covering the period from 1947 to the present times: linking socio-economic, and political changes to shifts in the business climate and policies of the country; it provides the first in-depth narrative of business in post-colonial India. The book covers a vast canvas from industrial licensing and planned economy, to the experiments in cooperative undertakings, and the opening up of the Indian economy and liberalisation.

9780198082248
Mar-13 | £8.99  | pp: 320
Democracy and its Institutions
André Béteille, Professor Emeritus, University of Delhi

This volume reflects Béteille’s engagement with the conception of formal, legal, political institutions (Parliament, Judiciary, and political parties), and practices in specific domains of public and political life—rule of law, constitutional morality, the opposition—without which democracies cannot function or survive.

The author contends that the institutions of civil society require an effective constitutional framework for their proper functioning, and that such a framework suffers when social movements set themselves continuously against the State’s authority. The volume not only points to what remains neglected in the study of democracy but also offers an understanding of the ground on which democracies rest.

9780198080961
Aug-12 | £27.50 | pp: 228

Caste
Oxford India Short Introductions
Surinder S. Jodhka, Jawaharlal Nehru University, New Delhi

The highly complex, dynamic, and enduring social reality of caste in India remains an anathema for social theorists. Combining up-to-date research with accessible and systematic exposition, this short introduction provides an exciting synoptic view of all the main aspects and dimensions of caste in India today. Looking at caste as tradition, as a constitutive element in power politics, and its inherent strands of humiliation and contestation in modern times, this book covers the many themes and issues around the lived reality of caste in India. It will prove indispensable for scholars, students, and general readers interested in this all-pervasive element of Indian social life.

9780198089360
Aug-12 | £7.99 | pp: 224

Natural Disasters and Indian History
Oxford India Short Introductions
Tirthankar Roy, London School of Economics and Political Science

Based on the study of a number of events that occurred in colonial India between 1770 and 1935, the author argues that the impact of natural disasters requires a graded sense of time. The book draws on three themes—market, politics, and knowledge, roughly corresponding to these time scales—the short, the medium, and the long run, respectively. These studies illustrate that disasters become devastating events by impairing the capacity of the state and civil society; they create gainers and losers; and they destroy cooperation. Yet, as the author points out, disasters have also enabled new understandings of nature, state, and society, on the basis of which useful new knowledge could grow.

9780198075370
Aug-12 | £7.99 | pp: 224

Affirmative Action in India
Oxford India Short Introductions
Ashwini Deshpande, Delhi School of Economics

Affirmative action has been the topic of a highly polarized debate, in which it is either demonized as the root of all evil or valorized as the panacea for eliminating discrimination. Sketching out the larger context of debates around the issue, this short introduction analyses the rationale and implementation of affirmative action in India. Discussing the ‘why’ and ‘how’ of affirmative action, with glimpses into its history and dynamics, the book offers a perspective on where India stands today. Using detailed empirical evidence, it assesses the success and limitations of affirmative action in providing socio-political and economic justice.

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Nonverbal Communication 6/e  
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Oct-13 | £56.95 | pp: 480

Physical Chemistry  
Quanta, Matter, and Change, Second Edition  
Peter Atkins, Fellow at the University of Oxford; Julio de Paula, Lewis & Clark College, USA; and Ronald Friedman, Indiana University Purdue University Fort Wayne

Physical Chemistry: Quanta, Matter, and Change, Second Edition takes an exciting and innovative molecular approach to the teaching of physical chemistry. The text focuses on our understanding of the properties of matter at the molecular level, and how these can be linked to the macroscopic world via statistical mechanics and thermodynamics. For the second edition the structure of the text has been radically re-organised. Instead of being in chapters, material is broken down into 97 short ‘topics’ and related ‘topics’ are organised into 20 ‘Focus On’ sections. ‘Roadmaps’ at the beginning of each Focus show how topics are interrelated and help students to forge connections between different subjects. This novel approach is designed to improve the digestibility of the text for students and be more flexible for lecturers teaching the subject. The distinguished author team presents the subject in a rigorous but accessible manner, allowing students to gain a thorough understanding of physical chemistry. The ground-breaking approach of the Second Edition of Physical Chemistry: Quanta, Matter, and Change will enable students to gain a deep understanding of this fascinating and important subject area.

9780199608619  
Dec-13 | £48.99 | pp: 1005

Inorganic Chemistry  
Sixth Edition  
Mark Weller, University of Bath; Tina Overton, University of Hull, Jonathan Rourke, University of Warwick; and Fraser Armstrong, University of Oxford

Leading the reader from the fundamental principles of inorganic chemistry, right through to cutting-edge research at the forefront of the subject, Inorganic Chemistry, Sixth Edition is the ideal course companion for the duration of a student’s degree. The authors have drawn upon their extensive teaching and research experience in updating this established text; the Sixth Edition retains the much-praised clarity of style and layout from previous editions, while offering an enhanced Frontiers section. Exciting new applications of inorganic chemistry have been added to this established text; the Sixth Edition retains the much-praised clarity of style and layout from previous editions, while offering an enhanced Frontiers section. Exciting new applications of inorganic chemistry have been added to this section, in particular relating to materials of chemistry and medicine. This edition also sees a greater use of learning features to provide students with all the support they need for their studies. Providing comprehensive coverage of inorganic chemistry, while placing it in context, this text will enable the reader to fully master this important subject.

9780199941826  
Jan-14 | £47.97 | pp: 912

Atkins’ Physical Chemistry  
Tenth Edition  
Peter Atkins, Fellow at the University of Oxford; and Julio de Paula, Lewis & Clark College USA

The exceptional quality of previous editions has been built upon to make the Tenth Edition of Atkins’ Physical Chemistry even more closely suited to the needs of both lecturers and students. Material within chapters has been radically reorganised into discrete topics, to give the text an inviting modular feel. This restructuring increases the digestibility of the text for students, while making it more flexible for lecturers to teach from. The extensive learning support provided throughout the book now includes new checklists of key concepts at the end of each topic, to reinforce the main take-home messages in each section. The mathematics support for students has also been significantly expanded, with the addition of new Cheatsheet toolkits boxes, which provide useful reminders of essential mathematical concepts and techniques. The coupling of the broad coverage of the subject with a structure and use of pedagogy that is even more innovative will ensure Atkins’ Physical Chemistry remains the textbook of choice for studying physical chemistry.

9780199607403  
Mar-14 | £46.99 | pp: 1005

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Organic Chemistry
A Mechanistic Approach
Tadashi Okuyama, University of Hyogo, Japan, and Howard Maskill, University of Huddersfield, UK
Organic Chemistry: A Mechanistic Approach provides readers with a concise review of the essential concepts underpinning the subject. It combines a focus on core topics and themes with a mechanistic approach to the explanation of the reactions it describes, making it ideal for those looking for a solid understanding of the central themes of organic chemistry. Opening with a review of chemical bonding and molecular shape and structure, the book then introduces the principal groups of organic compound before exploring the range of reactions they undergo. It retains an emphasis throughout on how and why organic compounds behave in the way they do, with a chapter on how mechanisms are investigated and the closing chapter describing the principal methods by which the structure and composition of organic compounds are studied. With an understanding of organic chemistry being central to the study and practice of a range of disciplines, Organic Chemistry is the ideal resource for those studying a one- or two-semester organic chemistry course as part of a broader programme of study in the physical and life sciences.

9780199592766
Nov-13 | £42.99 | pp: 488

Bioinorganic Chemistry
An Introduction
Dieter Rehder, University of Hamburg, Germany
Bioinorganic chemistry lies at the interface of inorganic chemistry and biochemistry, and explores the function of inorganic species in living systems - from the iron that helps our red blood cells transport oxygen to our tissues, to the calcium that forms an integral part of our bones. In their book, Rehder and Harderbander provide a broad overview of this dynamic field, reviewing the key chemical elements that have important biological function, and exploring how the chemistry of these elements is central to the function of biological systems. With sidebars that both review underlying principles of importance to the subject - including the concepts of magnetism and chirality - and discuss some of the analytical approaches that have enabled us to elucidate the biological role of the chemical elements, Bioinorganic Chemistry is the ideal resource for those discovering the field for the first time, and who need a clear, balanced account of the subject.

9780199555199
Feb-14 | £34.99 | pp: 256

The Physiology of Training for High Performance
Duncan MacDougall and Digby Sale, both at McMaster University, Canada
Success for an athlete depends on their ability to perform at their best when it matters most. Performance depends on the athlete’s body having acquired the most beneficial adaptations for their sport. But how can an athlete or coach be sure that training results in the desired adaptations? This book provides a concise review of the essential concepts underpinning the subject. It combines a focus on core topics and themes with a mechanistic approach to the explanation of the reactions it describes, making it ideal for those looking for a solid understanding of the central themes of organic chemistry. Opening with a review of chemical bonding and molecular shape and structure, the book then introduces the principal groups of organic compound before exploring the range of reactions they undergo. It retains an emphasis throughout on how and why organic compounds behave in the way they do, with a chapter on how mechanisms are investigated and the closing chapter describing the principal methods by which the structure and composition of organic compounds are studied. With an understanding of organic chemistry being central to the study and practice of a range of disciplines, Organic Chemistry is the ideal resource for those studying a one- or two-semester organic chemistry course as part of a broader programme of study in the physical and life sciences.

9780199592766
Nov-13 | £42.99 | pp: 488

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Cell Structure & Function
Guy Orchard, St John’s Institute of Dermatology, St Thomas’ Hospital, London, and Brian Nation, Editor, The British Journal of Dermatology
Biomedical scientists are the foundation of modern healthcare, from cancer screening to diagnosing HIV, from blood transfusion for surgery to food poisoning and infection control. Without biomedical scientists, the diagnosis of disease, the evaluation of the effectiveness of treatment, and research into the causes and cures of disease would not be possible. The Fundamentals of Biomedical Science series is written to reflect the challenges of practising biomedical science today. It draws together essential basic science with insights into laboratory practice to show how an understanding of the biology of disease is coupled to the analytical approaches that lead to diagnosis. Assuming only a minimum of prior knowledge, the series reviews the full range of disciplines to which a Biomedical Scientist may be exposed—from microbiology to cytology to transfusion science.

9780199652471
Apr-14 | £32.99 | pp: 448

How Brands Grow
What Marketers Don’t Know
Byron Sharp, Ehrenberg-Bass Institute for Marketing Science, Australia
This book provides evidence-based answers to the key questions asked by marketers every day. Tackling issues such as how brands grow, how advertising really works, what price promotions really do and how loyalty programs really affect loyalty, How Brands Grow presents decades of research in a style that is written for marketing professionals to grow their brands. It is the first book to present these laws in context and to explore their meaning and application. The most distinctive element to this book is that the laws presented are tried and tested; they have been found to hold over varied conditions, time and countries. This is contrast to most marketing texts and indeed, much information provides evidence that much modern marketing theory is far from soundly based.

9780195537465
Mar-10 | £22.50 | pp: 246

Journalism Research and Investigation in a Digital World
Stephen Tanner, University of Wollongong, Australia; and Nick Richardson, National Editorial Training Manager, News Ltd
It used to be that journalists made their job by asking people questions and writing down their answers to become the basis of tomorrow's stories. Increasingly, journalists need to interrogate data, to find out what matches, what doesn't fit, where the document trail leads. And then, most importantly, to make sense of the information itself. Data without context is useless; context without information is just background. Journalists need both to help media consumers understand what is going on. This book reveals the range of tools available to journalists that will enable them to locate data and make sense of it. It is, essentially, a book about developing journalism research skills that can be applied broadly.

9780195516373
May-13 | £60.00 | pp: 400

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<td>A Dialogue on Free Will and Science</td>
<td>OUP</td>
<td>Jan-14</td>
<td>£75.50</td>
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**Frameworks of World History**

**Networks, Hierarchies, Culture**

Stephen Morilla, Wabash College, USA

This is an important, groundbreaking text that uses a clear and consistent analytical approach to studying world history. It frames the study of a vast subject—the history of human societies from earliest times to the present—around a model that shows students how to not just learn about world history, but to do world history. Unlike other books, which are all variations on the same narrative approach, Frameworks of World History presents students with a model and develops this model over the course of the book. While Frameworks is chronologically organized just like other books, and contains all of the necessary, essential information, it is the only book on the market that does not just tell what happened, but shows how and why it happened.

**Mendoza the Jew**

Boxing, Manliness and Nationalism: A Graphic History

Ronald Schechter, College of William and Mary, and Liz Clarke, graphic artist

Inspired by the resounding success of Abina and the Important Men (OUP 2011), Mendoza the Jew combines graphic history with primary documentation and contextual information to analyze and explore issues of nationalism, identity, culture, and historical methodology through the life story of Daniel Mendoza, a poor Sephardic Jew from East London who became the boxing champion of Britain in 1789. As a poor Jew with a foreign-sounding name, Mendoza was an unlikely symbol of an activity that many considered their very own “national” tradition. This book will be of interest to readers of graphic history with primary documentation and contextual information to analyze and explore issues of nationalism, identity, culture, and historical methodology through the life story of Daniel Mendoza, a poor Sephardic Jew from East London who became the boxing champion of Britain in 1789. As a poor Jew with a foreign-sounding name, Mendoza was an unlikely symbol of an activity that many considered their very own “national” tradition. This book will be of interest to readers of history, graphic history, and the history of boxing.

**Take Note**

An Introduction to Music Through Active Listening

Robin Wallace, Baylor University, USA

With historical era and the canons of significant composers constantly being expanded as the art of music develops, it becomes increasingly difficult to provide a comprehensive overview of the major styles, composers, and works in one semester. Instead of attempting a quick overview of music history highlights, this text focuses on developing listening skills through a systematic and in-depth examination of a small but representative group of pieces; its goal is to help students become “attentive listeners,” thereby enhancing their enjoyment of music that is unfamiliar to their ears. The text provides students with a thorough grounding in these skills by developing their understanding of the basic elements of music: harmony, melody, rhythm and meter, dynamics, instrumentation, and form.

**Computational Biomedicine**

Peter Coveney and Vanessa Diaz, both at University College London; Peter Hunter, Auckland Bioengineering Institute, New Zealand; and Marco Viceconti, University of Sheffield

Computational Biomedicine lays the foundations for a new approach to the subject—one that unifies the different strands of a broad-ranging subject, and demonstrates how computational biomedicine is a powerful tool with the potential to revolutionise our understanding of the human body, and the therapeutic strategies available to maintain and protect it. Written by a team of world-leading experts in the field, it explores the modelling of physiological systems at different scales—cells, tissues, organs—before considering the issues around biomedical computing and data collection and analysis. It emphasises how a theoretical understanding of computational biomedicine translates into practice, with illustrative examples and case studies used throughout. Computational Biomedicine is the perfect introduction to the subject for anyone new to the field, from student to researcher.
A Nation in Pain
Healing our Biggest Health Problem
Judy Foreman, Health Columnist
Written with compassion and featuring inspiring stories of patients' struggles as well as the wisdom of hundreds of up-to-date research studies, this is the most comprehensive look yet at the biggest health problem this nation faces - chronic pain. In A Nation in Pain, Foreman offers a sweeping, deeply researched account of the chronic pain crisis, from neurobiology to public policy, and presents practical solutions that are within our grasp today. Drawing on both her personal experience with chronic pain and her background as an award-winning health journalist, she guides us through recent scientific discoveries, gender disparities in pain conditions and treatments, the problem of undertreated pain in children, and fair-minded assessments of the effectiveness of alternative remedies.
9780199837205
Feb-14 | $29.95 | pp: 464

Your Genes, Your Health
A Critical Family Guide That Could Save Your Life
Aubrey Milunsky, Boston University School of Medicine
In this book, Dr. Aubrey Milunsky provides guidance for all who wish to avoid, prevent, or detect genetic disorders in their families. The author describes new advances in many genetic diseases and a cascade of DNA tests that now enable many to secure their health and even save their own lives and those of their loved ones.
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Ensuring a Sustainable Future
Making Progress on Environment and Equity
Jody Heymann, UCLA Fielding School of Public Health, USA, and Magda Barrera, Institute for Health and Social Policy, McGill University, Canada
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Migration, Ethnicity, Race, and Health in Multicultural Societies
Second Edition
Raj S. Bhopal, University of Edinburgh, UK
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Recent years have seen the rise of a remarkable partnership between the social and computational sciences on the phenomena of emotions. This book reports on the state-of-the-art in both social science theory and computational methods, and illustrates how these two fields, together, can both facilitate practical computer/robotic applications and illuminate human social processes.
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Jeffrey A. Kottler, California State University, Fullerton, USA
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Mark Freeman, College of the Holy Cross, USA
The Priority of the Other provides radical reorientation of our most basic ways of making sense of the human condition. In speaking of the ‘Other’, Freeman refers not only to other people, but also to those non-human ‘others’; nature, art, God, that draw us out of ourselves. By thinking and being ‘Otherwise’, he suggests, we can become better attuned to both the world beyond us and the world within.
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How Psychology is Revolutionizing War
Michael D. Matthews, United States Military Academy, USA
At its heart, war is the most human of endeavors. Psychology will prove essential to success in future wars. In Head Strong, Michael Matthews explores the many ways that psychology will make the difference for war yet to come, from revolutionary advances in soldier selection and training, to new ways of preparing soldiers to remain resilient in the face of horror, and to engineering the super-soldier of the future. He also discusses how these advancements will ripple out to impact on everyone’s lives, not just soldiers. Amputees will have ‘intelligent’ life-like prosthetics that simulate the feel and function of a real limb. Those exposed to trauma will have new and more effective remedies to prevent or treat post-trumatic stress disorder. And a revolution in training - based heavily in the military’s increasing reliance on immersive simulations - will radically alter how police, fire, and first-responder personnel are trained in the future.
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Healing our Biggest Health Problem
Judy Foreman, Health Columnist
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<td>Tell Me a Story</td>
<td>Elaine Reese, University of Otago, New Zealand</td>
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<td>The Aesthetic Brain</td>
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<td>The Roots of Cognitive Neuroscience</td>
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<td>The Roots of Cognitive Neuroscience examines the way brain damage can impair cognitive and emotional systems. In chapters that range from examining memory and language to emotions and creativity, this book demonstrates that behavioral neurology and neuropsychology are just as relevant today as the research strategies were 150 years ago.</td>
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<td>Richard Miller, Northwestern University, USA</td>
<td>Through the eyes of history, science, and culture, this exciting new book reveals the world behind psychotropic drugs, answering many important, but tricky, questions about where they come from, exactly what they are and how they work.</td>
<td>9780199957022</td>
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The Art of Narrative Psychiatry
Stories of Strength and Meaning
SuEllen Hamkins, University of Massachusetts Amherst, USA

Narrative psychiatry empowers patients to shape their lives through story. Rather than basing diagnosis and treatment solely on the psychiatrist’s understanding of biology and psychology, this clinical art form entrusts the patient with the diagnosis and treatment of their own problems. The Art of Narrative Psychiatry is the first comprehensive description of narrative psychiatry in action. Engaging and accessible, it demonstrates how to help patients cultivate their personal sources of strength and meaning as resources for recovery. Illustrated with vivid case reports and in-depth accounts of therapeutic conversations, the book offers psychiatrists and psychotherapists detailed guidance in the theory and practice of this collaborative approach. Written by a pioneer in the field, The Art of Narrative Psychiatry describes a breadth of nuanced, powerful narrative practices, including externalizing problems, listening for what is absent but implicit, facilitating re-authoring by a pioneer in the field,

The Art of Narrative Psychiatry describes a breadth of nuanced, powerful narrative practices, including externalizing problems, listening for what is absent but implicit, facilitating re-authoring

Breast Disease Management
A Multidisciplinary Manual
James Harvey, University Hospital of Southern Manchester; Sue Down, James Paget Hospital, Great Yarmouth; Rachel Bright-Thomas, London University; John Winstanley, The Royal Bolton Hospital; and Hugh Bishop, The Royal Bolton Hospital

Breast Disease Management provides a concise overview of the fundamentals of breast disease, covering the whole patient journey from assessment to treatment. It will be useful to all members of the multi-disciplinary team including pathology, radiology and nursing staff working in breast units, as well as surgical trainees and foundation doctors.

Perinatal Psychiatry
The Legacy of Channi Kumar
Carmine Pariente, Sue Conroy and Paula Dazzan, all at Institute of Psychiatry, UK

Mental health problems during and immediately after pregnancy are a major concern across the world. As well as affecting the health of the mother, they can have significant, harmful, and long term effects on the infant if not dealt with effectively. This book honours the work of Channi Kumar, one of the seminal figures in the history of this field. It presents a comprehensive multidisciplinary review of the field of perinatal psychiatry, bringing together the leading researchers in this field, and covering the causes of perinatal mental health problems, the biology of perinatal depression and its more extreme form puerperal psychosis, psychosocial and psychological interventions, hormonal and neural substrates of perinatal depression, and risk factors and epidemiology.

Diagnosing Giants
Solving the Medical Mysteries of Thirteen Patients Who Changed the World
Philip A. Mackowiak, University of Maryland School of Medicine, USA

This book provides an overview of the history of medicine through a discussion of the mysterious illnesses of thirteen patients who changed the world. The disorders of famous historical figures from King Tut to Eleanor Roosevelt are used as platforms to trace the evolution of medical concepts from the time of the ancient pharaohs to the present.

The Antibody Molecule
From Anti-toxins to Therapeutic Antibodies
Antony Rees, Chief Scientific Officer (CSO), Biotage AB, Uppsala, Sweden and Professor Emeritus and Honorary DSc, University of Bath, UK

The Antibody Molecule is a beautifully illustrated review of the remarkable developments within immunology from the discovery of the antibody molecule to its exploitation in medicine and the scientists and pioneers who were involved. This engaging and authoritative history will appeal to a wide audience.
Oxford Handbook of Reproductive Medicine and Family Planning

Second Edition

Enda McVeigh, John Radcliffe Hospital; John Guillebaud, Elliott Smith Clinic; and Roy Homburg, Homerton University Hospital, Queen Mary, London University

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Murray Longmore, General Practitioner in Sussex; Ian Wilkinson, University of Cambridge; Andrew Baldwin, GP Specialty Trainee working in Sussex; and Elizabeth Wallin, Specialist Registrar at Addenbrooke’s Hospital

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Hadi Manji, Neil Kitchen, Christian Lambert, all at National Hospital for Neurology and Neurosurgery, London, UK; Seán Connolly, St Vincent’s University Hospital, Dublin, Ireland; and Amrit Mehta, Charing Cross Hospital NHS Trust, London

Fully updated for this Second Edition, the Oxford Handbook of Neurology is the definitive guide for all those working in neurology and neurosurgery. This practical and concise quick-reference resource provides a wealth of information and invaluable clinical guidance to ensure all readers stay up-to-date in this fast-moving specialty. Now including brand new chapters on neurological emergencies and neurology within other medical specialties, this handbook contains the most cutting-edge management and treatment options, drugs, and neurosurgical techniques. Covering the entire breadth of neurology with additional sections on neuromuscular, endocrine, and medical neurology, it includes common presentations and disorders as well as information on neurological assessment. Packed full of illustrations to ensure ease-of-reference, and valuable clinical advice from experts in the field, the reader can be sure they will always have all the information they need at their fingertips.

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John Wass and Katharine Owen, both at the Oxford Centre for Diabetes, Endocrinology and Metabolism, Churchill Hospital, Oxford, UK

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Andrew Brent, Nuffield Department of Infectious Diseases & Microbiology and Centre for Tropical Medicine, Oxford; Robert Davidson, Northwick Park Hospital and Imperial College School of Medicine, London; and Anna Seale, Oxford University and KEMRI-Wellcome, CGMRC-Coast, Kilifi, Kenya

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Simon Stedden, Guy’s and St Thomas’ Hospitals, London; Alistair Chessers, St Bartholomew’s and the Royal London Hospitals; John Cunningham, Physician to the Queen and Head of the Medical Household, Royal Free University & College Hospitals, London; and Neil Ashman, St Bartholomew’s and the Royal London Hospitals

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ccardiov.oxfordjournals.org

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jnci.oxfordjournals.org

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anonc.oxfordjournals.org

Journal of Radiation Research
The Journal of Radiation Research is a fully open-access multidisciplinary journal that publishes articles in radiation science in the fields of biology, chemistry, physics, epidemiology, environmental sciences and oncology.
jrr.oxfordjournals.org

Neuro-Oncology
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norONOx.fordjournals.org

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