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### KEY=EDMUNDS - PEREZ VILLEGAS

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#### EMARKETING EXCELLENCE

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**Routledge** 'eMarketing eXcellence' offers an exciting new approach to help you build a customer-driven e-business. As the core text for the CIM's E-marketing award, the book offers a highly structured and accessible guide to a critical subject, providing a useful reference point for all students and managers involved in marketing strategy and implementation. A practical guide to creating and executing e-marketing plans, this book combines established approaches to marketing planning with the creative use of new e-models and e-tools. It is designed to support both marketers who are integrating e-marketing into their existing marketing and communications strategies and experienced e-marketers looking to optimise their e-marketing. The book shows how to: · Draw up an outline e-marketing plan · Evaluate and apply e-marketing principles & models · Integrate online and offline communications · Implement customer-driven e-marketing · Reduce costly trial and error · Measure and enhance your e-marketing · Drive your e-business forward As the core text for the CIM's new professional E-marketing Award, it provides comprehensive, critical coverage of the key areas of e-marketing planning for marketing professionals. Established marketing concepts such as customer relationship management, the marketing mix and the widely adopted SOSTAC® planning system, are re-examined in the new media context - and new approaches are defined, including business models, traffic building and web site design.

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#### CONTEMPORARY MEXICAN POLITICS

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**Rowman & Littlefield Publishers** This comprehensive and engaging text explores contemporary Mexico's political, economic, and social development and examines the most important policy issues facing the country today. Readers will find this widely praised book continues to be the most current and accessible work available on Mexico's politics and policy.

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#### GREEK MYTH

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**Walter de Gruyter GmbH & Co KG** This volume provides a guide to research in the field of Greek Myth, introducing the main questions, theories and methods related to the study of Greek Myth today. The author points out, with critical reappraisal, the key themes and ideas in recent scholarship and makes suggestions for future lines of study. Aimed at students and scholars in Classics, it will also be of interest to larger audiences in the Humanities.

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#### ENDER'S GAME

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**Tor Books** "The classic of modern science fiction"--Front cover.

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#### THE CONSERVATION HANDBOOK

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#### RESEARCH, MANAGEMENT AND POLICY

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**John Wiley & Sons** Textbooks on the principles of conservation biology abound. Yet, how does one put this theoretical knowledge into practice? The aim of *The Conservation Handbook* is to provide clear guidance on the implementation of conservation techniques. The wide range of methods described include those for ecological research, monitoring, planning, education, habitat management and combining conservation with development. Nineteen case studies illustrate how the methods have been applied. The book will be of interest to conservation biology students and practicing conservationists worldwide. For each copy of the book sold, another copy will be sent free to a practicing conservationist outside Western Europe, North America, Australia, New Zealand and Japan. Foreword by E. O. Wilson. Concise, practical guide packed full of ideas, methods and advice. Provides solutions for the main conservation problems most commonly encountered. 18 global case studies illustrate the application of techniques. The Conservation Handbook Donations Project this book is being sent free to those practising conservationists outside Western Europe, North America, Australia, New Zealand and Japan who are otherwise unlikely to obtain a copy. These copies are provided at cost price by Blackwell Science, the publisher, and paid for with the author's royalties. Each book sold means another one will be donated.

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#### AMERICAN LIGHT TRUCKS AND UTILITY VEHICLES, 1967-1989

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#### EVERY MODEL, YEAR BY YEAR

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**McFarland** The truck's role in American society changed dramatically from the 1960s through the 1980s, with the rise of off-roaders, the van craze of the 1970s and minivan revolution of the 1980s, the popularization of the SUV as family car and the diversification of the pickup truck into multiple forms and sizes. This comprehensive reference book follows the form of the author's popular volumes on American cars. For each year, it provides an industry overview and, for each manufacturer, an update on new models and other news, followed by a wealth of data: available powertrains, popular options, paint colors and more. Finally, each truck is detailed fully with specifications and measurements, prices, production figures, standard equipment and more.

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#### THE CHRONICLES OF NARNIA VOL III: THE VOYAGE OF THE DAWN TREADER

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**Enrich Spot Limited** The Voyage of the Dawn Treader sees Edmund and Lucy, along with their priggish cousin Eustace Scrubb, return to Narnia. Once there, they join Caspian's voyage on the ship to find the seven lords who were banished when Miraz took over the throne. As they sail toward Aslan's country at the edge of the world, they come face to face with many dangers and wonders, including the place where dreams come true. They discover that their quest is more than they imagined and that the world's end is only the beginning...

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#### HOOSIERS AND THE AMERICAN STORY

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**Indiana Historical Society** A supplemental textbook for middle and high school students, *Hoosiers and the American Story* provides intimate views of individuals and places in Indiana set within themes from American history. During the frontier days when Americans battled with and exiled native peoples from the East, Indiana was on the leading edge of America's westward expansion. As waves of immigrants swept across the Appalachians and eastern waterways, Indiana became established as both a crossroads and as a vital part of Middle America. Indiana's stories illuminate the history of American agriculture, wars, industrialization, ethnic conflicts, technological improvements, political battles, transportation networks, economic shifts, social welfare initiatives, and more. In so doing, they elucidate large national issues so that students can relate personally to the ideas and events that comprise American history. At the same time, the stories shed light on what it means to be a Hoosier, today and in the past.

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## THE FRENCH REVOLUTION IN GLOBAL PERSPECTIVE

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**Cornell University Press** *Situating the French Revolution in the context of early modern globalization for the first time, this book offers a new approach to understanding its international origins and worldwide effects. A distinguished group of contributors shows that the political culture of the Revolution emerged out of a long history of global commerce, imperial competition, and the movement of people and ideas in places as far flung as India, Egypt, Guiana, and the Caribbean. This international approach helps to explain how the Revolution fused immense idealism with territorial ambition and combined the drive for human rights with various forms of exclusion. The essays examine topics including the role of smuggling and free trade in the origins of the French Revolution, the entwined nature of feminism and abolitionism, and the influence of the French revolutionary wars on the shape of American empire. The French Revolution in Global Perspective illuminates the dense connections among the cultural, social, and economic aspects of the French Revolution, revealing how new political forms-at once democratic and imperial, anticolonial and centralizing-were generated in and through continual transnational exchanges and dialogues. Contributors: Rafe Blaufarb, Florida State University; Ian Coller, La Trobe University; Denise Davidson, Georgia State University; Suzanne Desan, University of Wisconsin-Madison; Lynn Hunt, University of California, Los Angeles; Andrew Jainchill, Queen's University; Michael Kwass, The Johns Hopkins University; William Max Nelson, University of Toronto; Pierre Serna, Université Paris I Panthéon-Sorbonne; Miranda Spieler, University of Arizona; Charles Walton, Yale University*

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## ELECTRONIC EVIDENCE

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*This fourth edition of the well-established practitioner text sets out what constitutes an electronic signature, the form an electronic signature can take, and discusses the issues relating to evidence - illustrated by analysis of relevant case law and legislation from a wide range of common law and civil law jurisdictions. Stephen Mason is a leading authority on electronic signatures and electronic evidence, having advised global corporations and governments on these topics. He is also the editor of Electronic Evidence and International Electronic Evidence, and he founded the international open-source journal Digital Evidence and Electronic Signature Law Review in 2004. This book is also available online at <http://ials.sas.ac.uk/digital/humanities-digital-library/observing-law-ials-open-book-service-law>.*

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## BLINDERS, BLUNDERS, AND WARS

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## WHAT AMERICA AND CHINA CAN LEARN

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**Rand Corporation** *The history of wars caused by misjudgments, from Napoleon's invasion of Russia to America's invasion of Iraq, reveals that leaders relied on cognitive models that were seriously at odds with objective reality. Blinders, Blunders, and Wars analyzes eight historical examples of strategic blunders regarding war and peace and four examples of decisions that turned out well, and then applies those lessons to the current Sino-American case.*

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## THE ROUGH GUIDE TO ACCESSIBLE BRITAIN

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**Rough Guides Limited** *The award-winning Rough Guide to Accessible Britain, produced in association with Motability, is packed with inspirational ideas for great days out for the disabled visitor. The guide, with foreword from popular television presenter Lara Master, includes vivid accounts of things to do across Britain, from immersing yourself in the arts of The Royal Academy to gondola trips on the Nevis Mountain range, inspired by colour photos. You'll find the lowdown on the best accessible sites and places to visit for free, with tips on parking and getting around, all reviewed by writers with disabilities. Chapters are arranged by region, highlighting activities within driving distance of your home or holiday accommodation to suit all interests and abilities. The guide is also loaded with useful contacts that can provide further assistance with holidays and day-trips in Britain, from Blue Badge-enhanced GPS navigation to accessible home swaps. Make the most of your leisure time with The Rough Guides to Accessible Britain*

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## THE DECENTRALIZATION OF FOREST GOVERNANCE

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## POLITICS, ECONOMICS AND THE FIGHT FOR CONTROL OF FORESTS IN INDONESIAN BORNEO

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**Routledge** *This book provides an excellent overview of more than a decade of transformation in a forest landscape where the interests of local people, extractive industries and globally important biodiversity are in conflict. The studies assembled here teach us that plans and strategies are fine but, in the real world of the forest frontier, conservation must be based upon negotiation, social learning and an ability to muddle through.' Jeffrey Sayer, senior scientific adviser, Forest Conservation Programme IUCN - International Union for of Nature The devolution of control over the world's forests from national or state and provincial level governments to local control is an ongoing global trend that deeply affects all aspects of forest management, conservation of biodiversity, control over resources, wealth distribution and livelihoods. This powerful new book from leading experts provides an in-depth account of how trends towards increased local governance are shifting control over natural resource management from the state to local societies, and the implications of this control for social justice and the environment. The book is based on ten years of work by a team of researchers in Malinau, Indonesian Borneo, one of the world's richest forest areas. The first part of the book sets the larger context of decentralization's impact on power struggles between the state and society. The authors then cover in detail how the devolution process has occurred in Malinau, the policy context, struggles and conflicts and how Malinau has organized itself. The third part of the book looks at the broader issues of property relations, conflict, local governance and political participation associated with decentralization in Malinau. Importantly, it draws out the salient points for other international contexts including the important determination that 'local political alliances', especially among ethnic minorities, are taking on greater prominence and creating new opportunities to influence forest policy in the world's richest forests from the ground up. This is top-level research for academics and professionals working on forestry, natural resource management, policy and resource economics worldwide. Published with CIFOR*

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## MIGHTY FITZ

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## THE SINKING OF THE EDMUND FITZGERALD

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**Bloomsbury Publishing USA** *The disappearance of the Edmund Fitzgerald remains one of the great unsolved mysteries in maritime history. Michael Schumacher relays in vivid detail the story of the Edmund Fitzgerald, its many productive years on the waters of the Great Lakes, its tragic demise, the search effort and investigation, as well as the speculation and the controversy that followed in the wake of the disaster. Michael Schumacher is the author of six books. He has written 25 documentaries on Great Lakes shipwrecks, including three about the Edmund Fitzgerald. "In his ballad, Mr. Lightfoot sang about the Fitz's final tense moments, when "the waves turn minutes to hours: Now the hours have lengthened into years and years into decades-but the allure of this doomed ship and its missing men remains as strong as ever."-Wall Street Journal*

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## MAKING ONE'S WAY IN THE WORLD

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## THE FOOTPRINTS AND TRACKWAYS OF PREHISTORIC PEOPLE

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**Oxbow Books** *The book draws on the evidence of landscape archaeology, palaeoenvironmental studies, ethnohistory and animal tracking to address the neglected topic of how we identify and interpret past patterns of movement in the landscape. It challenges the pessimism of previous generations which regarded prehistoric routes such as hollow ways as generally undatable. The premise is that archaeologists tend to focus on [sites] while neglecting the patterns of habitual movement that made them part of living landscapes. Evidence of past movement is considered in a multi-scalar way from the individual footprint to the long distance path including the traces created in vegetation by animal and human movement. It is argued that routes may be perpetuated over long timescales creating landscape structures which influence the activities of subsequent generations. In other instances radical changes of axes of communication and landscape structures provide evidence of upheaval and social change. Palaeoenvironmental and ethnohistorical evidence from the American North West coast sets the scene with evidence for the effects of burning, animal movement, faeces deposition and transplantation which can create readable routes along which are favoured resources. Evidence from European hunter-gatherer sites hints at similar practices of niche construction on a range of spatial scales. On a local scale, footprints help to establish axes of movement, the locations of lost settlements and activity areas. Wood trackways likewise provide evidence of favoured patterns of movement and past settlement location. Among early farming communities alignments of burial mounds, enclosure entrances and other monuments indicate axes of communication. From the middle Bronze Age in Europe there is more clearly defined evidence of trackways flanked by ditches and fields. Landscape scale survey and excavation enables the dating of trackways using spatial relationships with dated features and many examples indicate long-term continuity of routeways. Where fields flank routeways a range of methods, including scientific approaches, provide dates. Prehistorians have often assumed that Ridgeways provided the main axes of early movement but there is little evidence for their early origins and rather better evidence for early routes crossing topography and providing connections between different environmental zones. The book concludes with a case study of the Weald of South East England which demonstrates that some axes of cross topographic movement used as droveways, and generally considered as early medieval, can be shown to be of prehistoric origin. One reason that dryland routes have proved difficult to recognise is that insufficient attention has been paid to the parts played by riverine and maritime longer distance communication. It is argued that understanding the origins of the paths we use today contributes to appreciation of*

the distinctive qualities of landscapes. Appreciation will help to bring about effective strategies for conservation of mutual benefit to people and wildlife by maintaining and enhancing corridors of connectivity between different landscape zones including fragmented nature reserves and valued places. In these ways an understanding of past routeways can contribute to sustainable landscapes, communities and quality of life

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## PIONEERING WOMEN IN AMERICAN MATHEMATICS

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### THE PRE-1940 PHD'S

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**American Mathematical Soc.** More than 14 percent of the PhD's awarded in the United States during the first four decades of the twentieth century went to women, a proportion not achieved again until the 1980s. This book is the result of a study in which the authors identified all of the American women who earned PhD's in mathematics before 1940, and collected extensive biographical and bibliographical information about each of them. By reconstructing as complete a picture as possible of this group of women, Green and LaDuke reveal insights into the larger scientific and cultural communities in which they lived and worked. The book contains an extended introductory essay, as well as biographical entries for each of the 228 women in the study. The authors examine family backgrounds, education, careers, and other professional activities. They show that there were many more women earning PhD's in mathematics before 1940 than is commonly thought. Extended biographies and bibliographical information are available from the companion website for the book: [www.ams.org/bookpages/hmath-34](http://www.ams.org/bookpages/hmath-34). The material will be of interest to researchers, teachers, and students in mathematics, history of mathematics, history of science, women's studies, and sociology. The data presented about each of the 228 individual members of the group will support additional study and analysis by scholars in a large number of disciplines.

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## TECHNOLOGIES AND APPROACHES TO REDUCING THE FUEL CONSUMPTION OF MEDIUM- AND HEAVY-DUTY VEHICLES

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**National Academies Press** *Technologies and Approaches to Reducing the Fuel Consumption of Medium- and Heavy-Duty Vehicles* evaluates various technologies and methods that could improve the fuel economy of medium- and heavy-duty vehicles, such as tractor-trailers, transit buses, and work trucks. The book also recommends approaches that federal agencies could use to regulate these vehicles' fuel consumption. Currently there are no fuel consumption standards for such vehicles, which account for about 26 percent of the transportation fuel used in the U.S. The miles-per-gallon measure used to regulate the fuel economy of passenger cars. is not appropriate for medium- and heavy-duty vehicles, which are designed above all to carry loads efficiently. Instead, any regulation of medium- and heavy-duty vehicles should use a metric that reflects the efficiency with which a vehicle moves goods or passengers, such as gallons per ton-mile, a unit that reflects the amount of fuel a vehicle would use to carry a ton of goods one mile. This is called load-specific fuel consumption (LSFC). The book estimates the improvements that various technologies could achieve over the next decade in seven vehicle types. For example, using advanced diesel engines in tractor-trailers could lower their fuel consumption by up to 20 percent by 2020, and improved aerodynamics could yield an 11 percent reduction. Hybrid powertrains could lower the fuel consumption of vehicles that stop frequently, such as garbage trucks and transit buses, by as much 35 percent in the same time frame.

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## THE CHRONOGRAPHY OF ROBERT OF TORIGNI

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Robert of Torigni's chronicle is a foremost source of information about one of the most famous centres of power in the entire Middle Ages: the court of King Henry II, duke of Normandy and king of England (1154-89), and his wife Queen Eleanor of Aquitaine (d. 1204). In addition, it includes commentary on many contemporaneous issues and concerns, notably about elections, successions, and deaths of bishops and abbots in Normandy and England, but also about events in France, the Empire, and the crusader kingdom in Palestine.

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## PANDEMIC DISEASE IN THE MEDIEVAL WORLD

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### RETHINKING THE BLACK DEATH

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**ARC - The Medieval Globe Books** This ground-breaking book brings together scholars from the humanities and social and physical sciences to address the question of how recent work in the genetics, zoology, and epidemiology of plague's causative organism (*Yersinia pestis*) can allow a rethinking of the Black Death pandemic and its larger historical significance.

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## HOMER AND THE POETICS OF HADES

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**Oxford University Press** *Homer and the Poetics of Hades* offers a new and unique approach to the Iliad and, more particularly, the Odyssey through an exploration of the role and function of the Underworld as a poetic resource permitting an alternative perspective on the epic past. By portraying Hades as a realm where vision is not possible, Homer creates a unique poetic environment in which social constraints and divine prohibitions do not apply, resulting in a narrative which emulates that of the Muses but which at the same time is markedly distinct from it. In Hades experimentation with, and alteration of, important epic forms and values can be pursued with greater freedom, giving rise to a different kind of poetics: the 'poetics of Hades'. In the Iliad, Homer offers us a glimpse of how this alternative poetics works through the visit of Patroclus' shade in Achilles' dream. The recollection offered by the shade reveals an approach to its past in which regret, self-pity, and a lingering memory of intimate and emotional moments displace an objective tone and traditional exposition of heroic values. However, the potential of Hades for providing alternative means of commemorating the past is more fully explored in the 'Nekyia' of Odyssey 11: there, Odysseus' extraordinary ability to see the dead in Hades allows him to meet and interview the shades of heroines and heroes of the epic past, while the absolute confinement of Hades allows the shades to recount their stories from their own personal points of view. The poetic implications are significant, since by visiting Hades and listening to the stories of the shades Odysseus, and Homer with him, gain access to a tradition in which epic values associated with gender roles and even divine law are suspended in favour of a more immediate and personally inflected approach to the epic past. As readers, this alternative poetics offers us more than just a revised framework within which to navigate the Iliad and the Odyssey, inviting as it does a more nuanced understanding of the Greeks' anxieties around mortality and posthumous fame.

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## MEDIA PRACTICE AND EVERYDAY AGENCY IN EUROPE

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### AN ANGLO-NORMAN READER

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**Open Book Publishers** This book is an anthology with a difference. It presents a distinctive variety of Anglo-Norman works, beginning in the twelfth century and ending in the nineteenth, covering a broad range of genres and writers, introduced in a lively and thought-provoking way. Facing-page translations, into accessible and engaging modern English, are provided throughout, bringing these texts to life for a contemporary audience. The collection offers a selection of fascinating passages, and whole texts, many of which are not anthologised or translated anywhere else. It explores little-known byways of Arthurian legend and stories of real-life crime and punishment; women's voices tell history, write letters, berate pagans; advice is offered on how to win friends and influence people, how to cure people's ailments and how to keep clear of the law; and stories from the Bible are retold with commentary, together with guidance on prayer and confession. Each text is introduced and elucidated with notes and full references, and the material is divided into three main sections: Story (a variety of narrative forms), Miscellany (including letters, law and medicine, and other non-fiction), and Religious (saints' lives, sermons, Bible commentary, and prayers). Passages in one genre have been chosen so as to reflect themes or stories that appear in another, so that the book can be enjoyed as a collection or used as a resource to dip into for selected texts. This anthology is essential reading for students and scholars of Anglo-Norman and medieval literature and culture. Wide-ranging and fully referenced, it can be used as a springboard for further study or relished in its own right by readers interested to discover Anglo-Norman literature that was written to amuse, instruct, entertain, or admonish medieval audiences.

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## POWER AND DYSFUNCTION

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### THE NEW SOUTH WALES BOARD FOR THE PROTECTION OF ABORIGINES 1883-1940

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**ANU Press** In 1883, the New South Wales Board for the Protection of Aborigines was tasked with assisting and supporting an Aboriginal population that had been devastated by a brutal dispossession. It began its tenure with little government direction - its initial approach was cautious and reactionary. However, by the turn of the century this Board, driven by some forceful individuals, was squarely focused on a legislative agenda that sought policies to control, segregate and expel Aboriginal people. Over time it acquired extraordinary powers to control Aboriginal movement, remove children from their communities and send them into domestic service, collect wages and hold them in trust, withhold rations, expel individuals from stations and reserves, authorise medical inspections, and prevent any Aboriginal person from leaving the state. Power and Dysfunction explores this Board and uncovers who were the major drivers of these policies, who were its most influential people, and how this body came to wield so much power. Paradoxically, despite its considerable influence, through its bravado, structural dysfunction, flawed policies and general indifference, it failed to manage core aspects of Aboriginal policy. In the 1930s, when the Board was finally challenged by Aboriginal and non-Aboriginal groups seeking its abolition, it had become moribund, paranoid and secretive as it railed against all detractors. When it was finally disbanded in 1940, its 57-year legacy had touched every Aboriginal

community in New South Wales with lasting consequences that still resonate today.

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## THE HISTORY OF ANAESTHESIA

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**Parthenon Publishing Group**

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### BRAND LEADERSHIP

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**Simon and Schuster** Management fads come and go in the blink of an eye, but branding is here to stay. Closely watched by the stock market and obsessed over by the biggest companies, brand identity is the one indisputable source of sustainable competitive advantage, the vital key to customer loyalty. David Aaker is widely recognised as the leading expert in this burgeoning field. Now he prepares managers for the next wave of the brand revolution. With coauthor Erich Joachimsthaler, Aaker takes brand management to the next level - strategic brand leadership. Required reading for every marketing manager is the authors' conceptualisation of 'brand architecture' - how multiple brands relate to each other - and their insights on the hot new area of Internet branding. Full of impeccable, intelligent guidance, BRAND LEADERSHIP is the visionary key to business success in the future.

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### BURNING BRIGHT

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### ESSAYS IN HONOUR OF DAVID BINDMAN

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**UCL Press** This book celebrates the work and career of the internationally renowned art historian, David Bindman, on the occasion of his 75th birthday, and is above all a tribute to him from his former students and colleagues.

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### THE NEW COASTAL HISTORY

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### CULTURAL AND ENVIRONMENTAL PERSPECTIVES FROM SCOTLAND AND BEYOND

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**Springer** This book provides a pathway for the New Coastal History. Our littorals are all too often the setting for climate change and the political, refugee and migration crises that blight our age. Yet historians have continued, in large part, to ignore the space between the sea and the land. Through a range of conceptual and thematic chapters, this book remedies that. Scotland, a country where one is never more than fifty miles from saltwater, provides a platform as regards the majority of chapters, in accounting for and supporting the clusters of scholarship that have begun to gather around the coast. The book presents a new approach that is distinct from both terrestrial and maritime history, and which helps bring environmental history to the shore. Its cross-disciplinary perspectives will be of appeal to scholars and students in those fields, as well as in the environmental humanities, coastal archaeology, human geography and anthropology.

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### ADVANCES IN EXPERIMENTAL SURGERY

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Experimental surgery is an important link for the development in clinical surgery, research and teaching. Experimental surgery was part of the most important surgical discoveries in the past century. Since 1901 nine Nobel Prizes have been awarded to the pioneers had remarkable achievements in the basic or practical surgery. In recent 20 years, experimental surgery has achieved new advances, like laparoscopic and robotic surgery, tissue engineering, and gene therapy which are widely applied in clinic surgery. The present book covers wide experimental surgery in preclinical research models subdivided in two volumes. Volume I introduces surgical basic notions, techniques, and different surgical models involved in basic experimental surgery and review the biomechanical models, ischemia/reperfusion injury models, repair and regeneration models, and organ and tissue transplantation models, respectively. Volume II introduces several specific experimental models such as laparoscopic and bariatric experimental surgical models. The second volume also introduces graft-versus-host disease, and other experimental models. Review the advances and development of recent techniques such as tissue engineering, organ preservation, wound healing and scarring, gene therapy and robotic surgery. The book documents the enormous volume of knowledge we have acquired in the field of experimental surgery. In this book, we have invited experts from the United States, Canada, France, Germany, China, Japan, Korea, UK, Sweden, Netherland, Hungary and Turkey to contribute 36 chapters in the fields of their expertise. These two volumes are the compilation of basic experimental surgery and updated advances of new development in this field that will be invaluable to surgeons, residents, graduate students, surgical researchers, physicians, immunologists, veterinarians and nurses in surgery.

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### BREWING, BEER AND PUBS

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### A GLOBAL PERSPECTIVE

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**Springer** The production of beer today occurs within a bifurcated industrial structure. There exists a small number of large, global conglomerates supplying huge volumes of a limited range of beers, and a plethora of small and medium breweries producing a diverse range of beers sold under unique brands. Brewing, Beer and Pubs addresses a range of contemporary issues and challenges in this key sector of the global economy, and includes contributions by research specialists from a variety of countries and disciplines. This book includes the marketing and globalization of the brewing industry, beer excise duties and market concentration, and reflections upon developments in brewing and beer consumption across the world in order to explore the wide-reaching influence of this industry. Alongside these global topics more localised themes are presented such as market integration in the Chinese beer and wine markets, beer and brewing in Africa and South America, and turbulence and change in the UK public house industry, which demonstrate how the consumption of beer in pubs and other social environments make the beer industry integral to local communities and regions worldwide.

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### LATE SOPHOCLES

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### THE HERO'S EVOLUTION IN ELECTRA, PHILOCTETES, AND OEDIPUS AT COLONUS

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**University of Michigan Press** An accessible examination of the evolution of key Sophoclean characters

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### GLOBALIZING POLAR SCIENCE

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### RECONSIDERING THE INTERNATIONAL POLAR AND GEOPHYSICAL YEARS

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**Springer** The International Polar Years and the International Geophysical Year represented a remarkable international collaborative scientific effort that has been largely neglected by historians. This groundbreaking collection seeks to redress that neglect and illuminate critical aspects of the last 150 years of international scientific endeavour.

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### AXE-HEADS AND IDENTITY

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### AN INVESTIGATION INTO THE ROLES OF IMPORTED AXE-HEADS IN IDENTITY FORMATION IN NEOLITHIC BRITAIN

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**Archaeopress Publishing Ltd** This volume seeks to re-assess the significance accorded to the body of stone and flint axe-heads imported into Britain from the Continent which have until now often been poorly understood, overlooked and undervalued in Neolithic studies.

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## THE CAMBRIDGE COMPANION TO THE WRITINGS OF JULIUS CAESAR

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**Cambridge University Press** Well-known as a brilliant general and politician, Caesar also played a fundamental role in the formation of the Latin literary language and history of Latin Literature. This volume provides both a clear introduction to Caesar as a man of letters and a fresh re-assessment of his literary achievements.

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## GREEK TRAGEDY

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## SUFFERING UNDER THE SUN

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**Oxford University Press** An illustrated introduction to ancient Greek tragedy, written by one of its most distinguished experts, which provides all the background information necessary for understanding the context and content of the dramas. A special feature is an individual essay on every one of the surviving 33 plays.

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## THE AMPLEFORTH JOURNAL

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## GLOBAL OCEAN SCIENCE REPORT 2020

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## CHARTING CAPACITY FOR OCEAN SUSTAINABILITY

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The world's ocean is a life-supporting system for humanity, yet it remains largely unknown. Based on data collected from around the world, the Global Ocean Science Report 2020 offers a global record of how, where and by whom ocean science is conducted. It monitors our capacity to understand the ocean and seize new opportunities. More generally, the Report underlines the essential role of ocean research and international cooperation for all key issues of the 21st century.

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## THE ROUTLEDGE HANDBOOK OF CRITICAL RESOURCE GEOGRAPHY

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**Routledge** This Handbook provides an essential guide to the study of resources and their role in socio-environmental change. With original contributions from more than 60 authors with expertise in a wide range of resource types and world regions, it offers a toolkit of conceptual and methodological approaches for documenting, analyzing, and reimagining resources and the worlds with which they are entangled. The volume has an introduction and four thematic sections. The introductory chapter outlines key trajectories for thinking critically with and about resources. Chapters in Section I, "(Un)knowing resources," offer distinct epistemological entry points and approaches for studying resources. Chapters in Section II, "(Un)knowing resource systems," examine the components and logics of the capitalist systems through which resources are made, circulated, consumed, and disposed of, while chapters in Section III, "Doing critical resource geography: Methods, advocacy, and teaching," focus on the practices of critical resource scholarship, exploring the opportunities and challenges of carrying out engaged forms of research and pedagogy. Chapters in Section IV, "Resource-making/world-making," use case studies to illustrate how things are made into resources and how these processes of resource-making transform socio-environmental life. This vibrant and diverse critical resource scholarship provides an indispensable reference point for researchers, students, and practitioners interested in understanding how resources matter to the world and to the systems, conflicts, and debates that make and remake it.

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## THE AMERICAN YAWP

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## A MASSIVELY COLLABORATIVE OPEN U. S. HISTORY TEXTBOOK, VOL. 1: TO 1877

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"I too am not a bit tamed--I too am untranslatable / I sound my barbaric yawp over the roofs of the world."--Walt Whitman, "Song of Myself," Leaves of Grass The American Yawp is a free, online, collaboratively built American history textbook. Over 300 historians joined together to create the book they wanted for their own students--an accessible, synthetic narrative that reflects the best of recent historical scholarship and provides a jumping-off point for discussions in the U.S. history classroom and beyond. Long before Whitman and long after, Americans have sung something collectively amid the deafening roar of their many individual voices. The Yawp highlights the dynamism and conflict inherent in the history of the United States, while also looking for the common threads that help us make sense of the past. Without losing sight of politics and power, The American Yawp incorporates transnational perspectives, integrates diverse voices, recovers narratives of resistance, and explores the complex process of cultural creation. It looks for America in crowded slave cabins, bustling markets, congested tenements, and marbled halls. It navigates between maternity wards, prisons, streets, bars, and boardrooms. The fully peer-reviewed edition of The American Yawp will be available in two print volumes designed for the U.S. history survey. Volume I begins with the indigenous people who called the Americas home before chronicling the collision of Native Americans, Europeans, and Africans. The American Yawp traces the development of colonial society in the context of the larger Atlantic World and investigates the origins and ruptures of slavery, the American Revolution, and the new nation's development and rebirth through the Civil War and Reconstruction. Rather than asserting a fixed narrative of American progress, The American Yawp gives students a starting point for asking their own questions about how the past informs the problems and opportunities that we confront today.

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## THE NAMES OF HOMERIC HEROES

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## PROBLEMS AND INTERPRETATIONS

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**Walter de Gruyter GmbH & Co KG** The purpose of this book is to contribute to the appreciation of the linguistic, literary and contextual value of Homeric personal names. This is an old topic, which famously interested Plato, and an object of constant scholarly attention from the time of ancient commentators to the present day. The book begins with an introduction to the particularly complex set of factors that affect all efforts to interpret Homeric names. The main chapters are structured around the character and action of selected heroes in their Homeric contexts (in the case of the Iliad, a heroic war; the Odyssey chapter encompasses more than one planes of action). They offer a survey of modern etymologies, set against ancient views on names and naming, in order to reconstruct (as far as possible) the reception of significant names by ancient audiences and further to shed light on the parameters surrounding the choice and use of personal names in Homer. An Appendix touches on the underexplored career of Homeric personal names as historical names, offering data and a preliminary analysis.

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## HUMPHREY, DUKE OF GLOUCESTER: A BIOGRAPHY

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